

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

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“The Window is the Eye of the Store”

You make up your opinion of a man very largely from the expression of his eye. Your customers form their judgment of you very largely from the appearance of your store windows.

The first essential of a window is freshness. The well dressed window is the one that is always fresh. The best-planned window loses its effect after the dust has begun to settle on the merchandise and the glass gets a little dim.

Every Victor dealer should be on the safe side and give his windows a fresh dressing every so many days, whether it seems to need it or not. Each new window display has its advertising value. A good window dresser can make the window pay the rent of the whole store.

Don't crowd the window. If it is well arranged with a few articles it commands attention, when the same space jammed full with a variety of objects is passed unnoticed. Make your window tell the news of your store. Your window display can show **real** things, and has a great advantage over print, which can only tell about things.

The best window display is one that associates the Victor with some person or event of general interest. For instance, suppose you get a fine portrait of Sousa, frame it handsomely, and arrange it against a background of drapery in the most prominent place in the window, and place beneath it a neat card giving a list of the Sousa records you have in stock.

Windows like this command a great deal more attention than windows filled with a promiscuous stock of goods, and the labor and expense are much less. After you have accumulated a number of suitable draperies, frames and other articles that can be used over and over again, it is an easy matter to add the note of current interest, similar to the one described. This method of window dressing saves the handling and exposure of many articles of merchandise and gives the passing crowds something to stop and look for.

Have the “eye” of your store bright and wide open.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records



THE PLEASURE
DOUBLED

THE COST
REDUCED



The Pleasure Doubled The Talking Machine you select determines the pleasure you will have. The Zon-o-phone is the oldest of all disk machines, the most highly developed in smooth running, durability and mechanical conveniences. It has a remarkably clearer and more natural tone.

The Cost Reduced Take the trouble to hear the Zon-o-phone before you buy. After you are satisfied with its superiority you will also find it lower in price, model for model.

Zon-o-phone Double Record Disks The highest type of record ever sold for 65c.

Hebrew Supplement, just issued; the finest Hebrew records ever made. Songs by Mme. Regina Prager, Mr. Kalman Juvelier and other well known artists.

Universal Talking Machine Mfg. Co.

Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile W. H. Reynalds, 167 Dauphin St.

ARIZONA

Tucson George T. Fisher, 7-9 E. Congress St.

ARKANSAS

Ft. Smith R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

Los Angeles ... So. California Mus. Co., 333 S. B'way.

San Francisco... Peter Bacigalupi & Sons, 941 Market St.

San Francisco... Byron Mauzy, 244-250 Stockton St. (Union Sq.).

FLORIDA

Tampa Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago Benj. Allen & Co., 131-141 Wabash Ave.

Chicago James I. Lyons, 265 Fifth Ave.

Chicago B. Olshansky, 515 So. Jefferson St.

KANSAS

Topeka Emahizer-Spielman Furn. Co., 517-519 Kansas Ave.

MARYLAND

Annapolis Globe House Furn. Co.

Baltimore C. S. Smith & Co., 641 W. Baltimore St.

Baltimore Louis Mazor, 1423 E. Pratt St.

MINNESOTA

St. Paul W. J. Dyer & Bro., 31-33 W. 5th St.

MICHIGAN

Detroit J. E. Schmidt, 336 Gratiot Ave.

MISSOURI

Kansas City ... Webb-Freyschlag Merc. Co., 7th and Delaware Sts.

Springfield ... Morton Lines, 325 Boonville St.

St. Louis Knight Mercantile Co., 211 N. 12th St.

St. Louis D. K. Myers, 3839 Finney Ave.

NEW JERSEY

Hoboken Eclipse Phono. Co., 203 Washington St.

Newark Oliver Phono. Co., 18 New St.

Paterson J. K. O'Dea, 115 Ellison St.

NEW YORK

Brooklyn F. W. Rous Co., 435 Fifth Ave.

Brooklyn B. G. Warner, 1213 Bedford Ave.

NORTH DAKOTA

Fargo Stone Piano Co., 614 First Ave., N.

OHIO

Akron Geo. S. Dales Co., 128 S. Main St.

Cincinnati J. C. Groene Mus. Pub. Cd., Race and Arcade.

Cincinnati J. E. Poorman, Jr., 31 West 5th St.

Cleveland The Bailey Company, Ontario St. and Prospect Ave.

OREGON

Portland Graves Music Co., Inc., 114 4th St.

PENNSYLVANIA

Allegheny H. A. Becker, 601 Ohio St.

Philadelphia ... Disk Talking Machine Co., 13 N. 9th St.

Pittsburgh C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA

Aberdeen McArthur Piano Co.

TEXAS

Austin Petmecky Company, 411 Main St.

Beaumont K. B. Pierce Music Co., 608 Pearl St.

CANADA

Toronto Whaley, Royce & Co., Ltd., 168 Yonge St.

Vancouver, B.C.M. W. Waitt & Co., Ltd., 568 Grandville St.

Winnipeg, Man. Whaley, Royce & Co., Ltd.

Yarmouth Yarmouth Cycle Co.

The Talking Machine World

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New York, May 15, 1909.

Price Ten Cents

THAT VOCAL SAFE LOCK.

Inventor Charpiot Has Had Many Inquiries from All Parts of the World.

George J. Charpiot, of Denver, the inventor of the safe which opens by the sound of the voice and referred to recently in *The Talking Machine World*, has been the constant recipient of letters and clippings from eastern cities inquiring as to the working of the innovation.

Instead of the regular handle, which the safes have now, this one is supplied with a receiver, to which, on the inside, is attached a needle similar to those used in phonographs. The safe will open only to the sound of one person's voice. Trials have been made with several people representing the sound of the voice, but the safe would not open except to the voice of the one person to which it had been made sensitive.

Since a description of this invention appeared Charpiot has heard from interested parties throughout the world. Letters from many of the leading banks ask such questions as the following: "What could be done in case the person who owned the safe died?" Supposing the man who owned the safe became hoarse, what then?" "Could not this same appliance be used on doors, and then, if a man came home hoarse or his voice thick on account of being drunk, how could he unlock his door?" "Couldn't a burglar who wished to open a safe like that imitate the sound of the man's voice who owned it sufficiently to open it?" "Couldn't a person take a phonographic record of the man's voice who owned the safe, and then, by putting the phonograph up to the receiver, unlock the safe?"

EDISON KILLS RATTLESNAKE.

Back from a Southern Sojourn With a Trophy in the Shape of a Skin of a Rattlesnake Which He Killed.

Among the other luggage that Mr. and Mrs. Thomas A. Edison brought back to their home in West Orange, N. J., recently from Fort Myer, Fla., where they had been spending the winter months, was the skin of a very fine specimen of the diamond back rattlesnake, measuring nearly six feet in length. Had it not been for the quickness of the inventor in landing a real home strike blow on the snake's head there might have been a different story to tell.

Every winter Mr. and Mrs. Edison go to Florida. While there the inventor works out the various problems which he has not had time to complete in his laboratory in New Jersey, and goes fishing between times. On the last day they were at Fort Myer, Mr. and Mrs. Edison were taking a walk along one of the palm shaded avenues when there was a warning whir from the side of the road, and the inventor pulled his wife to the side just in time to get her out of the way of a monster rattler that had been coiled up almost beneath their feet. The snake coiled for another spring, but before he could strike the inventor picked up a stick.

As the snake darted forward on the second spring Mr. Edison stepped aside, and taking careful aim, hit the reptile a vigorous blow with his club. The rattlesnake was instantly killed. It was one of the largest ever killed in the vicinity.

TAKES ON THE VICTOR.

The Driggs & Smith Co. Put in a Talking Machine Department.

The Driggs & Smith Co., Waterbury, Conn., have recently opened a talking machine department, which is under the supervision of J. H. Dodin. This is one of the leading music trade institutions of Connecticut and have placed in

a full line of Victor goods, and without doubt, with the progressive methods which they have placed behind the new department, it will be a success from the start.

P. R. Cumming, president of the company, remarked to *The World* recently that the establishment, although less than a month old had transacted an amount of business which exceeded his most sanguine expectations.

RAY ROCKWOOD A WONDER.

Monrovia Features Him as One of Its Greatest Attractions—Doesn't Hide His Light Under a Bushel—A Prolific Inventor.

(Special to *The Talking Machine World*.)

Los Angeles, Cal., May 5, 1909.

One of Monrovia's attractions is the workshop and laboratory of Ray Rockwood, a young inventor 24 years of age. So well known have the attractions of his workshop become that he is kept busy entertaining parties who visit it, not only from Los Angeles, but from the entire State.

His most taking invention with the public is the "phonograph." It consists of a good sized carpenter's bench with two large concrete horns, much like the ventilators on a man-of-war, protruding from either end. The mechanism is cleverly hidden within. The concrete horns, which are ten feet long, entirely do away with that metallic sound so noticeable in the ordinary phonograph, rendering a beautiful and distinct tone.

Rockwood also worked three years on a cornet, and has finally succeeded in producing an instrument which many musicians declare to be far ahead of anything on the market at the present time, the entire fingering having been simplified.

Next in importance comes the gaslighter and tickless clock. The former is a small contrivance, whereby the ordinary gas jet may be ignited by simply pushing a button. The latter is an ordinary clock, on which the mechanism has been so revised that while it keeps perfect time no noise is heard.

AUXETOPHONE AT BANQUET.

Piano Men Listen to Grand Opera Performance.

The annual banquet of the Connecticut Piano Dealers' Association, held at Waterbury, Conn., on April 22, was enlivened by music from the Auxetophone.

A pleasing program, which included grand opera numbers, delighted the banqueting piano men, many of whom expressed surprise at the marvelous entertaining powers of the Auxetophone.

The program was arranged by the Driggs & Smith Co., of Waterbury, who have recently taken on the Victor line.

BALLARD PHONO. CO. MAKES ITS DEBUT.

Victor A. Welman has made his appearance as a talking machine dealer in Seattle's hustling suburb, Ballard, a town of about 20,000 inhabitants. Mr. Welman has acquired the stock and good will of H. C. Tharp, who has been conducting the business for the last two years. Mr. Welman is not new at the work, but leaves a lucrative berth with the D. S. Johnson Co., the largest talking machine dealers in the Northwest where he was connected with both the selling end and the advertising department. With the opportunities of the location and his preparation for the work his success is almost assured. The house will be known as the Ballard Phonograph Co., and will handle Edison, Victor and Columbia products, besides a good line of small goods.

E. C. Goodwin, of Lyon & Healy, Chicago, was a visitor at New York headquarters of the National Phonograph Co. last week.

DEATH OF ANDREW DEVINE.

The Senior Vice-President of the Columbia Co. Passes Away in His 67th Year.

Andrew Devine, senior vice-president and the oldest director of the Columbia Phonograph Co., General, died May 4 at his home in Brooklyn after a short illness. Mr. Devine was stricken with paralysis the Sunday previous, an attack from which he never recovered. The deceased was sixty-seven years of age, and was associated with Edward D. Easton, president of the company, from the earliest days of the enterprise, when the old Bell and Tainter patent, which means the actual beginning of the modern talking machine business, was acquired. Mr. Devine, like Mr. Easton, had full faith in the future of what may frankly be described as a novel venture, and their belief in the ultimate success of the present day trade never wavered.

The deceased was well known among public men, having been for many years one of the official stenographers of the United States Senate, and during the Blaine campaign for the Presidency he not only reported the speeches delivered by the "plumed knight," but also acted in a confidential advisory capacity. Mr. Devine, who was also one of the founders and prominent officials of the Mergenthaler Linotype Co., was highly esteemed by a large circle of friends, and his business associates spoke of him in the highest terms of praise. He left a large estate, variously estimated at a million dollars.

A PHONOGRAPHIC WARNING.

Indiana Man Invents Device to be Attached to Gasoline Cans to Prevent Mistakes.

John W. Adams, of Farmersburg, Ind., is credited with the invention of a phonographic attachment for gasoline cans that utters "Gasoline—explosive!" whenever the cap is being unscrewed. By this means one can tell when he has the gasoline can, even in the dark. Mr. Adams says that he has been offered \$50,000 for the invention, but declines to sell. With this device perfect safety is obtained, as one cannot make the mistake of placing gasoline in an oil lamp without knowing it.

CLEMENT BUYS SAWYER'S STOCK.

(Special to *The Talking Machine World*.)

Bar Harbor, Me., April 8, 1909.

S. J. Clement, of Clement's music store, has bought the entire stock of Edison phonographs and records of J. H. Sawyer and has combined it with his already large stock at 160 Main street. Thus making the largest and most complete stock of Edison goods in Eastern Maine. Mr. Clement has a large room separate from the main store devoted exclusively to this line, the walls of which are lined with Edison records, every number of the extensive catalog being represented. This room is fitted up with special reference to the comfort and convenience of phonograph customers.

The Continental Royalphone and Phonogram Co., of Kittery, was recently incorporated in the State of Maine with a capital of \$5,000,000. President, A. H. Peavey; treasurer, G. E. Burnham, and clerk, E. J. Burnham, all of Kittery.

Geo. E. Seavey, successor to Seavey Bros., Haverhill, Mass., has built up an excellent trade in talking machines, pianos, sporting goods and other specialties in that section. He handles the Victor, Edison and Columbia machines and a full line of records, as well as supplies of all kinds.

MILWAUKEE'S BUDGET OF NEWS.

Spring Trade Will be Double That of Last Year—New Victor Styles Popular—McGreal's Great Campaign of Publicity—Many New Victor and Edison Agencies—The Talking Machine in the Church—Hille Takes Charge at Flanners—The Cream City Supply Co. Open Up—Columbia Trade Active—About the Bull Terriers—Other Items.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 8, 1909.

Despite unseasonable weather, dealers are predicting that the total spring trade will more than double that of last year, and there is every assurance that the prediction will be borne out. The wholesale business is especially good and dealers all over Wisconsin seem to be stocking up. The past year has witnessed nothing short of a housecleaning in stocks and the present spring business started out with more new records and machines on hand than at any time in years. Dealers say that this will work for the general good of the trade, and that nothing could be more satisfactory than in clearing out the shop-worn stocks.

The new styles of the Victor, 2 and 3, have been meeting with ready sales in Milwaukee and promise to be classed among the leaders for some time to come. The larger cabinets and substantial makeup of the machines seem to be popular with the trade.

Lawrence McGreal seems to be following a most successful campaign of publicity for his machines which partly accounts for the big business secured by the McGreal establishment. No social event, no matter how large or small, ever takes place in Milwaukee without Mr. McGreal placing one of his popular talkers at the disposal of the gathering. The result is that Mr. McGreal himself is regarded something in the light of a benevolent benefactor and has won hosts of friends, a fact which is bound to react favorably in a business way, but the machines themselves are advertised as they could not be in any other manner. Milwaukee seems to be making a name for itself in the sale of Victrolas and undoubtedly the demand for this machine and other talkers of a high class has been materially strengthened by Mr. McGreal's methods of advertising.

Mr. McGreal is a particular friend and a privileged member of the Milwaukee Press Club, and this organization never conducts an

event without the aid of a Victrola or some other machine from the McGreal establishment. He is also a member of all the leading commercial organizations of Milwaukee and is most liberal in offering his machines for every event under the auspices of these associations. It is not only Mr. McGreal's own business that has been strengthened and increased in this way, but dealers in the city and all over the State have profited in a business way. One well known Milwaukee dealer relates how he sold two machines directly after a successful concert held by Mr. McGreal before one of the business organizations of the city.

Mr. McGreal took a prominent part with one of his machines last week at the annual meeting and dinner held by the Milwaukee Foundry Foremen's Association. A Victrola also helped to make merry the recent May party of the Milwaukee Press Club.

Several new agencies for the Edison line have been opened up at various points in Wisconsin and northern Michigan by William P. Hope, representative for the National Phonograph Co. for this territory. Mr. Hope was in Milwaukee recently and reports that prospects in the talking machine field are of the very best.

Several new dealers have been started in the Victor line by William Schmidt, Wisconsin representative of the Victor Co. Mr. Schmidt was in Milwaukee last week after a busy trip through his territory.

Mrs. W. J. Voss, wife of the proprietor of the Voss Phonograph Co., at Appleton, Wis., was a recent Milwaukee visitor.

The talking machine seems to be in bad repute among the members of a certain well-to-do congregation on the upper east side of this city. And all because it "budded in" at an inopportune time. The service had progressed through a particularly edifying sermon on the application of the Christian spirit to housekeeping, and the proselyting among servants and other members of the household. Everyone felt particularly devoted and righteous when the soloist of the congregation rose to sing. The song was one of the old favorites of the congregation. With thrilling sweetness the singer thrilled on the refrain, "How Far With Thee, How Far With Thee-e-e." In the ensuing moment of questioning pause a talking machine in the residence next door, probably turned on by some maid in the absence of the mistress, whirred and came out clearly with the refrain of its song, "You Can Go As Far As You Like With Me." The

singer finished her hymn, but there were smothered indications of a riot in the congregation.

Lawrence McGreal is again president of the McGreal team in the city baseball league, an aggregation which promises to "do up" all other teams in the league this year. Mr. McGreal recently donated two score boards to Milwaukee baseballdom, one for the White City Park and the other for the South Side Park, both in honor of the league's new president, Dick Marcan, former manager of the McGreals.

That the moving picture shows of Milwaukee are not of a nature requiring censorship is the stand taken by several of the leading talking machine dealers of the city. Dealers say that they do not make the statement simply because the five and ten-cent theatres are good buyers of machines, but because they have made personal investigation of the matter. One talking machine dealer calls attention to the fact that the films used by the shows are now thoroughly inspected by an official board at either Chicago or New York before they are sent out. One theater manager claims that he exercises a censorship in his own house and that an objectionable film never gets by him.

Alfred Hille, formerly connected with the sheet music department at the Joseph Flanner Music House, has been made manager of the talking machine and musical merchandise department of the establishment. Charles H. Iddings, former manager of these departments, is now connected with the Cable Piano Co., at New Orleans, as salesman.

E. L. Peterson, of Plymouth; Bert Poat, of Waterford, and Mr. Erbe, of Lawn & Erbe, of New Holstein, were recent Milwaukee visitors and reported trade on the upward trend.

Roy Keith, of the Talking Machine Co., of Chicago, called upon the Milwaukee trade recently.

The Cream City Supply Co. have organized to carry on a general talking machine business at the former stand of the Huseby Co., at 454 Grove street in this city. George Cremer, formerly with the Huseby Co., and later connected with a Chicago concern, is treasurer and general manager of the new business. Both the Edison and Victor lines will be carried, as well as a full line of records and supplies. A general repair business will also be conducted. It is rumored that the new company is backed by Chicago capital and interests. Milwaukee dealers are not over enthusiastic over the prospects of another company in the local field, because while trade is satisfactory, there is every indication that the latest concern will only add to the competition.

The "Merry Widow" took Milwaukee by storm recently and sales of sheet music and talking machine records of the leading hits of the opera were far more brisk than dealers had hoped for. As usual, the Hoeffler Mfg. Co. took the honors for a catchy window display. Manager J. H. Becker, Jr., of the talking machine department, had arranged a life-size "Merry Widow" seated on a "Merry Widow" machine in his window, calling attention to the popular records of the opera. Ready sales of Red Seal and domestic records for a period of two weeks were reported by Manager Becker.

The family of Jessie, the bull-terrier mascot of the Milwaukee branch of the Columbia, has been dwindling of late. Manager A. D. Herriman has been true to his word that he would distribute the young pups among the managers of the several Columbia establishments in the Middle West and East and only one or two of the happy family remains.

A big sale of Columbia double-faced and Columbia indestructible records was made at the Columbia establishment during the past two weeks. Manager Herriman reports that demand for the higher-priced machines seems to be daily growing with the trade.

A. D. Bullock has opened a talking machine parlor in Onset, Mass.

DO YOU REALIZE

that to get all there is in the Talking Machine Business, that you ought to be able to supply the demand for either a Disk or Cylinder Machine or Record?

THERE IS A DEMAND FOR BOTH

Why not place yourself in a position to meet it if you are not now?

VICTOR AND EDISON

have the call, are the best and the largest advertised lines.

IF YOU HANDLE ONLY ONE

Write us about the other.

IT'S TO YOUR ADVANTAGE TO BUY OF A JOBBER WHO HANDLES BOTH. IT MEANS ONE SHIPMENT, ONE EXPRESS

Correspondence Solicited

The Eastern Talking Machine Co., 177 Tremont St. Boston, Mass.

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House



Victrola XVI
 Quartered Oak - \$200
 Mahogany - - - \$200
 Circassian Walnut \$250

Victrola

The perfect musical instrument

Perfect musically The Victrola plays all the unmatched Victor music and entertainment in the richest, sweetest, most mellow tone ever heard—as pure and true as life itself. The Victrola satisfies the most critical musical tastes. It creates a deeper appreciation for operatic and classical music.

Perfect artistically The Victrola cabinet is a fine example of dignified beauty. Its graceful lines make it particularly pleasing to the eye. It is worthy of a prominent place in the most exclusive home. The woods used in making the Victrola cabinet are specially selected for their richness of color and fineness of grain—quartered oak, San Domingo mahogany and Circassian walnut. There is a wide choice of beautiful finishes.

Perfect mechanically The Victrola has the absolutely accurate, noiseless-running Victor mechanism, an indispensable for perfect playing. The horn is entirely concealed. The music flows through the small doors, which can be opened or closed, to regulate the volume of sound.

The Victrola is the greatest musical instrument in the world

It is receiving unbounded and enthusiastic approval. There is absolutely no other instrument to compare with it. It draws the patronage of the most wealthy and refined. It is the highest example of Victor "quality."

Sell this wonderful instrument, Mr. Victor Dealer! Get the most out of the phenomenal Victrola popularity! There is Victrola business all around you. This means greater sales—greater profits for you. And think of the possibilities for increased sales of Red Seal Records.



Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records

LIST OF VICTOR DISTRIBUTORS

- Alhany, N. Y. Finch & Hahn.
- Altoona, Pa. W. H. & L. C. Wolfe.
- Atlanta, Ga. Elyea-Austell Co.
Phillips & Crew Co.
- Atlantic City, N. J. Sol. Bloom, Inc.
- Austin, Tex. The Petmecky Co.
- Baltimore, Md. Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister & Son.
- Bangor, Me. M. H. Andrews.
- Birmingham, Ala. E. E. Forbes Piano Co.
Talking Machine Co.
- Boston, Mass. Oliver Ditson Co.
The Eastern Talking Machine Co.
M. Steinert & Sons Co.
- Brooklyn, N. Y. American Talking Machine Co.
- Buffalo, N. Y. W. D. Andrews.
Neal, Clark & Neal Co.
- Burlington, Vt. American Phonograph Co.
- Butte, Mont. Orton Brothers.
- Canton, O. The Klein & Heffelman Co.
- Charlotte, N. C. Stone & Barringer Co.
- Chicago, Ill. Lyon & Healy.
The Rudolph Wurlitzer Co.
The Talking Machine Co.
- Cincinnati, O. The Rudolph Wurlitzer Co.
- Cleveland, O. W. H. Buescher & Son.
Collister & Sayle.
The Eclipse Musical Co.
- Columbus, O. Perry B. Whitsett Co.
- Dallas, Tex. Dallas Talking Machine Co.
- Denver, Colo. The Hext Music Co.
The Knight-Campbell Music Co.
- Des Moines, Iowa. Jones Piano Co.
Harger & Blish, Inc.
- Detroit, Mich. Grinnell Bros.
- Dubuque, Iowa. Harger & Blish, Inc.
- Duluth, Minn. French & Bassett.

- El Paso, Tex. W. G. Walz Co.
- Escanaba, Mich. Grinnell Bros.
- Galveston, Tex. Thos. Goggan & Bros.
- Grand Rapids, Mich. J. A. J. Friedrich.
- Honolulu, T. H. Bergstrom Music Co., Ltd.
- Indianapolis, Ind. Kipp-Link Phono. Co.
The Musical Echo Co.
- Jacksonville, Fla. McGraw Bros. & Vogt.
- Kansas City, Mo. J. W. Jenkins Sons Music Co.
Schmelzer Arms Co.
- Lincoln, Neb. Ross P. Curtice Co.
- Little Rock, Ark. O. K. Houck Piano Co.
- Los Angeles, Cal. Sherman, Clay & Co.
- Memphis, Tenn. E. E. Forbes Piano Co.
O. K. Houck Piano Co.
- Milwaukee, Wis. Lawrence McGreal.
- Minneapolis, Minn. Minnesota Phonograph Co.
- Mobile, Ala. Wm. H. Reynolds.
- Montreal, Canada. Berliner Gramophone Co., Ltd.
- Nashville, Tenn. O. K. Houck Piano Co.
- Newark, N. J. Price Phono. Co.
- Newark, O. The Ball-Fintze Co.
- New Haven, Conn. Henry Horton.
- New Orleans, La. Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
- New York, N. Y. Blackman Talking Machine Co.
Sol Bloom, Inc.
C. Bruno & Son, Inc.
I. Davega, Jr., Inc.
S. B. Davega Co.
Chas. H. Ditson & Co.
Jacot Music Box Co.
Landy Brothers, Inc.
Stanley & Pearsall.
Benj. Switky.
New York Talking Machine Co.

- Omaha, Neb. A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
- Peoria, Ill. Chas. C. Adams & Co.
- Philadelphia, Pa. Sol Bloom, Inc.
Louis Buehn & Brother.
J. E. Ditson & Co.
C. J. Hepp & Son.
Penn Phonograph Co., Inc.
Western Talking Machine Co.
H. A. Weymann & Son, Inc.
- Pittsburg, Pa. C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
- Portland, Me. Cressey & Allen.
Portland Talking Machine Co.
- Portland, Ore. Sherman, Clay & Co.
- Richmond, Va. The Cable Piano Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y. The Talking Machine Co.
- Salt Lake City, Utah. Carstensen & Anson Co.
- San Antonio, Tex. Thos. Goggan & Bros.
- San Francisco, Cal. Sherman, Clay & Co.
- Savannah, Ga. Phillips & Crew Co.
- Seattle, Wash. Sherman, Clay & Co.
- Sioux Falls, S. D. Talking Machine Exchange.
- Spokane, Wash. Eiler's Piano House.
Sherman, Clay & Co.
- St. Louis, Mo. Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
- St. Paul, Minn. W. J. Dyer & Bro.
Koehler & Hinrichs.
- Syracuse, N. Y. W. D. Andrews.
- Toledo, O. The Hayes Music Co.
The Whitney & Currier Co.
- Washington, D. C. E. F. Droop & Sons Co.
John F. Ellis & Co.

DECISION IN CONTEMPT SUIT

Of the Victor Talking Machine Co. Against the Leeds & Catlin Co.—Will be Worth Reading by Many of Our Subscribers.

(Special to The Talking Machine World.)

Washington, D. C., May 3, 1909.

In the contempt case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, the Supreme Court of the United States, on April 19 affirmed the decision of the Circuit Court of Appeals, second circuit. On January 5, 1907, Judge Lacombe, Circuit Court of the United States, southern district of New York, fined the Leeds & Catlin Co. \$1,000 for violating an injunction issued by the court, restraining them from selling their records to be used on Victor machines, thereby becoming contributing infringers of the Berliner patent. The case was taken to the highest tribunal on a writ of certiorari, and a motion to dismiss the suit was argued January 14, 1909. The opinion was written by Justice McKenna, and is in part as follows:

"The lower courts found that most of the sales (we quote from the opinion of the Circuit Court of Appeals) of the records by petitioner 'were knowingly made to enable the owners of the Victor talking machines to reproduce such musical pieces as they wished by the combination of the Leeds & Catlin record with said machines; and that the Leeds & Catlin Company made no effort to restrict the use to which their records might be put until after motion to punish for contempt had been made; that the only effort at such restriction ever made was to answer upon the face of the record and notice to the effect that such record was intended and sold for use with the "feed-device machine"; that the records sold by plaintiff in error (petitioner) were far more frequently bought to increase the repertoire of the purchaser's Victor machine than to replace wornout or broken records.' The 'feed-device machine' referred to by the court was a talking machine bought by petitioner after, as petitioner avers, the Circuit Court of

Appeals affirmed the injunction, and in connection with which it sold, as it also avers, and used, its sound records. The court assumed, for the purpose of the cause, that the feed-device machine might be regarded as not infringing any of the rights of the Victor company under the Berliner patent.

"The court further found that it was established by the evidence that the discs were equally suitable for that machine as for the machine of the Victor Co., but that it 'was not at or before the time of beginning this proceeding a practically or commercially known producer of musical or spoken sound, whereas the Victor machine, embodying the claims of the Berliner patent here under consideration, was at such times widely known and generally used, and that the plaintiff in error (petitioner) knew, and sold its records with the knowledge, that if its output was to be used at all by the public it would be used with the Victor machine, and in the combination protected by the claims of the Berliner patent, before referred to.' And the court concluded that upon these facts it was clear that petitioner had 'made and sold a single element of the claims of the Berliner patent, with the intent that it should be united to the other elements and complete the combination. And this is infringement.

* * * * *

"Can petitioner find justification under the right of repair and replacement? The Court of Appeals, in passing on these cases, considered that there was no essential difference between the meaning of the words 'repair and replacement.' That they both meant restoration of wornout parts. . . . The sales of petitioner, as found by the courts below, and as established by the evidence, were not to furnish new records identical with those originally offered by the Victor Co., but, to use the language of Judge Lacombe in the Circuit Court, 'more frequently in order to increase the repertoire of tunes than as substituted for wornout records.' The right of substitution or 'resupply' of an element depends upon the same test. The license granted to

a purchaser of a patented combination is to preserve its fitness for use so far as it may be affected by wear or breakage. Beyond this there is no license.

"It is further contended by petitioner that the disc records, being unpatented articles of commerce which could be used upon the mechanical feed device machine or exported to foreign countries, or concededly for repair of machines sold by respondent, petitioner could legally sell the same. A detailed comment on this contention or of the cases cited to support it we need not make. The facts of the case exclude petitioner from the situation which is the foundation of the contention. The injunction did not forbid the use of the records, except in violation of claims 5 and 35 of respondent's patent. The judgment for contempt was based upon the facts, which we have detailed and they show a sale of the records for use in the Victor machine, 'an entirely voluntary and intentional' (to use the language of Judge Lacombe, contributory infringement.

"We have seen that the Circuit Court of Appeals assumed, for the purposes of this cause, that the feed-device machine was not an infringement of the machine of the patent. We may assume the same, and we are relieved from reviewing the very long and complex affidavits submitted by the petitioner to explain the same, petitioner's relation to it or its position in the art of sound reproduction. Petitioner was found guilty of selling records which constituted an element in the combination of the patent in suit, and for that petitioner was punished. Upon whatever questions or contentions may arise from the use of the feed-device machine we reserve opinion. We have not reviewed or commented upon the other cases cited respectively by petitioner and respondents in support of their contentions, deeming those we have considered and the principles we have announced sufficient for our decision. Judgment affirmed."

MR. CONRIED'S DEATH REGRETTED.

The death of Heinrich Conried, formerly manager of the Metropolitan Opera House, which occurred recently, was sincerely regretted by Signor Caruso, who is now sojourning in a quiet suburb of London. It was Mr. Conried who brought Signor Caruso to New York and exploited him, and without Mr. Conried there would have been little chance for Signor Caruso in the Metropolitan Opera House. Signor Caruso said:

"He was my first American manager and I shall always cherish his memory, not only as an impresario but as a friend. None could have been better."

When Mr. Conried first engaged Signor Caruso he did it on his reputation alone. He had never seen the great tenor nor heard him sing. When he did meet Signor Caruso in a little reception room in the Metropolitan Opera House it was with a burst of pleasure, and he told me he was so glad that Signor Caruso was not as short as he had feared.

"I was afraid he would be one of those little bits of fellows," said he. Then after I had introduced the star to the impresario, we all went up stairs to listen to a record of some of Signor Caruso's songs. Mr. Conried was very proud of that talking machine and I suspect those records had a great deal to do with bringing Signor Caruso to New York.

GREETINGS FROM THE EAST.

Thomas Edens Osborne, the well-known talking machine dealer of Belfast, Ireland, sends greeting to the World from Tunis, Africa. He says "the glamor of the East with its bewitching climate is a striking contrast to the dull and prosaic life of Belfast, even when relieved by graphophone and phonograph."

The Eden Musée has arranged some new groups of wax figures of the present-day inventors, among which are Count Zeppelin and his model airship, and Thomas A. Edison and his model phonograph.



It's So Easy

Yes, it is not only easy to learn a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy to sell I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it

to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

Do you sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal now for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

RECITALS MAKE BUSINESS.

How M. J. Roth Carries on His Campaign for Trade by Means of Recitals—His Appeal to the Children and Adults.

M. J. Roth, the enterprising talking machine dealer of 1495 Third avenue, New York, is stimulating trade most successfully these days by means of special Victor recitals on every Saturday morning at 10.30 for children, and every Saturday evening at 8 o'clock for adults. The concerts which are given on the fifth floor of the Roth Building are under the special supervision of Mr. Isaacs, the manager of the talking machine department.

At these concerts special literature is distributed, bearing on the talking machine, and



CHILDREN ENJOYING CONCERT AT ROTH'S.

as a consequence the audience receives a liberal education regarding its possibilities and becomes so enthusiastic that in due time goodly purchases result.

Perhaps the most enthusiastic audience is that which attends the children's concert. The photograph herewith was taken on Saturday forenoon, April 24th, and gives an idea how Mr. Roth develops his business. The programs for the children's recitals are especially attractive and designed to be interesting and educating. The programs for the adults' recitals of course are much more ambitious.

Talking machine dealers throughout the country could well take a lesson from Mr. Roth's enterprise. There is no better means of developing "prospects" than by recitals of this kind and no better missionaries than the children. What they want their parents usually must get, and it is very difficult for them to hear a Victor or Edison machine without desiring to secure it.

Mr. Roth occupies a very fine building and carries a full line of Edison phonographs and Victor talking machines, as well as accessories.

WAX FROM A MEXICAN WEED.

The Once Despised Candelilla Now Worth \$200 or More an Acre—Wax Used for Talking Machine Records.

(Special to The Talking Machine World.)

Monterey, Mexico, May 7, 1909.

The discovery by Oscar Pacius, of this city, of a process for extracting wax from the caudelilla weed is causing the establishment of a new industry in Mexico and Texas. The candelilla grows abundantly upon many millions of acres of semi-arid land in Northern Mexico and parts of Texas, Arizona and New Mexico. Land owners who have this formerly despised weed growing upon their holdings are now in a fair way to reap a fortune.

When it was discovered a few years ago that a good grade of crude rubber could be manufactured from the guayule shrub experiments began to be made by Mr. Pacius and others with various other kinds of wild vegetation to learn if they possessed commercial properties. Mr. Pacius found that the candelilla contained wax to the amount of 3½ to 4½ per cent. He gathered a supply of the plants and began experiments with

a view of arriving at a process of economical extraction of the wax. He perfected this process a few months ago and it is now in practical operation.

The manufacture of this vegetable wax is already on a paying commercial basis. The demand for the product comes at this time chiefly from Germany. The present price of the wax in Mexico is \$600 gold a ton. It is said that it takes about thirty tons of the weed to make one ton of the crude wax. The cost of producing a ton of wax is \$75 gold.

The land upon which the candelilla weed grows profusely is producing a big revenue in the localities where factories have been established. It is said that where land is well set in the plant it can be made to yield a profit of \$200 to \$300 gold an acre a year.

The candelilla wax is said to be harder than any other wax. This fact has caused it to be in demand for the manufacture of talking machine records, pharmaceutical articles, varnishes, shoe, leather and wood polishes, insulation in electrical wiring, gums, candles and many other things.

The fact that the guayule shrub and the candelilla plant are now known to contain valuable commercial properties has aroused the interest of the Federal authorities of Mexico and it is said that a series of chemical experiments and tests of the various other desert plants which cover great stretches of land in Northern Mexico will be made under the direction of the Government with the view of discovering any commercial properties that they may contain. One plant which grows profusely along the Rio Grande is called gubernador and is being used extensively for the manufacture of a boiler compound. There are also two or three kinds of shrubs and weeds which possess cleansing properties almost identical in effect with washing soap. The roots of one of these shrubs are used by the native Mexicans to the exclusion of manufactured soap.

AFTER SALE WORK.

What Must be Done to Retain Trade—Effective Follow-Up Work.

An English concern that has a number of stores in various parts of the United Kingdom has a follow-up plan that can be readily adapted to the talking machine trade. About a month after a person has purchased a suit of clothes of the English concern a reply postal is sent, asking if it wears well, if it is giving satisfaction, etc. The

replies received give the managers excellent ideas. Even those who do not reply are impressed with the interest manifested.

After you sold a talking machine, have you taken the trouble to send an inquiry, by mail, as to whether it operates satisfactorily; if not, that you desired to offer suggestions? Or, did it get slightly out of adjustment and thereby cause disappointment? Don't think for an instant that after you get the customers' money in your safe that is all that is to be done—if you desire to retain his trade.

The department stores are insistent follow-up people; they keep right after their customers, not once a season, not once a month, but an average of twice or more times a month, in the large cities. If they find it advantageous, you ought to. Don't wait until you are forced into it, because by that time some of your possible customers may then belong to the other fellow. There is also another class of competition, the personal element of which never shows up, but the constant solicitation by mail is always going on. What are you doing to offset, overcome and keep out this competition?

REGINA CO. SELL EDISON STOCK.

The Regina Co., New York, on April 23, sold their entire stock of Edison machines, records, etc., to James K. O'Dea, a jobber of Paterson, N. J. The Regina Co. thus retires from the talking machine business, with the exception of handling the Columbia line and their own machines and instruments. They will fill orders for the Edison May records and then are through.

COLUMBIA CO. IN DES MOINES.

(Special to The Talking Machine World.)

Des Moines, Ia., April 27, 1909.

The Columbia Phonograph Co. have secured the east half of the room in the Grand department store, formerly occupied by the McQuaid Company, and will take possession May 1.

NOW THE YAKIMA CO.

The Yakima Music Co. have absorbed the Guernsey music store at North Yakima, Wash. The proprietors are: C. W. Harris and Bertha B. Guernsey Harris. They are carrying a complete line of Victor and Edison goods.

Wisdom cries in the streets when it has fish to sell.

Wisconsin or Northern Michigan Talking Machine Dealers!

If you want service, I am able to give it and besides save you time and freight.

Complete line of EDISON and VICTOR Machines, Records and Supplies.

Send me your new monthly record orders for May and June and try my service.

LAWRENCE MCGREAL
174-176 Third St. Milwaukee, Wis.



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Long Distance Telephones—Numbers 4677 and 4678 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1909.

AN article appearing in another section of this paper from the pen of Eldridge R. Johnson, president of the Victor Talking Machine Co., contains much of interest to every talking machine man.

Mr. Johnson wields a forceful pen and his utterances anent the recent Supreme Court decision and upon the future of the talking machine business are presented in an original and striking manner.

In this connection we may state that this is the first time that Mr. Johnson has publicly expressed his views upon matters of vast import to the talking machine trade, and inasmuch as he is the founder and the present head of the great Victor Company his utterances must therefore possess unusual interest to everyone identified with the industry to which The World appeals.

THUS far, Spring business has not shown the activity which was predicted earlier in the year.

Business is not materially brisk in any line, and dealers in most trades are buying only to meet immediate requirements.

The tendency is to make purchases for temporary needs only.

That sums up briefly the general condition of trade, although the last reports received at The World office in regard to business are on the whole more satisfactory than for some time.

There is a better feeling in trade circles and the indications are re-assuring.

An improvement is noticeable not merely in the talking machine trade but in many other lines.

Manufacturers are receiving fair orders from dealers, and many affirm that the disposition not to adhere as closely as heretofore to the policy of extreme conservatism is observable.

The tone of the general market is without important change.

Communities dependent to a large degree upon the railroads and manufacturers for their commercial prosperity reflect the retarded activity of those interests in a sluggish demand, while on the other hand the business carried on in purely agricultural sections is in most cases really if not unusually normal.

The reports from the West are of a most encouraging nature, but Eastward they are less satisfactory, due doubtless to the fact that there are many thousands of men who have not yet secured employment.

HOW great has been the transformation which has taken place in those parts of the West and Northwest, which but a few years ago, were regarded as almost beyond the confines of habitable territory, is emphasized by the striking resourcefulness displayed under present conditions.

The results of a recent sale of bonds for municipal improvements in a Dakota city of about 10,000 inhabitants furnishes an instance in point.

Bids on the securities amounting to \$100,000 were tendered by representatives from a number of the leading financial centers, but the entire issue was taken by local capital, representing wealth gleaned from the soil, and there is not much wonder that the farmers of the great agricultural sections are buying more largely, of what may be termed the luxuries of life. From a debtor class they have graduated into the creditor class.

The demand for talking machines, particularly the higher priced talking machines in the great agricultural sections of the country is more and more emphasized.

The talking machine jobbers who cater to the needs of the dealers in those sections of the country report a steady increase in trade.

Of course the talking machine business is not in an exuberant state, nor could it be expected that it would move ahead of other industries in the business revival, but it is growing better all the while, and when the flood tide is on it will be found that the big producing institutions will be in a better condition than ever to meet the requirements of the trade.

IT is an inspiring sight to visit such a plant as the Victor at Camden, N. J.

The directors of this great enterprise show their confidence in the future of the business by planning additions which will mean when completed many acres of additional factory space.

The Victor plant of the present time is an extensive one, and a trip through the various departments will furnish one with food for thought for many a day.

The splendid business system, the exactness and the clock-like precision which directs the workings of this great industrial enterprise will be apparent to every observer.

It is system and thoroughness which is apparent in every department and the present enormous plant of the Victor is run to its utmost capacity. While we have visited hundreds of factories we never have seen one in which more men were actively employed within the same number of square feet than is seen in the case manufacturing department of the Victor.

When the new addition which will be rushed rapidly to completion is in working form it will mean vastly increased creative facilities.

Such work as this concern is doing is encouraging, and is worth emphasizing, not merely because the Victor Co. occupy such a prominent position in the talking machine trade, but because of the fact that the manufacturers exhibit their willingness in such times as we have just had, to go ahead and plan bigger factory facilities, which should inspire all whether they are selling talking machines or any other specialty or commodity.

THE attitude of the great talking machine institutions toward the trade has been one of progress, marked by liberality in the treatment of their factors:

In what other trade have interests been so safeguarded as in the talking machine line, and if it had not been for the wisdom of the directors of the big talking machine companies the trade would not have held together in the manner which it has during the strain of the past two years.

Price cutting and demoralization of conditions have been impossible and it is through the maintenance of rigid rules that the trade itself has been saved from disintegration, and it must be conceded by men who go closely into the inner conditions of this industry that it is in the hands of competent and progressive business men. It is folly for one moment to suppose that the conditions which profit the manufacturing companies do not also assist the retail trade, and it is well, too, when some people are inclined to be pessimistic over the talking machine future to emphasize the money-making qualities of talking machines to jobbers and dealers.

WE can name institutions in Boston, Chicago, Cincinnati, St. Paul, New Orleans and San Francisco and in scores of other cities, who have netted splendid profits annually through talking machine agencies, and it's well for men to figure that the talking machine business is a profitable one, for it is.

It pays a larger percentage of profit to dealer and jobber than any other specialty which we can name, and what is there in the history of trade which compares for liberality with the record exchange proposition?

Ransack history and you will find nothing to approach it.

Furthermore, the men selling talking machines are afforded an opportunity to turn their stock many times a year, and when a sale of a talking machine is made, profits have just commenced.

The customer who has bought the machine becomes a steady contributor to the profits of the business concern which sold the machine.

Think of one purchaser, spending more than \$1,000 for records in a single year and yet such cases are not remarkable.

In fact hundreds of dollars have been spent in a single purchase for records.

No! The talking machine business is all right.

The only trouble is that on account of the generally depressed conditions it has suffered and simply because men have not kept on making money in the same degree that they were years ago, they have lost heart and have commenced to grumble at conditions.

NOW, the only way to get on the right road again is to compare the conditions which exist in the talking machine line with other trades.

What other line of business pays better profits or affords the dealer chances to build up a paying line of customers than the talking machine business?

It must be encouraged and stimulated by men who have their heart in the business and have confidence in its future, and who have confidence in the business methods established by the great manufacturing concerns which practically control the situation.

It needs confidence all around, and it's just as well during the month of May to draw in a few deep breaths of confidence and go at the business with a vim and vigor which will insure success.

The manufacturers are certainly doing their part in lines of splendid publicity.

They are keeping the talking machine talked about, making its desirable features known to millions of people and are making possibilities for sales which are simply wonderful.

They are sowing the seed with a liberality and determination which should instill courage and confidence in the hearts of thousands of men who through some cause or other have become passive in their efforts.

They are sowing seeds which will result in a profitable harvest.

Now, what are you going to do, Mr. Talking Machine Man?

Sit by and let someone else reap the harvest—or are you going in with a fixed determination to get your full share?

It is folly to assume that a good level-headed business man is not going to take advantage of the situation, and it's absurd for any man to figure that he can sit down and conduct his business in an indifferent manner and expect

that trade will come to him, and that he will grow rich.

It is not merely drifting with the tide.

It's trying to swim ahead if possible and turn some of the current perhaps in a new channel.

Dig the channel!

Do something!

Get out of the rut!

Have faith!

Have confidence and get business!

THE announcement that the great composer and conductor, Victor Herbert and his orchestra, have become associated with the National Phonograph Co., will be read with keen interest by thousands of talking machine men everywhere.

In line with this, what marvelous educational powers the talking machine has in bringing the works of the great composers within reach of thousands of people who otherwise would have no means of obtaining a knowledge of classical or popular compositions!

And right here, the educational value of the talking machine is beyond power of estimate.

The association of Victor Herbert with the National Phonograph Co. is but another move showing the progressiveness of the directors of this great institution, and the fact that they propose to exert all legitimate means to give to their dealers and representatives the best obtainable.

BLACKMAN BUYS EXCELSIOR STOCK.

The Blackman Talking Machine Co., New York City, have purchased the remaining stock of Victor and Edison machines, records, business lists, etc., and other effects of the Excelsior Phono-

graph Co., 89 Chambers street, of the same place, which closed their doors last month. Miss Peters, who has been on the floor of the latter concern and its predecessor, the Douglas Phonograph Co., for a couple of years, has joined the house selling staff of the Blackman Co.

VISITS AMERICAN FACTORIES.

Christian Duwe, a Leading Talking Machine Man of England Visits American Plants.

Christian Duwe, one of the leading talking machine men of Great Britain, whose headquarters are at Manchester, has been tarrying a while within our gates. Mr. Duwe represents the Edison, Columbia, Zonophone and Odeon lines.

While here he had the opportunity of visiting the Edison and Victor plants, and when discussing trade matters with The World he expressed great admiration for the enormous plants operated by the American producing institutions.

Mr. Duwe stated further that talking machine conditions in Great Britain were steadily improving, that there had been a weeding out process there and that some of the weaker concerns had succumbed, but he looked forward with great confidence to the future of the talking machine business.

Also, in this connection, it may be stated that Mr. Duwe sells from his Manchester and Sheffield branches to more than four hundred dealers throughout England.

He will return on the 19th inst. on the Lusitania.

TO HANDLE THE VICTOR LINE.

(Special to The Talking Machine World.)
Boston, Mass., May 3, 1909.

George L. Parker, the well-known piano dealer of this city, has arranged a portion of the second floor of his store as a talking machine department and will handle the Victor line. Frequent calls for talking machines and records within the past year or two prompted Mr. Parker in his new move.

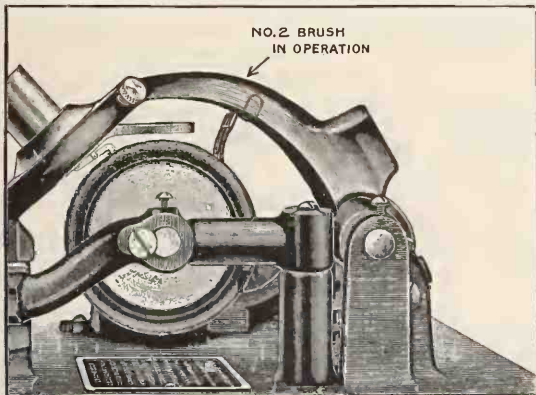
SAVE THE LIFE OF YOUR RECORDS

BY USING

THE PLACE AUTOMATIC RECORD BRUSH

FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

PATENTED {September 25 and October 2, 1906
and September 10, 1907.



PRICE, 15 CENTS

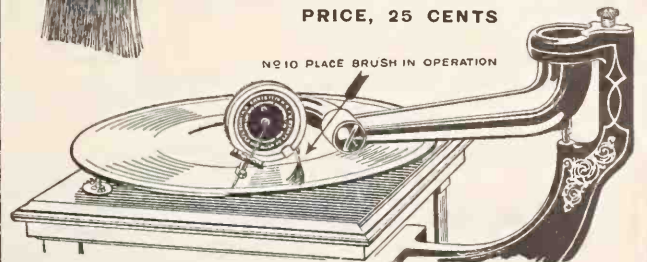
CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sound. Insures a perfect playing record. It is equally as efficient when recording. It is too cheap to be without.

No. 1 fits Triumph No. 2 Standard and Home No. 3 Gem



THE PLACE No. 10
DISK RECORD BRUSH
FOR
VICTOR EXHIBITION SOUND BOX
PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

Automatically cleans the Record Grooves and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Record getting scratchy. Makes the Needle wear better. Dust and dirt in the Record grooves wear the record out quickly and grind the Needle so it cuts the Record. SAVE THE LIFE OF YOUR RECORDS.

FREE SAMPLES will be sent upon request to any Jobber or Dealer who don't handle them. Write Now

DEALERS are requested to get their supply from their regular Jobber. If he will not supply you write us for the name of one who will.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.
97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
President
"The White Blackman"

CONDITIONS IN INDIANAPOLIS.

Talking Machines for Army Posts—Columbia Co. Feature "Merry Widow" Records—Kipp-Link Co.'s Good Report—New Edison Dealers Established—Amberol Records Grow in Popularity—Craig Advocates Tariff Commission—Moving Picture People Pessimistic.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 6, 1909.

April was a dull month for the talking machine business, according to the Indianapolis dealers. This was due in part to the fact that nearly all taxes were paid this year in April to keep them from becoming delinquent, as the first Monday in May this year, the last day for tax paying, was on the third day of the month. It was also due in part to the bad weather, and probably the tariff agitation was accountable to an extent.

The Columbia Phonograph Co. have sold a number of machines to officers and others at the army post, at Fort Benjamin Harrison, north of the city. Among those who bought Columbia machines was Chaplain John F. Ferry, who is an enthusiastic talking machine man.

Talking machine men during the last winter have taken the advantage of shows which came to the city in order to increase their business in records. This was noticeable last week when "The Merry Widow" was at English's opera house. Mr. Devine, of the Columbia Co., fixed up an attractive Merry Widow window. Pictures for the window were supplied by the show people. The Columbia Co. also had an attractive Easter window. Fifteen or twenty market baskets were filled with records and were tastily adorned. The window was supplied with poster advertising to make the people understand that there were plenty of Columbia indestructible records to be had.

The Kipp-Link Phonograph Co., who handles Edison and Victor machines, have just completed their annual inventory. "The inventory shows," said W. E. Kipp, of this company, "that we have the finest stock of records, machines and appli-

ances that we have ever had. It undoubtedly establishes our claim to being the largest handlers of our class of goods in the State. We have about 75,000 (seventy-five thousand) records and 200 (two hundred) machines in stock."

Mr. Kipp has just made a trip through the State visiting a number of agencies where he had not had an opportunity to become acquainted heretofore. "We feel that our business is holding its own with other lines of merchandise," he said in discussing his trip. "The chief trouble we have now is in collecting money. A number of dealers have sold on the instalment plan. The country people now are not just as prosperous as they might be and as a result money is coming a little slowly."

The Kipp-Link Co. have been establishing out in the State a number of new dealers who were recommended by the Edison people. "We can notice a daily increase in the business on the Amberol four-minute records," said Mr. Kipp. "The dealers like them because they give better profits and have new talking points and the people like them because they are good value for the money."

Managers of the Indiana Phonograph Co. who handle Edison's declare that they also have noticed a remarkable increase in the sale of the Amberol four-minute records. The Amberol is selling better than all of the others put together, they declare. "Our business has been pretty dull for the last month," said a representative of the Indiana Phonograph Co., but in the last few days we have noticed quite an improvement and we feel much encouraged as to the future. Dealers over the State report to us that there has been a decided improvement in the last week or so."

This company states that the best selling records during the last month were "Golden Rod," an Amberol record and "How Firm a Foundation," a record of sacred music.

Charles Craig, who formerly was the proprietor of the Indiana Phonograph Co., declares that he believes a tariff commission will be created. "I have been advocating a tariff commission for

years," he said. "It is the only way to regulate the tariff schedules in a satisfactory manner." Mr. Craig has just bought a new Buick touring car.

Allan A. Jay, of the Kipp-Link Co., has been sick for several days, suffering from bronchial troubles. His condition now, however, is greatly improved.

The five-cent theaters and picture shows have been having tough sledding for the last month. The weather has been cold and disagreeable and few people have been on the streets at night. That business has been dull at nights when the picture shows draw their chief patronage is shown by the fact that one fashionable restaurant here, which for the last eighteen years has been open day and night, has closed at night for the last week and will continue to do so. The door of the restaurant has not been locked for eighteen years and it was necessary to get a carpenter to equip it with a lock. The proprietor gave as his reason for closing up the statement that it did not pay to keep open at night.

The new picture show in North Illinois street, just across the street from the Traction Terminal station, was opened for business last Saturday. Charles Olson, the champion lightweight wrestler of the United States, is the proprietor of this place. The building is owned by Capt. W. E. English, formerly an Indiana congressman.

The Indianapolis Sun, one of the Indianapolis papers, ran a paragraph in its news columns naming a number of judges and prominent men who are regular patrons of the five-cent shows.

NEW USE FOR PHONOGRAPH.

Famous Chinese bands and palace singers are now engaged to make records for leading talking machine companies. They are brought from all parts of the Empire to the three record-making centers—Pekin, Shanghai and Hongkong. Here the apparatus for making the master records is set up and the recording done under the direction of an expert. A record popular in the north of China seldom is popular in the south.

The "Tusko" Talking Machine Needle

FOR DISC MACHINES

Patent applied for

Name copyrighted

PERFECTION REACHED AT LAST

Possesses all of the good qualities of the steel needle and none of the bad ones.

Is practically indestructible—one "Tusko" will play an entire evening's entertainment and then can be made as good as ever by repointing with a simple sharpening device, enclosed in every package.

Does Not Injure the Record. Absolutely Eliminates the Scratch

The "Tusko" needle is a natural product and its substance is so nearly the temper of the record that there is no wear whatever.

A record lasts a lifetime when played with the "Tusko" needle.

Fits any needle arm. No change in soundbox and no attachment needed.

The "Tusko" is the needle for the musically artistic. It is absolutely fool proof. Every needle is perfect and will play any record made.

If your jobber can't supply you write direct to the patentee and sole manufacturer,

R. H. JONES, 5513-25 Monroe Ave., CHICAGO

TRADE ON THE PACIFIC COAST.

General Trade Dull and Dealers Look for a Quiet Summer—Preparing to Fill Orders for Special "Vacation Records"—Wholesale Trade Fair Along the Coast—Columbia Co. Retain Distributing Business in Los Angeles—Some Personal Notes—Bacigalupi Featuring Edison Business Outfits—News of the Travelers—Sherman, Clay & Co. Activities—Clark Wise & Co. Busy—Curtaz & Son in New Quarters—Other Items of Interest.

(Special to The Talking Machine World.)

San Francisco, Cal., May 6, 1909.

The talking machine trade in San Francisco and most of the neighboring cities has continued to share the general dullness most of the past month, and the dealers generally are inclined to look for rather a quiet summer. There has been a decided improvement in the sale of both machines and records in the last week or ten days, and just at present the movement is about up to the normal, but things are expected to quiet down again by the latter part of May. Of course, most of the dealers are now settled in permanent quarters, and have much better facilities for display and sales than before, but this is not expected to bring very much response before the fall season. The warm weather has already commenced, and in a couple of weeks more people will be starting on their vacations. In the meantime, retailers are preparing to fill a lively demand for extra records to be used at the summer resorts and camping grounds.

The general wholesale trade over the Coast is very fair, but by no means booming. No more unusually large orders, such as were taken by one company a month or two ago, are reported, and most of the dealers in smaller towns content themselves with moderate orders of a sorting up nature.

A wrong impression has been given in regard to the Columbia Phonograph Co.'s deal with the Southern California Music Co. The latter concern has put in a very large stock of Columbia records, which will be disposed of at retail through their large Los Angeles establishment and numerous branches, but the distributing business with other members of the trade in that territory has been retained by the Columbia organization. The Southern California Music Co. have for a long time carried on an extensive jobbing business in Edison goods, with which it has had great success. Mr. Borgum, traveling representative of this company, was in San Francisco a few days ago.

The place of O. W. Cyrus, who recently left the service of the Columbia Phonograph Co. to travel for their new jobbing representatives, Kirk, Geary & Co., of Sacramento, has been taken by Willis Storms, formerly connected with the Columbia store at Los Angeles.

P. H. Beck, who last month vacated the position of local manager for the Columbia Phonograph Co., and Francis W. Downe, who occupied the same position a few years ago, are now lined up with opposing forces. Mr. Downe has for the last year been Coast representative of the Dictaphone Company of America, and Mr. Beck has entered the employ of Peter Bacigalupi & Sons as manager of the Edison business phonograph department. Mr. Beck has commenced work in his new position in an aggressive manner, and from all indications the Edison business machine will take a more important place in this city than it has held before. The entire window of the Bacigalupi store this week is devoted to a display of this machine, and a number of them have been placed with the Sperry Flour Company, the principal milling concern in the State.

Peter Bacigalupi & Sons state that their retail business has been rather quiet ever since the first of the year, though they consider that it is much better than if they had remained in their old location. The wholesale trade outside, however, has been coming ahead all the time, and a number of good outside connections have been made in the last few weeks.

John H. Gill, traveling representative of the

National Phonograph Co., has been in San Francisco for the last few days. He has been on the Coast for several weeks, but visited his territory in the South and North before coming to San Francisco.

C. M. Jones, manager of the Pacific Phonograph Co., made a trip through the northern part of the State last week.

Andrew G. McCarthy, treasurer of Sherman, Clay & Co., states that the talking machine business of that house has been as good as can be expected in the spring for the last two weeks, though it was very quiet up to that time. He attributed the revival partly to the arrival of a new lot of Victrolas, which continue in steady demand, both as wholesale and retail, and partly to the concerts held here during the last two weeks by Mischa Elman, which have given a great impetus to the sale of his records. Mr. McCarthy is chairman of the publicity committee for the Portola festival, which will be held here early next fall, and which, Mr. McCarthy believes, will be a great thing for the business of San Francisco, giving a good send-off to the first fall season since the fire when business will be really established on the old thoroughfares. It will be made as important and interesting a celebration as the Mardi Gras at New Orleans, and is expected to attract people from all over the country.

Clark Wise & Co.'s talking machine department is at present about the most profitable department in the store, and Mr. Wise is delighted with the turn business has taken since his removal down town. The second floor is divided into six fine demonstration rooms, with a large sale and stock room extending the whole length of the building. A large quantity of stock has arrived this week, and this, added to what was brought down from the old store, gives him a very complete line of goods. Mr. Wise has a large Victor machine playing in the second story window every afternoon, and usually keeps the opposite side of the street lined with interested listeners.

Benj. Curtaz & Son are just moving into their new establishment, and as the finishing is incomplete it is impossible to get much idea of what the talking machine department will be like, but from the preparations that are being made it will rank among the finest in the city. Mr. Curtaz will open his new store for business at the end of the week, but it will probably be the middle of May before he can get everything in order, as a great deal of work is still to be done on the store.

"That Man Pitts," a large stationery dealer of

this city, has taken up talking machines in a small way as a side line.

NEW TALKING MACHINE NEEDLE

Being Introduced to the Trade by Its Inventor R. H. Jones—it Is Called the "Tusko."

(Special to The Talking Machine World.)

Chicago, Ill., May 6, 1909.

Chicago is to the front with a new disc talking machine needle which its inventor says "will ultimately relegate the steel needle to the rear," at least so far as the lovers of high grade records are concerned. The "Tusko" is the name. It is a natural product and fits any needle arm. It is not a cheap needle but it is claimed that a single needle will play as high as fifty records without repointing, and that there is absolutely no wear on the record. We are indebted for the "Tusko" needle to R. H. Jones, already well-known to the trade as the inventor and manufacturer of the economy and perfection record racks. Mr. Jones, who, by the way, has just recovered from a severe attack of pneumonia, is this week moving his factory from 1-17 Bryan place to 5521 Monroe avenue. Here he will have ample room for the manufacture of both the racks and needles and a fine ground floor sales-room which will be fitted up in an attractive manner.

NEW EDISON HALL IN SCRANTON.

New Edison Phonograph Hall at 523 Lackawanna avenue, Scranton, Pa., is one of the most up-to-date talking machine establishments in that section of Pennsylvania. The hall was formerly located on Wyoming avenue for several years and despite the title, Edison phonographs and records do not constitute the entire line, a complete stock of Victor machines and records also being carried.

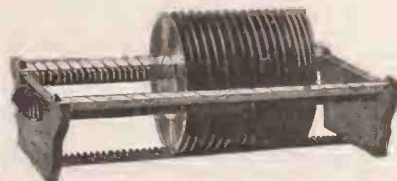
The Blackman Talking Machine Co., New York, became the purchasers of the Edison stock of machines and records of the Musical Echo Co., Philadelphia, Pa., recently acquired by Landay Bros., of the former city. The records alone numbered 26,000.

Wm. E. Metzger, talking machine and bicycle dealer of 252 Woodward avenue, Detroit, Mich., has moved into the handsomely remodeled store at 351 Woodward avenue, corner of High street.

HERE'S A BIG SELLER FOR YOU

AND WE'LL HELP YOU SELL IT

Hundreds of talking machine owners can't pay \$10 to \$25 for a cabinet. They will be glad to buy a



CRESCENT
Disc Record Cabinet

for \$3.25 or \$3.75 (according to finish), and thank you for the opportunity.

The CRESCENT holds fifty records, holds them securely and SEPARATELY—absolutely no rubbing or scratching as the record comes in contact with no other record or surface.

People already owning cabinets will buy the CRESCENT for the new double face records when its advantages are explained to them.

The CRESCENT is convenient, occupies small space, is attractive in appearance. The selections can be inscribed on the white spaces in full and instantly located, thus doing away with the numbered index.

RETAIL PRICES:

- Weathered Oak or Mission Finish.....\$3.25
- Mahogany or Golden Oak Finish.....\$3.75

GET OUR SPECIAL SALES PROPOSITION TO-DAY. WE'LL BRING THE CUSTOMERS FLOCKING INTO YOUR STORE.

A. E. CROFT & CO.

40 DEARBORN STREET

MANUFACTURERS

CHICAGO

THE RECENT UNITED STATES SUPREME COURT DECISION; ITS EFFECT; AND THE FUTURE OF THE TALKING MACHINE BUSINESS

By **ELDRIDGE R. JOHNSON**

PRESIDENT VICTOR TALKING MACHINE COMPANY

The Victor Talking Machine Co. gains the seal of the Supreme Court of the United States by its recent decision sustaining the Berliner patent, the decisions of the lower courts being sustained.

Around every successful enterprise stand, in a crowded circle like wolves surrounding a herd of buffalo on the plains, certain envious ones who hope, by some lucky circumstance, to share in the reward due to others. The talking machine business seems to be more than ordinarily attractive meat, and I know of many seemingly bright and able men who have left the bounteous open field of a business, theirs by opportunity and training, to try to break into the talking machine business. It is the same sad old tale of forbidden fruit. Some other fellow's business is always the best.

To imitate goods that others have developed at a great cost, for the purpose of saving a certain percentage of overhead expense by dispensing with a department of engineering, development and design, appeals strongly to men who do not understand the talking machine business and its future. There is a popular misconception and belief that large profits are to be made by such methods, provided the parties undertaking the enterprise come up to a certain standard of shrewdness. That business is not a matter of sentiment is always the cry of the man who is going to do something he should be ashamed of; but there is sentiment in the talking machine business, and plenty of it. The firm that appropriates the plans of another is always behind and always looked down on. They must sell their goods at a cut price and lose at one stroke more than their questionable methods save. They are always just too late. Such a policy carries no strength of position; I have never known of a great success to come from such methods, but I have seen many great failures. The firm that originates its own improvements and designs has great moral support from the trade in general, a bright future and a strong rear guard in the line of patents to protect the path it has hewn out at its own expense. The people who think they are smart enough to infringe any patent that happens to stand in their way, or the benefits of which they happen to covert, always have a storm in their faces; their road must always be crooked and rough. They have no control over the market. They never know what is going to happen until after it has happened. A large portion of their stock must always be sold over the bargain counter at prices below the cost of the goods. The people they are imitating are sometimes so inconsiderate as to put an improvement on the market without informing them in advance. The talking machine business is advancing and improving so rapidly that it is, and always will be, a poor field for imitators. Theirs is a silly game.

There are to-day but few men in the whole world who understand the talking machine business thoroughly and to a point where they could successfully organize and operate such a business, which, on account of the peculiar character of the said business, must always be a large enterprise. The few men who thoroughly know the business, however, have learned by hard, bitter experience, by disappointment and, in some cases, loss of health, that the talking machine business, while most fascinating, holds no greater reward for its followers than many of the other standard lines of manufacturing. Indeed, I know of no one who has grown rich, according to the standard of what is now considered a rich man, from the talking machine business, save those who are disposed to count at a high and impractical value properties composed of patent processes and plants devoted to the pur-

pose of manufacturing special articles—a most unsatisfactory asset, as they will find when the question of a financial transaction involving their value comes up. Shoes, coal, iron, copper, timber, sewing machines, typewriters, cameras, and even pins have produced their millionaires, and even pins have produced their million-through following the standard pursuits of every-day business, reached such a high financial position as to be counted multi-millionaires. But the talking machine "baron" has not yet appeared. Not a single person has been able to retire from active business with a fortune that compares even with the more moderate fortunes



ELDRIDGE R. JOHNSON.

of men engaged in the common every-day pursuits.

In spite of this very obvious condition, the final decree of the highest court in our land was hoped to be the signal for a grand rush on the part of those who wait surrounding the Victor Talking Machine Co. all over the world. If the Supreme Court had failed to sustain the Berliner patent, it was supposed to be only a question of picking up the gold dollars and feeling sorry for the blind who could not see to pick them up. This was the situation according to the opinion of the waiting geniuses and financiers. This was the situation as the man explained it to his backer while he urged him to stake his money on what is always a dangerous chance; i. e., without unlimited capital, experience and an efficient organization, to infringe the patents of a going concern; the chance that fails ninety-nine times out of a hundred. They were going to rush us. Such a rush, had it started, would have produced nothing but ruin, and perhaps no small amount of loss to the Victor Co. temporarily; but after the first excitement was over the rushers would have found themselves slaughtering each other in a field barren of profits, and to the Victor Co. would have been left, as usual, the grim task of burying the dead and cleaning up the field, with no one to pay us for our services. Practically every concern that has tried to jump into our trade in this manner has gone to the wall before litigation which we were able to bring against them could come to final hearing, and this is one reason why the Victor Co. has been so long in sustaining its patents. Many pathetic stories have been recited to us by innocent investors, who were told that the talking machine business was a rare field of profit. Of course these victims always come to us as a last resort

and try to sell us their enterprise, which we have invariably found to be useless and their stories of lower cost of production and lower cost of selling to be wiped out by the hard plain facts, which have always shown that their cost of production was higher and their cost of selling was higher, and that they were operating at a loss instead of a profit.

There is no longer a great profit to be made for a small effort in the talking machine business. There is a profit, but it must be earned, and well earned at that. It now requires large capital, large manufacturing plants, and most of all a well chosen and well organized army of experts. The Victor Co. has, at present, 284,274 square feet of floor space, and we are adding, by new buildings under construction, 133,158 square feet of floor space, making a total of 417,432 square feet. This large and expensive addition is being made, not so much to take care of increased business, as to enable us to make more completely and of a better quality the goods we use; but most of all we are making these additions in order to enable us to produce our instruments at a lower cost. The days to count the pennies have arrived. We are now forced to make large expenditures for small savings, and by the time the day arrives (if it ever does) when we have no patent protection we will be well prepared to meet the crowd who are waiting to come in: Last and first, this expensive, sensitive and perishable organization, a great active community, housed in the most expensive buildings and provided with the most expensive machinery and other equipment, must be presided over by one who is in a position financially to control the corporation. That one has a hard job, and there are very few men in the world to-day prepared, by experience, capital and temperament, to fill such a position successfully. Further, he must be surrounded by a cabinet of unusually efficient executive officers and faithful employes. Such an organization is not easily acquired.

My explanation of the talking machine situation is but a statement of the simple facts, and every word of it is true. I hope this explanation, combined with the recent decision of the United States Supreme Court, will have the effect of saving money for the numerous innocent investors who are continually being fooled by many so-called talking machine experts. As a rule, these men know practically nothing about the business; their stock in talk is generally based on figures showing the Victor Co.'s progress during the last twelve years and the manufacturing cost of a cheap talking machine made in Germany. The figures may be correct in both cases, but conditions have changed since our enterprise was started. We could not do the same thing over again, nor can anyone else; and the demand for cheap talking machines is falling very fast. The Victor Co. is still selling goods in the land of the men who think they are only waiting for our patents to be knocked out or to expire. The persistence of concerns in no way qualified to conduct a talking machine business is in some cases marvelous; the question of profits does not seem to be of importance, but, like stock gamblers, they are happy to do business forever—or as long as they can—at a loss. Some mysterious fascination that holds men to a hopeless, profitless task seems to seize, in some cases, those who are initiated into that fanatical circle of activity called the talking machine business. Injunctions, fines and even danger of imprisonment do not stop them. People infected with this curious spell seem more like the followers of some strenuous religious belief than simple business men who are working for a livelihood. This condition, I believe, always accompanies the early stages of a new business to some extent, but the talking machine business has suffered far more than its proper portion from this sort of thing.

The Berliner patents, including the purchase price and cost of litigation, have so far cost the Victor Co., in round figures, a million dollars. Why should we have spent a million dollars for a new thing if the old would have answered? The old would not answer. The Berliner patents

cover the best possible and only practical disc talking machine, and embody the combination of a record and reproducer. It may be classed as the automatic feed. Mechanical feeds, when applied to disc talking machines, fail to give satisfactory results, and, further, are mere evasions of the Berliner patent, intended in every case to be used with the Berliner record. They are invariably a complicated and unnecessary feature added to the simple, perfect gramophone construction. The United States Circuit Court of New York has sustained our contention that a so-called mechanical feed machine was a mere evasion of our Berliner patent and an infringement of it.

The tendency in talking machines is to higher prices and better goods. The signs of the future do not point to the necessity of sweat-shop methods or prices. No two-for-one proposition is particularly progressive; but the cry of the trade is for better and better quality. The price should be fair, but a profit can be had. The future does not rest so much on a low price of goods as it does on a high quality and progressive business method. The Victor Co. is now in a position to make goods cheaper than any other talking machine company in the world, and the possibilities of lowering the cost of our goods are still very great. We are also disposed to sell our goods at the lowest price, in most cases, that will yield a fair profit all around, to the jobber and dealer as well as to ourselves; and the enterprise that establishes a line of prices materially lower than the prices established by the Victor Co. is not likely to prosper. The records of bankruptcy proceedings will sustain this.

THE FUTURE:

Is the talking machine business a fad?

Will it last?

These questions are frequently asked me by jobbers and dealers, as well as by solicitous friends. The jobber may have, say, fifty thousand dollars tied up in a stock of talking machines; therefore, the jobber wants to know. But the question is not of vital importance to him;

whenever he thinks the end is near, he can reduce his stock and turn to some other line. The Victor Co., however, is in a different position; we have five million dollars invested, and there is no turnout for us. We have cast our lot with the talking machine trade and it is "root hog or die!" We could have put much more of our profits in our pockets during the past few years than we have, but we fully believe in the future of the business, and we like the investment.

To the world at large there are but two kinds of prophets—the optimist and the pessimist. The quiet observer knows there are others, but, as they never cause particular excitement, they attract no attention. The optimist and the pessimist are alike a plague upon the human race. If Mr. Roosevelt fails to bring down his first white rhinoceros, it will make but little difference to that happy animal whether our beloved "Teddy" aimed too high or too low. In the seclusion of his safe retreat, Mr. Rhino may rub mud on the wound, be it at the top of his neck or at the bottom of his brisnet, with equal satisfaction, but in either case, he will know he was right; he was neither too high or too low in his ideals at the critical time. Therefore, in giving my prognostication of the talking machine's future, I try to avoid the soaring conceptions of the optimist as well as the depressing impressions of the pessimist, and to be at least as intelligent as a white rhinoceros.

As to the questions:

Will the business last?

Yes; it will last as long as progress.

Why?

Because it is an art, and art is a product of progress; the more progress, the more art.

Because it is an education, and education goes hand in hand with progress.

Because it is a pleasure, and pleasure is a part of progress.

Because it can always be made better and better; this is progress itself, and the public never loses interest in anything so long as it continues to improve.

Because the world is better for the talking

machine and does not want to get along without it.

Because the talking machine will make each coming generation better acquainted with its predecessor; and the world will always stop to listen to its great-grandfather. If there had been talking machines in the days of George Washington, this nation would hold a far more treasured relic than exists to-day.

Because the Victor Talking Machine Co. makes it its business to see that the demand will continue, and our organization is founded on lines that can go on and on. We have adopted the principles of evolution itself and know that we can keep abreast of the times. The Victor Co. creates; it does not copy. Its standard reads:

FAIRNESS—QUALITY—PROGRESS.

Just what the talking machine will be in fifty years I cannot tell, but it will be far better than it is at present.

There are many questions of detail, such as disc versus cylinder. If you ask me which will win, I shall say: "There is room for both, but the Victor Co. will continue to devote all of its attention to 'rolling the disc,' which is quite enough for any one concern; and we are quite content that others shall 'roll the cylinder.'" The Victor Co. has ample capital and ample organization, but it is about all we can do to handle one line. Sometimes it is a hard pull to get it up a hill, and at other times it seems to run away from us; but we are going in the same direction, and whenever it seems to slow up we are ready to give it a push.

Therefore, let me say to the timid ones: "Don't worry about the future of the talking machine business; just make sure that you can keep up with it."

WASHINGTON CO.'S NEW QUARTERS.

The Washington Music Co., successors to the Tilley Music Co., Spokane, Wash., have moved into a new three-story building. They have five sound proof rooms for testing records and are making a specialty of the Edison goods.

TO THE DEALER

Fibre Needles are especially recommended for use with Grand Opera records and other high priced records, because of the fact that they do not injure them and in addition will give a more pleasing reproduction.

They produce a sweet, clear tone—true to nature. They improve the quality and prolong the life of the record.

If you wish to increase your business, recommend the Fibre Needle to any and all of your customers, but especially to those who are *discriminating* and *critical*—these are the ones that want *real music* and will appreciate *this means* of securing it.

The Fibre Needle is scratchless, therefore harmless. They are *non-repellant* and possess the requisite amount of elasticity which is essential for the elimination and prevention of rasping and blasting sounds.

Converts to these needles not only become enthusiasts but evidence their appreciation by a lavish expenditure of money for additional records.

Samples and particulars on application.

"B. & H." FIBRE MFG. CO.

208 E. Kinzie Street

CHICAGO, ILL.

Patented in United States, Canada and Foreign Countries

OHIO TALKING MACHINE DEALERS' ASSOCIATION MEET.

Hold Their Third Regular Meeting in Cleveland on May 5 and 6—A Representative Gathering of Talking Machine Men—The Leading Manufacturers Well Represented—Important Papers Read—Next Meeting Will be Held at Sandusky, Ohio, August 4.

(Special to The Talking Machine World.)

Cleveland, O., May 10, 1909.

The third regular meeting of the Ohio Association of Talking Machine Dealers was held in the assembly room of the Hollenden Hotel in this city on Wednesday and Thursday, May 5 and 6. The meeting was called to order at 1 o'clock by the president, A. C. CaJacob, of Wapakoneta, and the secretary, W. H. Snyder, of Columbus, called the roll of officers and members, all of whom were present.

After transacting the regular order of business a recess was taken and under the head of "Good of the Association" the jobbers, as well as the manufacturers' representatives, were invited into the hall to participate in "the further proceedings."

Three representatives of the National Phonograph Co., A. C. Ireton and W. H. Hug, of the sales department, and M. B. Romaine, their expert repair men, responded to the invitation. Mr. Ireton, being called on, gave a very instructive talk on various subjects pertaining to the phonograph business, from the manufacturer's standpoint, and on the subject of the new style Jem, and the new Fireside machine, which were on exhibition. He mentioned the fact that while the National Phonograph Co. were deeply sensible of the enterprising, loyal efforts of the dealers and jobbers, therefore it was, and had been, the policy of the company to cultivate the friendship of the dealers and lend them every assistance in their power. His remarks, which were somewhat extended, were received with great applause.

Mr. Romaine, the expert, gave a practical demonstration of the mechanical construction of the new machines, and also of general repairing, including the correct method of attaching the four-minute attachment to old style machines.

The Victor Talking Machine Co. were represented by Sam Goldsmith, of the sales department, and H. N. Rudderow, their expert repair man, who gave a practical demonstration of repairs. As many of the dealers did not consider they were thoroughly proficient in the science of repairs, the demonstrations were witnessed with manifest interest.

President A. C. CaJacob took occasion during the meeting to address the association on the subject of The Talking Machine World. He urged every member, if any were present who were not already subscribers, to send in their subscriptions at once. One member stated that he subscribed for two copies, one for the store and one for the house, so that he could always have it handy to read.

A paper was read by Henry Goldsmith, of Columbus, on the subject of "Tactful Salesmanship," which gave evidence of thoughtful consideration and ability.

A paper was also read by the secretary, W. H. Snyder, on the subject of "Instalment Contracts for Ohio." As this was a subject in which every member felt deeply concerned, it was listened to with close attention. Mr. Snyder has given the subject years of careful study, and in the preparation of his paper was ably assisted by two attorneys who have had wide experience on lease contracts and chattel mortgage law.

At this point the regular meeting adjourned, and at 8 o'clock the members and guests sat down to a sumptuous banquet, to which they did ample justice, and which brought the day's deliberations to a close.

The president of the association acted as toastmaster of the occasion, and all present gave

brief talks on subjects pertinent to the business which had called them together.

T. H. Towell, president of the Eclipse Musical Co., of Cleveland, responded to the toast, "The Possibilities of the Talking Machine Business."

S. W. Goldsmith, of the Victor Talking Machine Co., on "Developing the Red Seal Business."

W. F. Davisson, of the Perry B. Whitsit Co., Columbus, on "How Much Stock Should Be Carried."

The talkfest closed with volunteer remarks by most of those present.

After some routine work on the 6th, the convention voted that it had been the most successful and instructive meeting yet held. Seventeen new members were enrolled, and everyone expressed themselves delighted with the meeting.

Sandusky, O., was selected as the place for the next regular meet, to be held August 4, 1909 (at Cedar Point), on which occasion the association desires all the members to attend, accompanied by their wives or sweethearts. A committee has been appointed to arrange for the entertainment of the ladies during the business session of the association.

PATENT RIGHTS AND BANKRUPTCY.

Judge Purdy Holds That the Trustee of Hough Property Can Sell Machines at Own Figure.

(Special to The Talking Machine World.)

Minneapolis, Minn., May 3, 1909.

Judge Purdy has decided that the owners of patents cannot restrict the selling price of an article when it gets into the bankruptcy courts.

T. C. Hough, a Minneapolis dealer in talking machines and records, turned over to the trustee in bankruptcy several talking machines, which the trustees desired to sell.

The manufacturers, through their agents, asked for a restraining order, setting out the fact that all their machines were sold on a contract that none should be sold at less than a stipulated figure. They demanded that the trustee observe that contract by selling at full retail price.

Judge Purdy held that the title to the property had passed to the trustee, and he could dispose of it without the contract restrictions which bound the insolvent dealer.

COLUMBIA DISPLAY AT EXPOSITION.

(Special to The Talking Machine World.)

Louisville, Ky., April 24, 1909.

There are few more attractive spots to visitors to the Southern Electrical Industrial Exposition being held in this city than the booth of the Columbia Phonograph Co. which is in charge of Morris Silverstein. All the leading styles of machines are shown, and concerts are given at stated times. The result of the exhibit has been most gratifying in a business way, many sales of machines and grand opera records having been made.

April 26 Frank L. Dyer, president and general counsel of the National Phonograph Co., Orange, N. J., was one of the chief speakers at the mass meeting of the Sunday Liberal League in Carnegie Hall, New York. Mr. Dyer made a vigorous plea for the legalizing and liberalizing of Sunday and the rational enjoyment of the day, which is the purpose of the league.

ASHBACH'S "TALKER" DEPARTMENT.

One of the Handsomest and Best Equipped in That Section of the Country.

(Special to The Talking Machine World.)

Allentown, Pa., May 9, 1909.

One of the first and oldest piano houses handling talking machines in this city is that of G. C. Ashbach at 539 Hamilton street. Both the representatives of the Edison and Victor companies who have visited the Ashbach talking machine department pronounce it to be the most completely equipped to be found anywhere, Mr. Ashbach having introduced many original features for the display and easy handling of both cylinder and disc records. All the necessary accessories are carried in stock and a complete repair de-



VICTOR ROOM AT ASHBACH'S.

partment is also an adjunct of the department. The display of cylinder and disc cabinets is quite a store in itself.

The talking machine department is located on the second floor of the handsome four-story building, occupied by Mr. Ashbach, where special departments are set apart for the Victor and Edison machines, records and discs, and other accessories belonging to the talking machine trade. The views herewith show the Victor room, the Edison room and another section of the same room arranged for recitals, showing the new rack for the storage of disc records which is



EDISON ROOM AND RECITAL HALL.

of their own creation. The rack comprises 184 drawers for ten-inch discs and 112 drawers for twelve-inch discs. Each drawer, which is dust proof, holds twelve discs and envelopes, making the total capacity of the rack 3,552 records.

The various rooms can be separated from each other by sound-proof sliding doors, and yet the entire floor can be thrown into one room if necessary, making the dimensions 21 x 125 feet.

Dealers and Jobbers say it is the best automatic device they have ever seen. After you have tried this you will say the same.

A SAMPLE MAILED TO DEALERS FREE

Retails for 25 and 50 Cents

Mfd. by **THE ORCHESTRAPHONE CO.**
815 Harrison Street KANSAS CITY, MO.

Interchangeable for all phonographs as an automatic stop or as a holder to interchange the 2 or 4 min. reproducers. Its use preserves the sapphire.

CINCINNATI'S BUDGET OF NEWS.

April Shows Falling Off in Machine and Record Sales—Tariff Blamed for Poor Business—Strong Revival Expected in Fall—Poorman in New Quarters—High Class Goods Have the Call Say the Rudolph Wurlitzer Co.—Feature the Fibre Needle in Elaborate Window Display—Good Sales Reported for Columbia Double Disc and Indestructible Cylinder Records—Other News of Interest.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1909.

The talking machine and record trade for April was not what the dealers here would like to have had it. The month was off in comparison with the preceding month. The machine trade is still confined largely to the better class of trade. The bulk of business being done is cash. This means that the workmen are not yet buying on the instalment plan to any extent. The opinion of local dealers is that trade will not be other than what hard digging will make this summer. The tariff is holding up a large amount of business in all lines. Not a few trades are finding the necessity for curtailing expenses as strong as it was a year ago. The tariff is blamed for this. The firm belief of local dealers in talking machines is to the effect that trade will revive this coming fall, and from then on a return to old time busy conditions will be markedly strong. While the outlook for summer is not therefore any too encouraging for the dealers who wait for business to find them, it has its encouraging features for the busy dealers in the fall outlook.

Poorman, the dealer in sporting goods and talking machines, at 31-33 West Fifth street, will change his location to 639 Main street on June 1. This location is considered a good one.

The Milner Musical Co. report a fair amount of talking machine trade for April. The record trade was of better proportions. The company are running a daily advertisement under the amusement columns of the daily papers, and are getting fine results therefrom. The souvenir postal card department reports a big run on cards during the past month. Sheet music shows up splendidly on account of special sales and much advertising. Manager Strief says the prospects for May in all departments are as bright as could be desired at this time of the season, and that his store will get its share of the trade.

The trend of the business to high class outfits is very apparent according to the stock shown in the talking machine stores, and the advertisements and selling schemes used by the dealers.

The Rudolph Wurlitzer Co. have been advertising the Victor Victrola and Red Seal records exclusively, because the demand is almost entirely for high class goods and the instalment business is very light. This firm are taking advantage of the big possibilities that the concerts offer in the way of introducing the Victor Victrola in select circles. Red Seal Concerts are being given by means of the Victor Victrola

by some of the leading clubs and churches of Cincinnati. Several sales result from practically every concert, showing that this kind of advertising is undoubtedly the most effective to use.

Mr. Dietrich, of the talking machine department of Wurlitzer's, reports that the Wurlitzer Co. have been featuring the fiber needle very extensively. An elaborate window display of bamboo poles and native grass matting, together with material showing the needles in different stages of manufacture, and a handsome Circassian walnut Victrola, made up the display, and attracted very much attention. The front of the Wurlitzer store has been so arranged that a number of chairs are placed facing a Victor Victrola, and a sign in the window states that a free concert is given inside. This has attracted a number of people, who step in to hear a record or two, and quite a few Victrola sales have been directly traced to this arrangement. Catalogs are distributed in the audience, and hearers are encouraged to call for selections that they would like to hear. In the plate glass Victor sales-rooms are other Victrolas in sight of the audience upon which the loud Victor needle is used, so that every opportunity is given to a prospective customer to become thoroughly acquainted with the merits of the Victor Victrola.

Several Auxetophone sales were made during the last week, and the future in this line looks particularly promising.

Cincinnati was represented at the Cleveland meeting of the Ohio Association of Talking Machine dealers by Mr. Sigman, of the wholesale Wurlitzer talking machine department, and Mr. Salm, the Cincinnati member of the Executive Committee.

The Edison business phonograph department of the Wurlitzer Co. made some very substantial gains during the past month. A number of big installations were made and the future in that line looks extremely promising. A number of inquiries have been received in reply to an exceptionally good letter sent out by this department, and the sales during the coming month will undoubtedly reach up higher than usual.

Cincinnati originated an article which is doing the best kind of missionary work for the Red Seal record, namely, the Record Album. This is a cloth-bound book with outside index. It contains 12 record envelopes or pockets, with an attractive leather finish, guarantees systematic record filing, instant access and perfect protection from scratching and breaking. One of the best features of this album is, that talking machine owners are encouraged to make collections of Red Seal records and keep them in the bookcase with other valuable volumes.

Manager S. H. Nichols, of the Columbia Phonograph Co., sees a steady improvement in trade locally and in outlying territory. Tariff discussions, or the failure of the Congress to settle the tariff, is, in the opinion of Mr. Nichols, a retarding factor of trade. The fall will mark a strong resumption of old-time conditions. Mr. Nichols had the following to say of trade conditions: "The month of April proved to be a month of

increased sales and business interest, showing a decided increase in both wholesale and retail business over corresponding month of last year. The sales of the double-face disc records and the Columbia Indestructible cylinder records are increasing almost daily, proving the popularity of these two records, which have created such a sensation in the talking machine world. The Columbia Indestructible cylinder records have proven themselves to be as popular as the double-face disc records. The demand for our grand opera Fonotipia records is also very pleasing. We find the higher grade instruments are the most popular, the sales increasing satisfactorily in both wholesale and retail trade, the majority of the machines sold being from \$45 to \$200. This is an encouraging fact to our dealers as well as to ourselves, that the wealthier class of people are interested and purchasing. This class added to the regular class of purchasers, the talking machine business will show a wonderful increase, and will be greater than ever before."

THE OLD CUSTOMER AN ASSET.

Regular Patron Should be Cultivated as Much as New Trade—Act as Advertising Missionaries and Stimulate Business.

Always bear in mind that an old customer is every bit as valuable to your store as a new one, and while you keep on expensively campaigning for additions you can do so successfully only by retaining what you have.

The store that takes good care of regular customers sends them out as advertisers and missionaries. They feel themselves so well treated that they gladly advise their friends to share the benefits of your good storekeeping.

That's why you should accord cheerful and ready exchanges.

That's why you should have clerks who can remember names and faces.

That's why you should have comfortable chairs and a rest-room.

That's why you and your clerks must always tell the exact truth about your goods and avoid the faintest suspicion of misrepresentation.

That's why you must insist on a standard of quality about your goods, so that you can be assured they will give the service intended.

That's why your advertising is productive; because it rallies your old customers, while fishing for new ones, who come the more readily upon the advice of those who already know you.

NATIONAL CO. AFTER PRICE CUTTERS.

Several suits instituted by the National Phonograph Co. against Edison jobbers and dealers for violation of their agreement in reported cutting of prices are under way. These cases are decided one way only, and that is the restricted price is legally enforceable in conformance with the many decisions handed down by the United States courts in different parts of the country.

You can make dollars out of the horn trade with such a product as this.

Just glance over a few of the many selling points that are contained in the

**MUNSON
FOLDING
HORN**



OFFERS YOU GREATER SALES AND LARGER PROFITS

FOR DISC AND CYLINDER MACHINES is the only one-piece indestructible Folding Horn on the market. Made of the finest quality of selected Leatherette—in plain solid colors—Gold, Black or Red, inside and out. WHEN FOLDED AND CARTONED it occupies a space only 28 inches long by 3½ inches square—an ideal parcel for carrying or handling and impervious to damage.

THE MUNSON FOLDING HORN greatly improves the tone of the records and means increased record sales.

Retails \$7.00

Further Particulars and Discount Sheet on Application.

FOLDING PHONOGRAPHIC HORN CO.

650-652 NINTH AVENUE

NEW YORK CITY

VICTOR HERBERT

The eminent composer and musician has identified himself with the Edison Organization

WE have just secured the exclusive services of Mr. Victor Herbert as adviser in connection with the making of Edison Records. He will suggest plans for further development of our Record business; will aid in the selections of compositions and the artists to sing or play them and will act as critic in making master Records.

The arrangement also includes the exclusive right to have the famous Victor Herbert Orchestra make Records for the Edison Phonograph.

You, as a dealer must realize the importance of this connection which is bound to put the Edison Phonograph and the entertainment it offers on a plane even higher than it is at present.

With the Amberol Records, offering selections beyond the limits of all other records; with the world's best talent at its disposal and with a man of Mr. Herbert's ability as adviser and critic, the Edison Phonograph stands pre-eminent and alone as an instrument for discriminating lovers of musical entertainment.

If you do not handle Edison Phonographs and Records, arrange to do so at once, so as to take advantage of the new and far-reaching interest which these recent big Edison achievements will arouse.

There is an Edison jobber near you ready to fully inform you about our terms and supply you with the goods. Write us for his name and address.

National Phonograph Company

59 Lakeside Avenue

ORANGE, N. J.

EDISON AMBEROL RECORDS

Offer songs and selections never before obtainable in record form

BEFORE Amberol Records were perfected it was necessary to select music that would adapt itself to the playing time of the records. If the music did not fit, it was hurried or cut. This limited the field of entertainment for all sound reproducing instruments.

It was to obviate this condition that Edison Amberol Records were conceived. These new Records play twice as long as the standard Edison Records and longer than any other records of any kind.

Practically nothing in the way of music is beyond them. No songs or selections are barred, or cut or hurried.

It is a great thing to be able to offer your trade exclusive selections—the work of the world's best artists. It is decidedly to your advantage to handle Edison Phonographs, the only instruments that will play Amberol Records, and to keep on hand a full stock of these Records which afford a range of entertainment beyond that of all others.

Have you the attachments for changing over Edison Phonographs already sold so that they will play Amberols? There is a big profit in selling them and a bigger profit to follow.

If you need Edison Phonographs, Edison standard Records, Amberol Records or attachments, write an Edison jobber. There is one near you.

National Phonograph Company

59 Lakeside Avenue

ORANGE, N. J.

HOW "TALKER" MUSIC AFFECTS WILD ANIMALS.

Results of Interesting Series of Experiments Conducted Under Auspices of New York Times—
Majority of Animals Exhibit Active Interest in Tones of the Victor.

The talking machine was brought to public attention in an unusual light recently when a Victor outfit was secured by reporters for the New York Times and taken up to the New York Zoological Gardens in Bronx Park in order to see just how the various animals, reptiles and birds are affected by the strains of music. A photographer accompanied the party and about forty excellent pictures were secured of animals in various interested attitudes.

The effect of the music was first tried upon the snakes. R. L. Ditmars, curator of the reptiles, tried several snakes, and one finally got interested enough to uncoil and raise its head with an alert and interested look. After the music was over the snake dropped its head and went back in a lazy fashion into its coil.

Next the talking machine was planted in front of an elephant and the music was turned on. At first the elephant looked a little scared, but in a minute or two he got accustomed to it. There is no question that the elephant loves music. The big ones stood up alongside the machine, with solemn, ecstatic faces, extended their big ears and flapped them in time to the music. Every now and then they would raise their trunks and trumpet. They were having the time of their lives.

One young elephant came up to the machine and stuck his trunk in, inquisitively, as if trying to find out for himself where the music came from. One of the elephants got excited, and began to run about and suck up the sand in the neighborhood with his trunk. The most entertaining thing about the demonstration, however, was the way in which the elephants waved their ears to music. Nobody heretofore, so far as is known, has ever used an elephant's ear as a metronome.

Then the procession moved to the tiger's cage. You've seen a cat in a catnip bed? You've seen him lie down and roll over, and fight with the catnip, and pull it to him? Well, this big cat called a tiger tried to go through all those performances as soon as "Get a Hoop and Roll Away" was sprung on him. At first, when the machine was unlimbered and planted in front of his cage, he thought it was something to eat; when he found it wasn't, he went away disgusted. But the first strains of the music awoke his attention. He came to the front again, listened eagerly, and then lay down and began to roll around with the catnip roll, the roll of ecstasy. He stuck his four legs in the air, rolling as he did, and whenever the music stopped he would get up in a dignified manner and walk off, with the air of one who had totally lost interest. As soon as it began again he would come back and begin rolling once more.

They next unlimbered the battery before the lions' cage and began. The lions surpassed all expectations. Ticked? Why, they were tickled to death. Anybody who has an idea that a lion is dignified is raucously mistaken; he ought to see that lion under the influence of music. One of these lions got up and danced. He kept his hind legs on the floor and danced with his front legs, waving them around in time to the music and hitting the floor with them at the proper intervals.

As the next best thing to "trying it on the dog" the party decided to give the gray wolves a concert and placed the "talker" in front of their cage. It took a good while to get the talking machine in action, because there was something wrong with one of the screws, and everybody in the expedition was an amateur. The wolves came down from their eyrie and looked inquiringly at the machine, and listened with evident regret to the profanity that was in operation while the screws were being put in place. After a while, disgusted at the profanity, they trotted back up to the little hillocks where they make believe they are back home on their own

real estate. But at last they trotted back again, and just as they did a waltz blared forth from the talking machine.

The wolves were frightened. They ran tumultuously back to their places of refuge, and stayed there until the tune was played out. Then they came back again, and at first, when it began once more, they ran away; but after a while one of them mustered up courage to come down to where the talking machine was playing, turn his back on it, and listen with an air of ennui which



REACHING FOR THE BAND.

was obviously put on. Further back another wolf was affected most unhappily by the music. At intervals he would lift up his head perpendicularly and let out a long howl. This always occurred when the talking machine was playing some particularly lively air. He could stand sad music with only a howl or two per bar, but whenever it was something good and lively the wolf would be depressed beyond the usual limits of gloom.

It is said that camels are unemotional animals, but the talking machine refuted that argument. Nothing that has ever happened since the camels immigrated has given them so much pleasure as did that concert. Out of compliment to their clan the piece chosen was "The Campbells Are Comin'," and the camels appreciated it. They reached their long necks as near as they could to the machine and put their noses in it, trying evidently to eat a few bars. Sometimes they would get awkwardly up and walk around, but always with their attention strained, and always they would come back and try again to



BEGINNING TO SHOW INTEREST.

ram their noses into the horn. At one time two of the ungainly brutes had their big noses stuck into the machine at one time.

After a while the talking machine was switched from this lively air into a pathetic ballad. One of the camels began to cry. When the radical member of the party called the philosopher's attention to this that cynic snorted and said it wasn't possible, but he looked and sure enough tears were coursing down the camel's nose.

The biggest achievements of the day, however, except for what was done in the bird house—and that is to be related later—were secured in the monkey house. It was agreed that Caruso should be the artist there, and so when the machine was put into action a Caruso record was put on. The first experiment was in front of the cage of the blue-nosed mandril. At the first blast of Caruso's voice the monkey gave a leap into the air as if

he had received an electric shock. He didn't like Caruso at all, that was plain from the start. He protested in every way he could, gnashing his teeth and growling, and when he found it was of no use, that Caruso was going on singing in spite of all he could do, the mandril began walking up and down his cage shaking his head in hopeless despair.

It is impossible to give an idea of the ludicrousness of the scene. Everybody in sight was shouting with laughter. The mandril was sincerely moved, there was no doubt of that, and not the least doubt that he did not like music. At intervals he would turn and face the talking machine and gnash his teeth with the most vindictive expression ever seen on a human or animal face. Then, evidently convinced that his wrath was unavailing, he would resume his walk, shaking his head from side to side in a way that said as plain as words could have, "For heaven's sake, when is this nonsense to stop?" At last, still shaking his head, he retired to his boudoir in the back and gnashed his teeth again.

The orang-outangs are more musical and they were highly delighted with Caruso. One of them came dashing out with a delightful expression at the first note, caught hold of his swing, and began swinging around his cage in time to the music, and as long as it was kept up he continued in this metrical swinging. Whenever the music stopped he would stop, and would come down to the edge of his cage and peer into the machine with eager eyes, evidently trying to find out what made the sounds he enjoyed so much. But as soon as it started up again he would make a leap for his swing, and begin again his joyous and musical career.

Another, in the next cage, was deeply engrossed. He swung on to a bar as near as he could possibly get to the instrument and stayed there with unblinking and unwearying interest, staring with all his eyes into the funnel of the machine below him. His expression was one of rapt interest and even of ecstasy.

The bird cage was the event of the day. Most of the birds took no interest in the experiment, but there was a big macaw, a beautiful creature, dressed in blue, who went crazy with the first note. As soon as it sounded the macaw gave a convulsive start, and then began to dance about his cage. This expression of his emotions was too limited, and he flew to the bar that stretches across his cage and began a cakewalk.

There was no mistake about it—it was a cakewalk. The music lent itself to that form of dance, and the macaw lifted his feet and paraded around the bar in exact measures that have been made familiar by countless strutting Afro-Americans.

The macaw bent himself almost double across his rod or bar and distended his body in rhythmic motions to the dance music that was being played. Anybody who thinks that either the cakewalk or the danse du ventre is an artificial product should have seen the delighted way in which this bird spontaneously produced them in his joy at the sound of music. Then he tried his skill at singing. He listened attentively, with his head bent, on one side, until he discovered that the simple tune that was being played was in regular measures, and then he undertook to express his musical appreciation by butting in with a chorus at the end of each line.

A black coyote was tackled next. He was even more frightened than his cousins, the gray wolves. He ran away and ducked behind a tree, and poked his nose out from it pitifully and inquiringly as the machine wrestled stolidly with "The Evening Star."

As for the buffalo, they are about the most musically disposed animals in the Zoo. The whole herd came down and listened to it, and finally one big bull, disgusted at having the herd intrude upon his enjoyment of "Then You'll Remember Me," turned and drove them all away.

The Victor machine and records were loaned to the party by the New York Talking Machine Co.

The Burton Music Co., Los Angeles, Cal., have discontinued their talking machine department.

FROM OUR EUROPEAN HEADQUARTERS

69 BASINGHALL STREET, LONDON, E. C., W. LIONEL STURDY, MANAGER.

TRADE HAPPENINGS IN LONDON.

Talking Machine Trade in Worse Condition Than Ever Before in Its History Due to General Hard Times—Tide Believed to be Slowly Turning—Factors Need Protective Measures—British Manufacturers Investigating the Canadian Market—American Copyright Law Arouses Trade—Committee Appointed to Examine International Copyright Convention Now Active—To Endeavor to Get Consensus of Opinion—Frank Dorian, of the Columbia Co., on the Question—Mr. Balcombe's Views—Demand for Loud Records Falling Off—Public Prefer Softer Music—New Beka Records—"B. & H." Fibre Needles Popular.

(Special to The Talking Machine World.)

London, England, May 6, 1909.

The talking machine and allied trades throughout the whole of Europe are weathering a time of stress of a more depressing aspect than ever before experienced in the whole history of the trade. It is certainly not the outcome of public aversion to the talking machine as some would have us believe, but simply the reflex of the commercial upheaval which has shaken the security of the markets of the world for the last year or more. The inevitable sequence is hard times for everybody, and while the shortage of surplus or spending money continues, the great buying public is unable to get more than the necessities of life. And what else can one expect in face of the present iniquitous budget, which has rightly been described as plundering the middle classes. We must not, however, hang all our troubles on the budget or any other cause. To dwell on the past doesn't make sales. Look ahead and endeavor to originate some of those little selling schemes from which business progress is the outcome, even at the worst times. Although nothing great can be expected before next season, the tide has already turned, slowly it is true, but the index is sufficient to warrant hopes of a continued and gradual improvement in the future. Some manifestation of this is shown by the decrease of unemployment in many of the skilled trades, while the shipping, coal, building and other industries appear to be in a slightly better condition.

Recent Patent Decision.

An important patent decision of great interest to the trade was recently given, as its effect is rather wide-sweeping in so far as to give quite a different interpretation of the new act than that generally accepted, I shall include a full review of the matter in my next report.

Protective Measures Necessary.

Business troubles appear to be fairly rampant

just now, and I have it on good authority that three of the principal factors are in difficulties. If this proves to be so it can surprise no one, for the talking machine factor in England can barely get a living to-day, and I have no hesitation in saying that this is largely due, not so much to bad debts, as the inconsistent policies adopted by many of the manufacturers. Competition and the lack of combined protective measures probably forces the manufacturers to act as they do, but what with the exchange overstocking schemes, restrictions, failures, jobbing of old records and other unnecessary trade evils both the factor and the dealer have to write off huge losses every year. I do not for one moment suggest that an association combining the interests of the parties chiefly concerned would be a panacea for all these adverse elements, but certainly such an association could do a great deal in controlling and offsetting the many troubles which this trade suffers from. When will it come to pass?

Gramophone Recitals in Church.

We hear of many remarkable instances of the use to which the gramophone is put, but the latest is worthy of special mention. At Oxley Church, Watford, two recitals, "The Messiah" and "Elijah," were recently given by the gramophone. The operator, clad in cassock and surplice, undoubtedly lent a more realistic atmosphere to the performance.

The Canadian Market.

From the many conflicting opinions relative to trade with our colonies, there stands out the good sign that the various countries offer all the encouragement possible to merchants of the old country to enter the arena of friendly commercial relations. The Canadian dominion especially gives practical evidence of her desire to support all things British, and to this end a handsome preferential tariff opens the door wide enough for home talking machine and record manufacturers to send their goods through. The capabilities of the Canadian market have not yet been thoroughly investigated; the rate of progress and development of the country fully warrants an advertising outlay by all enterprising manufacturers, for experience has proved time and again that if you offer your goods persistently and well, they will be taken up with avidity against even the strongest foreign competition. It would be sensible to consider the opinion of a United States Consul, who, speaking of the best ways of doing business with Canadians, advises his countrymen to offer goods that give the easiest turn of profit. The English talking machine trader can do this, in combination with reliable goods. For the benefit of those desiring to cultivate the Canadian field, I

may as well give the tariff charges, which are as follows: On talking machine and musical merchandise: England 20 per cent., Germany 40 per cent., other countries 30 per cent. Catalogs and trade literature, if posted singly and in separate envelopes, enter free, but in bulk, England 10 cents per pound, Germany 20 cents, general 15 cents.

Regarding Copyright Legislation.

The far-reaching and drastic copyright legislation so recently passed by the American authorities has had the effect of awakening British talking machine and perforated music roll manufacturers to the need for immediate action on their part, especially in view of the fact that the Board of Trade officials have now appointed a committee of influential men to examine the various points in which the revised International Copyright Convention signed at Berlin last November, and to which this country was a signatory, is not in accordance with the law of the United Kingdom, and to consider whether the law should be altered to give effect to the revised convention. I am glad to note that Trevor L. Williams, of the Gramophone Co., is on the committee, and he may safely be left to closely watch the interests of the talking machine industry. It must, however, be remembered that the committee will base their findings for the most part on the evidence of witnesses interested in the various trades and professions which the inquiry will cover. The imposition of a royalty or subsidy is generally regarded in the light of probability. But it is the conditions and stipulations of the new law which we shall have to guard against. Probably these rulings will be drastic or otherwise just according to the strength of the case made out by members of this industry. The most important consideration in this matter is a united front by, not only the large, but the small manufacturers as well, for the stronger the objective force, the greater the impression. The committee have already invited among others, Mr. Dorian, of the Columbia Co., and Messrs. Barnett Samuel & Sons, Ltd., to give evidence, but we want to see every manufacturer not yet invited make application to be interrogated, and air their views as they have every right to do. No monopoly must be allowed to spring up, which means that once a music publisher gives permission to a manufacturer to make records of a particular selection, any other manufacturer will have the right to use that piece, of course, under the royalty terms. It is almost certain that the new Act would not be retrospective, and any royalty or subsidy will therefore be imposed only on music or compositions copyrighted after the Act comes into force. And in this the manufacturer will have cause to

Favorite Records

IMPORTANT NOTICE!!!

These **SPLENDID RECORDS** to be Reduced in Price:

10-inch Double Sided Favorite Records - 2/6.
12-inch Double Sided Royal Favorite Records 4/—
(Exceptional Value.)

Write at once for Special Terms.

NEW ARTISTES—NEW TITLES—SPLENDID BANDS

MONTHLY SUPPLEMENTARY LISTS

THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER



FROM OUR LONDON HEADQUARTERS—(Continued.)

congratulate himself upon having already recorded most of the gems of the past and the present. As the proposed legislation would benefit nobody except the music publisher, let all upon whom it would adversely affect, fight and oppose it for all they are worth. Now is the time; it may be too late a few months ahead. Supposing it to be inevitable, our energies must be centered upon obtaining a fixed and stated royalty, and having the conditions framed in the most equitable manner, bearing in mind the iniquitous impositions embodied in the American copyright act, which provides for royalties on every record manufacturer, and not only on those actually sold. This latter point should receive careful treatment, while the matter of credits needs consideration. The majority of record makers could not afford to pay royalties monthly, since they are saddled with the enormous cash expense of recording, and upkeep of the business, against returns of unknown quantity; their customers in many cases requiring two, three, or more months' credit. In this respect, therefore, the manufacturer needs three months' grace in which to pay royalties (if any).

We propose to open these columns to the opinions of manufacturers and agents, and have pleasure this month in presenting our readers with expressions of views on the subject from Frank Dorian, European general manager of the Columbia Phonograph Co., and A. Balcombe, of Barnett Samuel & Sons, Ltd., the exclusive selling agents for Odeon, Fonotopia and Jumbo records.

Frank Dorian's Views.

"Dear Mr. Sturdy:—Referring to your request for a brief outline of my views on the copyright question, I regret that the time at my disposal is so limited that I can give you only a hastily

prepared sketch of little value. The subject is so important that I would like to have sufficient time to go into it with care and present my ideas in logical order. However, if you will make proper allowances for the pressure under which this letter is written and its consequent incompleteness and crudeness, I am glad to comply with your request.

"You are probably familiar with the agitation which has been going on for six or seven years past on this subject, having for its object the inclusion in the copyright domain of mechanical reproductions of music. Our company has, unfortunately, been very much to the fore in the matter. We were among the original defendants in the first suit filed in France, about 1900, which was, I believe, the first serious effort made to stretch existing copyright law to cover mechanical musical productions. After years of strenuous litigation, the suit resulted in a partial victory for the representatives of the publishing interests. Only one similar suit resulted favorably for the publishing interests, and finding this method unsatisfactory as well as slow and costly, a public agitation has been carried on under the auspices of an international association of publishers for the past six or seven years, culminating in the recent Berlin Conference for Revision of International Copyright Laws. With the conclusions adopted at that conference you are also probably familiar. But those conclusions do not become binding on the nations represented at the Conference until confirmed and enacted into law by the legislatures of each country. The British Government have not been slow in following up the subject and the recent appointment of a committee to investigate and report on the matter would certainly appear to be the wisest course that could be adopted. The

personnel of the committee justifies the belief that all the interests concerned will have a fair hearing and that the conclusion reached will be as equitable as the evidence before the committee permits. The situation calls for eternal vigilance on the part of all concerned in the talking machine trade. The question affects the dealer and the factor as well as the manufacturer. If a tax is put on records, it is fairly certain the manufacturer must increase his selling price to cover it. This means that the factor and dealer must either be content with less profit or must demand an increased price from the public. Under either condition the dealer is likely to feel the pinch of the shoe. Unless the talking machine trade rises to the situation and presents an unbroken and solid front it is doomed to defeat. The music publishers are wealthy, powerful, well organized and practically unanimous in their aim to bring a big industry under their control and squeeze additional profits from it. Although the amount of capital invested in talking machine manufactures and in the industry generally in Great Britain is very substantial, the individual manufacturers represent very little in numbers, as compared with the interests allied against them on this question, and unless the factors and dealers join hands with the manufacturers and support them they will surely have cause to regret it later on.

"Although by no means indubitable, there seems to be a feeling among those in the trade who have followed the subject that the eventual inclusion of records under copyright law is inevitable. This is qualified by a comforting sense of assurance that no conclusion is likely to be reached and no new law passed during the present Parliament. It seems to me your influential publication might well sound a note of warning

KLINGSOR



THE "WAGNER"

Highly finished solid Oak Cabinet

THE new season is here and you cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated *Klingsor* Talking Machines and Sundries. We challenge any machine on the market concerning working, tone-quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Letters patent No. 899,491 granted in America

Catalogue Free On Application



THE "SULLIVAN"

No. 90. Solid Oak Cabinet, with Silk Curtains



THE "BIJOU"

Mahogany, Walnut or Oak Cabinet

H. Lange's Successors, Ltd.

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.

FROM OUR LONDON HEADQUARTERS—(Continued.)

on both these points. There is still a possibility of convincing the committee and Parliament that mechanical reproduction of music is not an infringement of the publishers' rights and should not be taxed for their profit. More important still is it that there should be no false sense of security and a Micawber-like attitude of expectancy for something to turn up. Committees have a way of surprising the public, and even parliaments have been known to pass laws that were not anticipated or were set down for consideration in the dim distant future. The time to prepare for battle is *not* after the first gun has been fired. In the present instance, the time is NOW, and you will be doing a substantial service to the trade if you can impress upon every individual in it that this is a question which affects his interest, and his pocket, and needs attention NOW—right this minute!

"But assuming for the moment (and to avoid going into a feature which would take more time than you have allowed me for this letter), that talking machine records are eventually certain to be made subject to a publishers' tax, there is still much to be done. The recommendation of the Berlin Conference includes a provision that 'The authors of musical works shall have the exclusive right of authorizing (1) the adaptation of those works to instruments which can reproduce them mechanically; (2) the public performance of the said works by means of these instruments.' Here are two very broad provisions, which, if incorporated into law without restriction or qualification, places every manufacturer of records and every owner of a talking machine who attempts to publicly exhibit his instrument, at the mercy of the publishers of music. The publisher can make an exclusive arrangement with one manufacturer whereby all others are precluded from making records of new music, and thereby drive out of business a manufacturer who may have thousands of pounds invested in manufacturing plant. Or the

publisher may make prohibitive demands as to royalties which will have the same effect as a refusal to permit the music to be recorded. Any law enacted should carefully guard against monopolistic favoritism. The fixing by law of the maximum royalty to be paid the publisher, as has been done in the United States, would be a preferable arrangement; but with this should be coupled a condition that the granting to one record manufacturer of the right to record any musical composition should automatically extend the same right to all other record manufacturers upon payment of the same royalty paid by the first licensee. The possibilities of that portion of the provision which applies to 'public performance' are so far-reaching that it is impossible to go into them in detail in the limited time at my disposal; but a great many of them will be apparent to every user of a talking machine.

"I regret that I cannot go into greater detail and point out more of the serious problems connected with this subject and which vitally concern the industry; but if I have given you herein any material which will be useful to you, and particularly serves to stir up interest among those whose business it should be to join the manufacturers in fighting for existence, I shall be glad to have been of service. Very truly yours, Frank Dorian."

Mr. Balcombe's Views.

I found Mr. Balcombe quite emphatic in his views on the matter. In the justice of the supposed rights of the music publishers' attitude, he considered that they were much indebted to the talking machine manufacturers for the sales of their music; the putting out of a talking machine record being a great incentive to people to buy the music. He said:

"As a matter of fact there is plenty of evidence that music publishers have asked talking machine manufacturers to make records of their music in order to popularize same. The publishers of music cannot adduce any evidence of the

assertion that sales have fallen off owing to the music being mechanically reproduced. On the contrary, there is ample evidence that their sales have enormously increased through it. The "copyright" only costs the music publisher five shillings, and to give him a subsidy on the thousands of talking machine records seems ridiculous on the face of it. If a royalty is given at all to the music publishers, it should be the efforts of the talking machine manufacturers to see that the publisher pays more like £50 for the right to copyright a piece of music which gives him the privilege of exacting a tax from talking machine manufacturers. The sums of money that have been spent in patenting and improving talking machines and records is enormous compared with the money spent by music publishers." I, therefore, gathered from Mr. Balcombe that it was their intention to oppose any privileges being granted to music publishers on the rights of records. If such rights are granted to them they will endeavor to see that the publishers pay a pretty sum for it. Another aspect of the case is, that the publishers in their greed to capture a subsidy on talking machine records can be outdone by record manufacturers, as the music publishers have admitted themselves that they pay small sums of money for the buying outright of a copyright piece, knowing well that they can print and publish 100 pieces, and a very small portion of them only being successful, it will be quite within the province of talking machine manufacturers to buy these compositions from the composers, themselves, popularize the piece as they believe the talking machine has the tendency to do, and exact a sum from the publishers for the right to publish same. The firm have been invited to give evidence before the commission and they will take care that the interests of the talking machine trade will be looked after to the utmost extent.

Loud Record Popularity Waning.
The demand for loud records, which was such

ROYAL APPRECIATION



To H. M. the KING OF ITALY



BY APPOINTMENT
To H. M. the QUEEN



To T. M. the KING and
QUEEN OF SPAIN



HIS MASTER'S VOICE



To H. H. the KHEWIVE
OF EGYPT



To H. M. the SHAH
OF PERSIA

THE GRAMOPHONE COMPANY, Ltd.

21 CITY ROAD,

LONDON

15 Rue Bleue, PARIS

36 Ritterstrasse, BERLIN

56 Balmes, BARCELONA

139 Belleaghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

"CLARION"

FULL-LENGTH
CYLINDER RECORDS

10-in. DOUBLE-SIDED
PHONO. CUT DISCS

MONEY=MAKERS

All Jobbers and Dealers should get into
touch with us. We can interest you

The First List of the **New 5-Minute Records** Now in course of
of the manufacture

The Premier Manufacturing Co., Ltd.

81 CITY ROAD, LONDON, E. C.

Agents wanted in all towns where we are not represented

a feature of last season's trade, is now fortunately on the wane. Certain manufacturers, no doubt prompted by a small section of the community, thought to make a commercial demand by issuing series of loud-tone records. Being something new they sold. But not for long. Their sales have dropped to an unknown quantity in favor of lighter music and records of more mellow tone. Is it not a fact that half the prejudice existing against talking machines (so-called) is largely brought about by the blatant and loud harsh reproduction; the embodiment of "loud" records, foisted upon a suffering public? The answer must unquestionably be in the affirmative. There is no permanent demand for records above the average standard volume (except, of course, for concert and outdoor work), and this view is now endorsed by several leading manufacturers, who recognize that if mechanical music is to obtain a lasting hold upon public favor, only that music which shall cause sympathetic interest and amusement must be issued with full regard to the sensitiveness of feeling in the great middle and upper classes. The majority of dealers find that soft tone records are best appreciated, but there are traders who want

records louder and yet louder, which reminds me of a little story I came across recently in relation to the great American orator, Corwen, who was constantly interrupted when addressing a big meeting at Buffalo by a man who cried, "Louder, louder!" The orator paused, and then said, "At the last day, when Heaven and earth shall pass away like a scroll, when the Ancient of Days shall sit on His great white throne, thousands and tens of thousands of the heavenly host ranged on His right hand and on His left, when the Archangel blows the trumpet that shall rend the tombs and wake the dead, some damned fool from Buffalo will be heard shouting, "Louder, louder!"

Current Beka List.

The current Beka list contains some original selections, well recorded, and at the price of 2s. 6d. per double disc, exceptional value. The Beka, London Orchestra, admirably conducted by our old friend, Mr. Julien Jones, figures with "Masken Polonaise," "Venus on Earth," "Adrienne March" and the "Gay Hussar," all pretty music and which so successfully fills the bill at this time of year. In "There's a Land" and "Abide With Me" Miss Jessie Broughton is well up to her good standard, while Mr. Harry Thornton (a new artiste to the Beka Co.) renders "Ho! Jolly Jenkins" and "The Bendolero," with much vim. Two musical sketch records of a particularly amusing nature by Charles Conyers are "An Evening Party" and "Jimmy Law." Other good records appear in this list by such well-known artists as Bernard Turner, Henry E. Geehl (piano) and Mr. Bantock Pierpoint.

Specialties Greatly in Favor.

The B. & H. fiber needles and Flex diaphragm seem to go hand in hand for public favor, and the progress of their popularity is summed up by Mr. Daws Clarke in a very few words. He writes that business is good, and that's something nowadays!

Hough Buys Edisonia, Ltd.

Edisonia, Ltd., as a going concern, under auction recently, was knocked down to Mr. J. E. Hough, late manager of the Edison Bell Phonograph Co., at the price of £10,400. The future policy of the purchaser is indicated by the following new company registration: J. E. Hough, Ltd., registered April 16. Capital £10,000 in £1 shares. Objects: to carry on the business of manufacturers and contractors for the sale, erection and maintenance of phonographs, gramophones, phono-disc records and machines, etc. To acquire the undertaking and assets of Edisonia,

Ltd., and to adopt an agreement with J. E. Hough. Private company; registered office, 62 Gleggall road, Peckham, London, S. E.

Gem Attachment to Play Amberols.

The National Phonograph Co. announce that their factory is now engaged in perfecting an attachment that will enable the "Gem" phonograph to play Amberol records. They add: "The 'Gem' attachment will be ready for the coming season and will be sold at a price that will bring it within the reach of all 'Gem' phonograph owners."

New Prices on Needles.

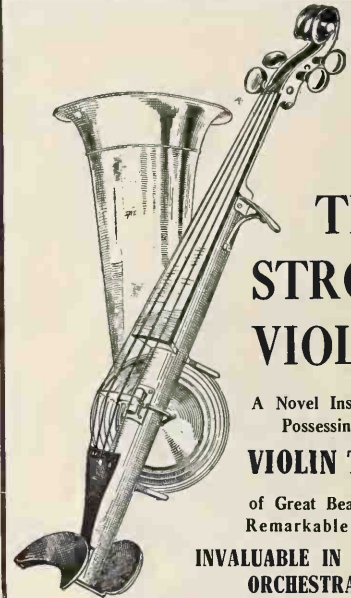
Notice has been forwarded to dealers that from May 1 they are authorized to sell Gramophone ordinary, Piano and Pianissimo needles at 8d. per box of 200, or 3s. per thousand. The price of Melba needles remains unaltered at 1s. 6d. per box of 200, or 7s. 6d. per thousand.

New Lindstrom Styles.

Several new styles of the well-known Lindstrom machines will shortly be introduced to this market. A special feature is the new principle upon which the motor is built, and there is every evidence of a big demand for these new models.

The May Zonophone List.

The May Zonophone list is headed with the



THE STROH VIOLIN

A Novel Instrument
Possessing a

VIOLIN TONE

of Great Beauty and
Remarkable Power

INVALUABLE IN SMALL
ORCHESTRAS

These instruments are used by all the leading Talking Machine Companies.

The STROH VIOLIN, being constructed on scientific lines, will withstand the varied temperature of the tropics, where the ordinary violin is useless.

We have a special proposition to make to Musical Instrument Dealers.

A Descriptive Booklet free on application
to the SOLE MAKER

GEO. EVANS, Successor to **CHAS. STROH**
94 Albany St., Regents Park, London, Eng.

Talking Machines, Records and Accessories of Every Description

WHOLESALE, RETAIL and EXPORT TRADER
On Cash Lines at Close Market Prices

Should you desire to buy English or Continental goods, write me at once. Prompt attention given to all inquiries, and orders shipped at shortest notice. DEALERS who desire to keep in touch with this side please state requirements.

For the past 3 years we have sent goods all over the world and in each case continuous repeat orders have been the result. We are prepared to STUDY YOUR INTERESTS if you favor us with your inquiries and orders.

OUR SPECIALTIES ARE

MACHINES, MOTORS, GEAR and GEAR WHEELS
NEEDLES, ALBUMS, REPRO and SOUND BOX-SPARES
FAVORITE, BEKA and ZONO RECORDS, Etc.

Lists and all particulars free on demand.

"ROBINSON'S," The Talkeries
213 Deansgate, Manchester, Eng.

MELOGRAPH DISC RECORDS CO., Ltd.

22 SIR THOMAS ST., LIVERPOOL

The finest double-sided 10-inch Disc
Records on the market, 2/6 each.

Compare them with any other make at any price.

Write for Lists and Samples.

FROM OUR LONDON HEADQUARTERS—(Continued.)

6th Grand Opera Record, i. e., "Ah, Minii!" the famous duet from the opera "La Boheme," the recording of which is superb. In this duet Messrs. Ernest Pike and Peter Dawson appear at their best. The popular Black Diamond Band is responsible for several fine selections, of which I would mention: "Raymond" overture, "H. M. S. Pinafore" and "Russian March." Mr. Ernest Pike gives a truly sympathetic rendering of "Tell Me, Mary, How to Woo Thee," while Mr. Dawson makes a fine record of "The Gallants of England." "The Lass of Killiecrankie," by the one and only Harry Lauder, needs no recommendation. Signor Francisco's xylophone record "Intermezzo" is splendid in every way and should be a good seller. Other well-known artistes figure in this list with selections of a popular character.

A Talking and Singing Doll.

H. Langes Successors, Ltd., are marketing a real novelty in the shape of a talking and singing doll, who will make her debut under the name of "Arnoldia." She can sing and talk in any language, is a good companion to the children, and, above all, promises to obey always. She will sell for 50s. upward.

Wireless Marvels.

The Wireless Marvels are further demonstrated by a report from Paris, which gives details of a successful conversation held over thirty miles during an experiment with a wireless telephone, the invention of two lieutenants in the French Navy. The conversation was heard with great distinctness by either side, and the experiment was in every way a complete success.

Universal Talking Machine Co., Ltd.

Universal Talking Machine Co., Ltd., issue of debentures, dated March 12, 1909, to secure £2,000 charged upon the company's undertaking and property, present and future, including uncalled capital. Holder, Aldridge, Salmon & Co., Ltd., 4 Fenchurch avenue, E. C.

Gramophone News.

Intimation has been conveyed to gramophone

dealers that hereafter the Senior Monarch, Monarch and Junior Monarch machines in mahogany will be sold at the same prices as the oak models. The most important news this month from the Gramophone Co. is the announcement of quite a new style machine called the "Pigmy" Grand. The novelty of this model is that there is no horn at all, excepting a very small aperture in the case through which the sound is carried. The "Pigmy" packs into a neat leather case measuring only 17 in. long, 15 in. high and 8 in. wide, and its compactness and portability renders it very suitable for picnics and boating parties. In fact, the "Pigmy" Grand undoubtedly fills the proverbial long-felt want for a really good summer selling line. Dealers should take full advantage of this opportunity to increase their returns.

The new Gramophone celebrity list just issued contains some magnificent records by artistes who have obtained high positions in the La Scala opera at Milan.

In the current list of ten and twelve-inch records, the company must be congratulated upon both the quality of the artistes and selections given, for this is unquestionably one of the best lists ever, "Evening Hymn and Last Post" (Mackenzie Rogan), "Phoenician Dance"—Herodiade (Massenet), and "Amina Egyptian Dance" (Lincke), are splendidly recorded by the Band of H. M. Coldstream Guards; "La Paloma," a beautiful selection by Sousa's Band; Tennyson's "Crossing the Bar" is faithfully rendered by Evan Williams, as also is "On Wings of Song" (Mendelssohn). "The Pipes of Pan" (Elgar) is a lifelike record, by Frederic Austin, while of "Revenge" (Hatton) nothing could be more realistic than Robert Radford's rendition; "Softly Sighs," from Weber's great work "Der Freischuetz," receives sympathetic vocal treatment by Miss Perceval Allen; "Best of All," by Madame Jones-Hudson; while another good record is "Ah! Rendami quel core" (Rossi), sung by Miss

Alice Lakin. The Whitney Quartet give a well-balanced rendition of "Hail! Smiling Morn." George Edwards latest continental musical piece, "The Dollar Princess," cannot be heard to better advantage than the three gramophone records by The Dollar Princess operatic party. So good are these records that it is safe to say the success of the theatrical production of this musical comedy will be considerably enhanced thereby. "I Used to be Afraid to Go Home in the Dark," a good comic by Billy Murray. One of the most interesting talking records issued is that by Cyril Maude, the great actor, who records a speech on behalf of the Actors' Benevolent Fund; the Gramophone Co. are giving a royalty of 6d. on every record sold toward the fund. An excellent piano solo, "Prelude and Fugue in C Sharp," is given by Herr Wilhelm Backhaus, while one of the best 'cello records we have heard is "Minuetto," by Hugo Becker. Other good records are: "The Electric Polka" piccolo, Eli Hudson; "Larghetto," by the famous Renard Trio, and the famous old song, "Cherry Ripe," is whistled by Charles Capper.

Will Not Drop Queenstown.

The Postmaster-General has refused to drop Queenstown as a port of call for the Lusitania and Mauretania on their outward voyages to New York, and thus make a saving of ten to twelve hours in the voyage.

Selfridge's Line of "Talkers."

Selfridge's great American store in Oxford street, as may be expected, have a complete range of gramophones, and stock Irvin, Gramophone and Zonophone records in large numbers. They feature these goods effectively in their advertising announcements, making special mention of the daily demonstrations by means of hearing tubes, which from all accounts is highly successful and much appreciated by their customers. Such an innovation might with advantage be adopted by other dealers, for it is originality

BEKA RECORD

The Best Disc In the World

The Largest and Most Comprehensive Repertoire in



German	Croatian	Siamese
English	Bohemian	Abyssinian
French	Grecian	Tamil
Italian	Arabian	Malayan
Russian	Turkish	Burmese
Polish	Chinese:	Hindustanee:
Spanish	Swatow	Urdu
Portuguese	Guakau	Marathi
Hungarian	Pekinese	Gujarathl
Dutch	Shansinese	Hindi
Danish	Kiangnanese	Tarsi, and 15
Jewish	Cantonese	other dialects.
Roumanian	Japanese	

REPertoire ALWAYS UP-TO-DATE

For terms, etc., apply to
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Sole Agents for British India, Ceylon and Burma:
THE TALKING MACHINE & INDIAN RECORD COMPANY
 15 Elphinstone Circle, FORT, BOMBAY

Sole Agent for Great Britain and Ireland:
O. RÜHL, 77 City Road, LONDON, E. C.

The Patent "Flex" Diaphragm

More Music — Less Scratch The Loudest and Most Natural Reproduction Yet Obtained.



For Edison "C," "H" or Columbia size, with crosshead complete, post free 2/ or 50c. A LITTLE MARVEL



For "Exhibition" Sound-box, post free, 4/ or \$1.00 Together with Needle Tension " " 5/ or \$1.25 VERY LOUD, MELLOW AND SWEET

Testimonials and Repeat Orders from the World Over.

Particulars free from

DAWS CLARKE

whatever. Detached in a few seconds. Specially good with Fibre Needles.

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TRADE SUPPLIED

Patent Needle Tension Attachment For "Exhibition" Box

Makes All Needles Louder

Post free with instructions, 1/6 or 38c.

This little Attachment is most simple and effective and involves no alteration to the sound-box Decidedly increases volume and

which tends to make a fair turnover during the quiet summer months.

Talking Machines in Canada.

From time to time the High Commissioner for Canada, 17 Victoria street, London, W., receives application from English talking machine and record firms wishing to place agencies in Canada. Those of our readers in that colony who are in a position to energetically push the sale of reliable talking machine merchandise should communicate with the Canadian Commissioner, at the above address, and he will gladly forward all applications to the right quarter, or I will give the matter my personal attention on receipt of advice to the London office of The Talking Machine World, 69 Basinghall street, E. C.

May List of British "Amberols."

The second or May list of British "Amberols" to hand contains fourteen good selections of a popular character, as follows: "Pomp and Circumstance" march, "Under a Peaceful Sky" and "Mikado Waltz," by the National Military Band; "Thou'rt Passing Hence" (Sullivan), a very fine record by Arthur Grover; "Songe D'Automne, Waltz" (Joyce), splendidly played by the British Concert Orchestra; "There's a Foe at the Gates

of England," a timely piece well rendered by Harry Fay; "Leicester Square" is a good comic by Tom E. Hughes—a new artiste to the Edison list; the famous Olly Oakley is another new artiste, well represented by an exceptionally fine banjo solo; "Poppies and Wheat," barn dance; "Ora Pro Nobis" is sung in Mr. Peter Dawson's best style; of which the same may be said for "Alice, Where Art Thou?" by Ernest Pike; "Plink Plonk" is rendered by George Formby, in his usual droll way; while Arthur Osmond airs his most virtuous sentiments in "The Harem"; "Forgotten Melodies" is a prince of a record by Alexander Prince on his concertina.

The "Aspir" Makes Its Debut.

The "Aspir" is a new name of yet another new disc record—eleven-inch double-sided.

Institute Canadian Service.

The White Star Co. have instituted a Canadian service with the new liner "Laurentic," which sailed from Liverpool last week.

Caruso's Big Earnings.

It is currently reported that during the last six weeks prior to his departure from America, Signor Caruso earned £10,000 by singing for record companies.

TRADE REPORTS FROM THE PROVINCES

NORTH OF ENGLAND NOTES.

(Special to The Talking Machine World.)

Liverpool, Eng., May 3, 1909.

Notwithstanding the signs that trade was likely to improve during the early part of the year, we regret to say that it has not come up to expectations by any means. In Liverpool shipping is still bad, and the leading dealers just now are having poor sales which may continue until after the summer holidays. This is the case of practically every house in the town.

At Messrs. Richardson's and Messrs. Johnson's, the wholesale dealers, business was reported as moderate. Thompson, Helsby & Co. report a falling off during the past few months. Messrs. Archer find business a little slow. At Jake Graham's they are doing their share of the business, principally kept going with repeats and small incidental orders. At Messrs. Van Geuissen's business had considerably increased of late, owing to their having taken up Zonophone and Twin records.

The Melograph Co. report that although they have been kept busy with an export order for

some time past, general trade is very slow. Their new list of records, comprising the very latest titles, is winning praise on all sides.

Manchester Business Is Quiet.

In Manchester, business is also very slow. There seems no likelihood of the cotton operatives, and others interested in the engineering trades, resuming full work for some months to come. Most of the mills are only running about half time, and the consequence is that Lancashire generally is having a pretty bad time.

By the time these lines are in print C. Duwe, the well known factor, will be in the States. Mr. Richardson, of Messrs. Richardson, Manchester, Liverpool and Blackburn, is also away on a Mediterranean cruise for the benefit of his health. Generally speaking, Messrs. Richardson report that although the trade is quiet; since they have had a delivery of the British Amberol records their sales have considerably increased. Their latest venture at Blackburn is rapidly getting into working order, and they have every reason to believe it will be a most successful business a little later.

At Messrs. Burrows, High street, business is

scarcely slow. They report that they have done fairly well with the British Amberol records, and when the list is more complete business will be still better.

Mr. Alker, of the Rena Mfg. Co., 93 Market street, reports that Rena records are being pushed very extensively in the North, and he expresses himself satisfied with record sales so far.

Gleanings from Leeds.

In Leeds generally, trade is not as brisk as talking machine men would like. To further the sales of Zonophone records a Zonophone evening concert was given in the Leeds Town Hall on April 19, the following artists appearing: Messrs. Peter Dawson, Ernest Pike, Olly Oakley and Madame Marie Goodall. There was a large audience.

Messrs. Hilton and Messrs. Scott report business as moderate. The British list of the Edison Amberol records have given somewhat of a fillip to the cylinder sales.

At Messrs. Appleton's Columbia and Rena records are holding their own, and with the other wholesale houses, Zonophone and Twins are having fair sales.

Messrs. Hopkinson's have recently taken up Klingsor Cabinet machines, and from what we hear, are doing well with them.

Messrs. Skyes, of Albion street, are looking forward to large sales in the Gramophone new model, "The Pigmy Grand," samples of which have just been received. They express themselves satisfied with the past season's trade.

Messrs. Jenkins, Queen Victoria street, has recently introduced a new model of a cabinet disc machine to take the place of the street piano-organ. Fitted with an inverted wooden horn and a closed top lid, it provides plenty of room for the records, and being mounted upon two ball bearing bicycle wheels it will be quite a novel machine. Usually the piano-organ is heavy and unwieldy to push along the streets, but in this case the weight will be very little. The instrument will attract attention, which will be to the financial benefit of the user.

Messrs. Tilly & Co., in Queen's Arcade, concentrate upon Edison, Gramophone, Zonophone and Twins very extensively. With a good stock and a well organized shop, the manager reports business as fair during the past season, but a slight falling off at the present time.

We understand that the late "Magazine Holder Co." have recently been formed into a Limited Co., under the name of "Perfectophone, Ltd." They have acquired spacious premises in Kirkstall road, where they are equipped with new machinery and making large preparations for the next season's business. Mr. Bleakley is the managing director.

L. J. GERSON WITH WANAMAKER.

With the announcement that the Musical Echo Co., Philadelphia, Pa., had retired from business, Louis J. Gerson, manager of that business, sent a letter to his friends and patrons informing them that he and his entire force from the Musical Echo Co. would in future be found in the talking machine and small goods department of the John Wanamaker store, of which Mr. Gerson has become manager. The Wanamaker department is equipped with a full and complete line of both Victor and Edison machines and records. The repair section of the department will be in charge of Mr. Adams.



Our "Elite" 9 Machines One of the Best.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHE ST. 35

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application

TELEGRAPHIC ADDRESS: "PUCKAWO"



Our Famous "Puck Phonograph."

BERLINER PATENT FINALLY ADJUDICATED.

The Supreme Court of the United States Affirms Decisions of Lower Courts in the Berliner Case in the Suit of the Victor Talking Machine Co. Against Leeds & Catlin—Suit Has Been Pending Since 1906, and the Decision Is One of Great Moment to the Talking Machine Industry—The Court's Summary Is Reproduced Herewith.

(Special to The Talking Machine World.)

Washington, D. C., May 3, 1909.

The Supreme Court of the United States on April 19 affirmed the decisions of the lower courts in what is known as the Berliner case (Victor Talking Machine Co. against Leeds & Catlin Co.). The suit has been pending since April 9, 1906, when a motion for a preliminary injunction was argued in the Circuit Court of the United States, southern district of New York. On the 26th succeeding, the temporary restraining order was issued and stayed pending an appeal to the Circuit Court of Appeals. The hearing on the appeal came on October 11 of the same year. Judge Townsend was sustained. The case was then taken to the Supreme Court of the United States on a writ of certiorari, argued January 14, 1909, and decided adversely, for the third time against the Leeds & Catlin Co., with costs, on the date first above mentioned. This is final. A summary of the facts in this celebrated suit, in which the talking machine trade is vitally interested, together with the essential portions of the decision, are subjoined.

COURT'S RESUME OF THE CASE.

This case was before the Court on certiorari to an interlocutory decree of injunction restraining the petitioner, Leeds & Catlin Co., from manufacturing, using or selling sound reproducing apparatus or devices embodied in claim No. 35 of letters patent No. 534,543, issued to Emil Berliner, bearing date 19th of February, 1895, and also from manufacturing, using or selling or in any way disposing of apparatus or devices which embody the method specified in claim No. 5 of the same patent.

The petitioner explicitly denied infringement, and alleged anticipation of the invention described in the patent by a great number of patents and publications in this country and other countries. And hence it is alleged that, in view of the state of the art, Berliner was not the first inventor or discoverer of any material or substantial part of the alleged improvement and invention described or claimed. The answer further alleged that said letters patent did not describe or specify or claim any subject matter patentable under the statutes of the United States, and are and always have been null and void. Abandonment is alleged and a two years' use of the invention in this country before the application for the patent, that the invention and improvement were known and used by others and were in public use and on sale in this country by divers persons, a list of whose names is given.

It is alleged that before the invention was patented in the United States the same was patented, or caused to be patented, by Emil Berliner in foreign countries, and that by reason whereof, under section 4887 of the Revised Statutes of the United States, the letters patent in suit were limited to expire at the same time with said foreign patents and each of them—two in Great Britain, three in France, three in Germany and one in Canada. And it is alleged that in consequence

thereof the said letters patent of the United States have long since expired and plaintiff is not entitled to any relief by injunction or other relief in equity, that a court of equity has no jurisdiction of the suit, and that plaintiff has an adequate remedy at law.

Upon the bill and certain supporting affidavits an order to show cause against a preliminary injunction was issued, which coming on to be heard upon such affidavits, and other affidavits and exhibits, a preliminary injunction was granted. It was affirmed by the Circuit Court of Appeals.

SUMMARY OF THE DECISION.

Justice McKenna, in delivering the opinion of the court, said in part:

"The motion for preliminary injunction was made upon affidavits. Those of respondent (complainant in the Circuit Court) described the invention and the machine made in accordance therewith, averred the practical identity of petitioner's machine therewith, and set forth the record in the case of *The Victor Talking Machine Co. and The United States Gramophone Co.* against *The American Graphophone Co.*, instituted in the Circuit Court for the southern district of New York. The affidavits averred that the suit was pending and awaiting decision when this suit was brought, and was subsequently decided; that by the decision, claims 5 and 35 of the patent in suit were held valid and infringed by the talking machine of the defendants, and that an injunction was ordered. And it was stated that the Circuit Court of Appeals, though not concurring with the Circuit Court in all of its reasoning, affirmed the decree.

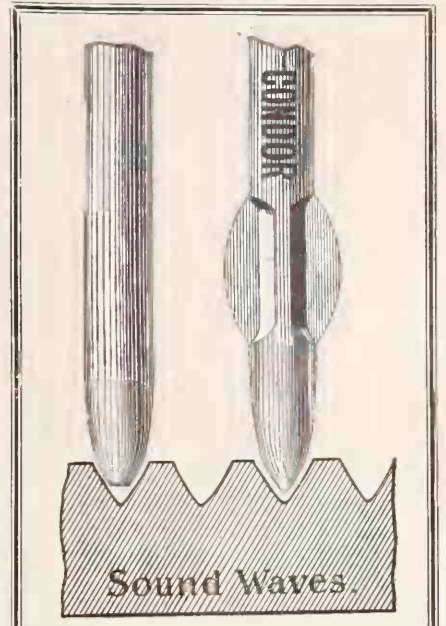
"The affidavits of petitioner (the defendant in the courts below) set forth the defenses which were made in the case just referred to, a summary of the proofs introduced to sustain the defense, and submitted new matter. The affidavits also contained a description of the patent in suit and what was considered to be its basic invention, averred its identity with certain foreign patents which were not in evidence in the other suit. The affidavits also undertook to meet and refute the charge of infringement. The affidavits were very long and circumstantial, and had attached to them copies of the foreign and domestic patents relied on, translations of foreign laws, copies of publications and certain testimony.

JUDICIAL EMBARRASSMENT.

"Upon this body of proof, formidable even in its quantity, and having no other elucidation than the arguments of counsel and some mechanical exhibits, presenting grave questions of fact, we are asked by petitioner to go beyond the action of the lower courts, and not only reverse them as to a preliminary injunction but decide the case. If we should yield to this invocation and attempt a final decision it would be difficult to say whether it would be more unjust to petitioner or to respondent.

"The Circuit Court felt a like embarrassment, as will be observed from its opinion. The court did not pass on the defense of infringement, and said that, except as to one patent, the petitioner had failed to introduce any new matter which would have led the courts in the other case, if such matter had been before them, to have reached a different conclusion. And, speaking of the patents referred to, the circuit judge said: 'But even if I am mistaken in this view, and if the expiration of the Swiss Canadian patent is a complete defense, or if a decision of the questions raised as to the character and scope of the various patents now introduced for the first time should be postponed until final hearing, yet I am constrained to grant the injunction in order to permit an appeal and a determination of the questions at the earliest possible moment.'

"And the lower courts also reserved to the merits the consideration of the defense that claims 5 and 35 were invalid because they were the functions of machines, resting those defenses, so far as the preliminary injunction was concerned, upon the adjudication in the prior suit. We shall do the same, remarking, however, that the contention, if it has any strength as to claim 5, seems to us untenable as to claim 35. We think the latter is a valid combination, consisting of the elements, (1) a travelling tablet having a sound record formed thereon; (2) a reproducing stylus, shaped for engagement with the record, and free to be vibrated



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and propelled by it. It is, therefore, a true mechanical device, producing by the co-operation of its constituents the result specified and in the manner specified.

DISINCLINED TO PASS ON QUESTIONS OF FACT.

"In passing on the other foreign patents the Circuit Court considered that the prior adjudications fortified the presumption of the validity of the patent in suit, and established its scope, and that the new matter introduced by petitioner did not repel the presumption or limit the extent of the patent. That the lower courts properly regarded the prior adjudications as a ground of preliminary injunction is established by the cases cited in Walker on Patents, section 665. And in that aspect the question must be considered, and so considering it we may pass the defenses of anticipation, whether complete or partial, and the defense of infringement. These are, we have already said, questions of fact which we are not inclined to pass upon unaided by the judgments of the lower courts made after a hearing on the merits.

"The patent in suit and the patents which, it is contended, anticipate it or limit its extent or duration are for methods or devices whereby sound undulations trace or inscribe themselves upon a solid material, and are by suitable devices made to reproduce themselves and the sounds which made them. One of the questions in the case is, as we have seen, the relation of the patent in suit to the prior art. It is contended by the respondent that Berliner (he was the patentee of the patent in suit) improved the prior art, not only in the methods of recording and reproducing sounds, but in the devices by which the methods are accomplished.

"In the old method the sound record was produced by vertical vibrations, either indenting a pliable material, by and in accordance with the sound waves along a helical or spiral line, as in the Edison patents, or by like vibrations engraving a suitable material, by and in accordance with the sound waves, as in the Bell and Tainter patent. By both of these methods there was produced a record consisting of a groove of varying depth, that is, containing elevations and depressions corresponding to the sound waves which produced them. In the Berliner patents the vibrations are made to inscribe a laterally undulating line in the general direction of a spiral. The line, therefore, is of even depth, the inequalities or sinuosities produced by the sound waves being upon its sides. By this method there is produced a sound record tablet, consisting of a flat disc of hard resisting material, having in its surface inscribed a spiral groove of practically even depth, but undulating laterally in accordance with the sound waves. The patent in suit describes and specifies the ways of making such record tablet, as do the prior patents the sound records of the respective patentees. Further description of the records, however, is not necessary, as we shall have with them but incidental concern.

FREE MOVING STYLUS DESCRIBED.

"The records being made, the next step is the reproduction of the sounds which they record. This is done by adjusting to the line or groove inscribed upon the records a point or stylus attached to a diaphragm, which, being vibrated by the undulations or sinuosities of the groove, reproduces the sounds that made them. In the prior art the reproducing stylus and sound record were brought in operating relation to each other in two ways. The sound record was mechanically conveyed across the reproducing stylus, or the reproducer and its stylus were mechanically conveyed across the record. By one or the other of these means the stylus was kept in engagement with the record and accommodated to the shifting positions of its operative portions. In the patent in suit such independent means are dispensed with. The stylus is made to engage with the grooves in the record tablet, is vibrated laterally by its undulations, and guided or propelled at the same time with its diaphragm attachment across the face of the tablet, the successive portions of the groove reproducing the sound waves, which are transmitted to the air.

"The sound records are made of hard, indestructible material and, as stated in one of respondent's affidavits, the groove impressed therein 'serves the twofold purpose of vibrating the stylus and producing the necessary vibrations in the diaphragm of the sound box, and also to automatically propelling the stylus in the groove across the surface of the record without a feed screw or other mechanism independent of the record itself.' The method of doing that is the subject matter of claim 5, and the means for performing the method is the subject matter of claim 35. They are, respectively, as follows: 'No. 5, the method of reproducing sounds from a record of the same, which consists in vibrating a stylus and propelling the same along the record, substantially as described. No. 35 is a sound-producing apparatus, consisting of a traveling tablet having a sound record framed thereon and a reproducing stylus shaped for engagement with said record and free to be vibrated and propelled by the same, substantially as described.'

NEW MATTER CONSIDERED.

"We may now understandingly consider the new matter which was relied on in the courts below. The first in importance of these is that the patent in suit is for the same invention of certain foreign patents and expired with them. These patents consist of three French patents to Emil Berliner, respectively dated Nov. 8, 1887, May 15, 1888, and July 19, 1890; German patents to Berliner dated Nov. 8, 1887, May 16, 1888, and Nov. 20, 1889; a Canadian patent of Feb. 11, 1893, assigned by W. Sues to Berliner; English patents of Nov. 8, 1887, and May 15, 1888.

"In the foreign patents relied upon, special stress is

given to German patent No. 53,622 to Berliner, and it is contended that it expired before this suit was brought, and that the patent in suit expired with it. * * * The expiration of the German patent No. 53,622 for the reproducer did not affect the duration of the patent in suit so far as claims 5 and 35 are concerned, even though such reproducer is made the subject of one of the claims of the patent in suit. To some extent these remarks are applicable to all the foreign patents relied on by petitioner.

"It is contended by respondent that the recorder and reproducer of the patent in suit differ in certain details of construction and operation from the recorder and reproducer of the German and French patents, but the Circuit Court said that that question could only be determined by expert testimony, and assumed the details to be substantially identical. We shall do the same, and are of the opinion, for the reasons which we have given, that the expiration of those patents, the French patent as well as the German patent, did not carry with them the expiration of the inventions exhibited in claims 5 and 35 of the patent in suit.

PREVIOUS PUBLICATION NOT PUBLIC USE.

"Among the publications referred to in petitioner's answer, and introduced in evidence, was one in The Electrical World for Nov. 12, 1887, one published in the same paper Aug. 18, 1888, and a paper read by Berliner before the Franklin Institute May 16, 1888. In these publications there is description of the invention, and in the paper read before the Franklin Institute Berliner describes the genesis of his ideas and the ideas of others in the process of recording and reproducing sounds. He entered into a somewhat detailed description of his invention, exhibited a machine and gave an illustration of its powers, among others letting the audience 'listen to some phonolograms,' which he said he had prepared within two weeks before in Washington. This was urged as a public use, but the Circuit Court decided that neither that lecture and exhibition nor the description in The Electrical World in 1887 constituted a public use within the meaning of the statutes. And the court also decided that the broad claims of the patent in suit were not made a part of the earlier application for patent No. 564,586, and that that omission, even when combined with such exhibition and publication, was not an abandonment and forfeiture of those claims.

"The Circuit Court of Appeals did not discuss those questions or express an opinion upon them, but decided that the specifications in the application for patent No. 564,586, issued subsequently to the patent in suit, were broad enough to warrant the making of the claims in controversy (5 and 35), and that the second application could fairly be considered a continuation of the first and antedated the alleged public use. If this be so, petitioner contends, the two patents must be treated as one patent covering one invention, that described in No. 564,586, and, it is further contended, that as that invention was previously patented by the three foreign patents, the patent in suit expired with them. The reasoning is extremely technical, and we may adopt the answer made to it by the Circuit Court: 'An examination of the drawings of the prior British patent shows that there is omitted therefrom Fig. 10 of the United States patent No. 564,586, which was the only figure illustrating the form of the device covered by the claims here in suit.'

CANADIAN PATENT DOES NOT APPLY.

"There yet remains the Sues Canadian patent to be considered. It was granted to Berliner as the assignee of Sues, and Judge Townsend in the Circuit Court said that the patent disclosed and broadly claimed the invention covered by the claims in suit, and on account of it defendant (petitioner here) contended that Berliner thereby admitted that Sues was the inventor of the reproducing apparatus of those claims; that in his application as the assignee of Sues he abandoned the broad claim in suit and that as the patent covered the invention of the patent in suit and expired in 1899, the patent in suit expired with it.

DURATION OF UNITED STATES PATENT.

"The court, however, decided that the Canadian patent in terms described and claimed 'the broad generic invention of Berliner covered by the claims here in suit,' and to establish this quoted claims 5, 7 and 11 of the Canadian patent and concluded that if that patent expired in 1899 the patent in suit also expired. The court, however, decided, expressing, however, some hesitation, that the patent did not then expire, stating the rule to be, as established by the cases, that a United States patent is limited by the term expressed in the foreign patent and that it is not affected by any lapse or forfeiture of any portion of the term by means of any condition subsequent. The patent was granted for the term of eighteen years from its date, Feb. 11, 1893.

"We think the questions involved are determined by Pohl against Anchor Brewing Co. It is there decided that 'the statute manifestly assumes that the patent previously granted in a foreign country is one granted for a definite term; and its meaning is that the United States patent shall be so limited as to expire at the same time with such term of the foreign patent.' And it is further said that the duration of the United States patent is not 'limited by any lapsing or forfeiture of any portion of the term of such foreign patent by means of the operation of a condition subsequent, according to the foreign patent.' From these views it follows that there was no abuse of discretion in granting the preliminary injunction, and the decree is affirmed."

TRADE IN THE MONUMENTAL CITY.

April Proves Very Good in Machine and Record Sales—Appreciation of Tone Quality Causes Demand for High Class Outfits—Strong Call for Starola and Starola Grand Machines—Music Master Horns Enjoy Increased Popularity as do Fibre Needles—Cohen & Hughes' New Quarters Completed—Well Arranged.

(Special to The Talking Machine World.)

Baltimore, Md., May 5, 1909.

Reports from all the leading talking machine dealers show that the past month was generally a good one for sales of machines and records. Three things were brought out especially as features of the trade in this city, namely, that the high-priced machines of all makes are becoming more and more the rage, the wooden horns are in greater demand than any of the others and, from a Columbia standpoint, the indestructible records are placing the wax cylinder records practically in the "has been" class. In speaking of the increased popularity of the high-priced machines, a leading jobber said:

"It has become quite noticeable in the last month or two that Baltimoreans are buying talking machines more for the tone qualities than ever before. Formerly most of the purchasers were satisfied with any kind of a machine just so it made some kind of noise. They would use these machines until they wore out and then throw them to one side and forget that such a thing as a talking machine exists. Now, however, they are beginning to realize that the high grade machines are actually musical instruments and that they have a desirable tone quality. The result is that the purchasers take the good machines in preference to the others and show a pride in keeping them in first rate condition at all times. I have very little call nowadays for cheap machines whereas formerly these were always sought after."

Fred Scheller reports that during the past month the demand for Starolas and Starola grands was heavy. He added, "Only the past week I sold several of these high grade instruments for spot cash. I am thoroughly satisfied with the prospects in the talking machine line."

Manager Lyle, of the local store of the Columbia Phonograph Co., and Manager Bowden, of the talking machine department of Sanders & Stayman, state that the Music Master wooden horns have been more in demand than ever the past month. Another popular novelty at the Columbia Co.'s store which has taken hold with purchasers has been the fiber needles, which have just recently been put on sale here. Manager Lyle also reported that he is closing out the stock of wax cylinder records which he has in stock at reduced prices. This has become necessary because of the success of the Columbia Indestructible records.

The high-priced Victors and Columbias have been good sellers at Sanders & Stayman. Especially has this been the case the past two weeks, during which time there has been quite a boom in the talking machine business. The record trade has also been brisk.

At the store of E. F. Droop & Sons Co., Manager Joseph Grottendick said that the firm have had their share of the trade in Victor and Edison machines the past month.

Cohen & Hughes, who handle the Victor machines here, have their new talking machine quarters at 315 North Howard street, to which they moved last month, entirely completed. The entire second floor has been set apart for this line of the goods. There are 175 feet of floor space divided into six parts. The front is used as the Red Seal and Victrola room, next comes the retail record room, and display room, then the wholesale record room, five soundproof rooms for tests for customers, the stock room and repair room. A feature of the entire arrangement is that the retail and wholesale store-rooms are separate and the records are kept flat, so as to prevent the possibility of warping.

Sense that can be converted into cents is the real article.

VICTOR HERBERT BECOMES ACTIVELY CONNECTED WITH THE NATIONAL PHONOGRAPH CO.

To Take an Active Part in Supervising the Making of Master Records—Victor Herbert Orchestra Will Also be Associated With Company—The Distinguished Composer and Conductor Chats of His Plans With The World Representative.

The engagement of Victor Herbert, the eminent American composer and famous conductor, by the National Phonograph Co., of Orange, N. J., just announced, to act as musical supervisor of their recording laboratory, is not only a move of great importance, but one of unusual significance, inasmuch as it marks a recognition on the part of eminent musicians of Mr. Herbert's caliber, of the distinct place which the talking machine has won as a great educator and up-lifter of music in America.

On the other hand, be it said that the National Phonograph Co., like Mr. Herbert, are of the belief that every record manufactured should be adapted to reproduce as near a perfect reproduction of the musical work as written by the composer as possible. In other words, the composer's intentions must be respected. And there is no man better fitted to carry out this work than Victor Herbert, who to-day ranks as the foremost American musician and composer. He has to his credit as a composer twenty-six operas, which have not merely delighted the people of this country from the Atlantic to the Pacific, but which are sung and played the world over, wherever well-written music is appreciated. He has also composed hundreds of smaller orchestral numbers which have won a great vogue. To cap the climax, he is at the present time engaged in writing a grand opera for Oscar Hammerstein, to be produced at the Manhattan Opera House in the early part of next January.

Mr. Herbert is not merely a great composer but a conductor whose talents are widely recognized. For years he had charge of the Pittsburgh Symphony orchestra and to-day he is conductor of his own organization in New York—a body of men who have been carefully trained, and who constitute one of our finest orchestras.

In addition to being associated in a supervisory way with the laboratory of the National Phonograph Co., Mr. Herbert will also lead his celebrated orchestra while making master records for the company. He will also be consulted as to the people who will sing, or play the better class of compositions, and will doubtless be a great factor in improving the records of the popular music, although this has not been definitely arranged.

Personally Mr. Herbert is "the prince of good fellows" and affability itself when one is properly introduced. As may readily be imagined his time is taken up wholly by the various musical works which he has under way, or in contemplation, and when *The World* called upon him at the Lamb Club the other day he was in the midst of rehearsing the music of a play which will be given at the Club's annual gambol at an early date and which will last for a week, being given in various parts of the country.

When the subject of his alliance with the National Phonograph Co. was brought up and discussed, he talked most enthusiastically about the phonograph and its possibilities. Like many other noted musicians he is fully of the belief that the talking machine has a special mission, to convey good music to thousands of people who can hear it in no other way, hence the importance of producing records that are artistically conceived, and that preserve the spirit and ideas of the composer. In other words, records that are carefully edited by a master hand, who is entirely in sympathy with the composer.

After making *The World* at home in one of the club's cozy reception rooms he said in an informal and chatty way:

"I have always had strong views regarding the shortcomings of the average record from a musical point of view. What is lacking is the life and spirit of the music as originally written by the composer. That is to say, the better class of music as distinguished from the so-called popular, or coon song. I am frank to say that on this

grade of music many others are more competent to pass judgment than myself. I shall not only inspect and criticize the music previous to its reproduction, but shall carefully go over the masters, also, with a view of bringing out the real melody and spirit of the selections, so that each and every one of them that has passed my personal inspection may receive my approval and endorsement.

"My purpose in accepting the position as musical supervisor of the National Phonograph Co.'s recording laboratory is to develop the artistic side of the music as reproduced in the records, imparting to them the fire of the composition. This feature has either been overlooked or neglected and the average leader or director



VICTOR HERBERT.

seldom, if ever, pays much, if any attention to this part of his duties. Besides giving my attention to this work, I shall lead my own orchestra at the laboratory, and I feel assured that a grade of masters will follow that has never yet been attained in phonographic records.

"While my agreement with the company does not become effective until June 1," continued Mr. Herbert, "I shall be a frequent visitor to the laboratory before then to familiarize myself with the work in a practical way. I am satisfied a great improvement can be effected along the lines mentioned. In fact I am so assured of this that had the offer of the National Co. been simply an ordinary business proposition I should not have considered it for a moment. It is more than that, or else I would not give my time to it.

"I usually go to my place in the Adirondacks about June 1, and I stay there until October, and you may know that every moment of my time is taken up. I have accepted a commission to write a grand opera for Mr. Hammerstein, of the Manhattan Opera House, to be finished in October, not to mention several light operas and compositions of various kinds I have planned. The duties of musical supervisor of the National Phonograph Co., I think, from a musical standpoint, most important, and I shall undertake them with enthusiasm, for it will mean a great deal, not only for them, but the public also. The talking machine business is becoming a factor that the best class of composers and musicians no longer attempt to ignore. Rather they feel that justice was not done their work in the reproduction, and this is my main object to remedy.

"Indeed, I regard this new connection as one that opens great opportunities to me for carrying

on a great educational campaign among the masses of the people, who only lack in the appreciation of the best in music, simply because they do not hear it properly presented. Imagine the difference in the impression made by the playing of the record of a splendid overture; for instance, 'Tannhauser,' by a great orchestra for the National Phonograph Co., and the playing of that number by the average band one hears in so many parks, piers or other resorts during the summer time. One represents the spirit and life and individuality of the composer; the other an indifferent, incapable reading which totally destroys the composer's intention.

"It will be my aim as conductor of my own orchestra to give that life, color and individuality to the talking machine record that will enthuse the hearers, and make them believe they are listening to a live band and not automata. The marvelous improvements made in the phonograph within recent years and the opportunities that exist, thanks to Mr. Edison, through a longer record, open up a wide field for the reproduction of a repertoire that can embrace many of the finest numbers in high class music. Mark you, this will not include chopping up operas, or taking inartistic liberties with composers' intentions. There is plenty of high class music which can easily be taken on a record without indulging in this regrettable practice.

"In recording music for the phonograph common sense as well as knowledge is necessary. In fact, the more I talk of this field the more enthusiastic I become. There is no reason why records cannot be produced that will astonish the skeptical. The future of the talking machine as a great educational and musical factor the world over centers entirely upon the character of the compositions which they reproduce, and the really artistic and musical manner in which they are recorded in the laboratory."

It goes without saying that the advice and assistance of a man of Mr. Herbert's ability as a musician and composer will do much to maintain and improve the present high standard of the Edison product. It will also cause those disposed to speak slightly of the talking machine to revise their opinion and place a new value upon its place in the musical world. A man of Mr. Herbert's fame would not enter into an arrangement of this kind without a careful study of all its phases. He has weighed its possible effect upon his name as a composer—a name to-day easily ranking as first in this country. He has realized that the arrangement will give the Edison phonograph the tremendous advantages of exploiting records made by his orchestra, the fame of which has taken years of time and large money expenditure to acquire. Yet he is willing not only to have his orchestra make records, but to lead his men in person. Mr. Herbert must be credited with having a higher motive in identifying himself with the phonograph than a money consideration, however large it may be, for his position frees him from any charge of being mercenary. His chief motive must be an earnest belief in the future of the phonograph and of his own ability to add to its prestige.

As stated above, his exclusive contract with the National Phonograph Co. insures his taking an active part in the work of making master records for the Edison phonograph. The arrangement is not one of those by which the name of a prominent character is obtained for advertising. Mr. Herbert would not sell his name for such a purpose. It is an arrangement by which Mr. Herbert will strive as hard as any official of the company to augment the prestige of the Edison product. He places full value upon the present standing of the phonograph, but he also believes that with his training as a conductor and writer of music he can put it upon a still higher plane, from a musical standpoint.

The arrangement, which becomes effective June 1, gives the National Phonograph Co. the exclusive right to his services in the talking machine field and also to the exclusive services of the great Victor Herbert orchestra in making Edison records. Mr. Herbert will be consulted

upon every phase of the work of making records of the better class of music, and especially of instrumental compositions. He will assist in the selection of suitable music for record-making purposes, aiming always toward such music as will widen the field of the phonograph.

Mr. Herbert will go frequently to the recording laboratory of the National Co. and supervise and criticize the work of making records. He is so earnest about this feature of the work that he is already apprehensive of getting so deeply interested in it as to interfere with his other duties as a composer and leader. He will personally conduct his orchestra in making records, and states that the records must be no less creditable to his name than the concert work of his orchestra. In getting Mr. Herbert to identify himself with the Edison organization the National Phonograph Co. have brought about one of the most notable achievements in the history of the phonograph.

THE VALUE OF EFFORT.

The difference between success and failure, between getting business and not getting business, is not always so much in the quality of the effort put forth, as in the amount. In other words, the effort which gets business frequently differs from that which does not get business, more in degree than it does in kind.

Men who do things and are heard from accordingly, seem to do their work a great deal like other men who never are heard from. The difference is that they are a little more intense, they hold out a little longer, and when the other fellow stops, thinking that the case is hopeless, they make another big effort and win what they are after.

It takes a lot of fuel and heat to bring water to the boiling point. It takes just about as much fuel and heat to raise the temperature of the water to 210 degrees Fahrenheit, but if you take away the fire when you have reached the 210 degrees, the water will never boil.

Moral—Add a little more fuel and keep the fire going.

He who can read the signs of the times should know all about patent medicines.

SOUTHERN CALIFORNIA NEWS.

Talking Machine Men Believers in Advertising—Wide Territory Covered—Big Call for Expensive Victors—Amberol Records in Spanish Will Have Great Demand—Columbia Indestructibles and Double Discs Selling Well—Renovating and Improving Stores—Recent Visitors to the City of the Angels.

(Special to The Talking Machine World.)

Los Angeles, Cal., April 30, 1909.

The month of April has closed more quietly than usual, although the opening was very brisk. This lull, however, has given the dealers an opportunity to make preparations for the future, in which there promises to be some keen competition. The methods used in advertising the talking machine in this section are beyond criticism, especially the ads. which appear in the daily papers. In every way the dealers are realizing more clearly the possibilities of the future. Southern California is already a great field for talking machines and records, and the growing demand for these goods is very large in both wholesale and retail. Jobbers here not only supply Southern California, but Nevada, Arizona, New Mexico and parts of Old Mexico. These parts are not the field they will be in a short time, as they are growing very rapidly.

Sherman Clay & Co. report a strong demand for the new style Victors II and III and also for the Victor wood horn. Referring to the latter, Manager Ruggles says, "We seldom receive an order for machines with metal horns since the dealers have recognized the fact that an additional profit can be made by selling to their customer a wooden horn. The appearance of the instrument is much better, to say nothing of the great talking point regarding the tone quality."

The Southern California Music Co. have received a large shipment of special design cabinets for both disc and cylinder records, among which are many attractive shapes and styles. Their business phonograph department reports several sales of commercial outfits recently, and some strong advertising is being done for this line. The news of a first list of Amberol records in Spanish has been greatly welcomed, as many inquiries have been made regarding them. Their

arrival is anxiously waited by the trade. The retail department has several shipments of Victor-Victrolas, among which were several in special finishes of oak and circassian walnut.

The Columbia Co. have had a steady demand for double disc records from the out-of-town dealers. Chas. Kauffman is now making his regular trip through Arizona, where he will call on the trade. W. S. Storms, who for two years has been connected with the Los Angeles branch, has gone to San Francisco to join the company's forces. He will travel through Northern California. E. W. Scott, who was at one time connected with the Los Angeles store, has succeeded Herman Beck as manager of the retail department of the San Francisco store. Mr. Beck has resigned and expects to open a store of his own at an early date.

The Fitzgerald Music Co. have completed their new department and have announced their opening to the public in a series of clever newspaper advertisements. Mr. Fitzgerald is personally interested in the new department and watches every detail in its affairs. Their splendid show windows on Broadway afford a splendid opportunity for their attractive displays.

The Angelus Talking Machine Co. are now using an automobile as a business getter. Mr. Pfaff says he finds it very handy for use on prospective purchasers, who cannot refuse him when he asks them to take a ride with him in his auto.

The Geo. J. Birkel Music Co. have just finished installing a new system of record racks for disc records. Their entire stock is kept in heavy cardboard covers, and every number is given a separate partition in the new rack. More space has been added to accommodate the catalog of double-faced Victor records.

The Holmes Music Co., one of the new Victor stores, is welcoming old customers in that location. Their stock is in splendid condition, a complete line of Victor goods being carried.

The Wiley B. Allen Co. are continuing the arrangement of attractive window displays, which are truly original.

Fiske & Co., Edison dealers, are featuring the I. C. S. language teaching machines with much success. Hamberger's, who have the handsomest show windows of any department in the city, have given considerable space for display of talking machines and records.

H. T. Walz, of the W. G. Walz Co., of El Paso, Tex., was a recent visitor in Los Angeles. While there Mr. Walz studied the conditions of the trade and also investigated the arrangement of some of the different stores handling talking machines. The Walz Co., who are Victor jobbers for Texas, are expecting to make many changes for the improvement of their trade-handling facilities.

The great success with which the Russian violinist Mischa Elman met with in concert in this city is due more to the Victor, which preceded him with the splendid records of his playing, than all the foregoing press comment. His records have been and are among the most popular in the Victor catalog.

Mme. Johnstone-Bishop's voice is delighting many of her local friends and admirers in a sweet little Hawaiian song which she has sung for the Victor. Her records are in considerable demand in Southern California, Los Angeles being her home.

GEORGE W. LYLE OFF TO EUROPE.

The departure of George W. Lyle, general manager of the Columbia Phonograph Co., general, for Europe was delayed until May 6, when he sailed on the "Kaiser Wilhelm II." He will be away four or five weeks.

Following the custom inaugurated some months ago the following talking machine dealers of Indianapolis keep open house monthly when they invite the general public to hear the latest records. The dealers who dispensed hospitality recently were: Messrs. Kipp-Link, Frank Lesley, Joseph Joiner, E. E. Hill & Co., George Maze and William F. Burns.

Have YOU seen IT?



"THAT'S
JUST
WHAT
WE'VE
WANTED!"

EVERY disc talking machine dealer who sees the New Idea Disc Record Album says, "Just what we've wanted."

His customers say so, too.

A beautiful Album that preserves records perfectly—protects them absolutely from scratching and breakage—keeps those of a certain artist or class together.

Powerfully bound and reinforced to last a lifetime. Finest thing out for Red Seal collections. Capacity; 12 records. Dealers' prices 90 cts. for 10-inch size, \$1.20 for 12-inch (used also for 10-inch records).

We furnish handsome two-color advertising circulars, ready for your imprint, FREE.

Send for a few of these Albums on approval. Dealers everywhere say they are going fine. Be the first to show them in your city.

Have you gotten our offer on the agency for **Regina Music Boxes**? We are the Regina Company's only jobbers and can fill orders promptly for all styles of Regina Music Boxes and Tune Discs.

THE RUDOLPH WURLITZER CO.

VICTOR, EDISON
and
REGINA JOBBERS

CINCINNATI AND CHICAGO.
Two points of supply; order from
the nearer.

VICTOR, EDISON
and
REGINA JOBBERS

CONVENTION OF NATIONAL JOBBERS' ASSOCIATION

Will be Held at Atlantic City—Headquarters at Hotel Chalfonte and Dates Selected July 6th, 7th and 8th—A Large Attendance Expected.

The annual convention of the National Association of Talking Machine Jobbers, in response to an almost unanimous vote, will again be held at Atlantic City, the famous eastern seashore resort. President Bowers appointed J. Newcomb Blackman, of New York, and Louis Buehn, of Philadelphia, a committee of arrangements.

Mr. Blackman, who is chairman of the above committee as well as of the press committee of the association, gives the following report:

"The convention at Atlantic City in 1908 was so generally satisfactory, both in attendance, accommodations and results accomplished, that it seemed a duplication of last year's success would be the best plan to follow. It will, therefore, be the desire of the committee of arrangements to not only furnish as excellent accommodations as last year, duplicating everything that will help insure a success for this year, but in addition to make such improvements over last year as may be found advantageous.

"In order to give the active members a chance to help make this year's convention a grand success, a sub-committee to be known as the reception committee will be appointed, representing various sections of the country, and they will be requested to work hard among the jobbers in their territory to insure a large attendance. In addition, this committee will be given an opportunity to help in the business details in connection with the programme during the convention.

"The Hotel Chalfonte have placed at the disposal of the association the same room for meeting purposes, and the rates for accommodations prevailing last year are again offered to those attending the convention. While it is my intention to promptly issue advertising matter, giving full particulars regarding the hotel rates, those who attended last year will agree that the Chalfonte rates were extremely reasonable for the service rendered. As this opinion prevailed, no other hotel will be advertised, and we hope that everybody will arrange to stay at the Chalfonte. If cheaper accommodations are desired, there are plenty of hotels and boarding houses where arrangements can be made to suit. It is extremely important that accommodations be secured in advance, as last year many arriving on the 4th of July could not be taken care of at the Chalfonte until the usual holiday rush was over.

"As the 4th falls upon a Sunday, it is hoped that many jobbers will take advantage of this opportunity by leaving home on Saturday, the 3d, thus taking advantage of Sunday and Monday, which with the three convention days, will give them a very pleasant vacation at Atlantic City.

"The ladies will again be invited; in fact, their presence is particularly requested, for this feature of last year's convention was pronounced a decided success and no doubt was a great help in increasing the attendance.

"The banquet will be a feature of the convention to which the ladies are also invited, and nobody will want to miss this part of the program. It is very likely that the factories will take advantage of this opportunity to meet the greater portion of jobbers and will also send various members of their organization to talk over the situation in general and give such information regarding business improvements, changes or suggestions as may be possible.

"It is quite generally conceded that this fall will see the turning of the tide in the business depression which has affected all lines of business and with certain desirable improvements, a healthy revival of business should result in our line. Jobbers should realize the importance of attending the convention not only to help in formulating plans for the uplifting of the industry, but to visit the factories and have a heart-to-heart talk about the business. Those who are pessimists should rub elbows with the optimists. We do not realize what narrow views we have of some things until we mix with others in the

same line who see things in a broader light, who see the 'doughnut' rather than the 'hole in it.'

"There will be a great turn-out at this convention and any jobber who has the mistaken idea that the talking machine business has seen its best days will return from the convention convinced that the good things in this business are just starting. Some have fallen by the wayside, but a weeding out is very often needed, and those remaining will have stood the test, feel stronger for it, have a larger field and better opportunities. The factories are promising more protection, rather than less, and this is certainly no evidence of a lack of confidence on their part.

"Let all the jobbers and as many as can, represent the factories, attend this convention, exchange ideas and work in harmony to bring about any improvement that will benefit all.

"Consider what has been accomplished since the last convention. The factories acted favorably on almost everything recommended, and what is the result? Protection to the dealer and jobber, an even exchange on records, a method to dispose of second-hand machines, a change in the time of shipping new records to dealers, Victor records are enclosed in envelopes, Auxetophones and Victrolas cannot now be obtained at dealers' prices by fraudulent qualification as a dealer and many other things which do not come to my mind at the present time. The association has grown, now having a membership of about 125. Every jobber has much at stake and to add strength to whatever recommendations the association will make a large attendance at this convention is essential.

"Make up your mind to come and use your influence with others. Complete information regarding the convention will be furnished by addressing J. Newcomb Blackman, chairman committee of arrangements, No. 97 Chambers street, New York City, and any inquiries are invited regarding membership as well. Make your plans now and be sure to arrange to attend."

COLUMBIA CO.'S NEW ST. LOUIS HOME

Take Five-Year Lease of Quarters at 1008 Olive Street for Both Wholesale and Retail Departments—Close Important Deal With Big Publishing House for Library Table Graphophones.

(Special to The Talking Machine World.)

St. Louis, Mo., May 10, 1909.

The Columbia Phonograph Co. have taken a five-year lease on the store at 1008 Olive street and expect to be in their new quarters by June 1. Their new location is a very large, well lighted building, two stories, and will accommodate both the retail and wholesale departments. They expect to put in four small booths for record demonstration and a large room, equipped exclusively for their grand opera and Fonotopia records, and their \$200 and \$225 machines.

The company will have a new hornless machine on the market within the next sixty days. It is a library table with enclosed machine and horn and combined record cabinet. The table can be used for books, flowers, etc., without interfering in any way with its reproduction. It will retail for \$225 and will be furnished in mahogany and mission oak. W. C. Fuhri, district manager, former local manager in this city, is the designer of this instrument, and the company are enthusiastic over its future.

The St. Louis office has just closed one of the largest and most important, in many ways, deals with the Lewis Publishing Co. in selling them 25 "W. C. F." \$225 Library Table graphophones to be made up specially for them in mission oak. These graphophones are to be installed by the Lewis Publishing Co. in their great chain of chapter houses located in each prominent city in the United States. The first order is for twenty-five to be delivered as quickly as the company can turn them out, and as they are now

organizing something like 700 of these chapter houses with a great many others in process of being organized, and as one of these Library Table graphophones will doubtless be installed in each chapter house, the St. Louis office, as well as the Columbia Phonograph Co., have cause to congratulate themselves.

COMPLIMENTS THE PENN CO.

When Landay Bros., New York, bought out the Musical Echo Co., Philadelphia, and in preparing the Edison goods for shipment, they were materially aided by the force of the Penn Phonograph Co. The work was done under the supervision of Max Landay, and in speaking of the work accomplished said: "I would like to pay a tribute to the employes of the Penn Co., for they hold the record for rapid packing. In one day they packed 26,000 records, each carton being handled separately and placed in numerical order, besides—and not an error. I never saw a force do better team work, or any more industrious. It was a revelation to me how they handled themselves. No wonder the Penn Co. are successful with such loyal people in their employ."

AWAITING JUDGE KNAPP'S DECISION.

(Special to The Talking Machine World.)

Kalamazoo, Mich., May 10, 1909.

Since the Supreme Court of the United States has handed down a decision in the Berliner case (Victor Talking Machine Co. against Leeds & Catlin Co.), the attorneys in the suit of the Victor Talking Machine Co. against the Duplex Phonograph Co., of this city, have asked Judge Knapp, United States Circuit Court, Grand Rapids, to take up the papers and write an opinion. Judge Knapp assured counsel on both sides he would dispose of the matter last August, but it is still to be "disposed." The lawyers held that the Supreme Court cleared up the situation in the Berliner patent, which was also before the Michigan Federal Judge, and it is therefore urged that only minor points are to be determined. It was in this case, when the hearing was on, that Judge Knapp stated that if the tension, or elastic, or mechanical feed machine was constructed to evade the gravity feed machine, he would have to declare it a contributory infringement of the Berliner invention.

TO REVIEW JONES PATENT DECISION.

Papers were served May 5 on the American Graphophone Co., relative to the application for a writ of certiorari to the Supreme Court of the United States, to review the recent decision of the Circuit Court of Appeals, New York, on the Jones patent. This petition acts as a stay against any mandate that might otherwise be issued by the Court of Appeals. The matter will be disposed of inside a month.

1866

1909

NYOIL

FOR

Talking Machines,
Typewriters, Phonographs, Adding Machines, Cash Registers, Guns and Tools, and on all Polished Instruments. The Finest Oil Made.

It Absolutely Prevents Rust.

NYOIL

Now Sold Everywhere
By All Hardware Men

WILLIAM F. NYE
NEW BEDFORD, MASS.



DISCONTINUE WAX CYLINDERS.

Columbia Phonograph Co. Will Only Make Indestructible Records Hereafter—Clearing Out Their Stock of XP Cylinders at Special Prices—Special Exchange Started Good Until May 30.

Under date of April 30, the Columbia Phonograph Co., General, notified their trade that the manufacture of XP wax cylinders had been discontinued, and that after May 5 only indestructible records would be made and sold. The essential portions of the circular letter follow:

"To the Trade:—The Columbia Indestructible record has proved itself. We shall quit manufacturing XP wax cylinder records. On and after May 5 you may cut the XP cylinder record price (with the exception of vocal records in foreign languages, on which former list and trade prices must be maintained), to any figure you please, from 15 cents up.

"We are giving you this notice the first minute possible. The Columbia Indestructible record has unmistakably captured the cylinder market—and is rapidly putting the wax record completely out of business. Now that this fact is evident and undeniable, we know it is up to us to follow our unvarying policy and see that our dealers are not left with any dead or obsolete stock on hand. We don't see how any owner of a cylinder machine can get away from Columbia wax cylinder records at 15 cents.

"One thing sure—you won't have to demonstrate these Columbia XP cylinder wax records to sell them at 15 cents. If we were in your place we would make every sale a quick one, and hand the XP cylinder records over in a take-them-or-leave-them way without taking time to play selections for demonstration. But don't lose that splendid opportunity to switch every caller over to a demonstration of the Columbia Indestructible records. Have a tone-arm cylinder Columbia Graphophone ready equipped with the special Indestructible reproducer, and insist on every buyer of XP cylinder records knowing for

himself just what it is that has put the wax record out of business.

"If you find yourself for any reason so crowded that you cannot take full advantage of this 15-cent-at-retail sensation, we will exchange any unbroken records for Columbia Indestructible records on a basis of three to one. (See special exchange to the trade, expiring May 30, 1909.) If you need to complete your assortment of XP cylinder records we shall be glad to supply them to you at 10 cents each net, f. o. b. point of shipment, while our factory stock lasts. Dealers are not authorized to sell these records at less than 15 cents each."

The substance of the accompanying circular follows:

"Special to the Trade.—Columbia Indestructible Cylinder Record Exchange: Effective until May 30. On the conditions named below, Columbia XP cylinder records will be received by us and credited at the price at which they were billed you: First: Records returned must be in their original cartons, unbroken. Records received broken, chipped or cracked will be credited at 10 cents per pound. Second: For each XP record credited three Columbia Indestructible records must be purchased."

SECURE LARGE QUARTERS.

Manufacturers' Outlet Co. Lease Additional Factory Space.

The Manufacturers Outlet Co., No. 89 Chambers street, New York City, have leased a large loft at No. 93 Chambers street, which runs completely through the block to No. 75 Reade street. This will be used for the manufacturing department, as the demand has become so great for this company's product, the Peerless suction cleaner, that they are compelled to seek larger quarters for manufacturing.

The talking machine jobbers and dealers all over the country have become interested in the "Peerless" line of suction cleaners, and some of the largest concerns have been handling them

with great success. There is no doubt but that the vacuum cleaner business is the coming one, and there is no side line on the market which an enterprising phonograph dealer can better add to his stock. The machines are very easily sold, and a handsome profit can be derived from their sale. A feature of the cleaner business, which will no doubt appeal to the talking machine men, is that it is just as brisk during the summer as in the winter.

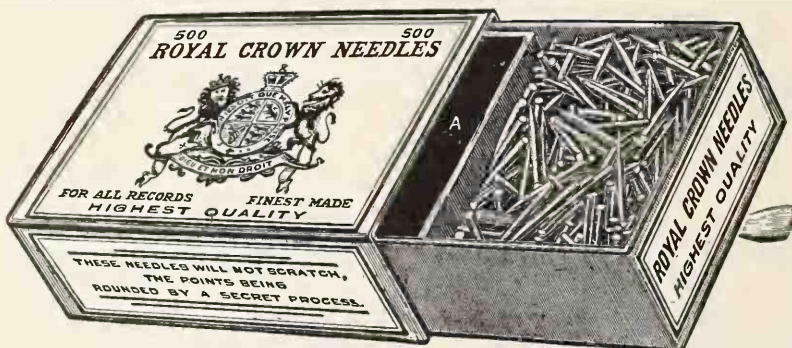
Owing to the enormous amount of advertising throughout the country, coupled with the fight against tuberculosis and the campaign for sanitation in the home, the modern method of cleaning—the dustless one—has steadily grown until the progressive business house of to-day can no longer fail to recognize the fact that the addition of this line is a step taken in the right direction.

BUSINESS STILL RESTRICTED.

General Manager Williams, of the New York Talking Machine Co., 83 Chambers street, New York, reports that business is not what it should be; in other words, it is quiet. The smaller dealers, he averred, carrying restricted stocks, were complaining more than the larger dealers and jobbers. Outside of New York, however, trade was very much better, so far as their company went. In his opinion fall business promises to be very brisk. The reports from the traveling force were encouraging. W. S. Moffatt, chief of the finance department, who made a short run through Pennsylvania recently, said he found a disposition among dealers to buy cautiously at present.

Make your store attractive to ladies. A woman likes "bargains," but she does not like to be seen going into a cheap-looking or disorderly store. She feels a glow of pride when she meets her social acquaintances in the "swellest" store in town.

Mr. Atkinson has opened a store in the Lewis block, Winthrop, Mass., where he is handling the Victor machines and records.



SOMETHING NEW! Royal Crown Needles

MADE FROM THE BEST SHEFFIELD ENGLISH STEEL.

In Patented Needle Box. Box has two compartments; one for new Needles, the other for used Needles. Made in two sizes, for 500 and 1000 Needles. The finest Needles made and the most attractive Needle Box on the market. All styles of Needles packed in this manner.

These boxes are red in color with imprint in finest quality gold bronze.

LETTER A shows used Needle compartment. You cannot take from this box a used Needle by mistake as from the peculiar construction of the box the fingers cannot enter the used Needle compartment. When the box is closed, a used Needle cannot be shaken into the new Needle compartment.

LETTER B shows patented slot and button. The cover cannot be entirely removed from the box on account of the stop button. This prevents the Needles from scattering or spilling when opening the box.

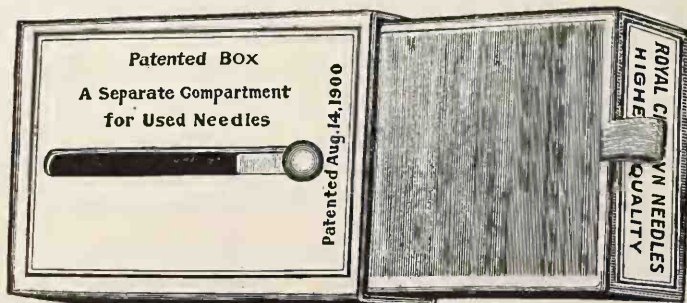
The material and workmanship of the Needles are the highest grade known and guaranteed superior to those of any other make. Warranted to play any Disc record without variation.

We supply Jobbers only. If your Jobber cannot supply you, write us.

W. H. Bagshaw

LOWELL, MASS.

Oldest and Largest Manufacturers of Talking Machine Needles in America



VIEW OF BOTTOM OF BOX WHEN OPEN SHOWING PATENTED SLOT AND BUTTON

EDW. N. BURNS' INTERESTING CHAT.

Growth of the Graphophone Trade in China—Chinese Crazy About the Machines—Records Required to Meet Demands in That Country—Some Mexican Experiences—Wonderful Growth of Business in That Republic—Beat Germans in Competition.

While Edward N. Burns, general manager of the export department of the Columbia Phonograph Co., General, when interviewed by The World relative to the million-dollar order placed with them for machines and records, furnished interesting data about the trade in China, the following additional facts were given the Mexican Record by Mr. Burns when in that city, and from where he returned May 6, as follows:

"Mr. Burns states that the Chinese are going crazy about graphophones, and it must be true when the amount of this one order is considered. These graphophones will be distributed over a great part of the Chinese empire, however, and when it is considered that even this large order will supply only one graphophone, having an average value of \$20, for each 9,000 of the population, it is probable that many more million-dollar orders must be placed before the yellow brethren are fully satiated.

"This catering to our large foreign trade is very interesting," said Mr. Burns, "and we run upon many peculiar and surprising idiosyncrasies of various people. For instance, when we began to make records for the Chinese trade, which, by the way, are records in their own language and of their own music, it occurred to me that a bright flaming yellow would be just the right color to choose for the discs. However, before finally manufacturing any of this color I sent to the Chinese embassy at Washington and asked if that would be appropriate and please the Chinese trade. They promptly responded that the color would not be tolerated; that the trade not only would not, but could not purchase anything of this color, unless the purchaser happened to be of the royal family. So another color had to be selected. Again, for the Japanese trade I thought of making the records white. This color scheme had to be abandoned also, for I discovered that white is the mourning color of the Japanese, and they would not purchase amusement devices colored white."

"Mr. Burns has visited many parts of the Republic and has established here seven jobbing agencies. He states that his company has an exclusive contract with Maria Conesa, popularly known as 'La Conesa,' who has retired from the stage, for Columbia records. Virginia Galvan de Nava is also making records for his company, and he says that her voice is considered equal to the best of the operatic stars of Europe and the United States. Constantino, the great Spanish tenor, and the probable successor of Caruso, is also making records for the company, and the first of them have just arrived in this city. Records have been made for this concern by all the famous bands of Mexico.

"Mr. Burns says that business conditions here seem to be improving and his company anticipate a very successful year in the Republic."

When seen by The World after his return to New York Mr. Burns said: "A year and a half ago our company had about ten per cent. of the talking machine business in Mexico. Now I am satisfied we have fully 80 per cent. That is something of an increase. Jose Hoffay, manager of our Mexican house, has made a brilliant success. Agencies have been established in the principal cities throughout the Republic, and things are in excellent shape. General business conditions are improving, but the change is slower coming about than in the United States. Agricultural interests are greatly depressed and mining is dead. Our Constantino records have made a great hit. I consider Constantino equal to Caruso as a tenor; he has a finer voice and a larger repertoire. When he returns from South America he will make a number of tenor records for us in New York.

"We have met the competition of the Germans in Mexico, and practically beat them out, as Mexicans much prefer American-made records, and business is growing so rapidly with us as to be almost astonishing. Our export department is certainly splendidly equipped, not only here, but all through the Latin-American countries and the West Indies. We get the very best results in our masters made on the ground, for our men are instructed to get only the best, no matter how long it may take. Therefore, the esprit de corps of the department is always at the highest notch and we work together harmoniously and enthusiastically."

BLACKMAN'S VICTOR WINDOW.

Arranged by Ellis Hansen, of Victor Company—Exploiting "Red Seal" Records—To Renovate and Redecorate Entire Store.

The show window of the Blackman Talking Machine Co.'s store at 97 Chambers street has been filled by a special display of Victor records arranged by Ellis Hansen, connected with the Victor Talking Machine Co., who will remain in New York for several weeks arranging attractive displays for the various jobbers and dealers. The keynote of the window is "Which is Which," and dwells upon the difficulty experienced by the average person in distinguishing between the living voices of the singers and the same voices reproduced through the medium of Victor records. Records of Caruso, Eames, Sembrich, Calve and other grand opera stars are tastefully arranged about the window, bearing portraits of the singers and appropriate sentences. Several Victor machines also lend attractiveness to the display.

The Blackman Talking Machine Co. are at present busy taking stock after which the entire store, outside and inside, will be entirely renovated and redecorated.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., May 10, 1909.

Manufacturers and dealers in talking machines will doubtless be interested in the figures showing the exports of talking machines for the past four weeks from the port of New York:

APRIL 15.

Amsterdam, 8 pkgs., \$138; Berlin, 28 pkgs., \$667; 8 pkgs., \$703; Bombay, 9 pkgs., \$290; Brussels, 15 pkgs., \$303; Callao, 8 pkgs., \$975; Hamburg, 3 pkgs., \$209; Havana, 15 pkgs., \$498; Havre, 4 pkgs., \$131; Limon, 6 pkgs., \$458; London, 164 pkgs., \$4,025; Melbourne, 236 pkgs., \$5,808; Para, 7 pkgs., \$536; Rio de Janeiro, 7 pkgs., \$108; Santa Domingo, 9 pkgs., \$478; Southampton, 4 pkgs., \$378; St. Petersburg, 6 pkgs., \$243; Sydney, 1,265 pkgs., \$26,739; 8 pkgs., \$1,260; Valparaiso, 12 pkgs., \$765.

APRIL 22.

Amsterdam, 8 pkgs., \$193; Berlin, 4 pkgs., \$249; Callao, 3 pkgs., \$132; Colon, 33 pkgs., \$1,802; Corinto, 1 pkg., \$150; Esmeraldo, 4 pkgs., \$204; Havana, 2 pkgs., \$122; Havre, 21 pkgs., \$415; London, 230 pkgs., \$5,653; Progreso, 4 pkgs., \$366; Rio de Janeiro, 3 pkgs., \$449; 30 pkgs., \$1,330; Sydney, 5 pkgs., \$750.

APRIL 29.

Belize, 14 pkgs., \$246; Berlin, 12 pkgs., \$276; Cape Town, 90 pkgs., \$1,131; Havana, 5 pkgs., \$131; 39 pkgs., \$923; Hong Kong, 1 pkg., \$100; Kingston, 4 pkgs., \$253; London, 3 pkgs., \$128; 200 pkgs., \$5,011; Melbourne, 188 pkgs., \$4,831; Penang, 11 pkgs., \$168; Savanilla, 7 pkgs., \$161; 28 pkgs., \$1,264; Shanghai, 8 pkgs., \$448; Soerabaya, 11 pkgs., \$400; Vera Cruz, 53 pkgs., \$1,920; Zamboango, 6 pkgs., \$168.

MAY 8.

Berlin, 10 pkgs., \$240; Bremen, 2 pkgs., \$104; Buenos Ayres, 34 pkgs., \$1,634; Calcutta, 5 pkgs., \$203; Colon, 4 pkgs., \$158; Genoa, 1 pkg., \$175; Guayaquil, 5 pkgs., \$171; Havana, 3 pkgs., \$100; Liverpool, 10 pkgs., \$271; 5 pkgs., \$502;

London, 4 pkgs., \$112; Rio de Janeiro, 31 pkgs., \$1,129; Soerabaya, 6 pkgs., \$228; Sydney, 937 pkgs., \$11,040.

WORDS WITH TALKER MUSIC.

In Order to Overcome Imperfect Enunciation of Record Makers a French Scientist Invents Apparatus Whereby Words of Song on a Paper Strip Accompany the Reproduction of the Record.

A large proportion of public singers have a faulty pronunciation, as is well known. This defect is further exaggerated by the phonograph, even in the case of the best instruments, and it often happens that one's pleasure in hearing a record is lessened by not being able to understand the words. According to the Scientific American M. De Pezzer, a Paris scientist, overcomes the difficulty by using an apparatus which can be adapted to any phonograph and carries a paper strip with the words to accompany the music so that we see the words as the music is heard, and at the proper time. To this end a box is fitted to the phonograph and it has a guide in which the paper band can slide along. The band is unrolled from a roller on one side and it is driven along by perforations in the sides of the band which work with a toothed roller. At the other end, a roller winds up the strip as it is fed along. A groove or window cut in the box makes a part of the band visible. The toothed driving wheel of the strip is connected by gearing with the phonograph mechanism, but it can be thrown out of gear at any moment by a suitable device. An already prepared band is put in place and it is started at the moment the first note is heard. The essential point lies in preparing the paper strip, and this is carried out by obtaining a first graphic diagram which the apparatus furnishes. To this end a strip of white paper is mounted in the above box and there is mounted an electric registering device whose stylus, a lead pencil point, bears upon the paper as it runs along. Contact can be made for the electric device by a telegraph key. A phonograph disc being mounted in place, a skilled person listens to the piece of music and beats time by means of the telegraph key, so as to make a record of intervals or notes upon the paper by means of the stylus, thus giving the structural

(Continued on page 34.)

HEPPE

"The Oldest Jobbers in the East"

Your orders filled quickly
—skilfully—completely.

Victor and Edison Machines

Cabinets and Supplies

C. J. HEPPE & SON

1117 Chestnut Street PHILADELPHIA, PA.

COLUMBIA JOBBERS

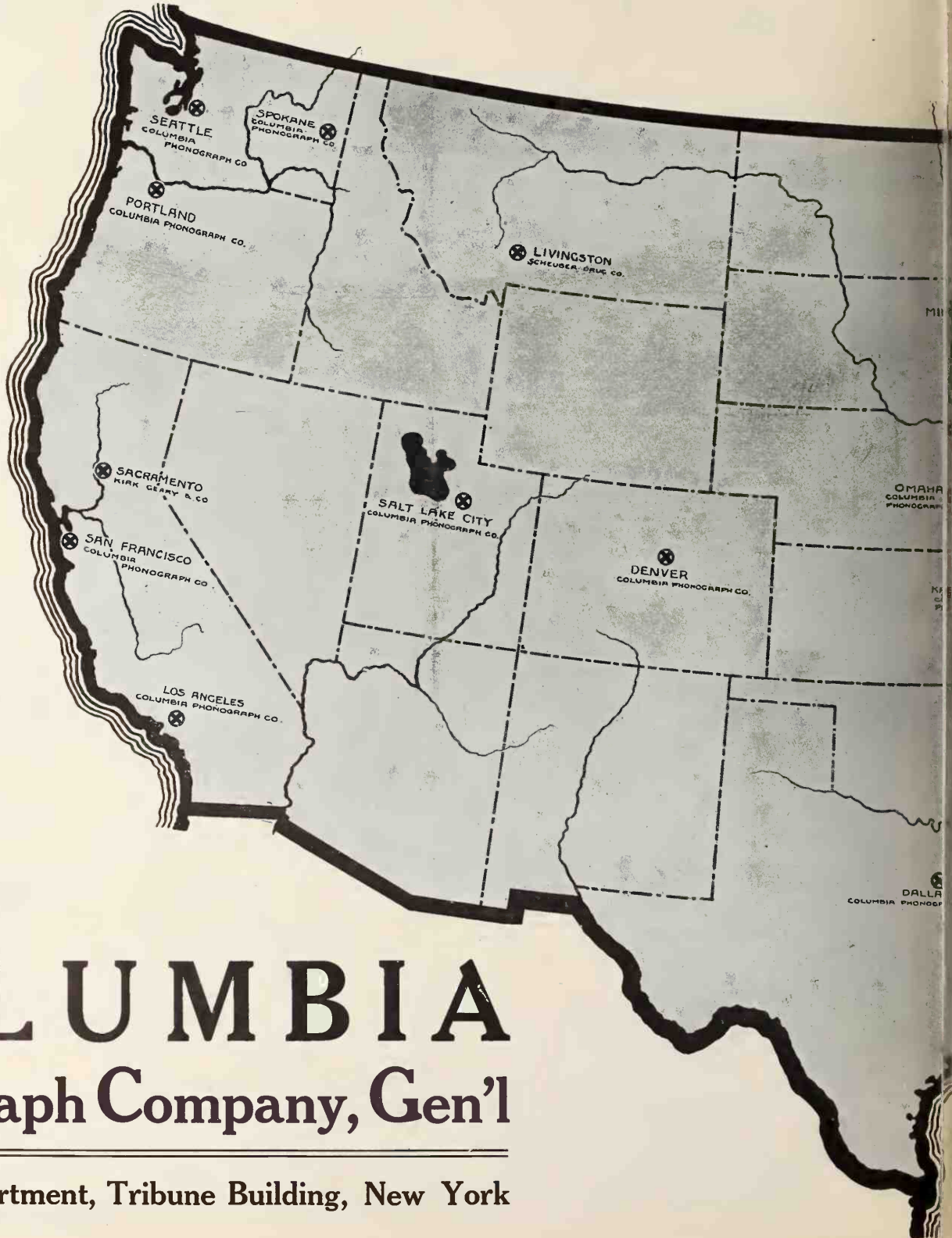
Sending your orders is one thing.
Getting your goods is another.

There are plenty of cash-drawer reasons why your orders should go to a Columbia jobber.

Columbia jobbing territory is clearly and positively defined and every jobber is an exclusive Columbia house—either a branch of the Columbia Phonograph Company or

an independent concern. Either way they are all right there on the job for business, eager to serve the dealers in their territory, ready and equipped to fill orders by the quickest and cheapest route.

We are offering every facility for Columbia dealers to make the most of the healthy demand that we have created by our advertising and by the quality of our product.



COLUMBIA Phonograph Company, Gen'l

Wholesale Department, Tribune Building, New York

ALL OVER THE MAP

Columbia Double-Disc Records—Columbia Indestructible Cylinder Records—Columbia Disc and Cylinder Graphophones—the one broadest, completest line in the business this minute—and you know it!

The Columbia exclusive-dealer plan is the one biggest thing in the music-market this year—and if you don't know you ought to do some figuring.

Honestly, have you gone at this question right side up? It's your business, now and later on, that's concerned. It's your profits, this month and next year, that we are talking about.

Build for the future! Get your legitimate territory fenced in! Write in for full particulars.



record of the piece. Each beat represents a note and the intervals between the notes are then shown. Afterward the proper syllable is written opposite each beat and we thus have the record of the musical piece. This first record gives a model from which printed records are easily made, the only essential point being to observe the time divisions of the original.

SOME CHICAGO NEWS ITEMS.

C. E. Goodwin Returns from Eastern Trip—T. F. Bentel a Visitor—W. S. West Moving Into New Store in Joliet—After High Class Trade—J. A. Dean a Composer.

(Special to The Talking Machine World.)
Chicago, Ill., May 12, 1909.

C. E. Goodwin to-day returned from the East, where he has been for the past three weeks. He visited his parents at Washington, D. C., was entertained by Oliver Jones of the Victor Co., at his cottage, "Ace of Hearts," at Atlantic City, and visited the factories. In reply to inquiries regarding rumors connecting him with various responsible positions, he declared that there was nothing in them, that he had reached no definite decision as yet.

Theodore F. Bentel, secretary of the Hawthorne & Sheble Mfg. Co., arrived in Chicago to-day and is making the rounds of the trade with their local representative, Malcolm B. Henry.

W. S. West, of Joliet, is moving into a new store, which has been fitted up in a manner which constitutes it one of the finest small city talking machine establishments in the West. The formal opening will be on Saturday of this week. It has three attractive sound-proof record booths. He has put in the complete line of Edison and Victor goods.

J. A. Dean, secretary of the W. A. Dean Co., piano and talking machine dealers of Sioux City, Ia., is the composer of the "Varsity Man" (two-step), which appears in the July list of the Columbia Co.

The Auxetophone, which was displayed at the Industrial Exposition at Scranton, Pa., by the proprietors of the Edison Phonograph Hall of that city, attracted considerable attention.

FOR SALE

A complete Gold Moulding Plant for Cylinder Records in perfect order. Address for particulars OPERATOR, care of

THE TALKING MACHINE WORLD
1 Madison Avenue, New York

BUSINESS OPPORTUNITY

Arthur Mestraud, formerly of Lincoln, Neb., will learn something to his advantage by communicating with F. A. Cass, care of Columbia Phonograph Co., Chicago, Ill.

GRAPHOPHONE MODULATOR

Every owner of a "Twentieth Century" graphophone should have my modulator. It regulates and softens the tone for home use. Nothing to put in the horn; quick change; tone delightful. Price 50 cents by mail. F. M. Joslin, Alanson, Michigan.

FOR SALE!

Well established Victor-Edison talking machine and musical instrument business in the City of Philadelphia (uptown) in the mill district. Owner having other interests wishes to sell at value of stock. Good opportunity in protected territory. For particulars inquire of E. BAUER, care The Bauer Co., 730 Girard Ave., Philadelphia, Pa.

MR. DEALER

Don't pay express charges and lose your profits on repair work. Secure a copy of "How to Repair Talking Machines and Phonographs." Copyrighted, and "Do It Yourself." Practical repairs find it a great help. Postpaid on receipt of price, \$1.50. FRANK E. DRAKE, 4245 Tracy Ave., Kansas City, Mo. Reference Gate City Bank.

ADMIRAL EVANS LISTENING TO THE VICTOR-VICTROLA.



COPYRIGHT 1909
BY RUDOLPH WURLITZER CO.
CINCINNATI & CHICAGO.

We present herewith a reproduction from a photograph taken of Admiral "Fighting Bob" Evans listening to the Victor Victrola in the warerooms of the Rudolph Wurlitzer Co. in Chicago. The Admiral is keenly interested in the talking machine and his "Farewell Address

to the Navy" is one of the big sellers in the record catalog. The arrangements for the taking of this photograph were made by C. W. Page, advertising manager of the Rudolph Wurlitzer Co., with J. H. Cruikshank, the Admiral's secretary. It is destined to be historical.

TIMELY TALKS ON TIMELY TOPICS

Considerable space is given elsewhere in this issue of The World regarding the engagement of Victor Herbert, easily the leading American composer and musician, by the National Phonograph Co. Mr. Herbert makes clear in his very interesting interview with The World what he means to accomplish as musical supervisor of the company's recording laboratory in the production of "masters" that will be a distinct addition to the wonderful art of record making and a credit to the musical profession. That there is a steady and growing demand for high class musical records cannot be gainsaid, and the enterprise and foresight of the National Co. in securing the services of Victor Herbert is a step in the right direction and is to be highly commended. It means progression and advancement and every manager of a recording laboratory throughout the world views it in this light.

Finally the bitterly contested Berliner patent has been adjudicated by the Supreme Court of the United States. The decision, handed down April 19, is published in part on another page; that is, the portions which are of greatest interest, bearing on the essential points at issue and free from technicalities of a legal nature. The court ruthlessly brushes aside a lot of hair-splitting indulged in at length by the defense, sustaining the lower courts in every particular of moment. It is the old story in litigation of this character, that when the patent situation becomes acute by reason of basic inventions being upheld by the courts, no end of intemperate comment is indulged in by the opposition. Foreign manufacturers who were arranging to enjoy the emoluments of the great American market, had the highest court in the land rendered an adverse opinion, will be compelled to wait a while longer before flooding the trade with their goods.

The Jones patent covering the duplication of disc records by the electroplating process, has for the second time passed the ordeal of a review in the United States Circuit Court of Appeals, second circuit, and its validity sustained by a unanimous bench. Owing to the late day—April 14—when the decision was handed down, only

the briefest mention of it was made in last month's World. The chief particulars of this opinion, however, are now furnished elsewhere, and it is worth a careful reading. Notwithstanding the solid attitude of the court both times the suit has been before them, the defense will make an attempt to have the case taken up to the Supreme Court of the United States on a writ of certiorari. Formal notice to this effect was served on the complainants last week, and it is expected the papers will be filed so that the court will either grant or refuse the writ before their adjournment for the term on May 30. No argument is heard on the motion, the record and briefs only being submitted. In the meantime all proceedings are stayed.

On the "dubbing" case, now pending in the United States Circuit Court, Brooklyn, N. Y., Judge Chatfield has informed counsel for the complainants (Columbia Phonograph Co.) that owing to pressure of especially important suits of more general importance before him, he will be unable to write a decision for some time. This is unfortunate, in a sense, but as the alleged "dubbers" are tied up with an agreement to cease the questionable practice until the court acts, no great harm is caused by the delay.

The continuous exchange proposition of the National Phonograph Co., that went into effect May 5, is a concession that will be appreciated at its true worth by Edison jobbers and dealers. Of course, the exchange is confined to cut-outs and defective records—not surplus stock; but as the company are making a liberal list of slow sellers in their cut-out list from time to time, giving their trade ample advance notice, the benefits of the arrangement are not only obvious but manifest.

An announcement likewise of importance is that made by the Columbia Phonograph Co., General, concerning the discontinuance of their XP wax cylinder records. The Columbia Indestructible record takes its place, and will therefore be the only cylinder manufactured and sold in the future by the Columbia Co.

RECORDS OF INDIAN MUSIC.

Something of the Remarkable Work That Is Being Accomplished by Miss Frances Densmore for the Bureau of Ethnology in Washington—Important Part Which the Talking Machine Is Playing in This Work.

Before the old Indian music dies out or gets contaminated and mongrelized, so to speak, by intertribal communication, the bureau of ethnology wants to get as complete a record as possible of all tribal airs. To this end it has engaged Miss Frances Densmore, an accomplished musician who studied with some of the leading musicians in this country and in Europe. Miss Densmore lived in Minnesota for a long time and became keenly interested in the study of tribal music. She heard a good deal of it from semi-civilized Indian settlers there and then went regularly into the work, making a study of it and tabulating the results for the benefit of the ethnologists of the bureau who might not have a musical ear but who know the value of statistics when they are once set down and tabulated.

While a studied musician, Miss Densmore, did not have the contempt that many musicians have for the phonograph and she boldly called it to her aid as a musical notebook. She went among the Indians, and by living among them, cultivating and humoring them and exercising all sorts of diplomacy she got them to sing for the phonograph. Then she carried the records back home and transcribed them, writing out the words with the aid of Indian interpreters and setting the phonograph records in piano score form.

It was about the most curious work that a musician ever tried, but she says that it has been well worth the trouble. The songs run both to melody and harmony, and some of them are really beautiful, though most of them are plaintive. Miss Densmore does not think of them as the possible basis for any great American symphony or anything of that sort, but says that they are beautiful and entertaining in themselves, and are no more fit to be popularized for general use than wild flowers are to be planted in a hothouse.

She has made about 300 phonograph records, most of which have already been transcribed. All her work so far has been among the Chippewas, though after thoroughly mastering their tribal songs she wants to extend her work to the other tribes, using the Chippewa music as a unit of measure and standard of comparison.

Most of the tribal songs are now the property of the old people and the medicine men. She says the younger generation is careless and learns easier songs from the neighboring tribes, especially the Sioux.

The Chippewas have a curious sort of shorthand picture record for the songs, and she has a number of sheets of birchbark with little pencil sketches, none of them more than two inches square, each of which represents a story that is the basis for some particular song. One, for instance, is a conventionalized tepee. Out of it are coming two figures, an old medicine man and a young man. The young man asks the old man if he has taught him all the music that he knows. For answer the old man leads him to the edge of a cliff and tells him to jump off. The young man jumps and a dotted line shows where he falls down senseless at the bottom of the cliff. Here there is a circle with four dotted lines around it. This represents four bears who walk around the young man and sing him a wonderful magic song. He immediately comes back to life, or to his senses, if he was not actually dead, walks back up the cliff and is greeted by the old man, who tells him that now he knows this song nothing can harm him.

This is the story of the song. The song itself is an entirely different matter, but the few scratches on the birchbark represent this long story and the story fixes the song in the mind of the singer.

In the same way many of the songs tell a long story to the Indians, though they may actually

contain only two or three words. Most of the airs are short, running only two or three or at most five bars. This is lengthened by innumerable repetitions and the story of the song is presented to the minds of the hearers though only a few words are actually sung. This sort of shorthand music is rather confusing to the novice, but it is standard currency with its native auditors.

There is one song, for instance, that sounds monotonous enough, for all the words are "Somebody is wrapping up my godson." Yet this is the story of a great juggler who was tied up by evil spirits and succeeded in wriggling out of his bonds by the aid of the especial spirit that watched over him.

There is another song, a very beautiful little air too, the words of which are, "I love him in spite of his being so unkind to me." Yet this song has a whole love story behind it, and the air and these few words suffice to call up the story to the audience.

There are scores and scores of other songs, each distinct in words and music, but some of which Miss Densmore said took as many as nine interpreters to satisfactorily straighten out. There are harvest songs, hunting songs, love songs and songs of war and songs for the cure of the sick. The Indians use many herb remedies, some of which may have some medicinal effect and many of which are probably inert, but the accompanying songs always have to go with them, and Miss Densmore says she is inclined to think that the rhythm of the song oft repeated may have something to do with the cure, when there is one, through the medium of mental suggestion.

She says that she approached the study of Chippewa music with no particular theory to prove and has been willing to take it as she found it, but the matter of rhythm has forced itself upon her attention so that she is making it more and more of a study. She says that she does not like to use the term hypnotism, but there is something in the rhythm of special songs that appears to lend itself strongly to mental suggestion, and mental suggestion certainly plays a large part in their medicine, their magic and their working up of quiet Indians into war parties. She says she hopes ultimately there will be a sort of psychologic laboratory to take up the study of the mental effect of rhythm, but at present she is simply busy collecting the material before it dies out, and is willing to leave the psychology of the matter to other students.

A Mr. Atkinson has opened a talking machine store in the Lewis Block, Winthrop, Mass.

CUT IN GERMAN RECORD PRICES.

Zonophone Co. Reduce Price of Disc Records.

(Special to The Talking Machine World.)

Berlin, Germany, May 3, 1909.

Great excitement prevails in the ranks of dealers and manufacturers of disc talking machine records in this country owing to the fact that the Zonophone Co., which is connected with the Gramophone Co., and sells the latter's second-class discs, has suddenly reduced the retail price to Mk. 2. Up to the present all discs of better quality have been sold in Germany at Mk. 3, some makes costing as much as Mk. 5, and the special red-seal discs of the Gramophone Co., which are obtained only at great extra expense, have fetched as much as Mk. 20. It is feared that there will now have to be a general reduction from Mk. 3 to Mk. 2, which would, of course, be the detriment of the dealers. It is true that the dealers' discount has been raised from 33½ per cent. to 37½ per cent., but the fact remains that up to now in order to earn Mk. 15 gross the dealer had to sell only 15 discs, whereas in future he will have to sell 20.

WORKED THE WRONG WAY.

Up-to-Date Merchant Had no Use for Boy Who Had Time to Pick Up Pins

If you see a pin and pick it up the good luck which the adage promises is nevertheless largely problematical. Every one knows the familiar story. The poor but honest boy looking for work applies to the man of business, who promptly turns him down. The boy turns to leave the room, spies a pin on the floor, instantly stoops and picks it up. The man of affairs calls him back, praises his thrift and gives him a position on the spot. Generations of business men have been brought up on the familiar formula.

With the time-honored story in mind a young man from the country found his way into a busy downtown office the other day and applied for a position, says the Hardware Dealers' Magazine. The man of affairs asked a few rapid questions, promised the position and abruptly closed the interview. On his way out the boy saw a pin on the floor. It was much too good a chance to miss, and, stooping carefully, he made sure of the pin under the manager's watchful eye. He was called back to the desk.

"See here, young man," said the up-to-date business man, "I don't want a boy who goes about with his eyes on the floor and has time to pick up pins. You're discharged."



The Monarch Midget IS IT.

- ☞ You don't know how good it is if you don't use one.
- ☞ Revolves on Ball bearings and sets on your counter giving access to every one of the 200 records without the necessity of the demonstrator stepping away from his machine.
- ☞ Keep all your latest and most popular numbers in a Midget and let it assist you in selling.
- ☞ If your jobber hasn't them in stock give us his name. **DO IT NOW.**

Syracuse Wire Works
SYRACUSE, N. Y., U. S. A.

Canadian Representatives, R. S. WILLIAMS & SONS' CO., Toronto and Winnipeg.

JONES PATENT AGAIN DECLARED VALID.

For the Second Time This Important Patent, Which Covers the Process of Duplicating Disc Talking Machine Records, by the Electrotyping Process, Has Again Been Sustained by the U. S. Circuit Court of Appeals—A Great Victory for the American Graphophone Co.

For the second time the Jones patent, No. 688,739, issued December 10, 1901, covering the process of duplicating disc talking machine records by the electrotyping process, has been sustained and declared valid by the United States Circuit Court of Appeals, New York City, the unanimous opinion of the court being handed down April 14. The previous findings of the same court in the case of the American Graphophone Co. against the Universal Talking Machine Mfg. Co., joined with the American Record Co., were filed January 14, 1907. On August 24, 1908, Judge Hough decided the patent void, in the suit of the American Graphophone Co. against the Leeds & Catlin Co., New York, holding that an English inventor anticipated the patent in issue. This opinion the Court of Appeals reversed. The decision is of a broad and sweeping character and finally adjudicates the Jones patent. After reciting the history of the suit and quoting the specifications, Judge Coxe says, in part:

"The Circuit Court decided that the patent was anticipated by the Adams-Randall British patent, No. 9996, of July 10, 1888. The court also decided that the first method admitted by the defendants, viz.: 'Copying or reproducing and multiplying by familiar electro-metallurgical process, records bought in foreign countries and lawfully imported into the United States,' did not constitute infringement, but that discs made by the second method adopted by the defendants did infringe.

"The only debatable question, therefore, left for decision is whether or not the Jones patent is anticipated by the Adams-Randall disclosures. * * * Can it be said that this describes the Jones invention in such full, clear and concise terms as to enable a person skilled in the art to produce a commercial sound-record by the Jones method? We think not, and this conclusion is confirmed by an examination of the drawings and other portions of the Adams-Randall patent. It may be conceded that when Adams-Randall wrote the language (in the patents) he was possessed of an idea of some kind, but neither an idea nor a thought is patentable and neither can anticipate a patent. Assuming the existence of the idea, what was it, how was it to be carried out, and what was the result produced? The patent fails to answer with any degree of definiteness. A valid patent should not be destroyed by a vague, confused, indeterminate document.

"If to-day a skilled artisan, who had never heard of the Jones or Adams-Randall patents, were given a Jones disc and the Adams-Randall patent, and directed, after reading the patent, to construct similar discs, we doubt whether he would be able to do so.

"Is not the fact that the patent was never heard of, until it was resurrected for the purpose of this litigation, persuasive evidence that it contained nothing of value to the art? It deals with laterally grooved sound-records made by a revolving cutter or burr vibrating in hard material, so hard, indeed, that sound, it is said, can be reproduced from the originals. The patent does not suggest the use of the electroplating matrix as a die, but provides for coating the cylinder with copper, nickel or other tenacious metal to make it durable. In short, we are unable to see that Adams-Randall's contribution to the art advanced it a single step.

"The burden of proving anticipation by clear and convincing evidence rests heavily upon the defendants. We cannot avoid the conclusion that the sanguine and optimistic view taken by the defendants of the Adams-Randall patents is not justified by anything found in the patents themselves. The patent upon which the chief reliance is placed fails to give a clear statement of the method of producing the Jones disc. The

naked assertion that a certain result has been accomplished without stating how, without describing the means which produce the result is insufficient as an anticipation.

"The most favorable view for the defendants is that the question of anticipation by the Adams-Randall patents is involved in doubt, and this is fatal to their contention. If the process pursued for its development failed to reach the point of consummation, it cannot avail to defeat a patent founded upon a discovery or invention which was completed. * * * The law requires not conjecture but certainty. It is unnecessary to discuss the other alleged anticipating patents and articles said to appear for the first time in the present record. They add nothing of importance to the controversy. In other words, if the references discussed by this court upon the former appeal plus the Adams-Randall patents are insufficient to destroy the patent in suit, it is manifest that the alleged new references are equally ineffectual.

"As before stated, we hold that the second method adopted by the defendants, and admitted by them in their stipulation to have been practiced prior to the commencement of the suit, constituted an infringement of the claims of the complainant's patent. It would seem that nothing further is required. Where a patent has been declared valid and infringed, a decree follows as a matter of course. As the Circuit Court has twice decided, once on a motion for a preliminary injunction, as we understand it, and again at final hearing, that the first process employed by the defendants does not infringe, we should hesitate long before reaching a different conclusion. It is, however, for present purposes sufficient to say that the complainants' proofs and the defendants' stipulation as to their second process amply sustain the charge of infringement. The decree is reversed with costs of this court and the cause is remanded to the Circuit Court with instructions to enter the usual decree in favor of the complainant."

The counsel appearances were Philip Mauro and C. A. L. Massie for the American Graphophone Co., and Louis Hicks for the Leeds & Catlin Co. A petition to the Supreme Court of the United States for a writ of certiorari, which acts as a stay, was filed May 17. The motion is either granted or denied without argument.

Judge Lacombe on April 17 signed an order, by consent, reinstating the preliminary injunction, which he had previously granted, on the petition of the American Graphophone Co. against the International Record Co., Auburn, N. Y., and then suspended, but not vacated, pending the appeal of the Leeds & Catlin Co. to the Circuit Court of Appeals in the Jones patent suit. As this case has been adjudicated it is not likely the International Record Co.'s case will ever go to final hearing.

VACATION TIME.

The Talking Machine the Basis of Summer Enjoyments—A Strong Statement but You Can prove It, Mr. Dealer.

Vacation time is almost here and every talking machine man should bring the fact to the attention of every passer-by by means of appropriate window publicity. Do not depend upon your window display entirely, though, but have a small electric buzzer working overtime from a hidden retreat, singing a song of trade to the curious public.

Did you ever walk along a street, gazing neither to the right nor left, your mind concentrated upon a business deal or busy with the list of necessities your wife asked you to bring home in the evening, when, suddenly, a seductive purring sound came to your ears close at hand, and

you turned to find yourself gazing into an attractive window? Of course, you have, and so have tens of thousands of your fellows, and you will keep right on doing it as long as you live, and so will they. So much for the buzzer.

Appropriate Window Publicity.

You will say, gentle reader, that the subject of window displays is about worn bare; that there has been too much written about it already, and that it is full time to grant it a well-earned rest. The writer admits the truth of this, but he thinks there is just a little more of interest to be said before the last farewell is spoken; so here goes:

The keynote of vacation advertising is appropriateness. Every progressive dealer advertises at this season of the year, but does he make that publicity entirely appropriate? Does the poster he hangs in his store window and the reading matter that surrounds it suggest the enjoyments of holiday time with the talking machine as a foundation? Does it speak of the lawn fete, the row on the lake, the trip to sea, of if the vacationist is to remain in the city, the roof garden? It should be so, and somewhat as follows:

Mr. City Dweller, a Word With You.

Have you decided where to spend your holiday this year? It doesn't mater; take a talking machine with you, anyway. Consider that first and your destination afterward. Make it the foundation of your good time and the locality in which you find yourself will adjust itself to your desires.

If you pack a "talker" in your trunk you will be sure of one thing, viz.—the pleasure of the city theater, which embraces sweet ballads sung superbly by the best vocalists of the world, the uproarious mirth of the vaudeville stars, the brassy, soul-stirring blare of the military band and the soft, caressing melody of the orchestra. With these with you, what else matters?

Think of it out upon the dreamy limpid lake, far away from the haunts of man and the dust and clamor of the metropolis, with the talking machine pouring from its golden throat, mirth, melody or sadness in harmony with your mood. Great, isn't it?

What will the lawn fete be without an orchestra for dancing after the dainty supper is eaten? A failure? No. Not if you have that "talker" in your trunk.

Maybe you are going to sea. Well, when the ocean is calm and the moon is casting her magic spell upon the billows, would it not add greatly to the romance of the occasion to have an appropriate phonographic obligato? You will be in doubt until you try it.

To the man who can't get away, whose business cares chain him to his desk throughout the summer and who loves Bohemia, the "talker" is a friend, indeed. It will bring the roof garden to him when he cannot go to it, and with all its delightful Bohemian atmosphere. With something cold in the ice chest and a "talker" in the house, the city loses its terrors even in the most torrid weather.

Make your purchase now. You may not pass this way again.

HOWARD TAYLOR MIDDLETON.

INDEBTED TO ANDREW DEVINE.

Andrew Devine, whose death is recorded elsewhere in this issue, is credited with being the "father of the talking machine business." He, with two associates, bought the Bell and Tainter patent, and was the first to recognize the commercial possibilities of the reproduction of sound; but what Mr. Devine had particularly in mind was a machine for dictation. The amusement side was developed later and incidentally. When the American Graphophone Co. was organized by Mr. Devine, Edward D. Easton was made president, a position he has since filled so acceptably.

NATIONAL CO.'S EXCHANGE SYSTEM.

Important Letter Issued to the Trade Covering All Details of This Most Liberal Offer in Connection With Their New Continuous System of Exchange—Affords Dealers Great Opportunities.

Relative to their new continuous system of exchange the National Phonograph Co., Orange, N. J., in a circular letter dated May 1 furnish the following details:

"To the Trade: We would respectfully call your attention to the exchange papers herewith enclosed. We believe the proposition offered you is a most liberal one, and will entirely overcome the objections offered by the trade to previous exchanges. The jobber and dealer alike are now placed in a position where they may return to our factory such 'cut-out' and 'defective' records as they may have in stock, at such times as will suit their convenience, and it makes it entirely unnecessary for either jobber or dealer to return records for exchange at a time when it would be inconvenient to order enough records to offset those returned.

"We would particularly call your attention to the fact that 'cut-out' records must not be returned for exchange until such time as they have been eliminated from our regular catalogs, and even then some of the trade will feel inclined to continue to carry some 'cut-out' selections, as in a great many cases some records are equal to, and, in some respects, superior, to some of the newer selections; furthermore, there is bound to be a continued demand for some of these records, as they are listed in thousands of catalogs now in hands of phonograph users. This we feel will also cover the numerous complaints we have received from a number of dealers, when it became necessary to 'cut out' a quantity of records, as very frequently the dealers found that some of the numbers appearing in the 'cut-out' lists were among their best sellers."

Some of the details are appended: Beginning May 5, and until further advised, authorized Edison dealers may return direct to the National Phonograph Co., exchange department, Orange, N. J., for exchange through a jobber, cut-out and defective (not surplus) Edison Standard or Amberol records (not grand opera or concert). Dealers must, at the same time, send an order for immediate shipment for a quantity of Edison standard or Amberol records at least equal to the number of such records as he is returning, which order we will forward to the jobber designated when credit has been rendered for the records returned. Orders must be for stock records only, and not for any records contained in advance lists.

This proposition does not include records taken in exchange from consumers, slot machine operators or exhibitors, and any records of this nature or second-hand records returned to us will be absolutely refused. No records can be returned through jobbers; they must all be shipped the National Phonograph Co. All records returned will be given a careful examination by our inspectors, and should any be discovered that are not subject to credit under conditions outlined, they will be disposed of by us, and should there be any shortage in count our decision as to the quantity to be credited must be final.

Defective records are those that are defective from manufacturing causes only, and do not include those that have been damaged after leaving our possession. Cut-out records are those that have been dropped from the regular catalogs, from time to time, numbers of which have been supplied to the trade through the regular bulletins.

The phonograph is suggested by a French photographer as means of timing when a clock cannot be watched. He has fitted his machine with a cylinder counting from 1 to 240, with intervals of one second between the numbers.

Where ignorance is bliss 'tis folly to be one of those fellows who know it all.

BOSTON'S TRADE HAPPENINGS.

Optimism Reigns Supreme in Boston Town Although Talking Machine Men in That City Would Like to do More Business—Royer Succeeds Cornell as Manager at Steinerts, Donnelly Looking After Columbia Retail Trade—Edison Amberols Liked—Eastern Talking Machine Co.'s Club a "Live" Organization—Other News Worth Recording.

(Special to The Talking Machine World.)

Boston, Mass., May 15, 1909.

In the spring, when young man's fancy turns to thoughts of talking machines, it is the time when the dealers in these necessary articles are usually pretty busy in attending to the wants of said young men. But this spring has evidently found the young man with other thoughts under his Dunlap, for business "ain't like it was years ago," as Bill says.

Still, everyone is an optimist, and everyone feels that to-morrow things will be different. The warm days have stirred up the summer young man and, like that of light literature, the sale of light musical records increases as the tribe gets thicker. Few local dealers expect much improvement in the general trade until the tariff question is settled.

Chief thing of interest in Boston talking machine circles this month is the change in the management of the M. Steinert & Sons, Manager E. P. Cornell retiring, and Herbert L. Royer, until recently eastern representative of the Victor Co., taking his place. Mr. Royer is one of the brightest men in the trade. He has had the advantage of the experience of a traveling salesman, a store salesman and manager, and the Steinert Co. is to be congratulated on securing such an unusually able man. Mr. Cornell is to devote his energies to the wholesale carpet business—something to deaden noise instead of making it, as it were.

D. D. O'Neal, the Victor man, made a flying trip through the Boston district this week and dredged up a number of orders.

At the new store of the Columbia Phonograph Co. G. P. Donnelly has been made manager of the retail department. Business here has increased very noticeably over that at the old store. The arrangement of the retail floor is much better and the window display is more attractive. Manager Erisman declares himself satisfied with the volume and character of the business done.

An interesting feature of business at all the stores where the Edison is handled is the demand for the new Amberol records. They have created practically a new class of trade, for a large percentage of persons who are buying them have never owned a machine and have become interested through this new record.

Many of the Edison dealers remarked this week that they will be very glad when the National Co. puts out a machine after the style of the Victrola. They believe there is a great demand for this kind of an instrument.

Ambassador Henderson, of the Columbia Co., called on the local trade this week. "Trade's great," he remarked.

The Eastern Talking Machine Co.'s club of employees had a very interesting meeting recently, at which four papers were read on as many different topics connected with the trade, and the "boys" relieved themselves of some good ideas. The rearranged retail floor is working like a charm in bringing in trade, especially now that the doors can be kept open. An extra effort at making attractive window displays is being made here.

"Business is very satisfactory, and we expect a boom to hit us before very long—just as soon as the warm weather is settled," says Manager Winkelman at the Oliver Ditson's Victor department. The demand for Victrolas is an important factor here.

The new Victor department of the Hallet & Davis Co. is now installed and business has started in nicely.

The Boston Cycle & Sundry Co., Edison jobbers, report business in New England as "getting ready for a sprint."



Send us your order and "forget it."

You'll get the goods in double-quick time, for every order we receive is filled and shipped the same day we get it.

What's the use of being tied to a jobber who makes you promises and then fails to "make good"? When you order Victors and Victor supplies you usually want them in a hurry. You can't afford to wait for the jobber to send them when he gets ready.

And don't let him bluff you with any "too rushed" talk. He ought to have enough employes to handle all his orders immediately. We have.

But why take any more chances? If your jobber has disappointed you once, he may do it again. You don't run any risks when you deal with us, and you don't have any feeling of uncertainty. We never "fall down."

Try us on Victors or Victrolas, or Victor Records; or record cabinets, fiber cases, horns, English needles, or anything else in the Victor line. We carry an enormous stock of all these goods, and can fill your order at once, no matter how large it is.

You ought to send for our handsome booklet, "The Cabinet That Matches," describing our record cabinets which exactly match each style Victor. Ask for our catalogues, too!

New York Talking Machine Co.

Successors to
The Victor Distributing and
Export Company

83 Chambers St., New York





The Cabinet That Matches

☞ No machine is complete without a Record Cabinet.

☞ The pleasure of a Talking Machine is doubled if you can put your hand on any Record you want.

☞ Has your difficulty been to find a Cabinet entirely in harmony with your Talking Machine?

☞ In our "Cabinet That Matches," we have given you something that is a component part of the Victor Machine. The living room or parlor table is saved—you have a place to set your Machine.

☞ The Talking Machine becomes, in an outfit, an artistic piece of furniture.

☞ The uniform finish on all four sides makes our Cabinet as desirable in the middle of a room as backed up against the wall.

List Prices:—\$11.00, \$15.00,
\$20.00, \$25.00,
\$30.00, \$40.00.

☞ Your regular discount applies. Send for catalogues.

The Talking Machine Co.

72-74 WABASH AVE.
CHICAGO ILL.

FROM OUR CHICAGO HEADQUARTERS

ROOM 806, NO. 156 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

April Business Satisfactory Though Not so Good as That of March—Improvement Looked for in May—L. F. Geissler a Visitor—Story & Clark Piano Co. May Install Talking Machine Department—Some Personal Notes of Interest—News of the Travelers—Tresch, Fearn & Co. New Talking Machine Dealers—O'Neill, James Co. Move—"Washlady" Buys \$100 Machine—Milton Lyons Joins Father—New Talking Machine Co. Cabinet—Closes Out Business in Burlington, Ia.—A Live "Talker" House in Waukegan—E. C. Barnes Complimented on "Tips" and Caruso's Misfortune Used as Advertising Material—Saleswomen Prove Successful—Other Trade News from the Metropolis of the West.

(Special to The Talking Machine World.)

Chicago, Ill., May 8, 1909.

April was a pretty fair month, all things considered. The volume of business as reported by local jobbers showed a slight falling off as compared with March of this year, but scored quite a material increase over April of 1908. This is the second month since the commencement of the business depression, which struck us the latter part of 1907, to be universally reported as showing an increase, and this in itself furnishes food for encouragement. Local retail trade has moved along in an uneventful manner, making about an even break with March. It is quite possible that May will show some improvement, as the time for the exodus of the summer cottage class is approaching, and this generally means the sale of not a few machines and liberal stocking up of records.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent several days in Chicago this week, and on his return East visited Evansville, Ind., where his father, E. L. Geissler, resides. The senior Mr. Geissler has been very ill, but his condition has considerably improved. Many years ago he was in the piano and musical instrument business in Evansville and was one of the pioneer dealers in that line in the state, but has, of course, long since retired.

The Story & Clark Piano Co. closed a lease last month for the large five-story-and-basement building at 250-252 Wabash avenue, directly across the street from their present location. They do not get possession before May 1, 1910, but it is quite possible that they will then install a talking machine department on an extensive scale.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, leaves tomorrow night for a trip to New York and to the Victor and Edison factories. This is Mr. Wiswell's first visit to the East since he assumed charge of the department.

E. A. Phillips, who for several years has been manager and buyer of the talking machine, sporting goods and toy departments of Rothschild & Co., has tendered his resignation, effective June 1. His successor will be Harry Solomon, who has charge of the trunk and sewing machine departments of the same house.

A. C. Ireton, assistant sales manager of the National Phonograph Co., is expected in Chicago to-day.

E. W. Dean, the needle manufacturer of Lowell, Mass., called on the Chicago jobbers last month and it is understood bagged some very nice orders.

Joseph Sheehan, who has been called America's greatest tenor, will leave in a few days for Winnipeg, Man., where he will appear in opera during the summer. He spent a great deal of his time at the record rooms at Wurlitzer's the past week making comparisons between his interpretation of standard arias and those of Caruso and the rest of the skyscraping crowd. Incidentally he made some good records on the Edison.

E. H. Uhl, Western manager of the Rudolph Wurlitzer Co., returned last month from his trip to the coast accompanied by Mrs. Uhl. He is now on a visit to the parent house in Cincinnati.

Tresch, Fearn & Co. is the name of a new firm in an old "talker" location, 73 Fifth avenue. James I. Lyons had this store for many years prior to occupying his present location at 265 Fifth avenue. George Tresch and E. A. Fearn, who compose the new firm, are both former employes of Mr. Lyons and were with him in the store in which they are now established on their own account. Mr. Fearn recently opened at 1041 Lincoln avenue, but has given up that store to go into business with his former associate. They opened on Monday of this week and are handling Victor and Edison goods and the Columbia disc product, and they carry cameras and photographer's supplies as a side line.

The O'Neill James Co., the large talking machine premium house, have moved from Lake and Fifth avenue to the new Hunter Building, corner of Market and Madison streets, where they occupy the entire eighth floor, besides a space in the basement for storage purposes.

They carry an immense stock of machines and records and have much more room and more conveniently arranged quarters in the new location. The Aratino Co., which they also control, is located on the third floor of the same building. Arthur J. O'Neill returned this week from a trip East.

The everlasting struggle to keep up appearances whether the pocketbook warrants it or not undoubtedly works to the advantage of the talking machine dealer as well as the milliner and dressmaker. An instance in point is related by a local "talker" man. He had just sold a \$100 Victor to a handsomely dressed woman the other day when in came Mrs. O'Flaherty, who by her labors of the washtub assists Mike in eking out his scanty income. The salesman directed her attention to the Victor, but Nora wouldn't have it. She made at once for the \$100 machine, remarking that phwat was good nuf for the loidy phwat chust lift phwas good nuf fur meh.

James I. Lyons has a new assistant in the person of his son, Milton Lyons. The young

man is a live wire in every respect and is breaking into the work of the retail department in fine shape. He will work through all branches of the house and will no doubt be heard of in a decided manner in the future.

The Talking Machine Co., of this city, have completed the line of "Cabinets that Match," with one especially made for the Victor O. It makes a beautiful little outfit retailing at \$28 for machine, flower horn, mahogany finished record cabinet and all. The company are now able to offer a cabinet to match every type of Victor machines, and so cleverly has the work of the designer been done, that the machine case and the record cabinet on which it is placed seems a single piece of furniture. The matching of the wood has been done as skilfully as that of the designs, and Arthur D. Geissler is reaping the reward of his ingenuity and enterprise in a demand for the "Cabinet that matches," reaching remarkable proportions with straight carload shipments of by no means infrequent occurrence.

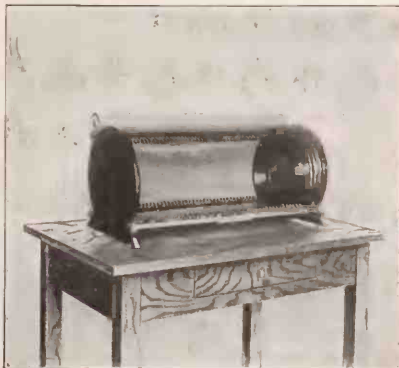
M. E. Reynolds, who has had a large jewelry and talking machine store at Burlington, Ia., for a number of years, has closed out his business and contemplates going to Oklahoma, where he will re-engage in the talking machine business or open a moving picture theater. H. B. Hopkins, of Lyon & Healy, spent a couple of days in Burlington last week and arranged for the sale of Mr. Reynolds' Edison and Victor stock to the Guest Piano Co., of that city.

Waukegan, Ill., which is about fifty miles north of Chicago on the lake shore, is the headquarters of Alden, Bidinger & Co., a retail talking machine and piano firm who are doing some very vigorous and resultful work in northern Illinois and southern Wisconsin. They have just taken a five-year lease on the building adjoining their present location in Waukegan, and this gives them a fine big double store. They have erected two additional booths. They carry an extensive stock of both Victor and Edison goods and are prolific in unique ideas in prosecuting their talking machine business. They have an automobile which is constantly in use by some member of the firm in traversing the country soliciting piano and talker business. A

Why RACK Your Brains

Over the selection of a record cabinet, when you should be helping your trade Rack their single and double-faced records with the

ECONOMY or the PERFECTION RACKS



combining the sterling qualities of Neatness, Portability, Utility and Salability? One record to a compartment. The only way to protect double-face records.

Economy Rack for 10-inch Records	\$3.50
" Rack for 12-inch Records	3.75
Perfection Rack for 10-inch Records	1.50
" Rack for 12-inch Records	1.75
" Rack for Insertion in Cabinets	1.50

The Perfection Rack Cabinet is on the same principle as the Economy, but less ornamented, and therefore cheaper.

R. H. JONES, Patentee and Sole Manufacturer 5513-25 Monroe Ave., Chicago

Are You Making Enough Money Mr. Dealer?

- ❑ *Perhaps not! But there is really no reason why you shouldn't be making more money than you are.*
- ❑ *The quickest way to increase your sales and thus your profits—is to give prompt service and furnish reliable goods.*
- ❑ *It is not necessary perhaps that you carry a large stock—but you simply must know where to get the goods your customer wants and get them quick.*
- ❑ *You can't afford to take any chances of losing a profitable sale by embarrassing delay on the part of the firm with which your order is placed.*
- ❑ *Our large and capable sales force, under the supervision of expert foremen, is in position to handle all orders—large or small—with extraordinary facility and dispatch.*
- ❑ *Don't be content with selling your customer a Victor or Edison outfit only—cultivate the record business. Remember that the record sales which follow the machine sales are really the most lucrative part of the transaction.*
- ❑ *If you want your record business to grow, you must keep it up-to-date. You should have at least a small stock of all the latest selections. We will fill your orders promptly for any you may not happen to have when called for—but better place an order with us to-day for a late assortment. Then there will be no cases of lost customers.*
- ❑ *We keep you posted from time to time on all kinds of money-making musical goods, just as soon as they come out.*
- ❑ *Victor and Edison outfits and supplies of all kinds in large quantities constantly on hand.*
- ❑ *Write for Talking Machine catalogue, and let us put your name upon our mailing list at once.*



CHICAGO

Victor machine is always taken along, and quite a number of Victrolas have been sold the farmers. The firm give frequent concerts at Fort Sheridan, the Government military post near Waukegan, and they have sold a large number of Victors to the officers and members of the garrison. Mr. Alden and Mr. O'Shea are located at Waukegan, while Mr. Bidinger operates the branch at Kenosha, Wis.

A recent number of "Tips," a sprightly little journal issued by the Edison Business Phonograph Co., of Orange, N. J., contains an appreciation of Edwin C. Barnes, the company's Chicago dealer. It tells his story from the time he commenced selling business phonographs in Chicago, and winds up by handing him this bouquet: "Barnes does nothing else but sell phonographs. He puts his brains in it, and it is a compliment to the industry that he does so to the exclusion of everything else, for there is plenty of room for men of his energy and ability in every line."

An event which caused a great deal of interest among local stamp collectors was the sale at auction last month of the fine collection of Edward C. Plume, Western wholesale manager of the Columbia Phonograph Co. Mr. Plume has been afflicted with stampitis ever since he was a kid, and he is known as an authority on the subject. Hereafter he is going to specialize, however, and devote himself entirely to mementos of the Confederate States of America. The sale of the "Plume collection," as it was known, brought its owner about \$600.

The fact that Caruso's voice went back on him so as to prevent his appearing with the Metropolitan forces in Chicago last month gave an opportunity for some effective talking machine advertising. For instance, the following card appeared in the amusement columns of the dailies during the opera season: "Caruso WILL sing at the Stratford Hotel between the hours of 6-8.30-10.30-12.30 p. m. He is still singing there, as the Stratford uses an Auxetophone for the delectation of its patrons."

Lyon & Healy believe in the efficacy of the feminine touch when it comes to retail record selling. They have a man, M. Blackman, in charge of the department, and he is a dandy, but his assistants are of the feminine persuasion. Like Mr. Blackman, they are all musicians and can tell the story of every opera represented in the Victor list and the particular incident covered by each record. Miss Eckner and Miss Bauer have been in the department for some

years. Miss Wood, formerly with Grinnell Bros., of Detroit, and Miss Loomis are comparatively recent comers, and Miss Lessick, formerly with Rudolph Wurlitzer's Chicago branch, has just been added to the staff. They all have a strong personal following, and with Miss Fitzmaurice, the cashier of the department, constitute as bright and attractive a group as one would wish to see.

C. F. Baer, Chicago manager of the Columbia Phonograph Co., is building a bungalow on Lake Catherine, near Antioch, Ill., and is inviting his friends to spend the week-ends during the summer with him. Anyone who has been overlooked will kindly inform Mr. Baer, as he wishes to slight no one.

A. E. Croft & Co. are highly pleased with the reception being accorded the "Crescent" disc record cabinet by the trade. It's convenient, of attractive appearance, inexpensive and adapted for double-face as well as single records, as each disc has a compartment to itself. The firm have many letters commending the "Crescent" and also a special sales plan by which they send customers to the dealers.

George W. Lyle, general manager of the Columbia Phonograph Co., General, visited the Chicago office twice the week of April 21, running up to Minneapolis for a day in the interim. Mr. Lyle while here received a telegram announcing the decision confirming the validity of the Jones patent in the case of the American Graphophone Co. versus Leeds & Catlin, and was naturally jubilant over the news it contained.

A. W. White, formerly manager of the Columbia Co.'s branch at Duluth, Minn., was in the city recently calling on his old friends prior to going to Montreal, Can., where he will assume management of a branch store of the Toronto Phonograph Co. The Columbia have sold their store at Duluth to Mr. Edmonds, of that city, who will continue it and will also have the wholesale agency for the territory formerly covered by the Duluth branch.

The credit man of a local house recently got out his sharp stick and went after a talking machine customer who was several months behind on his payments. The latter made the excuse that he had not given the matter attention because he had been so busy aiding in the building of a new church. The credit man was not particularly of a religious turn of mind and the customer paid up, and that right speedily.

John A. Waring, who formerly managed the store for the Columbia Co. at Peoria, Ill., now has charge of the credit department for Rothschilds & Co. He is by no means out of touch with the trade as the instalment sales of the talking machine department naturally come under his purview.

The Talking Machine Co., in their regular monthly letter of advice for May, give their customers a splendid line of argument for use in selling Victrolas, and suggest a plan of campaign in the pursuance of which they offer to give the dealer substantial aid.

George Davidson, of the Talking Machine Shop, is on a ten days' eastern trip, accompanied by Mrs. Davidson. Cecil Davidson received yesterday a souvenir post card from Atlantic City which revealed an interesting group consisting of George and his wife and Harry Ellis who, by the way, was formerly with the Talking Machine Shop, but is now manager of Sol Bloom's branch store at Atlantic City.

The Salter Mfg. Co. are having a very large demand for the improved Salter disc cabinet, the kind with horizontal, felt-lined shelves. The Salter Co. were the originators of this arrangement for talking machine record purposes, and the idea sprang into instant and universal favor upon its introduction.

They are using Victor talking machines to good advantage in the sheet music department of Rothschilds for demonstrating popular numbers for which there are Victor records. The young woman pianiste accompanies the machine in a very effective way. It's a good scheme, as it saves the salary of a vocalist.

The Columbia Phonograph Co. are slowly getting settled in their new quarters at 210

Wabash avenue, which were described in last month's World. It's a fine location—an immense improvement over the old one at 88 Wabash avenue, both for the wholesale and retail branches of the business.

The fiber needle is making fine headway abroad. Daws Clarke of Manchester, is the sole representative in England for the time being, and judging from the way he is sending in orders to the manufacturers, the B. & H. Fiber Mfg. Co. of this city, the needle is finding great favor with the conservative Britishers. Germany is waking up to the merits of the fiber needle and the same is true of the other continental countries. Some very interesting, specially designed machinery is now being installed by the company.

The removal of the lid off the wax record business as the Columbia Phonograph Co. expresses it in their briskly worded circular announcing their latest move, naturally caused considerable stir in the trade. No more XP wax cylinder records are to be made by them, the success of the Columbia indestructible records being given as the reason for the decision. The Fair department store, of this city, is the first Chicago concern to take advantage of the authorized closing out retail price and are using liberal space in the dailies to announce it.

Joseph Vasey, in charge of retail machine sales at Lyon & Healy, spent his vacation getting settled in a handsome new residence he has built at the suburb of Brookfield.

The Regina Co.'s Chicago branch has moved to larger and more convenient quarters on the eighth floor of the McClurg building.

NEW STYLE EDISON PHONOGRAPH.

The "Fireside," which takes the place of the Edison Standard phonograph, about the same size with combination gear so that either the regular or Amberol record can be played, will be shipped the jobbers by the National Phonograph Co., Orange, N. J., between now and May 25. The first shipments were sent the Pacific Coast territory, so that machines will be in the hands of the jobbers throughout the country about the same time, as has always been the policy of the company when placing anything new on the market. The advance orders for the "Fireside" are heavy. The new machines will be placed on retail sale July 1. The list price is \$22.

Edison Jobber
Zonophone Distributor



New Design
Wooden
Disc Record
Racks

====

Wire
Record
Racks

RECORD CABINETS
SPRINGS
for all makes and size machines

**Stereopticons, Post Card Projectors
and Moving Picture Machines**

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

The Missing Link

WHICH ?



This is **SUPPOSED** to be the **Missing Link** between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the **Missing Link** between the Phonograph and Horn.



IT'S ALL IN THE BALL!

"TIZ=IT"
(TRADE NAME)

Retails at 50 Cents. Regular Discounts
To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, **PREPAID**, at \$3.60.

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

TRADE GLEANINGS FROM CLEVELAND.

Business Conditions Reviewed—Look for a Strong Buying Movement in the Fall—Dealers Should Attend Association Meeting—Devineau Affairs—Caldwell Co. Closing Out Talker Business—Roberts' Handsome New Quarters—Edison Business Phonographs in Demand—Goodman Piano Co. Handling Talking Machines—Gibson Purchases Hartwell Store—Other Items of Interest.

(Special to The Talking Machine World.)
Cleveland, O., May 10, 1909.

The talking machine dealers are not enthusiastic over trade conditions, but they all report a fairly good business during the past month, notwithstanding the unfavorable weather and other drawbacks. Jobbers, while noting a diminution in the volume of trade, are booking orders quite as frequently and regular, but curtailed as to quantity. Business in the aggregate is of fairly satisfactory volume, when a retrospect of boom years is omitted. It is the general belief that while business will show the usual summer quietness there will be gradual improvement to a strong buying movement as the season advances.

There were a number of dealers and gentlemen interested in the talking machine business in attendance at the association meeting in this city May 5. Among others, Wm. McAlpine, of Toledo, who had with him several of the Stevens indestructible records, the invention of Geo. H. Stevens, of that city. The records are translucent, and Mr. McAlpine says they have demonstrated their practicability and durability and will soon place them on the market.

In behalf of the city the auditor has executed to the American Banking Co. an assignment of all right, title or interest to every claim or cause of action which the city would have against any person or corporation for any action or omission in connection with the alleged embezzlement of funds by Louis Devineau, former secretary of the city sinking fund commission. The com-

pany have paid the full amount of the alleged embezzlement, \$12,800, with interest. Mr. Devineau was the inventor and manufacturer of the Ideal horn, and at the time of his flight to Europe was building up a good business.

Miss Edna A. Rankin, formerly with the Witt Music Co. and latterly manager of the talking machine store in the Taylor Arcade, was married to Mr. Edward I. Leighton, a resident of this city, April 17.

Geo. J. Doerzbach, of Sandusky, O., dealer in Edison, Victor and Columbia goods, was a visitor here April 22. It was remarked by local dealers that his visit was coincident with the opening of the baseball season.

The Caldwell Piano Co. are closing out their talking machine business and will confine their efforts exclusively to the piano trade. The rooms heretofore devoted to talking machines and records will be used for the display and demonstration of player-pianos.

W. J. Roberts, Jr., has moved from Erie and Huron and now occupies the Prospect avenue end of the Hippodrome building. The store has been neatly fitted up and conveniently and attractively arranged. At the entrance is the display room, then in sequence Victor and Edison demonstrating booths, an exclusive Red Seal and Edison stock room, a testing and tuning and repair room. The fixtures are of quartered oak and mahogany. Several new features in window display have been introduced. It is the intention of Mr. Roberts to utilize one room as a concert hall, giving concerts the last of each month demonstrating the new records.

W. H. Buescher & Sons said they have recently increased their force and had been quite busy during the past month.

"Considering the condition of business generally," said G. J. Probeck, of the Probeck Co., who has so far recovered from his illness as to be at the store part of the time, "the talking machine trade is fair. Record sales are a considerable percentage better than that of machines. Under court procedure we purchased

the machinery and finished Ideal horns of the Federal Manufacturing Co. We have not yet determined what we will do with them."

T. H. Towell, president of the Eclipse Musical Co., says that country orders were coming in in substantial volume and the outlook improving.

J. H. Roach, manager of the Edison commercial system, who has an office in the Eclipse building, has installed the system in a large number of offices and is doing a good business.

The opening of the Goodman Piano Co. at 220 Superior avenue occurred April 27. Visitors, who were numerous throughout the day and evening, were favored with a recital in the concert hall during the afternoon, an Apollo player-piano and Victor Victrola being used. The store has been arranged providing several private demonstration rooms for pianos and four rooms exclusively for Edison phonographs, Victor talking machines, with ample record rooms. Mr. C. F. Foote is in charge of the talking machine department and says it is the intention to carry a complete line of everything in Victor and Edison goods.

M. A. Gibson, purchased the Hartwell phonograph store, No. 3032 Lorain avenue, April 1, and has remodeled the store and enlarged the business. He stated business during the month had been very good and was improving.

John Reiling, the West Side Columbia phonograph man, says he had a fine run of trade during April, making sales of a number of graphophones with a constant and increasing demand for records. He said he had been disappointed in not being able to get all the foreign records his customers demand.

B. L. Robbins & Co., the Bailey Co., May Co., Collister & Sayle and other dealers, all make practically the same statement as to business conditions.

Instead of sailing for Europe June 6, Sol Bloom, New York, has been compelled to postpone his trip until July 3, when he goes on the "Philadelphia."

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

REPAIR PARTS

For all Kinds of Phonographs
or Talking Machines

High Grade English Steel,
each Needle Warranted as
to Point and Finish

NEEDLES

We are Sole Agents for
the Largest Needle
Factory in EUROPE

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SPECIALTIES

SPECIALTIES

BELTS

For Commercial Phono-
graphs. STITCHED.

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

FEED NUTS

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

CONTINUED TRADE IMPROVEMENT IN ST. LOUIS

Manager Gressing, of St. Louis Talking Machine Co., Reports Good Demand for Victrolas and Auetophones—Columbia Co. Say Business Talking Machine Department to Silverstone Co.—Union Furniture Co. to Have Recital Hall.

(Special to The Talking Machine World.)

St. Louis, Mo., May 4, 1909.

The talking machine business still shows a continued improvement both in wholesale and retail, and it has had an excellent effect on the dealers.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., states that their April trade was excellent. This concern recently received a large shipment of Victrolas in different oak finishes and circassian walnut, of which they made a handsome window display. Before noon the same day Miss Goetz, one of their salesladies, sold the circassian walnut to F. W. Horn, a prominent railroad official here. This concern has just installed an Auetophone in the new Independent Amusement Co. theater at 4961-4965 Delmar boulevard, this city. Their entertainment will consist of high-class moving picture exhibitions. The Auetophone will be featured in connection with their orchestra of six pieces. Mr. Gressing returned recently from a successful trip to points in Indiana, Kentucky and Tennessee. He was gone a week. L. A. Cummins, of this concern, is home from a two-weeks' trip through southern Missouri and southern Illinois. He had a good trip.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their business for April was nearly twice as good as one year ago, and that it was the best month's business of the year. He also reports their wholesale trade good. He states that the demand for the high-priced machines from one hundred dollars up was particularly good, showing that there is better class of trade coming into the field right along. W. S. Byrd, traveler for this house, is now on a three-weeks' trip through Illinois. W. C. Fuhri, general western district manager of the company, and C. W. Smith, manager of the company at Kansas City, spent some days here recently.

The Conroy Piano Co. have sold their talking machine interests to the Silverstone Talking Machine Co. The latter concern has moved the

purchase stock to their store at 1010 Olive street and to their new warehouse at 1009 Pine street, which they have recently leased. John Stevener and G. J. Knapp, formerly of this department with the Conroy Piano Co., have accepted positions with the Silverstone Talking Machine Co. The Conroy Piano Co. were the first dealers in talking machines in this city, having commenced to handle them twelve years ago. They sold out their interests in this line because they needed the room for their piano department. They handled the Edison line exclusively.

The Koerber-Brenner Music Co. report that they have been having a good demand for high-priced machines, and that their record trade is good. A. Haas, formerly traveler for the Koerber-Brenner Music Co., has accepted a similar position with the Silverstone Talking Machine Co. Marks Silverstone, of the Silverstone Talking Machine Co., reports that trade is becoming more active.

The Union Furnishing House Co., who have an exclusive Victor talking machine department, announce that in their new eight-story store at the northwest corner of Seventh street and Washington avenue, which will be completed about October, they will have a talking machine recital hall on one of their floors, which will be 45x60, and in which they will give daily concerts. Miss Leah Gray is manager of their talking machine department. She reports that their business has been fairly good.

D. K. Myers, the Zonophone jobber, reports having had a splendid month's trade during April in all departments.

Manager E. P. Waterhouse, of the Dictaphone Co., reports that their trade has been good for the past month.

The Knight Mercantile Co. report business fair with them. A. A. Knight has just returned from a two-weeks' pleasure trip to Texas.

Eugene Ketterer, formerly manager of the talking machine department of the Conroy Piano Co., has been assigned to a position as salesman in their player department.

symphony series, making the price considerably lower than the regular grand opera records.

MUST NOT CONSIGN EDISON GOODS.

The National Phonograph Co., Orange, N. J., have notified Edison jobbers they must cease consigning goods to dealers, in the appended circular letter:

"To Edison Jobbers—We have been reliably informed that some of our jobbers are still consigning goods of our manufacture to Edison dealers, this, notwithstanding the fact that such action is a distinct violation of a clause in our jobbers' agreement. We were firmly convinced that this undesirable feature of our business had been entirely eliminated, until the matter was very recently drawn to our attention, and we would now respectfully request that if any of our jobbers have been indulging in this practice that they immediately discontinue this method of handling our goods."

COLUMBIA CO. USING B. & H. NEEDLES.

The Columbia Phonograph Co. have adopted the B. & H. fiber needle as a feature of the company's regular line of supplies.

WHY J. B. LANDAY IS HAPPY.

It is a bouncing girl that was brought by the stork some weeks ago to the happy home of James B. Landay, of Landay Bros., Victor distributors in two places, New York. Jim's smile is a yard wide and all wool over this pleasing visitation.



Perfect Service.

Every Victor product in stock at all times.

Reliable stock.

Fully equipped for all needs.

Established methods of handling orders.

Customers come back when you have what they want.

Tie your wagon to a "live wire."

Satisfaction to you first or ours not at all.

Evening finds our orders all filled and shipped. No waiting 'till "tomorrow."

Rendering you an inestimable aid in making a success of the Victor.

Victor exclusively.

Insure your orders be filled by placing 't with US.

Caught without goods? NEVER.

Exactly what your calls for.

COLUMBIA CO.'S NEW STORE.

Take Possession of Their New Retail Quarters at 89 Chambers Street, New York.

The Columbia Phonograph Co. are now in their new store at 89 Chambers street, and R. F. Bolton, the manager, who said they commenced business last week, is very much pleased with the outlook. Their sales at retail are very gratifying, and the wholesale end is also expanding. C. P. Graffen is now making a trip for the Columbia Co.'s Chambers street establishment through New York State, and his sales represent a goodly volume of business booked, while his reports to Mr. Bolton are very optimistic.

WOODEN HORN LITIGATION.

The case of Lipman Kaiser, manager of the talking machine department of the S. B. Davega Co., New York, against the General Phonograph Supply Co., of the same city, involving the validity of the so-called wooden horn patent, was argued on demurrer Wednesday of last week in the United States Circuit Court, Judge Hough sitting. Decision was reserved. Suits on the alleged infringement of the same patent are also pending against a couple of other concerns, who are marketing wooden horns, Mr. Kaiser being the complainant.

NEW COLUMBIA RECORDS.

The Columbia Phonograph Co. have recently placed on the market a number of new grand opera disc records, both 10 and 12-inch size, by Constantino, which are said to possess unusual merit. The new records are catalogued in the

St. Louis Talking
Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

THE BERLINER PATENT DECISION.

Horace Pettit Defines the Position of the Victor Co.—Infringers Must be Careful—Says Victor Co. Will Maintain Their Rights.

Horace Pettit, counsel for the Victor Talking Machine Co., has issued the following important announcement to the trade, dated Philadelphia, Pa., May 3, 1909:

"Gentlemen: On behalf of my client, the Victor Talking Machine Co., I desire to notify the trade that the Supreme Court of the United States, on April 19, 1909, filed opinions in the suits brought by the Victor Talking Machine Co. et al, against the Leeds & Catlin Co. in one case sustaining the basic Berliner patent No. 534,543, as to the contested claims 5 and 35, holding the defendant, the Leeds & Catlin Co., liable for infringement, and in the second case holding the defendant liable for contempt of court in manufacturing and selling disc sound records in violation of the decree of the court below, which enjoined the defendant from making, selling and using the apparatus or process of claims 5 and 35 and imposing a fine.

"These decisions of the Supreme Court of the United States affirm the previous decisions in these cases of the United States Circuit Court of Appeals for the Second Circuit and of the United States Circuit Court for the Southern District of New York and decided definitely in favor of the Victor Co. all questions raised by the defense regarding the Berliner patent.

"It is hardly necessary to call to your attention the fact that this Berliner patent, No. 534,543, had previously been sustained several times in the United States Circuit Court of Appeals and the United States Circuit Court. Some of the decisions referred to are as follows: Victor Talking Machine Co., et al vs. American Graphophone Co. (140 F.R. 360 and 145 F.R. 350). Victor Talking Machine Co. et al vs. Leeds & Catlin Co. (146 F.R. 534 and 148 F.R. 1022). Victor Talking Machine Co. et al vs. Talk-O-Phone Co. (146 F.R. 534 and 148 F.R. 1022). Victor Talking Machine Co. et al vs. Douglas Phonograph Co. (decision dated December 19, 1907). Victor Talking Machine Co. et al vs. William H. Hoschke, trading as Sonora Phonograph Co. (158 F.R. 309).

The decisions of the Supreme Court sustain our contentions, viz:

"(1) That the Berliner Patent No. 534,543 controls the manufacture and sale of disc records for the Victor style machine.

"(2) That the manufacture and sale of disc records alone for such use is an infringement of the patent.

"That no one without a license has the right to manufacture or sell either machines or records for the purposes of the patent. It is desired also to call your attention to the fact that some manufacturers are attempting to place on the market machines having a so-called 'mechanical feed' attachment, which so-called 'mechanical feed' is obviously employed for the purpose of attempting to escape infringement. It is to be noted that a machine can operate without a 'mechanical feed' attachment than a machine with a 'mechanical feed' attachment. Attempts of this kind have already been made and are being made. They are being stoutly and vigorously prosecuted and enjoined by the United States Court. In our judgment these attempts are clear infringements of the said patent of the said Berliner patent. It is unnecessary to add that all said infringements will be vigorously prosecuted.

"This notice is given with a view of informing the trade of the situation regarding the Berliner patent and its scope, to give notice of the facts, and of my client's rights. We would state, however, emphatically, that it is the intention of the Victor Talking Machine Co. to maintain its rights and to vigorously enjoin all infringing acts not only as to manufacturers, but all dealers and distributors who insist upon handling infringing goods and in such cases to press for damages and profits for all past infringements.

"Yours very respectfully,

"(Signed) HORACE PETTIT."

RECORD BULLETINS FOR JUNE, 1909

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A667 L-O-V-D Spells Trouble to Me—Baritone Solo with Minstrel Chorus, orch. accomp. Arthur Collins and Rambler Minstrel Co. That was Me (Lemonier)—Baritone Solo, orch. accomp. Bob Roberts
- A668 I'm Looking for a Sweetheart and I Think You'll Do (Klein)—Soprano and Tenor Duet, orch. accomp. Ada Jones and Walter Van Brunt Shine On, Harvest Moon (Nora Bayes-Norworth)—Baritone Solo with Chorus, orch. accomp. Bob Roberts and Chorus
- A669 Blow, Blow, Thou Winter Wind (J. Sarjeant)—Baritone Solo, orch. accomp. Alan Turner Venetian Song (Tosti)—Baritone Solo, orch. accomp. Alan Turner
- A670 A Farewell (Poem by Charles Kingsley) (Liddle)—Tenor Solo, harp and violin accomp. Harvey Hindermeyer If Tears Were Pearls (Von Tilzer)—Baritone Solo, orch. accomp. Frank C. Stanley
- A671 Attila—Fraise Ye (Verdi)—Vocal Trio, Mixed Voices, orch. accomp. Metropolitan Trio Serenade (Schubert)—Baritone Solo, orch. accomp. Alan Turner
- A672 Mr. Hamlet of Broadway—Under the Honeymoon (Jerome)—Baritone and Soprano Duet, orch. accomp. Stanley and Stevenson Just Some One (Anderson)—Tenor Solo, orch. accomp. Henry Burr
- A673 Denver Town (Botsford)—Vocal Quartet, Male Voices, orch. accomp. Columbia Quartet Dancing Sunshine (Ted Snyder)—Baritone and Tenor Duet, orch. accomp. Stanley and Burr
- A674 Selections of Hornpipes—Accordion Solo, piano accomp. Peter Wyper Selections of Jigs—Accordion Solo, piano accomp. Peter Wyper
- A675 The Captive Bird (Wilcocks)—Pecolo Solo, orch. accomp. Marshall P. Lufsky Le Cygne (The Swan) (C. Saint Saëns)—Violoncello Solo, piano accomp. Jean Schwiller
- A676 Immortellen Waltz (Gungl)—Prince's Orch. Las Hijas de Eva—Romanza (J. Gaztan) (Liddle)—Piano Solo, orch. accomp. Curt's Orch.
- A677 The Bartered Bride—Sextette (Smetana)—Vesnicko Ma Pod Sumavou Waltz (Arr. by F. Tryner)—Prince's Military Band
- A678 La Pulga—Two-Step (Pacheco)—Banda de Artilleria Marche des Gaminis de Paris (R. Berger)—Banda
- *In former catalogues as a single-face record.

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

- A5099 Ivanhoe—Ho! Jolly Jenkin (Friar Tuck's Song) (Sullivan)—Baritone Solo, orch. accomp. David Bispham
- Semele—Wherever You Walk (Handel)—Baritone Solo, orch. accomp. David Bispham
- A5100 By Cella's Arbour (Mendelssohn)—Baritone Solo, orch. accomp. David Bispham
- Elijah—Aria—It is Enough (Mendelssohn)—Baritone Solo, orch. accomp. David Bispham

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5096 The Star, the Rose and the Dream (Snyder)—Baritone and Tenor Duet, orch. accomp. Stanley and Burr
- For All Eternity (Mascheroni)—Tenor Solo, orch. accomp. Henry Burr

- A5097—Rock of Ages (Dr. Thomas Hastings)—Contralto Solo, violin, flute and harp accomp. Mrs. A. Stewart Holt
- Prayer (sacred) (Poster)—Vocal Trio Mixed Voices, orch. accomp. Metropolitan Trio
- A5098 A Possum Supper at the Darktown Church (Cal Stewart)—Descriptive Selection, orch. accomp. Cal Stewart and Company
- Down Among the Sugar Cane (Chris Smith)—Baritone and Tenor Duet, orch. accomp. Collins and Harlan

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

- 1070 Dancing in the Barn (Turner) Military Band
- 1071 Queen of the Earth (Pinsuti)—Baritone Solo Alan Turner
- 1072 Isn't Love a Grand Old Thing (McKenna)—Soprano and Tenor Duet, Jones and Van Brunt
- 1073 The Whitewash Man (Schwartz)—Baritone Solo Arthur Collins
- 1074 The Father of Victory March (Ganne)—Nyxophone Solo A. Schmehl
- 1075 Shine On, Harvest Moon (Nora Bayes)—Baritone and Tenor Duet Stanley and Burr
- 1076 Heinie Waltzed Round on His Hickory Limb (Ingram)—Baritone Solo Bob Roberts
- 1077 The Bandolero (Sweet) Band
- 1078 A Little Bit's a Whole Lot Better Than Nothing at All (Gus Edwards)—Baritone Solo Fred Duprez
- 1079 Naughty Eyes (Wenrich)—Tenor Solo Walter Van Brunt
- 1080 Steamboat Leaving the Wharf at New Orleans (Original)—Vocal Quartet, Male Voices Quartet
- 1081 When the Humming Birds Return, Sweet Irene (Ted Snyder)—Baritone and Tenor Duet Stanley and Harlan
- 1082 La Cinquantaine (Marie) Bohemian Band
- 1083 Bandy Legs (Lowitz)—Soprano Solo Ada Jones
- 1084 Medley of Broadway Hits (Arr. by Ossman)—Banjo Solo Vess L. Ossman
- 1085 Abide With Me (Monk)—Tenor Solo Henry Burr
- 1086 The Yama Yama Man Medley (Arr. by Lallie) Band
- 1087 The Preacher and the Bear (Armonia)—Baritone Solo Arthur Collins
- 1088 Killarney (Balfe)—Tenor Solo Jno. A. Finnigan
- 1089 On a Monkey Honeymoon (Morse)—Baritone and Tenor Duet Collins and Harlan
- 1090 Indian Intermezzo (J. Kost)—Accordion Solo J. J. Kimmel
- 1091 Sweet Girl of My Dreams (Olcott and Sullivan)—Tenor Solo Walter Van Brunt
- 1092 Finnigan's Irish Band (Drislane)—Talking Record Steve Porter
- 1093 The Colored Wedding (Laurendeau) Band

ZONOPHONE 10-INCH DOUBLE-DISC RECORDS.

- ZONOPHONE CONCERT BAND.
- 5452 (a) La Mariposa—Entr'Acte Diaz
- (b) Chorus from "Creation" Haydn
- 5471 (a) Swedish Guard March Lovander
- (b) Wedding March (Hochzeitszug) from "Feramors" Rubinstein
- ZONOPHONE ORCHESTRA.
- 5483 (a) Amina—Egyptian Serenade Lincke
- (b) Serenade Coquette Barthelemy
- 5472 (a) Whoop It Up—March and Two-Step Friedman
- (b) Hoop-E-Kack—Two-Step Novelty Allen
- ACCORDION SOLOS PLAYED BY J. J. KIMMEL.
- 5473 (a) Straight Jig Medley No. 2 J. J. Kimmel
- (b) Medley of Irish Reels No. 1 J. J. Kimmel
- Miscellaneous Instrumental Selections.
- 5474 (a) Serenade—Flute and Viola Duet played by Messrs. Mazzotta and Hess, orch. accomp. A. E. Titi

We Want Your Business

Our message is specifically to the dealers of Northern Ohio, and Indiana, and all Michigan. We want your business because we are in shape to care for your orders promptly, immediately. This does not mean that we will not fill them to-morrow, or the day after, or next week, but on the day received. Within the hour your order is received, we will begin work, getting it ready for shipment.

Our shipping facilities are excellent, in fact, they could not be improved. When you order from us, by mail, by telegram, or long distance phone, you will not be disappointed.

Our lines in every department are most complete. Stocks are full, running over. We have everything and anything you want. We make it a point to keep forearmed at all times so that our customers shall not suffer through detail. Suppose you give us a trial order—nothing is so conclusive as the actual business, the practical test.

We want your business, and if we get it we shall make it so advantageous to you that we will hold it.

American Phonograph Co.

252 Woodward Avenue, Detroit, Mich.

(b) Souvenir—Violin Solo played by Henry Hless, orch. accomp. Drlda
Vocal Selections With Orchestra Accompaniment.

- 5484 (a) I'll Dream of That Sweet Co-Ed—From "The Fair Co-Ed".....Luders
 (b) When You First Kissed the Lassie—You Love—From "A Stubborn Cinderella".....Howard
 AMY BUTLER.
 5485 (a) I Just Come Back to Say Good-bye.....Snyder
 (b) Beautiful Eyes.....Snyder
 THOMAS CHALMERS.
 5487 (a) The Palms (Les Palmiers).....Faure
 (b) One Sweetly Solemn Thought.....Ambrose
 ARTHUR COLLINS.
 5475 (a) The Whitewash Man.....Jerome-Schwartz
 (b) Say No! That's All.....Snyder
 THOMAS HAIDLE.
 5476 (a) Castles in the Air—From "The Fifth Commandment" and "Lady Luna".....Lincke
 (b) All the World Loves a Lover.....Ball
 BYRON G. HARLAN.
 5488 (a) Tittle, Tattle, Tattle Tale.....Ingraham
 (b) School Mates.....Edwards
 FRANK HOWARD.
 5486 (a) Nobody Knows, Nobody Cares.....Harris
 (b) Dear Old Dear.....Burt
 ADA JONES.
 5477 (a) B-L-N-D and P-G Spells Blind Pig.....Von Tilzer
 (b) Auld Love Song—From "The Boys and Betty".....Hein
 5489 (a) Make a Noise Like a Hoop and Roll Away.....Helf
 (b) Bandy Legs.....Lowitz
 BILLY MURRAY.
 5478 (a) Naughty Eyes.....Wenrich
 (b) Gee! But You Look Awfully Good to Me—From "The Boys and Betty".....Hein
 FRANK C. STANLEY.
 5490 (a) I Wish I Had a Girl.....Le Boy
 (b) I Never Cared for Anyone the Way I Care for You.....Helf
 FRANK C. STANLEY AND CHORUS.
 5495 (a) Hello, People—From "Havana".....Stuart
 (b) Cupid's Telephone—From "Havana".....Stuart
 ARTHUR COLLINS AND BYRON G. HARLAN.
 5479 (a) My Bambazoo.....Snyder
 (b) Who's Your Friend?.....Snyder
 BILLY GOLDEN AND JOS. C. PUGHES.
 5491 (a) Shipmates.....Vaudeville Sketch
 (b) Farm House Lairs.....Vaudeville Sketch
 ADA JONES AND LEN SPENCER.
 5492 (a) Si Perkins' Barn Dance.....Descriptive
 (b) Sweet Peggy Magee.....Descriptive
 FRANK C. STANLEY AND BILLY MURRAY.
 5480 (a) Golden Glow.....William Van Alstyne
 (b) Dancing Sunshine.....MR. AND MRS. WHEELER.
 5481 (a) Barcarolle—O Lovely Night—From "Les Contes d'Hoffman".....Ofeubach
 (b) Serenade (Sardinen).....Schubert
 FREDERICK MALE CHORUS.
 5493 (a) The Day of the Game—From "The Fair Co-Ed".....Luders
 (b) Denver Town.....Hotsford
Miscellaneous Vocal Selections.
 DOBOTHY KINGSLEY.
 5494 (a) I Remember You.....H. Von Tilzer
 (b) Mr. Soldier—From "Kitty Grey".....Lonsdale

NEW VICTOR RECORDS.

- | | |
|---|---|
| No. | Size |
| ARTHUR PRYOR'S BAND. | |
| 5698 | Teddy After Africa.....Pryor 10 |
| 31735 | Parsifal—Professional of Knights of the Holy Grail.....Wagner 12 |
| VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR. | |
| 5694 | If You Alone Were Mine—Two-Step (Si vous voulez de l'amour).....Scotti 10 |
| COUNTER TENOR SOLO BY WILL OAKLAND, WITH ORCH. | |
| 5682 | When You and I Were Young, Maggie.....Butterfield 10 |
| OCARINA SOLO BY JOSE TAPIERO, WITH ORCH. | |
| 52017 | Carnival of Venice.....Willis 12 |
| HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH. | |
| 5697 | Good Luck, Mary.....Piantadosi 10 |
| COMIC DUET BY COLLINS AND HARLAN, WITH ORCH. | |
| 5699 | My Bambazoo.....Snyder 10 |
| COMIC SONG BY HARRY LAUBER, WITH ORCH. | |
| 52016 | Wearing Kilts (That's Walter Noo I Wear a Kilt).....Case 10 |
| COMIC TALK BY CHARLEY CASE. | |
| 5693 | How Mother Made the Soup.....Case 10 |
| TWO RECORDS BY NAT M. WELLS. | |
| 31734 | Hortense at the Skating Rink (Comic Monologue).....Willis 12 |
| 5695 | Jungle Town Parody—Teddy in Africa (with orch.).....Willis 10 |
| 16297 | (a) Sullivan Medley.....Pryor's Band 10
(b) Yankee Dude March (Lampe).....Pryor's Band 10 |
| 16299 | (a) Lincoln Centennial March (Sanford).....U. S. Marine Band 10
(b) Gate City March (Weldon).....U. S. Marine Band 10 |
| 16300 | (a) Oh, the Women (O Les Femmes) (Lincke).....Victor Orch. 10
(b) Rondo Caprice (Clarke).....Victor Orch. 10 |
| 16303 | (a) I Remember You (Iryan-Von Tilzer).....Jones and Murray 10
(b) Lena (Barton) (guitar accomp.).....Ward Barton 10 |
| 16295 | (a) Marlar (Williams-Gumblie).....Clarice Vance 10
(b) It Looks Like a Big Night To-night (Williams-Van Alstyne).....Clarice Vance 10 |
| 16301 | (a) Whistle and I'll Wait for You (Meyer).....Ada Jones 10
(b) When the Meadow Larks Are Calling, Annie Laurie.....Arthur C. Clough 10 |
| 16302 | (a) The Whitewash Man.....Arthur Collins 10
(b) The Boogie Boo (Ayer).....Billy Murray 10 |
| 16304 | (a) Just One Sweet Girl (Von Tilzer).....Harry Macdonough 10
(b) Summer Reminds Me of You (Myers).....Walter Van Brunt 10 |
| 35070 | (a) Golden Lilies—Three Step (Burnsheim).....Victor Dance Orchestra 12
(b) Sirens Waltz (Les Sirenes) (Waldteufel).....Victor Dance Orchestra 12 |
| 35076 | (a) Traviata Selection (Verdi).....Pryor's Band 12
(b) Trovatore Selection (Verdi).....Pryor's Band 12 |
| TWO DUETS BY EAMES AND DE GOGORZA.
EMMA EAMES—EMILIO DE GOGORZA.
Twelve-inch, with orch., \$4.00 each—In Italian. | |

- 89022 Trovatore—Mira d'acerbe lagrime (Let My Tears Implore Thee).....Verdi
 89023 Nozze di Figaro—Crudel! perche finora (Too Long You Have Deceived Me).....Mozart
 A WAGNER ARIA BY VAN ROOY.
 ANTON VAN ROOY, BASS.
 Twelve-inch, with orch., \$3.00—in German.
 92062 Lohengrin—Dank, König, dir, dass du zu richten kamst! (Frederick's Charge Against Elsa, Act. 1).....Wagner
 THREE RECORDS BY MME. ARRAL.
 BLANCHE ARRAL, SOPRANO.
 Ten-inch, with orch., \$1.00—in French.
 64098 Beggar Student—Czardas.....Millöcker
 64099 Valse d'oiseau (Birds of the Forest).....Varney
 Twelve-inch, with orch., \$1.50—in French
 74132 Traviata—Ah, fors' e lui (He My Heart Foretold).....Verdi
 A NEV ELMAN RECORD.
 NISCHA ELMAN, VIOLINIST.
 Ten-inch, \$1.00.
 61184 Gavotte.....Böhm
 AN ENGLISH BALLAD BY WILLIAMS.
 EVAN WILLIAMS, TENOR.
 Ten-inch, with orch., \$1.00—in English.
 64100 The Lass of Richmond Hill.....McNally
 A RECORD BY BLANCHE RING.
 BLANCHE RING, WITH ORCH.
 Ten-inch, 60c.
 5692 Yip! I Adee! I Aye.....Cobb-Flynn

EDISON STANDARD RECORDS FOR JUNE.

- 10137 Brooke's Triumphal March.....U. S. Marine Band
 10138 No One Knows.....Manuel Romain
 10139 Did He Run?.....Edward Meeker
 10140 Chinese March—Kwang Hsi.....Edison Concert Band
 10141 Bandy Legs.....Ada Jones
 10142 He Will Hold Me Fast.....Anthony and Harrison
 10143 Trans-Mag-Ni-Fi-Can-Ban-Dam-U-A-I-Ty.....Billy Murray
 10144 The Jolly Clowns.....American Symphony Orch.
 10145 If You Were Mine.....James F. Harrison
 10146 Who's Your Friend?.....Collins and Harlan
 10147 Almost.....Edward M. Favor
 10148 The Rolling Chair March.....Maurice Levi and His Band
 10149 Uncle Josh's Trip to Coney Island.....Cal Stewart
 10150 Isn't Love a Grand Old Thing.....Ada Jones and Billy Murray
 10151 Schoolmates.....Byron G. Harlan
 10152 Moszkowski's Serenade.....Venetian Instrumental Trio
 10153 Flanagan's Evening at Home.....Steve Porter
 10154 Good Night Quartet—"Martina".....Metropolitan Quartet
 10155 Denver Town.....Premier Quartet
 10156 In God We Trust March.....U. S. Marine Band

EDISON AMBEROL RECORDS FOR JUNE.

- 135 Itny Blas Overture.....Edison Concert Band
 136 Adam and Eve.....Grace Cameron
 137 Whispering Flowers.....Edison Concert Band
 138 As the Years Roll On.....Manuel Romain
 140 Hallelujah Chorus—"Messiah".....Oratorio Mixed Chorus
 140 Semper Fidelis March.....U. S. Marine Band
 141 Any Old Port in a Storm.....Cus Reed
 142 A Possum Supper at the Darktown Church.....The Cal Stewart Co.
 143 Peer Gynt Suite—No. 1, "The Morning"; No. 2, "Ase's Death".....Edison Concert Band
 144 Peer Gynt Suite—No. 3, "Anitra's Dance"; No. 4, "In the Hall of the Mountain King".....Edison Concert Band
 145 "The Longest Way Round Is the Sweetest Way Home".....Will Oakland
 146 Wedding March—"Midsummer Night's Dream".....American Symphony Orch.
 147 Hear Ye Israel—Aria from "Elijah".....Edith Chapman
 148 Sweet Peggy Magee.....Ada Jones and Len Spencer
 149 Frau Luau Overture.....Maurice Levi and His Band
 150 Anona.....Mabel McKinley
 151 Darkey School Days.....Golden and Hughes
 152 Gavotte-Caprice.....Samuel Siegel and Roy H. Butlin

- 153 Seven Favorite College Songs.....Knickerbocker Quartet
 154 The Skater Waltz.....New York Military Band

PERFECTS TALKING MACHINE HORN.

Civil Engineer of Waukegan, Ill., Demonstrates New Harmonic (Vibratory) Horn Constructed According to New Principles.

(Special to The Talking Machine World.)
 Waukegan, Ill., May 5, 1909.

Entirely perfected and ready to be placed on the market, R. J. Smith, a local civil engineer, has on exhibition at Alden & Bidinger's music store one of his harmonic (vibratory) phonograph horns and amplifying devices, attached to a Victor machine. His work is complete after three years of constant experiment and work and the product of his labor is ready to be placed on the market.

The horn is a stepped horn, each step representing a note or half note, consequently he can have as many octaves as are required. The purpose of his invention is to amplify and at the same time to retain all of the sweetness and naturalness of tone. The vibrations created by the diaphragm passing through an acoustic chamber into the horn, readily find such portions of the horn as are in sympathy, thereby giving a true and natural reproduction of great volume.

It is said that Mr. Smith was granted a patent on his invention, only after a personal visit to Washington and an actual demonstration there. The government officials did not believe that it would be possible to construct a device of one piece of metal that could be made to give forth various tones, hence a demonstration was required. The simple running of one's finger over the horn proves its capability of giving forth the various tones and the vibrations ring for some time after.

While the present experimental horn is made of brass, Mr. Smith believes it is possible to use other materials in their construction. Soft steel, tempered, he believes will make an excellent horn and he thinks it may even be possible to construct a wooden horn on these same lines.

The device on exhibition at Alden & Bidinger's is attached to a Victor machine, but Mr. Smith has on exhibition at his home one of his horns fitted up in cabinet form and used in connection with a sounding board that gives the horn still greater freedom of vibration. The cabinet is very ingeniously arranged so that either cylinder or disc machines can be readily played through it with slight changes.

There are others

Making Record Cabinets and good ones at that. We grant **You** this but no one is making any better Cabinets than we are and few as good. Looking back ten years We find most of the accounts We then had still buying Cabinets of Us. You know there is a reason. We will tell you why they continue to buy:

- | | |
|------------------------------------|----------------------|
| 1. Attractive Designs | 2. Fine Cabinet Work |
| 3. Excellent Interior Arrangements | |
| 4. Unexcelled Finish | 5. Low Prices |

You will like UDELL CABINETS and every sale will make **You** a satisfied customer.

We make them (Cabinets) for Disc and Cylinder Records.

CATALOG? LOWEST QUOTATIONS? PLEASE ADDRESS

The Udell Works, Indianapolis, Ind.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., May 8, 1909.

PROCESS OF MAKING SOUND-RECORDS. John O. Prescott, Summit, N. J. Patent No. 913,765.

The object of this invention is to provide an improved process of producing duplicate sound-records from an original record having a record-groove cut therein in any suitable manner, as by means of a cutting stylus vibrated by sound waves while traveling over the record.

The invention relates more particularly to the production of duplicate sound-records of the disc type having a laterally undulating record-groove therein, but is not limited in this respect. The improved process involves the provision of a tablet in which the original sound-record is cut differing from those heretofore used in that it



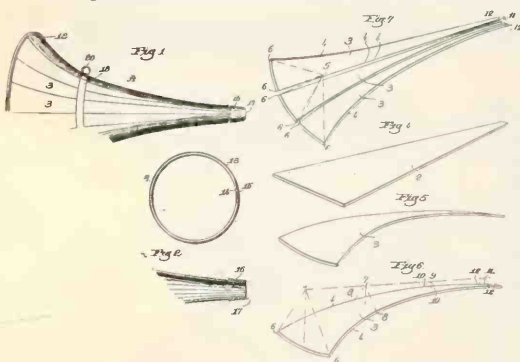
will withstand changes of temperature of considerable degree without injury.

By this process, one or all of the expensive operations of electroplating may be entirely eliminated and duplicate records equally as good as those made by the process heretofore practiced are obtained. Furthermore, less time is required to produce the duplicate records as the original record is ready to have the matrix formed thereon as soon as it is cut and as the casting operation requires much less time than electroplating.

HORN FOR TALKING MACHINES. Stanislaus Moss, Philadelphia, Pa., assignor to Sheip & Vandegrift, Inc., same place. Patent No. 889,480.

This invention relates to horns for talking machines.

In order that sound waves may be produced or transmitted with substantial perfection, it is essential that the transmitting instrument shall offer no obstruction to the free vibratory or other sound-wave movements, and that its transmitting surface present no abrupt or angular change of direction, either in the line of transmission or transverse thereto. It is of importance also that the transmitting instrument itself shall not give forth vibrations calculated to interfere with the sound waves, all as well understood by those skilled in the art. These considerations are particularly true in the production and transmission of musical tones, so much so that even slight interference with the true sound-wave



movements, either by abrupt angular changes in direction of transmission by the horn itself, or cordant vibrations in the horn material, becomes a matter of serious objection.

It has been proposed heretofore to construct horns for sound reproducing machines of metal either of a single piece or number of pieces joined together by a seam extending longitudinally of the horn. The metallic vibration interjected by such horns is well recognized, and the joints or seams offer objectionable interruptions to the sound waves. It has also been proposed to form horns of wooden strips laid together in two or more layers or plies to break joints, the strips of the several plies mutually contributing to hold the strips of the other from separation at their edge points. In such veneer construction, however, strips forming the inner ply, along the surface of which the sound waves travel, are

not transversely curved into a true circle as prescribed by the dimensions of the horn at any point in its axial length, and, moreover, there is an interruption in the continuity of the inner horn surface near the flare of the horn where the outer strips cover the spaces between the edges of the inner strips, with the result that there is an objectionable interference with the transmitted sound. It has been further proposed to form phonographic horns of a single ply or layer of strips by assembling a number of the strips and then subjecting them to endwise and lateral compression to secure the desired horn contour, but in such construction the edges of the strips do not present surfaces which can be brought into close union and joined, the result being that the strips separate along their adjacent edges. Moreover, in this construction the individual strips do not present true circular curves throughout the axial length of the horn.

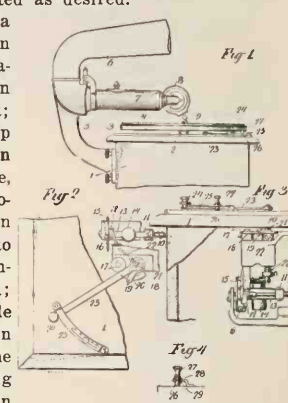
With these briefly stated considerations in view the present invention has for its object to provide a phonographic or like horn which shall be free from the objections noted, and present a structure formed of a single layer of thin wooden strips, which, previous to being assembled, are permanently bent longitudinally and transversely to give to the horn its proper longitudinal shape and transverse circular form, and wherein also the edges of the strips are beveled to present each to the adjoining strip, a contacting surface susceptible of being permanently connected throughout with no interiorly projecting interruptions to the sound waves either transversely or longitudinally.

In the drawings:—Figure 1 is a side perspective view of a horn embodying the features of the present invention; Fig. 2 is a central longitudinal section thereof; Fig. 3 is a detail view of the strengthening hoop which is secured to the flaring end of the horn; Fig. 4 is a perspective view of one of the wooden blanks prior to being bent longitudinally and transversely; Fig. 5 is a similar view of the blank of Fig. 4 after being permanently bent longitudinally and transversely, but prior to the bevel formation of its longitudinal edges; Fig. 6 is a view similar to Fig. 5, showing the previously bent strip provided with the radially beveled edges; and Fig. 7 is a perspective view of three of these permanently bent strips showing how they are assembled with the radially beveled edges face to face.

TALKING-MACHINE MECHANISM. Thomas Kraemer, Philadelphia, Pa., assignor to the Hawthorne & Sheble Mfg. Co., same place. Patent No. 913,828.

This invention relates to talking machines and is directed to the provision of improved means for controlling the rotation of the record, whereby such rotation may be started and stopped and its speed regulated as desired.

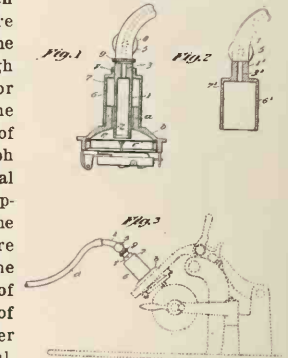
Figure 1 is a view in elevation of a talking machine broken away in part; Fig. 2 is a top view of a portion of the machine, having the motor-box broken away in part to show the governing mechanism; Fig. 3 is a side view of a portion of the machine with the casing similarly broken away; and Fig. 4 is a detail view.



SOUND-MODIFIER. Alexander N. Pierman, Newark, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 917,654.

This invention has for its object the provision of means for eliminating harsh or disagreeable sounds which sometimes accompany phonographic reproduction and which are particularly unpleasant when the sounds are received by the hearer through ear tubes, as for example, in the ordinary use of the phonograph for commercial purposes.

It appears that the tones which are produced by the central portion of the diaphragm of the reproducer are purer in quality and freer from vibrations which produce the harsh sounds above referred to, than those which emanate from other portions of the diaphragm, and it is therefore the object more particularly to provide means whereby the vibrations from the center of the diaphragm are transmitted to the



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Rockford Cabinet Co., 1920-30 12th Street, Rockford, Ill.

hearer while the vibrations from other portions of the diaphragm are largely if not entirely eliminated. This invention also includes means for varying or regulating the strength or volume of the sounds produced whereby an adjustment may be secured to adapt the reproduction to the ear of any particular listener.

Reference is hereby made to the accompanying drawing of which Figure 1 is a side elevation, partly in axial section, of a phonograph reproducer with one form of invention applied thereto; Fig. 2 is a side elevation, partly in section, of a modification of the invention; Fig. 3 is a side elevation showing in dotted lines a phonograph of the Edison Commercial type with the device of Fig. 1 applied thereto and provided with a flexible ear tube.

PHONOGRAPH HORN. George W. Duncan, Chicago, Ill. Patent No. 914,934.

This invention relates to acoustics, and is particularly directed to the improvement in the acoustic products of phonograph or graphophone horns, speaking tubes or megaphones.

The object of the invention is to provide a device of this character which will be efficient in operation and cheap to manufacture; which will have its tone properly modulated to eliminate all harsh, squeaky and unpleasant noises so that the pure mellow notes of the voice or instrument are reproduced approximately in the form and tone of their original production.

Heretofore this inventor claims there has been no horn produced which does not at some time give forth blares which usually spoil the whole rendition.

It is the object of the invention to obviate this difficulty and others inherent in the present type of graphophone horns, and broadly speaking consists in applying to the horn a dampening device and an accentuator or tone producer in the form of a rib or partition placed in the horn in the form of the human vocal chords.

In the accompanying drawing, Fig. 1 is a side elevation, Fig. 2 is a longitudinal section therethrough, Fig. 3 is a transverse section on the line 3-3 of Fig. 1, Fig. 4 is a detail perspective view of the vocal piece removed from the horn, and Fig. 5 is a fragmentary section showing the modification.

PHONOGRAPH-HORN. Adelbert Theo. Edward Wangemann, West Orange, N. J., assignor to the New Jersey Patent Co., same place. Patent No. 913,930.

The present invention has for its object the production of a horn for use

with phonographs and similar instruments which will produce a more perfect combination of tones and overtones than horns previously made, so that when used for recording purposes, the elevations and depressions constituting the sound record will correspond more accurately to the actual

tones and overtones given out by the instruments or voice producing the sounds, and when used for reproducing will produce such tones and overtones in more accurate proportions than horns previously known. It is well known that in order to produce pleasing sounds practically all the sound-waves produced at a given time should reach the ear at the same instant. Now in the case of phonographic reproduction, it is believed,

that the reproducer diaphragm sets up in the sound-box waves traveling in almost every direction, so that two principal classes of waves issue therefrom into the resonating horn, namely those which travel in a direction parallel or slightly inclined to the axis of the horn, and which may be called direct waves and those whose direction of travel is considerably inclined to said axis, and which are termed "cross vibrations."

It is obvious that since the path of travel of the cross vibrations is longer than that of the direct vibrations, they will reach the listener later than the direct and thereby produce an unpleasant effect of rumbling sound; they will cover up and destroy and counteract a number of the direct waves. This invention has for its further object the elimination of all or a large part of said cross vibrations, or the conversion thereof into direct waves.

Reference is hereby made to the accompanying drawing in which Figure 1 illustrates one form of horn constructed in accordance with the invention. Fig. 2 illustrates a modification. Figs. 3, 4 and 5 are sectional detail views.

AMPLIFYING HORN. John H. B. Conger, Newark, N. J., assignor to the Tea Tray Co., same place. Patent No. 917,252.

The objects of this invention are to provide an amplifying horn flaring upon curved lines which shall be composed of transverse sections, each comprising a seamless or circumferentially integral band; to thus reduce the number of parts or pieces in such a horn and secure fewer seams; to enable a horn flaring on curved lines to be made collapsible; to provide interchangeable sections for the small end of the horn so that the main body of the horn can be used

for different talking machines, and to secure other advantages and results as may be brought out in the following description.

Referring to the accompanying drawings, in which like numerals of reference indicate corresponding parts in each of the several figures,

Figure 1 is a side elevation, partly in central vertical section, of a horn of improved construction; Fig. 2 is a plan of the same; Fig. 3 is a view similar to Fig. 1 except that the horn sections are shown detachably united, and Fig. 4 shows a small end section adapted to replace the one shown in Fig. 3 for certain kinds of talking machines.

PHONOGRAPH HORN. George Benjamin, Philadelphia, Pa., and William Handley, Camden, N. J. Patent No. 917,404.

This invention relates to the production of a horn for use in talking machines and is designed especially to overcome the serious objection of the metallic sound common to many horns; to provide a

horn very light in weight and at the same time very durable.

In the accompanying drawing is shown in Figure 1 a side view, and in Fig. 2 a sectional view of a horn made in accordance with this invention. Fig. 3 represents a sectional view of a horn having a sound-box. Fig. 4 is a detail view of the bridge.

SOUND-BOX FOR TALKING MACHINES. Henri Jarde, New York. Patent No. 917,076.

The object of this invention is the devising of

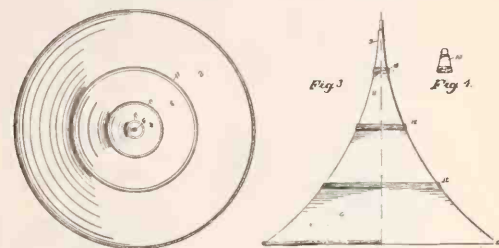
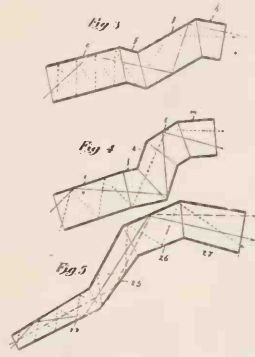
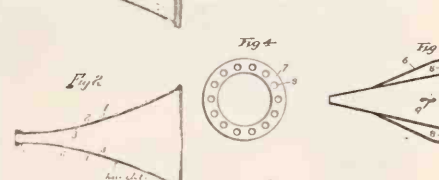


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SOUND-BOX FOR TALKING MACHINES. Henri Jarde, New York. Patent No. 917,076.

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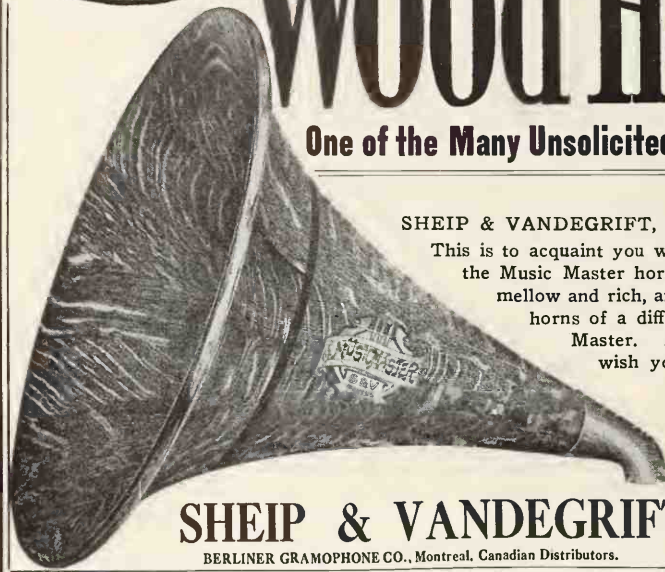
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suitable mechanism for retaining the needle arm in a sound-box of a talking machine whereby it is feasible to employ a diaphragm for the sound-box made from suitable cardboard in place of the more expensive mica diaphragm commonly used. While the inventor's endeavors have been directed with this end in view, the construction employed, however, is capable of operating the needle-arm in conjunction with a mica diaphragm also, but better results are obtainable with an inexpensive disc of card-board. In like manner the mechanisms employed in the several sound-boxes in common use may be used in conjunction with card-board diaphragms, but not with the good results realized when they are used with mica diaphragms.

The distinguishing novel feature in this reproducer or sound-box is in the employment of a thin strip of metal preferably of steel and in the manner of securing it to posts or lugs that extend from the sound-box for that purpose. Upon this strip is mounted the needle arm. The tension of the steel strip is adjustable and the part of the strip on either side of the needle arm and between the posts is reduced in cross-section. The needle arm is snugly fitted upon the strip, and the contracted portion of the strip each side of the arm act as resilient pivotal connections for the needle arm.

Referring to the drawings: Figure 1 is a perspective view of the complete sound-box. Fig. 2 is a vertical sectional view; Fig. 3 is a broken front view partly a sectional view. Fig. 4 is a broken plan view partly a sectional view.

SOUND-REPRODUCING INSTRUMENT. Overend G. Rose, Camo Meeker, Cal. Patent No. 916,603.

In an application for Letters Patent of the United States of recent date there was described a focusing and analyzing device for sound waves comprising a box or chamber having therein a focusing and analyzing disc arranged at right angles to the course of the sound waves, and having the function of focusing the sound waves and analyzing and splitting them up so that, as reproduced, the sounds will occupy the same relative positions which they occupied when originally played or otherwise produced when making the original record.

The present invention relates particularly to the combination of the focusing and analyzing device of the character just mentioned with a hollow or tubular extension whereby the device may be directly associated with the reproducing instrument without the intervention of a horn. This connecting member, with the analyzing device, may be attached to either a disc or a cylinder talking machine. They will take the place of the horn and analyze, focus, and augment the sounds from the reproducer.

In the accompanying drawings—Figure 1 is a longitudinal sectional view through one embodiment of the invention; Fig. 2 is a cross-sectional view through the device of Fig. 1; and Fig. 3 is a modified form of the apparatus.

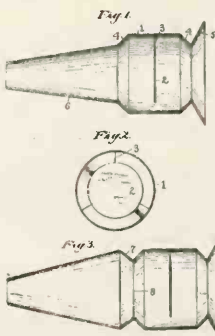
In these drawings 1 indicates the sound-box or chamber in which is arranged the focusing and analyzing disc or diaphragm 2 which is held by hair-like wires 3 which are taut and hold the disc in a manner to be sensitive to the finest sound waves. The box at each end is of conical form, as at 4, and at the end from which the sounds are emitted the conical portion 4 connects with a flaring truncated conical extension 5,

which is of larger diameter than the box and serves as a reflector for the sound waves. At the other end the box is provided with a hollow extension 6 of preferably conical form tapering outwardly so that its smaller end is of such a diameter as will enable it to be attached to the reproducing instrument. The larger end of this conical extension coincides in diameter with the opening of the truncated end of the box, and forms with it an annular diaphragm or opening for the sound waves to enter, as in the device described in the application above referred to.

Instead of the form shown in Fig. 1, is provided intermediate the sound-box and the conical extension or connecting tube, an inverted truncated conical portion 7 Fig. 3. This also provides an opening or air diaphragm at 8 through which the sound waves pass before striding the analyzing disc. It is preferred, however, the form shown in Fig. 1, as the sound waves will be conducted by the tubular extension 6 directly to the sound-box. The tubular extension 6 is designed for direct attachment to the reproducing machine, and, as a result of this use the reproduced sounds are as loud as when the sound-box is used with the ordinary horn. The additional advantage of compactness and simplicity is secured, it being possible to pack the device within a small compass.

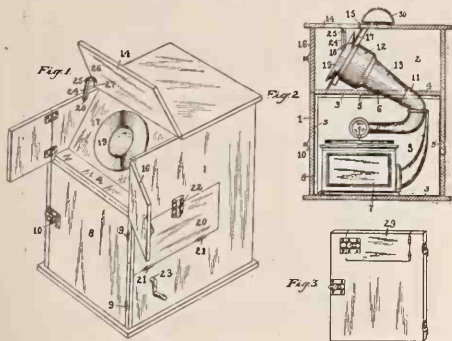
CABINET FOR SOUND-REPRODUCING APPARATUS. Overend G. Rose, Camp Meeker, Cal. Patent No. 916,604.

This invention relates to appliances for use with sound-reproducing apparatus, and concerns particularly a cabinet or casing for containing the sound-reproducing apparatus and the parts associated therewith whereby the horn, sound-box or equivalent device may be properly arranged in relation to the sound-reproducing machine, and whereby also the sound-reproducing machine may be completely inclosed, together with its associated delivering device, one object which is attained by this invention being that the scratching noise of the needle and the operation of the machinery will be eliminated from



the sound as delivered from the horn or sound-box, and another object attained is the facility with which the horn, sound-box, analyzer, or focusing device may be associated with the reproducing instrument.

By the use of the cabinet of the present invention the inventor is enabled to quickly convert any tapering tone arm disc machine or a machine known as the new Columbia tapering tone arm cylinder machine into a so-called horn-



less talking machine, and yet this invention can, if desired, be used with an ordinary horn with or without sound-box attachment, or the sound-box attachment can be used without a horn of ordinary form.

In the drawings—Figure 1 is a perspective view of a cabinet built according to the invention, the parts being adjusted for use; Fig. 2 is a vertical sectional view of the cabinet with the reproducing machine and sound-box in place therein and in elevation; and Fig. 3 is a detail view

of a modified form of front door for the cabinet. GRAMOPHONE. Henry F. Pektier, Columbus, O. Patent No. 917,790.

The chief objects of this invention are first to provide an improved brake for stopping the record upon the completion of the reproduction and second to provide means for automatically cleaning the record during the reproducing operation.

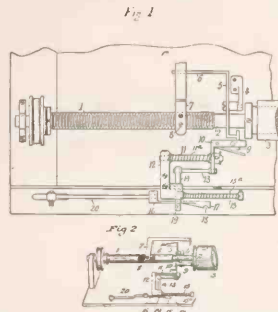
In the accompanying drawings—Fig. 1 is a plan view with parts broken out; Fig. 2 is a side elevation; Fig. 3 is a detail in plan of the braking mechanism on a larger scale than exhibited in Fig. 1; Fig. 4 is a detail in elevation looking to the left Fig. 3.

STOP FOR PHONOGRAPHS. Paul Bastian, Stuttgart, Germany, assignor to Wilhelm Reclam, same place. Patent No. 916,973.

The object of the invention is to provide a reliable stop for automatically arresting the rotation of the phonograph cylinder at the end of each tune and thus prevent over-running or damage to the reproducing mechanism thereof.

The annexed drawings illustrate the invention as applied to a phonograph of which are shown only the parts immediately connected with the automatic stop-mechanism, viz.: a portion of the record cylinder, mandrel, operating screw shaft

and pulley and a portion of the arm on the screw shaft for working the sound-box. Figure 1 is a



plan; and Fig. 2 is a perspective view of the parts mentioned.

May 1 Joseph Landay, father of James B. and Max Landay, of Landay Bros., New York, accompanied by his wife, sailed for Europe on the American liner "St. Louis." Mrs. Landay is going to Scotland to visit her daughter.

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A Good Mixer Is Always Warmly Welcomed—
He Radiates Sunshine and Helps Trade.

If there is any one class of men in the world noted for charity, good fellowship and sound judgment, that class is the traveling man. Ask any person who has traveled over the country a lot who he would rather go to for advice or for help in time of trouble, and with a very few exceptions he will say "a salesman" without an instant's hesitation.

Many people, undoubtedly, wonder why the average traveling man has this sort of a disposition, but if they stop to think the answer will come. Undoubtedly it takes this kind of a man to be successful in this particular line of business. He has to be a mixer, one who has the power and is inclined to sympathize with all classes of men, and it is the mixing quality that gives him the reputation for good that he is.

Welton S. Stilwell in writing on the subject of a mixer without doubt describes the greater number of traveling men. He says in part:

"According to Webster, a mixer is one who mixes, and to mix is to blend into a mass. There are mixed marriages, mixed trains, mixed brains, and the individual who helps involve the latter by mixed drinks.

"Have none of them.

"The kind of a mixer we are after is the man who can properly mix with his fellows, for his name spells success in any walk of life.

"You have met the mixer and have been charmed by his personality. You perhaps noticed his sympathy in mirth and in sorrow, in gladness and in regret, that was as naturally tender and inspiring as a mother's caress. You thought, as potentate or peasant might think, that he was one of your exact class and kind. The mixer is a living inspiration—an example of unwarped mentality. He is armed with the candor of his honesty to himself and is invulnerable to all the shafts of malice. He fears no harm, for he knows it not. There lives no man with the temerity to affront him, for he is covered with chain mail of good fellowship. He rides on the tide of popular approval, for he is a man.

"The mixer is an accomplished listener. The subject of your tale of woe loses its sting and presents a brighter face in his reflected sympathy. Your little joke finds happier expression, flows smoother from your lips, abounds in heartier humor and finds its climax whetted to a keener point when he is there to hear.

"In every walk of life the mixer is the leaven of the masses. Without him humanity wouldn't fit and would pull itself askew. He is the whole set of tools—the plumb, the level and the square—that keeps the fabric of society from collapsing by its own horrid incongruity.

"An odd fact about the mixer is expressed in the varying opinions of various people. To his intimates he is a chameleon, for he wraps the hue of his environment about him and fits the exact time and place. The priest finds him sedate and contemplative; the merchant recognizes his innate selling force; the actor wonders what

freak of circumstance deprived the stage of its own; the inventor discovers his latent talent which might yet startle a world; the little child knows not that he is matured, and old age accepts him as its staff.

"He is cosmopolitan.

"The mixer's capital is tact, and it should be ours. From its acquirement comes the attainment of life's dream. It is the meter of sympathy and the thermostat of his heart. Tact is the sensitive mental finger which finds the pulse of the moment and lets our own throb in perfect unison."

MOTION PICTURES IN NEW ROLE.

Aid Father in Tracing His Runaway Daughter
—Reconciliation Effected.

The moving-picture film has been discovered in a new role, that of restoring his lost daughter to an Up-State business man. The father had come to New York on a buying trip and to kill some spare time visited a moving-picture show.

He had sat listless and indifferent while several motion pictures had been projected upon the screen, but as a new subject was started he half rose to his feet and watched the action intently. He felt there could be no mistake. The girl playing the maid part in the picture could not possibly resemble his own lost daughter so closely without being she. To reassure himself, however, he stayed to see the film exhibited again and to make certain of its manufacture. The manager of the theater gave him the address of the company that manufactured the pictures and he called upon the proprietors in New York. He was given an opportunity to see the performers engaged in their work of producing pictures and in that way came face to face with his daughter.

She recognized her father, and when taxed admitted her identity. She said she had tired of her work in the small town, and with another girl ran away to New York, where they became affiliated with the stage. After a more or less successful career in minor parts with various dramatic companies, the girl accepted steady employment with the picture concerns, and is at present earning good pay. She assured her father that she will return home for a vacation this summer, her only reason for not doing so before being through fear that she might not be permitted to return to her work.

The father is overjoyed to know that his daughter is well and happy, and is willing that she shall continue her present employment as long as he knows her whereabouts.

Gattegno, Raphael & Co., of 141 Park Row, are certainly making a name for themselves in turning out postal cards at remarkably interesting prices. They make a specialty of handsome embossed cards in sceneries, comiques, floral designs, landscapes, birthday greetings, which are skilfully and artistically finished in Bromide hand colored. Besides the above lines this concern carry a complete assortment of imported stock of velvet and celluloid finished cards which sell at retail from 5c. up to \$1 each. Samples and quotations will be cheerfully furnished on application.

BUSINESS HELD UP.

The Tariff Discussion Is Holding Up Trade in
Every Section of the Country—Delay Still
Looked For—What Causes the Trouble.

The chances that the tariff bill will be given to the country by June 1 are now, in the opinion of several members of the Senate's Finance Committee, decidedly few and, in fact, any encouragement to that end has been practically given up this week. In the opinion of Senate leaders, the issues that are to be raised in regard to numerous important items of the bill, taken in connection with the controversy being waged over the revenue producing capacity of the proposed measure, and also the discussion over the income tax, will tend to keep the bill before the Senate during, at least, the entire month of May. Hence, with about two weeks given in consideration by the House and in "conference," it is not considered probable that the bill can become a law much before July 1 next.

The lines are now seen to be quite clearly drawn and defined and a glance makes apparent the difficulties with which the Senate administration forces will be confronted in their endeavors to crowd the bill through at the earlier date.

Practically these lines are drawn upon two issues: (a) That the bill as now written will not supply sufficient revenue; (b) that it does not make for a genuine downward revision of the existing rates.

The issue raised regarding the necessity for more revenue is supported by the movement now in full swing among a number of Republicans to bring about reductions in the Aldrich schedules upon some of the most important items such as cotton and woolen manufactures, etc.

Senator Dolliver, of Iowa, and Senator Nelson, of Minnesota, two leading Republicans, are at present perhaps the most prominent members of their party in opposition to the pending bill. Other Senators on the Republican side who might be named as in revolt against the Aldrich measure are Senators Cummins, Dixon, Brown, Bristow, Crawford, La Follette and Beveridge. All these Senators are insisting on a downward revision, and pointing out that the pending bill does not, in respect to important schedules, accomplish this revision downward.

This disposition of men like Dolliver and Nelson to revolt against the bill, taken in connection with the income tax movement, seems likely to portend the warmest kind of a controversy in the Senate before the bill is "put through," and it certainly looks as if important changes will be made in the rates now scheduled in the Aldrich measure.

Senator Aldrich, however, be it remembered, is regarded as a shrewd, far-seeing and astute leader and it is therefore expected that he will find some way to make concessions here and there which will have a tendency to quiet those Senators who are insistent that the bill is unsatisfactory, and in this way considerably smooth out the road for the passage of the bill.

Just now, however as indicated, the outlook is for a rather stormy time until the clashing interests come to an understanding.



THE SIDE LINE SECTION

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NEW YORK, MAY 15, 1909

KEEP EVERLASTINGLY AT IT.

One Stroke May Not be Felt But Steady Pounding Will Win.

"One stroke of a bell in a thick fog gives no lasting impression of its location, but when followed by repeated strokes at regular intervals the darkest night cannot conceal its whereabouts." It is the continuous work that brings success in everything. It is ill advised to change salesmen unless the change must, perforce, be an unquestioned improvement and the business unequivocally improved thereby. It is the continuous growth, following and development that makes a sales force valuable to the firm; it is the "continuous stroke of the bell" that draws people back to the salesman who executed his part of the work to a satisfactory and profitable finish.

Often when a customer visits a store for an article which he is accustomed to find in a certain space and he finds the whole department has been moved to another section of the building, he loses his interest and drifts out of the store; he is rarely in a mood or has the time to explore unknown regions. This condition doesn't hold in the case of a new customer; he isn't familiar with the place and there is no disappointment.

"The continuous stroke of the bell" is important in advertising—in either the wholesale or retail trade—and when a man is sure he has the correct medium for his business his regular announcements to his customers should be considered as necessary as the appropriation for the rent, and they should be classed as an imperative expense, not as a luxury that might be cut out when the exchequer is at a low ebb. The smaller the bank balance the larger the advertising appropriation. It is the insistent, tireless, regular work in any department that counts.

On the road it is the regular visitor who has the advantage; the trade expects the man who calls regularly and the buyers are glad to save business for him. The momentum of a business often keeps it producing dividends long after the genius that inspired it has withdrawn its support. Continuous industry wins. Don't forget it when discouraged.

STAND BY GOOD MEN.

Encourage the Loyal—Put Blame Where It Belongs—Stimulate Good Work on the Part of the Salesmen.

All too often the merchant burdened with his particular cares grumbles about the difficulty of securing competent help. All too seldom does he stop long enough to bring to his mind the loyalty some of his force manifest. And he lets his mind brood over the shortcomings of the one or the other who has not "made good." Truth is, that brainy, able men are always scarce. That is to say, they are seldom "looking for a job." And only in rare cases can such be had cheaply. The man who is extraordinarily capable learns his worth and exacts good pay, else starts out for himself and perhaps becomes your competitor.

Before you grumble about this, that or the other member of your organization, consider whether you had a right to expect better work from the clerk at the salary paid him.

Think also whether you saw to it that the in-

centive of probable substantial advancement was there to spur on the "best work" you had expected. Also consider whether your leadership affords opportunity for learning how to grasp and appreciate the business situations you expect your clerks to master.

Remember that if you "jump on" a man for having in a certain case taken the initiative you must not expect him to attempt it again in a hurry. Men with initiative are even scarcer than brainy men. They are to be cultivated, and if at their first attempt an error in judgment appear, let them down easy. Show them where their mistake comes in; but be careful not to discourage the now riper use of the rare and desirable quality. For by too severe a reprimand you may choke the ambition and then you will have just cause to grumble—perhaps for a long while to come.

ARE TIPS GRAFT?

One Writer Says the Custom Should be Abolished and Presents Arguments in Support of His Theory—The World Does Not Agree With the Writer.

Let us abolish tips. It is a disgusting, degrading, demoralizing habit. Those who receive tips are cheapened in the eyes of the tip giver. They are looked down upon and are regarded, in Kiplingesque, as belonging to "the lesser breeds without the law." It is seldom that tips are given willingly, unless, perhaps, it is by salesmen whose expenses are charged to the house. When tipping a railway porter, for instance, one instinctively feels that the octopus management has "put one over us." We feel that the railway company charges us full price for service to begin with and then places us at the mercy of a blackmailing blackman who must be placated with a bit o' siller. It is the same in hotels and restaurants. One does not have to give a tip if one never intends to visit that restaurant again. But woe unto the patron who neglects to give a tip and asks for service a second time. We do not object so much to indirect taxation. Most of us would rather pay the restaurant or hotel management the full price for service and let the waiter be given honest wages. We cannot help but look down upon tip-taking porters, waiters, barbers and the rest. Real quality waiters and barbers scorn tips. They realize that to accept them is contrary to man-building laws. The tip taker always has a cringing, supplicating, whining air. The tip taker is not a real man. Oftentimes he is but a poor imitation of the real thing. And don't forget this: The tip giver is as bad as the tip taker, just as the bribe giver is as bad as the bribe taker. And what is tipping but a species of bribery? The patron who gives the biggest tips gets the best service in a hotel, just as the corporation that pays the most graft money gets the greatest privileges in a city whose aldermen are of the tip-taking kind. This tipping habit ruins all through our business life. It ought to be stamped out. The movement should be started by the railroads and hotels and restaurants voluntarily. These places would then get more efficient helpers. And, although I am no believer in legislation as a cure-all for social diseases, I do believe that a national anti-tipping law would prove of much value, writes Thomas Dreier in The Traveling Man. Now Mr. Dreier may have a lot of supporters but the man at the World wheel is not among them. He believes in tipping, that when a man has rendered a special service he is entitled to some recompense for it, but the habit is carried to an extreme point in many cases.

WORRY THE DESTROYER—CUT IT OUT.

As not a few ailments complained of can be traced to worry, it behooves us to guard ourselves against this enemy—the destroyer of health. Worry injures sometimes beyond repair certain cells of the brain; and the brain being the nutriment center of the body, it

naturally follows that other organs become affected. Like a thief in the night who so treacherously disregards the occupant of the house he intends to pilfer, so does worry creep into the bodily structure and does its terrible work of destroying it.

The very fact that worry can destroy the brain cells, which are, so to speak, the commanding officers of mental power, health and motion, should be a sufficient ground for us to try our utmost not to permit ourselves to be connected in any way with this health destroyer. We like to add here that when worry manifests itself at intervals, the brain may cope with it; but the perpetual kind we should guard against, for this is the destroyer of health.

BUSINESS TROUBLES.

A petition in bankruptcy has been filed against the American Art Metal Novelty Co., of 304 East Twenty-third street, New York City. It is alleged that the company is insolvent and made preferential payments. The liabilities are not given but the assets are estimated at \$5,000.

A petition in bankruptcy has been filed against the National Materials Co., dealers in cameras, photo supplies, etc., at 49 West Twenty-eighth street, New York City. The liabilities are estimated at \$4,500, with no assets given.

A petition in bankruptcy has been filed against the Burham Safety Razor Co., manufacturers of safety razors, of No. 64 Murray street, by Carell & Henkel, attorneys for Edward Connors, a creditor, for \$561 for money loaned. It is alleged that the company is insolvent and made preferential payments of \$206. Judge Holt appointed Henry B. Barnes, Jr., receiver, with a bond of \$500. It was stated that there is a stock of razors on hand worth about \$1,000 and some outstanding accounts. The company was incorporated Feb. 28, 1908, with capital stock \$50,000, and it was said that \$6,000 cash was invested in the business, which did not prove profitable. The company was organized by a number of well-known men who had been in the liquor line. Lawrence Mulligan, half brother of Senator Timothy D. Sullivan, became president; Daniel Mulcahy, vice-president, and Edward Connors, treasurer, who resigned some time ago. One cause of the bankruptcy was that the company could not make the razor blades sharp enough and had to buy them from another concern, which absorbed all the profit.

Schedules in bankruptcy of the Vitak Company, manufacturer of moving picture machines at 180 Lafayette street, show liabilities of \$13,647 and nominal assets of \$7,120, consisting of stock, \$3,285; machinery, dies and office furniture, \$3,452; accounts, \$358, and a note for \$25. Among the creditors are C. A. Hayden, president, \$2,152; J. H. Hayden, \$2,278; W. E. Waddell, \$2,663; T. M. Hardesty, \$2,056, all for services; D. G. Plumb, Newark, \$1,295, merchandise; Mrs. C. A. Vilas, Chicago, \$1,500, money advanced, secured by 1,500 machines, and William B. Hayden, Catskill, N. Y., \$800, money loaned, secured by 500 machines.

ORDERS THAT PAY.

Some salesmen take orders every day—they are natural salesmen—have a winning personality and so they get along after a fashion, until they learn that the percentage of profit they are making is not a paying one; or, until so-called hard times come, which is the unhealthy or abnormal condition of business. Then they learn that the orders that come easiest pay the least percentage of profit; that the lines that pay require the greatest effort, and that they know very little about real salesmanship.—Rahming.

DON'T LOSE YOUR TEMPER.

"Remember that when you're right you can afford to keep your temper, and that when you're wrong you can't afford to lose it."



TRADE MARK
Gillette
 KNOWN THE WORLD OVER

The greatest specialty ever carried by a retail store—is the verdict of thousands of dealers—concerning the New Pocket Edition Gillette Safety Razor. The demand is astonishing. Sales over the retail counter are breaking all records. Every old Gillette user wants the Pocket Edition and it makes new friends at sight.

The set consists of handle and blade box, either triple silver-plated or 14k. gold-plated.

The Pocket case is of gold, silver or gun metal, plain polished or richly engraved in Floral or Empire designs. It is so neat and compact that it will slip into the side of a travelling bag—the blades are fine. Prices, \$5.00 to \$7.50.

Aside from the sales of the razor, the business in blades is a steady income for a store.

Two additions to the Gillette line this season are the Gillette Shaving Brush—a Brush of Gillette quality, bristles gripped in hard rubber; and the Gillette Shaving Stick—a soap worthy of the Gillette Safety Razor. The stick is enclosed in a sanitary nickel box; both soap and brush are packed in attractive cartons. They will be welcomed by Gillette users everywhere.

Special showcase supplied with initial order for a hundred dollars' worth of goods. Write us for full information. Get our suggestions on popular assortment. Talk to your jobber about it.

Canadian Office:
 63 St. Alexander St., Montreal
 London Office:
 17 Holborn Viaduct, E. C.

GILLETTE SALES CO.
 519 Kimball Building, Boston
 Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
 Chicago: Stock Exchange Building

Gillette Safety Razor
 NO STOPPING NO HOPEING

HOW INITIATIVE PAYS.

Don't Wait to be Told What to Do but Use Brains—The Valuable Employee Does Not Confine Himself to Routine but Hustles on His Own Account.

The clerk or other employe who does nothing until he is told to do it, is not living up to either the letter or the spirit of his contract with his employer.

"Initiative," says an old merchant, "is simply the willingness and ability on the part of an employe to do things that are not simply routine, to do things he is not told to do, to look for opportunities to help the boss or to improve the business wherever possible.

"The employe who has no initiative in his make-up is going around a circle, and when you go around a circle you don't go forward. There is no one thing outside of honesty, ability and hard work that will help the employe to go forward like initiative. In every great business there are many opportunities for an employe to do things he is not told to do, and when an employe gets the initiative habit he is not long in attracting the attention of the boss.

"Look over the work you are doing, study the matter carefully, figure out some plan whereby the value of the work you are doing will be increased. Find a chance to lessen the expense in your department. Put into practice some idea that will increase the receipts. Acquaint yourself with the operations of other employes in similar work. Wherever you find a plan better than yours, take advantage of it. Keep your eyes wide open and you will find many opportunities for doing things you are not told to do. Every employe should carry out to the letter the directions given him by the boss, and in addition to this he should have initiative, which is doing things the boss did not tell him."

CHEERFUL STATISTICS.

Some Reasons Why the Pessimist Should Take to Cover Now That Spring Is Here.

If any doubter still lives who thinks there is any reason why improved business conditions should not come with leaps and bounds, let him refresh his soul by perusal of the following paragraphs:

The United States annually produces more corn than all other countries of the world combined—2,927,000,000 out of 3,888,000,000 bushels.

The United States annually produces more wheat than any other country in the world—634,000,000 out of 3,108,000,000 bushels.

The United States annually exports more wheat flour than all the other countries of the world combined—15,000,000 out of 26,000,000 bushels.

The United States annually exports more wheat including wheat flour, than any other country in the world—146,000,000 out of 646,000,000 bushels.

The United States annually produces more oats than any other country in the world—754,000,000 out of 3,582,000,000 bushels.

The United States annually produces more cotton than all the other countries of the world—13,000,000 out of 20,000,000 bales, and also exports more cotton than does all the rest of the world—9,000,000 out of 13,000,000 bales.

The United States annually exports more cottonseed oil than all the other countries of the world combined—42,000,000 out of 52,000,000 gallons.

The United States annually produces more tobacco than any other country in the world—690,000,000 out of 2,201,000,000 pounds.

The United States annually produces more flaxseed than any other country in the world—25,000,000 out of 87,000,000 bushels.

The United States annually produces more hops than any other country in the world—57,000,000 out of 211,000,000 pounds.

The United States annually exports more oilcake and oilcake meal than any other country in the world—2,063,000,000 out of 4,913,000,000 pounds.

The United States annually exports more rosin than all the other countries of the world—717,000,000 out of 846,000,000 pounds.

The United States annually exports more spirits of turpentine than all the other countries of the world—16,000,000 out of 24,000,000 gallons.

The United States has more (22,244,446) dairy cows than any other country in the world; more horses, 23,000,532; more mules, 4,056,399; more swine, 57,976,361 and (except British India) more cattle, 73,246,573.—New York Sun.

"LIFE'S WORTH LIVING"

Says the Detroit Poet—So Say We All of Us.

The music trade men are going to hold an annual convention in Detroit next month.

The sessions will practically cover two weeks, as the Piano Manufacturers' National Association will have one week, which will be followed by meetings of the Piano Dealers' National Association.

Early in June the music trade men from all over America will be pointed towards the City by the Straits.

There is an active committee in Detroit planning entertainments which will delight the visiting hosts.

The following poem, by Edgar A. Guest, poet laureate of Detroit, is a sample of some very clever work sent out by the entertainment committee:

In Detroit, Life's Worth Living
Every day;

In Detroit, we are giving
Joys away.

In Detroit, it is true
That our skies are always blue,
There's a smile for me and you,
Blithe and gay.

In Detroit, life is cheerful
All the while,
For our people soothe the tearful
With a smile.

To a stranger, foe or friend,
We've a helping hand to lend
And our resting time we spend
On Belle Isle.

In Detroit, we have pleasures
By the score;
And the rarest of our treasures,
Yes, and more,
Is our river, Oh! so bright,
Cool and restful, day and night,
Source of infinite delight,
O'er and o'er

In Detroit, life's worth living
Every day;
Folks are gentle and forgiving,
If you stray.
In Detroit may I be,
When God's angel beckons me,
O'er the silent, unknown sea,
Far away.

PUSH.

That is the word on the door leading to the Hall of Achievement.

The door opens to the man who is going forward, the man who is advancing with force, the man who is pressing on, says the Shoe Trade Journal.

It is closed for the man who waits for the door to open itself, the man who waits for someone to open it for him—the man who waits for anyone or anything to do his work for him.

On the door's other side is the word Pull.

It is only used by the man who is coming back. Apply the pressure. Go forward. Push!

SENECA CAMERAS

As A Side Line

THE Talking Machine Dealer is in a splendid position to sell cameras.

The same class of people who buy Talking Machines buy Cameras.

SENECA CAMERAS are the best Cameras made—they have to be for they stand on their own merits against the trade restriction of the Camera combine.

It takes a little knowledge of the subject to sell Cameras successfully, just as it does to sell Talking Machines but we are willing to help you get going. The profit will be worth the work.

Write to-day for information.

SENECA CAMERA MFG. CO.

The Largest Independent Camera Makers

ROCHESTER, N. Y.

"GREYHOUND" FIRE FIGHTER.

Motorcycle First Aid Machine in Use in the Buffalo Fire Department.

The Auto-Bi Co., of Buffalo, N. Y., makers of the Greyhound motorcycle, are developing the possibilities of the motorcycle along various lines, one of the most interesting of which is the adaptation of its use as a means of delivering efficient apparatus and a skilled operator at a fire in a hurry.

A very large proportion of fires originate in very small ways, and of course it is obvious that the time to kill them is before they grow up. As a matter of fact, statistics show that from 80

ordinary chemical, and twenty times as efficient as water, the value of the service is almost incalculable.

The problem has been solved by W. C. Chadayne, of the Auto-Bi Co., who immediately set about adapting a stock machine, "A Greyhound," to carry a fire laddie and a brace of Ever Ready Extinguishers from a fire house to a fire on the keen jump.

As shown by the illustration, the extinguishers are mounted in spring brackets on each side of the rear wheel in such a way as to be instantly released by throwing a cam lever, enabling the operator to snatch them out in no time at all.

The machine is equipped with an automatic stand which takes care of itself when the machine is pushed off, and with a loud voiced alarm bell for the purpose of warning traffic.

For several weeks past the man and the machine have been stationed at Chemical No. 5 house in Cleveland avenue, Buffalo, responding not only to alarms from the district covered by Chemical No. 5, but to nearly all other alarms in the city.

In the most of cases, irrespective of distance, the Greyhound machine has arrived before the department apparatus, and in several cases Chadayne has killed the fire before the regular department could get into action. As a case in point, on April 25, there came an alarm from Bird avenue and Hoyt street in response to which the Greyhound machine traveled 6,580 feet, about a mile and a quarter, and Chadayne put out the fire while the crew of engine No. 19, which had to travel only 1,800 feet, were coming up the stairs.

In another case, the little two-wheeler ran 7,400 feet and had first water on the fire, arriving about the same time as truck No. 4, which traveled 3,000 feet. The distances above quoted are from the official city maps.

The Auto-Bi people are naturally enthusiastic over such a showing. In view of the fact that the extra weight carried is very considerable, and the use about as hard as could be devised, it would seem a sure thing that the regular Greyhound construction is more than equal to all legitimate requirements.

Incidentally it may be said, that a large measure of credit is due to the Greyhound shock absorber, which, by its cushioning action, saves both rider and machine from the effect of all the shocks and bumps of the road.

LET THE PEOPLE KNOW.

Do Not Hide Your Business Light, but Have It Shine so That Even He Who Runs May Read.

John Wanamaker is perhaps the largest advertiser in the New York daily papers, and it is advertising which has built the Wanamaker business.

It was said of Wanamaker when he began in Philadelphia in a humble way years ago that he spent more than half his meager capital in advertising.

Certainly, the growth of the Wanamaker business is a credit to the power of advertising.

The old Stewart building, which Wanamaker occupies in New York, was built by A. T. Stewart, whose name is kept alive by a one line notice in the Wanamaker advertisements, and yet Stewart was the greatest merchant of his time.

His fame and merchandise spread to every corner of the United States.

Few merchants since have even approached his pre-eminence. He bought better and sold cheaper than any merchant of his period.

He bought the entire product of many mills. He originated and established the one-price system of doing business—marked goods in plain figures—a colossal achievement in those days of many prices and much bargaining.

He had the biggest and most profitable business in the world—and he did not advertise—neither did his competitors.

One day a friend of his said to him: "You ought to announce in newspapers what you have for sale. You ought to advertise."

"Everybody knows," Stewart replied, "that I carry the most complete line of dry goods in the United States. Everybody knows that I sell only good goods and at lower prices than others. Everybody knows where my store is. Why should I pay money to newspapers to tell people what they already know? I will not advertise."

His friend replied: "They know it when they think of it, but you must remind them even of that which they already know. Yours is the greatest store in the world, and yet you ought to advertise."

"I can't see it," said Stewart, "but you may insert one advertisement in the papers, because you believe in it."

So the next day an advertisement appeared, stating merely regular prices of regular goods in one of the departments, calling the people's attention to them.

Stewart was a busy, active man. Yet he stayed around that department all that day, and at night the figures showed double the normal business.

Stewart then said: "My friend, you are right. The greatest store in the world must not only have the goods the people want, but must also let the people know about the goods and where they can be had."

WM. G. FRAZER'S GOOD TRIP.

Wm. G. Frazer, manager of the post-card department of the American News Co., returned on May 3 from an extended business trip as far West as Denver, Col., visiting the various branch depots of the company en route. Mr. Frazer stated that he found business in their particular line satisfactory in all sections and there was every prospect that 1909 would prove a record year for the American News Co.

If silence is golden, where can it be cashed, please?

If you expect nothing, all you get is so much velvet.

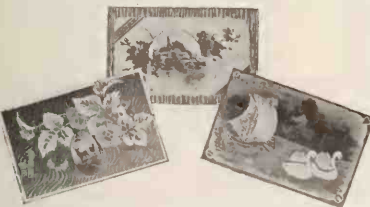


THE "GREYHOUND."

to 90 per cent. of alarms turned in are for what the firemen call "Lace curtain fires."

Now, it will be seen with half an eye that it is of great value to have a trained fireman on the spot at the earliest possible moment—would be, even though he had with him none of the tools of his trade, as, by exactly locating the fire and deciding at a glance the best manner of attack, he could save a lot of time. If, in addition to this, he can arrive with such apparatus as a couple of Ever Ready Extinguishers, which are said to be about six times as efficient as the

**The Old Reliable Post-Card House
GATTEGNO, RAPHAEL & CO.**



We offer a full and complete line of attractive Art-Finish Post Cards of every description.

Another brand new novelty in full celluloid, also in full plush with embossed silk designs. A card never offered to the American Public before.

We also offer the most complete line of cards embracing "Birthdays," "Love Scenes," "Comics," "Animals," "Flowers," etc., etc.

Our prices are the lowest to Jobbers and Dealers—while our goods retail at the highest prices. Write to-day for samples and send \$3 to \$4. We don't keep catalogue as we receive every week new novelties.

If cash does not accompany order please furnish first class New York references.

GATTEGNO, RAPHAEL & CO.
Importers and Publishers
141 Park Row, - New York City

N	NN	NN	NN	NN	NN	N
N	Local Views Printed to Order					N
N	Black and White, Gelatine. per 500, \$2.65; per 1000, \$3.75					N
N	Local Views Printed to Order					N
N	Double tone, im. brown cardboard, per 500, \$2.80; per 1000, \$4.00					N
N	Local Views Printed to Order					N
N	Double tone, Real, on chamois card, the best; per 1000, \$5.25					N
N	Local Views Printed to Order					N
N	Photo finish, like a photo, glossy, you know; per 1000, \$5.25					N
N	Local Views Printed to Order					N
N	Hand colored, the best, per 500, \$4.00; per 1000, \$6.50, \$7.50					N
N	Local Views Printed to Order					N
N	Hand colored on double tone, im., "it is it" per 1000, \$8.50					N
N	Local Views Printed to Order					N
N	Colored print, plain and glossy; in single 1000, \$6.50 and \$7.50					N
N	Local Views Printed to Order					N
N	Autochrom, six colors, "Better than any chrom"; per 1000, \$6.75					N
N	Local Views Printed to Order					N
N	Com. Colored print, "The Best," Panel effect; per 1000, \$11.50					N
N	Local Views are our specialty. Samples of the above free. Special prices for quantities.					N
N	FLOWER CARDS at \$2.75, \$3.75, \$4.75, \$5.75 per 1000.					N
N	BIRTHDAY, FOURTH OF JULY, XMAS and NEW YEAR CARDS and BOOKLETS, hummers for the money, from \$6.50 per thousand upwards, F. O. B. New York. They consist of highly lithographed 12-color work, plain embossed, bronzed and gilded, the kind for which you are paying right now \$1.25 and \$1.50 per 100.					N
N	NEWFIELD & NEWFIELD Selling Agents for European Printing Works 98 WARREN STREET, NEW YORK Agents wanted in uncovered territory					N
N	NN	NN	NN	NN	NN	N

NO DISCOUNT ALLOWED.

The Plan of Granting Special Discounts Is Now Being Rapidly Abandoned by Business Establishments in All Trades.

Some of The World readers will learn with interest that the dry goods merchants and dealers in women's furnishings of Canton, O., recently issued a signed statement, notifying the public of their intention to abolish special discounts and to make no exception whatever to this new rule. In the notice in question these merchants say they find that the growth of the "one-price" system has made imperative a change from the discount-giving method, and that, in justice to the majority of their public—who are entitled to the best cash price given to anyone—the abolition of discounts has become essential. They add that in place of giving discounts for charitable purposes, as has been done in certain cases in the past, they will hereafter make individual cash donations.

This action will generally be regarded as a gratifying sign of progress. It is obvious that the modern method of treating all customers alike does not exist in stores where discounts are given. Of necessity, the discount must be added to the selling price of the merchandise. Thus, the largest and most loyal customers pay 5 or 10 per cent. more for their goods than do the members of those favored classes to whom custom has accorded the special privilege.

Who can doubt that if the public generally were familiar with the extent to which discounts are given by certain stores the effect of such knowledge upon the trade of those concerns would be very severe? As to what that extent may be, we will here merely mention that some time ago a high functionary in a large store in Buffalo furnished us with a list of twenty-six classes to whom discounts were at that time given by stores in his city.

The discount-giving evil has been considerably reduced within the last few years. It would have been done away with ere this in many more communities than is now the case were it not for the difficulty which merchants experience in getting together and taking united action upon what each of them individually feels to be a serious trade evil. But even where merchants cannot get together on this important matter, merchants have in many instances "gone it alone" and discontinued the giving of discounts. That such individual action has brought ill conse-

BASEBALL AND ATHLETIC GOODS

BEARING THIS TRADE MARK
ARE MADE ON HONOR



Peerless
BRAND



We Make Baseball
UNIFORMS

GLOVES
MITS
BALLS
BATS
Etc., Etc.



TRY A LINE IN YOUR STORE

Send for our list of assortments

Complete Stock Containing 248 Pieces of Goods Cost You \$99.69

CHICAGO SPORTING GOODS MFG. CO.

Fulton and May Streets CHICAGO, ILLS.

quences in any case we have let to learn. On the contrary, many satisfactory experiences could be cited on the part of merchants who have hewn to the line on this discount-giving matter, even though their competitors clung—and still cling—to the old and disingenuous plan of marking up their goods all round in order to make possible the concessions they afford to certain classes.

BE UP AND DOING, STOP DREAMING

Stop that dreaming!
Stop that unprofitable thinking that doesn't help you sell the goods.

Thoughts of Home Sweet Home must be reserved for the proper time.

The day is meant for that eager hunt for business that pays a profit.

Don't just look on the game and let the other fellow capture the prizes. Get into it and give him a contest.

Don't allow any feeling to creep in that you would rather do something else than sell the line you have.

It is much better for you to get another job than to continue to wish you had one.

It is the getting what you want that counts, and the way to get it is to have a determination instead of just inclination.

Inclination is desire in the bud. The way to make it bloom is to act—DO the thing that you desire. Sell the man the goods. If you don't succeed the first time, enjoy going after him until you do.

You must enjoy your business if you expect to succeed in it.

A salesman must not deceive himself with the idea that his buyers do not know whether or not he enjoys his business.

A salesman conveys to his buyer just what he feels and believes himself.

Be a good lover of your business and woo your buyers in that spirit, and they will want to see you just the same as your best girl does when she knows you love to be where she is and talk about things of mutual interest.

Good salesmanship consists very largely in the cultivation of the right feeling and concentrating upon the work in hand.

MORE DEPLORABLE.

After the cold snap of ten days ago a group of salesmen were discussing the question of which town in the State had the coldest hotel. The last man to speak named a town in the northern part of the State, told his experience there in the late cold spell and received the prize. At night he had gone to bed with all his clothes on and his overcoat over his feet. It was no use. He shivered sleepless till morning, then went down to the office where a fire had been started. A farmer in from the country with a milk wagon, his face a mass of frozen breath from whiskers to eyebrows, came in to thaw himself out. In a minute a second drummer came down stairs blue with cold and wild with disgust. "I bet a million dollars I had the coldest room this side of the Arctic circle," he exclaimed. He would have said more but he spied the congealed face of the milkman behind the stove. His own slight woes were instantly forgot. "My God, pardner," he gasped, "what room did you have?"

It may be possible to succeed without a press agent. We are open to conviction on this point.

MR. DEALER

Are you looking for a side line that sells and is making other dealers money? Write us to-day about your territory and our proposition on

WINTER & CO. PIANOS and MASTER PLAYERS

AND

RUDOLF PIANOS and PLAYER PIANOS

The Klein & Heffelman Co.

WHOLESALE OHIO DISTRIBUTORS

Canton, Ohio

RECENT INCORPORATIONS.

The Mechanical Rifle Fire Control Co., of Paterson, N. J., have been organized under the laws of the State of New Jersey to manufacture guns, rifles, etc., with a capital of \$250,000. Incorporators: Edwin S. Hooley and Frank W. Thompson, North Plainfield, N. J.; John W. Griggs, Paterson.

The Mansfield Manufacturing Co., Stock Exchange Building, Chicago, has been incorporated under the laws of the State of Illinois with a capital of \$2,500, to manufacture novelties. Incorporators: George W. Killelia, A. H. Wilson, Henry Horner.

The Keystone Novelty Co., of Wilmington, has been incorporated under the laws of the State of Delaware with a capital of \$5,000. Incorporators: William J. Jackson, H. S. Cornell, R. A. Whiteside, Beaver Falls, Pa.

The Holman Novelty Co., of Buffalo, has been incorporated recently under the laws of the State of New York to manufacture novelties with a capital of \$5,000. S. N. Holman, F. J. O'Brien and G. W. Quinlin are the incorporators.

The Amusement Device Co., of New York, has been incorporated with the Secretary of State of New York to manufacture and deal in amusement devices, with a capital of \$30,000. Incorporators: Lloyd Collis, Theodore Hanse, Wales R. Stockbridge, all of New York.

The United Art Novelty Co., New York, has been incorporated under the laws of the State of New York, with a capital of \$1,600. Incorporators: Edward Denivelle, Mt. Vernon, N. Y.; William Trojar, Joseph S. Engel and Louis T. Fassum, New York.

A recent incorporation in the State of New York is the Truitt Safety Razor Co., of New York, organized to manufacture safety razors, etc., with a capital of \$20,000. Incorporators: George R.

Chesbrough, New Rochelle; Stephen Lounsberry, W. F. Thornton, both of New York.

The Lenox Novelty Co., 414 Greenwich street, New York, has been incorporated with the Secretary of State of New York, with a capital of \$10,000. Incorporators: Frank W. Peterson, Peter Licari and Mattie Licari, Emma Peterson, all of Brooklyn.

A recent moving picture concern incorporated is the William H. Seanson Co., of Portland, organized under the laws of Maine with a capital of \$100,000. President, A. F. Jones; treasurer, T. L. Croteau; clerk, J. E. Manter, all of Portland.

The Halleet Sales Co., of Kittery, Me., has been incorporated to manufacture novelties of all kinds; capital, \$50,000. President, G. E. Burnham; treasurer, A. H. Peavey; clerk, E. J. Burnham, all of Kittery.

The Princess Leather Novelty Co., of New York, has been incorporated at Albany to manufacture novelties in leather, with a capital of \$2,000. Incorporators: Arthur Jacobwitz, Brooklyn; Isaiah Siglen, Ray Feller, Brooklyn.

Among the recent incorporations in the State of New Jersey is the Philadelphia Sanitary Vending Co., of Camden, organized with a capital of \$50,000, to operate vending machines. Incorporators: William Wunder, M. B. Marsh, George D. Porter, Charles Orcutt, George H. B. Martin, as above.

The Ripley Sales Co., of New York, has been incorporated at Albany recently to deal in novelties, with a capital of \$5,000. Incorporators: E. J. Forhan, J. J. Harper, H. M. Browne, 154 Nassau street, New York.

The Walter Wellman Co., Inc., of New York City, manufacturers and publishers of souvenir post cards, are among the late incorporations in the State of New York. Walter Wellman, Ma-

tilda Wellman and James J. Maddox, are the incorporators. The capital stock is \$10,000.

BETTER WEATHER HELPS BUSINESS.

Chicago Sporting Goods Co. Feel the Impetus in the Demand for Their Products—Talking Machine Dealers Should Look Up Their Catalog—Sporting Goods Profitable.

(Special to The Talking Machine World.)

Chicago, Ill., May 7, 1909.

The long-looked-for pleasant weather arrived three days ago, and it is sincerely hoped that it will stay long enough to acquire the habit. It has certainly stimulated the baseball fever, and it is being predicted that this year will be a record-breaking one among the manufacturers of the equipment for the national game.

The plant of the Chicago Sporting Goods Co. is working overtime to supply the prodigious demand for their product. Quality has always been the hobby of this popular company, and the fact that the "White Sox" have been a large customer for so long have put them in the very front rank of sporting goods houses.

Talking machine dealers will find in the company's offer of placing a complete line of baseball goods an excellent opportunity for adding a side line that is the main line of a large number of dealers, and one that will prove the liveliest kind of a trade wire. A postcard will bring the information that may mark an epoch in the dealer's business.

From present indications the motorcycle bids fair to exceed the bicycle in popularity, even when the latter vehicle was in its glory. While numbers are to be seen in the crowded city streets it is on the fine park and country roads that these machines hold sway. Flying up and down hills and through valleys, with no effort on the part of the rider, the motorcycle is destined to be the pleasure vehicle of the masses—those who like fast and easy traveling and who do not care to or are not able to buy and maintain an automobile.

PEERLESS SUCTION CLEANERS

(THE VACUUM SYSTEM)

ONE OF THE AVAILABLE LIVE LINES

Advantages of Our Machines:

- "Suction"** Sufficiently strong to instantly remove all dirt.
- "Construction"** Extremely simple and strong.
- "Weight"** Very light, and easily carried around.
- "Filtration"** Through Canton flannel bags. Easily emptied.

ELECTRIC MACHINES

Retail at \$55 and \$65

HAND MACHINES

Retail at \$15 and \$25

WRITE FOR TRADE PRICES



ELECTRIC MODELS C and D

Jobbers and Dealers throughout the country are falling in line; you cannot afford to stay out.

Write for Particulars and Descriptive Booklet



HAND MODEL B



HAND MODEL A

Housecleaning time is all the time Peerless Suction Cleaners sell all year around.

Interesting margin on all models.

MANUFACTURERS OUTLET COMPANY

Main Offices: 89 Chambers Street

Factories: 71 and 75 Reade Street

NEW YORK CITY, U. S. A.

TALKATIVE SALESMEN.

Some, Like the Unfortunate Parrot, Talk Too Blamed Much.

Some salesmen never seem to realize that salesmen, as salesmen, can talk too much. Many a customer has been talked into a sale and out of it again. Some salesmen have talked clear up to the mountain top, and instead of closing up the sale when they get to the crest they talked over the peak and down the other side, and then could not understand why they didn't sell their goods.

A big buyer in a certain line of goods has been quoted as saying that on one occasion he was ready to sign a contract, and actually had a pen in his fingers, but was prevented by the endless argument of the salesman, who did not perceive that his point was won and that action and silence, not talk, was his duty.

Having one's appetite spoiled by a trifle is possible, with the food untouched before us. The salesman had talked too long.

BE IN HARMONY, DO NOT BE IMPATIENT.

No man is more constantly unhappy, or makes others more so, than the impatient man. He is out of harmony with things; and all things fight and worry and wound him. He feels himself dishonored, too, by his impatience; and he does lose, so far as he indulges it, the true dignity of life. He is not cast, indeed, like the victim of, sensual vice, into the slough of dishonor; his garment perhaps is not soiled; but it is burned through in a thousand spots, by the ever-dropping little sparks of petulance; and it is in tatters and disorder with the ever-crossing flurries of angry passion; and he seems to himself and to others as one who scrambles through life, rather than as one who walks in the calm and dignified robe of conscious self-possession. Constant fretting and fault-finding and breaking out into sarcasms and anger may bereave a house of all honor, peace, and comfort, almost as effectually as gluttony and drunkenness. Or suppose that the fretful temper be hidden and smothered in the heart; then it wastes and consumes the springs of the inmost life.

THE MASTER-MAN.

Elbert Hubbard always says things in a memorable way. You don't forget what he says or how he says it. He is not so very original, but he is very engaging and you simply cannot ignore what he writes. Take this little philosophy from

PIANOS FOR PERRY B. WHITSIT CO.

A Great Shipment of Winter and Rudolf Pianos for the Columbus Dealers.

(Special to The Talking Machine World.)

Columbus, O., May 1, 1909.

The Perry B. Whitsit Co. furnished an unique parade on the streets Saturday when the company received at their stores on South High street some \$60,000 worth of pianos, piano playing instruments and other goods, which was delivered to them by one transfer company. All



DELIVERY OF WINTER & CO. PIANOS TO PERRY B. WHITSIT CO.

of the wagons of the company were called out and loaded up.

When the procession was formed and the trip was made to the store, where the goods were received in the immense warehouse of the firm, they were immediately placed on exhibition. Hundreds of people attracted by the parade

the Cosmopolitan. It is the quadruple extract of truth and ought to be learned by heart:

"The master-man is simply a man who is master of one person—himself.

"When you have mastered yourself you are fit to take charge of other people.

"The master-man is a person who has evolved intelligent industry, concentration and self-confidence until these things have become the habit of his life.

"Industry in its highest sense means conscious, useful and intelligent effort. Carried to a certain point, industry is healthful stimulation—it means

entered the store and were treated to a rare entertainment from expert pianists as well as listening to the latest talking machine records. No such a procession of music has paraded through High street for many a day.

The Perry B. Whitsit Co. are large jobbers of talking machines, Mr. Whitsit being secretary of the National Association of Talking Machine Jobbers, and they have only recently added pianos to their business. The photograph herewith shows the delivery of the shipment of Winter and Rudolf pianos and players above referred to and received by the Whitsit Co. last week, con-

sisting of thirty-six pianos in all. The Whitsit Co. are an enterprising concern and intend to play a prominent part in the piano trade field in this city and vicinity. They speak very highly of the Winter line of pianos, which they handle, and find them to be quick sellers and satisfaction givers.

active circulation, good digestion, sound sleep.

"Industry is a matter of habit.

"We are controlled by our habits. At first we manage them, but later they manage us. Habits young are like lion cubs—so fluffy and funny! Have a care what kind of habits you are evolving; soon you will be in their power.

"It is habit that chains us to the treadmill and makes us subject to the will of others. And it is habit that gives mastership—of yourself and others.

"The highest reward that God gives us for good work is the ability to do better work. Rest means rust.

"So we get the formula: Acquire and evolve physical and mental industry by doing certain things at certain hours.

"The joy and satisfaction of successful effort—overcoming obstacles, getting lessons, mastering details which we once thought difficult—evolve into a habit and give concentration.

"Industry and concentration fixed in character as habits means self-confidence.

"Industry, concentration and self-confidence spell mastership.

"So from the man we get the master-man."

The Congress Post Card Co., of 41 Warren street, New York, have a new feature of supplying the retail trade with an attractive assortment of 1,000 exclusive designs in fine post cards, no two alike, put up in a very substantial display album, thus furnishing the dealer with an assortment of designs unequalled in even the largest stores, as well as the vehicle to properly display them to his trade without soiling, and without the inevitable "dead stock" feature of the business.

If you probe deep enough into the lives of men who suddenly spring into the limelight you will find that years were given to unremitting toil in preparation for the day of their phenomenal success. One properly trained through hard work and self denial will never ruin a brilliant future. If you are trained you will be ready for the opportunity when it comes.

MR. DEALER!

When you add musical instruments to your stock you use excellent judgment as no line fits in more appropriately with talking machines.

NOW

let us give you a little pointer that many dealers have learned in the hard school of experience,

THAT IS HARMONY INSTRUMENTS

are the quality goods and consequently the line that holds the trade.

MANDOLINS, GUITARS, DRUMS

And all styles Wood Violin Cases.

Send for Catalogue.

THE HARMONY COMPANY, 947 N. Lawndale Avenue, CHICAGO

SOME MOVING-PICTURE TRICKS.

Amusing Incidents Often Occur in Creating "Magical" Illusions That Confuse, Interest and Delight.

The old saw that things are seldom what they seem is nowhere more true than with the moving-picture. This does not merely mean that the "Great Train Robbery" really happened near Paterson, N. J., or that the scene of "The Storming of San Juan Hill" was in the Orange mountains. It applies to the dancing Teddy bears and the whirling detached letters slipping into a continuous sentence, as well as to many other tricks of the moving-picture studio.

Once these tricks were closely guarded secrets; now the makers of moving-pictures realize that their success depends upon the cleverness of their ideas rather than on the tricks themselves, and they talk freely of them.

Most of the tricks depend on the fact that a moving picture is, in reality, a series of photographs on a gelatine film, each showing a slight variation in movement and reflected on a screen in such rapid succession that the changes in the picture are merged, or blended, so that the objects photographed seem to move. How delicate are these slight variations in the pictures may be suggested by the fact that a moving-picture requiring fifteen minutes to show comprises from 14,000 to 16,000 photographs an inch long and seven-eighths of an inch wide on a film 1,000 feet long. They pass through the lantern at an average speed of from 60 to 75 pictures a second.

While preparing the photographs it is a simple matter to stop the film in the camera and make changes in a group. Thus a dummy is substituted for an actor just before a train is supposed to strike him. A doll or Teddy bear may seem to move on a lantern screen by taking each photograph separately and changing the poses very slightly between times. Such substitutions also explain the so-called "magical pictures," originated by Malies, a magician in Paris, in which objects disappear or characters are "materialized" in an instant, seemingly from nowhere.

Such tricks, though, sometimes miscarry. There was, for instance, a set of moving-pictures showing a photographer hit by an express train. An actor, impersonating the photographer, was rehearsed to select a pretty rural view from a railroad track in New Jersey. As he was focusing his camera the train was to come along and strike him. It was to be a real express train at full speed. At the critical moment the moving-picture camera was to be stopped and a dummy substituted for the supposed photographer.

The man sent out to tell the engineer of the express train about the plan failed to reach him. The engineer, running his train at full speed, saw what he believed to be a man on the track. He blew his whistle. The man paid no attention. The engineer put on his emergency brakes. The engine came to a standstill just as it struck the photographer. Climbing out over his engine the engineer snatched up the body and found it to be a dummy.

While making the pictures for "The Great Train Robbery" there was another incident not in the bill. One of the "bandits" was supposed to attack the fireman of the train on the locomotive tender, beat him on the head with a piece of coal, and throw him overboard. It was another case of the moving picture camera being stopped and a dummy being substituted for a living man.

To make the scene more effective the train was stopped on a bridge crossing the Passaic river. The pictures were taken on a Sunday afternoon, and just as the "assault" occurred a trolley car passed crowded with passengers.

The passengers were horrified to see what seemed to be a bandit murdering a railway fireman and casting his body from the bridge to the ground beneath. The trolley car was stopped; the excited passengers rushed back to assist the wounded man—to find the dummy.

The moving Teddy bears—dancing, making love, and doing tricks—were no more than toys

put through successive poses in an infinite gradation of movements, so that when the pictures of them were taken separately and pieced together the animals seemed to move. Some idea of the labor involved in making such a series of pictures may be gained from the fact that it took five days to pose the bears for the 16,000 odd pictures in the series.

By the same methods the effect is produced of dozens of letters whirling in circles and moving in zigzags in bewildering confusion until each drops into place and form part of a sentence. Separate pictures were taken of each combination of the letters placed on a tilted screen of black cloth.

SIDE LINE TRADE IN MILWAUKEE.

McGreal Finds the Piano a Valuable Accessory to His Business While a Number of Dealers Outside of the City Handle Post Cards, Athletic Goods and Other Specialties.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 9, 1909.

Milwaukee talking machine dealers are waking up to the fact that a few good side lines in their business are becoming more than profitable. Lawrence McGreal, leading talking machine jobber and retailer, took the initiative and embarked in the piano business upon a small scale, more as an experiment at first, but finally with the realization that with very little pushing pianos could be sold to his established trade. The Smith, Barnes & Strober pianos were taken up, and Mr. McGreal is more than satisfied with results. A side line of sheet music installed by Mr. McGreal proved not quite so successful, because of the fact that the sheet music business is already overworked in Milwaukee.

Several dealers located outside of the business center of the city are beginning to dabble in several lines. One dealer has put in a fine display of souvenir postals, a phase of the business that brings him no little revenue. This business is proving to be more profitable to Milwaukee

dealers because of the fact that the E. C. Kropp Co., one of the most extensive manufacturing postal card concerns in the country, is located in the city.

Two dealers of Milwaukee located in a section of the city near the baseball parks have taken advantage of baseball enthusiasm in the neighborhood by installing side lines of athletic goods, especially in the baseball field. Sales have been more than satisfactory since the opening of the baseball season. The general opinion seems to be that the new side line is also increasing interest in the talking machine end of the business, especially in records. One dealer reports a big sale of new records which he says would never have been made had it not been for the fact that the customer heard the new pieces played while selecting some baseball "togs."

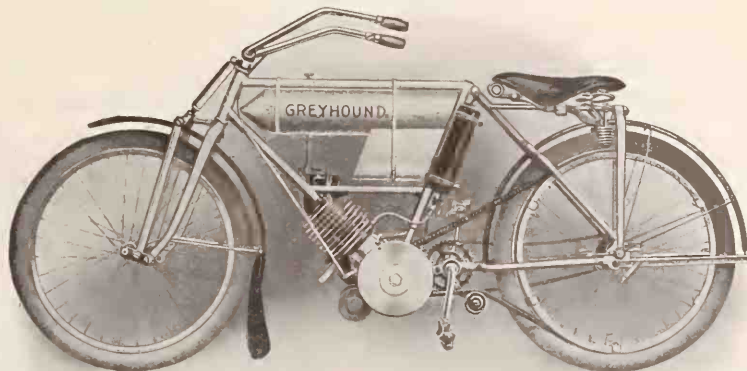
NOVEL PUBLICITY METHODS.

Unique moving-picture shows throughout its territory are being given by the Morning Leader of London, Eng. Starting with a view of a news event of the day, the films show the news coming into the Morning Leader office on the "taper"; the editor putting it in shape; operators setting up the copy; stereotypers casting plates; 3 a.m., the prospective reader sleeping at his home; the presses hard at work; the autos starting with their loads of papers; the paper at the breakfast table. To stimulate interest the Leader offers \$250 (and a like amount in consolation prizes of \$5 each) for the best name for its advertising venture.

A "water mark" is not a "design" when taking the form of a firm's name and address. The board of appraisers have so admitted, in the case of the protest by W. Schade, of St. Louis. Writing paper, thus marked, is not, therefore, subject to additional ten per cent. duty. This decision is of great interest and importance to the paper trade.

Industry is the watchdog that keeps the wolf from the door.

GREYHOUND



MOTORCYCLE BUSINESS IS COMING STRONG

For sport or business the little two-wheeled automobile is hard to beat.

A little motorcycle department added to your business now will soon become a big one.

We want to correspond with dealers who appreciate live issues and favorable opportunities. The 1909 Greyhound has no equal for SIMPLICITY and COMFORT.

Full and Prompt information for riders and dealers.

The Auto-Bi Company

Oldest American Motorcycle Makers

1448 NIAGARA STREET

BUFFALO, N. Y.

CHARACTER AND SUCCESS.

The Elements Which Enable a Man Starting With Little Capital to Build Up a Successful Enterprise the Subject of an Interesting Chat by Alexander H. Revell.

Chatting about "a plain business man," Alexander H. Revell recently said in the Saturday Evening Post:

"The elements of character which enable a man, starting with little or no capital, to build up a great fortune are of that practical and sturdy sort that are fostered and developed by hard knocks and grave obstacles until, by the time the man has achieved wealth, he has also attained an intellectual masterfulness which enables him to swing men and events to his purposes.

"Many think the city man who makes a large fortune—say of a half million dollars or more—must possess a superlative genius for business, that his talent for money-getting is as much greater than that of his country cousin as the city aristocrat's wealth is greater than the modest competency of the village nabob. This is a decided mistake. Probably it requires more of a gift for a business man to amass \$50,000 in a village than to make a million in a big city. Hence my advice. Strike out for the centers of population. If failure must come it will not fall with much greater bitterness or hardship in the metropolis than in the hamlet. And success comes in packages so much larger in the city that the greater chance certainly makes the venture worth the while.

"Next in importance, in counseling the youth with an ambition to join the ranks of the plain business men of to-day and to share their power, is the advice. Select one distinct and substantial line and stick to it through thick and thin. Let this be the thing for which there is the strongest natural inclination. Some men are born for trade, others for manufacture, and still others for executive affairs. If a man is unable, when he arrives at his majority, or nearly approaches it, to tell which of these lines has the greatest attraction for him, he hasn't much individuality, but he had better venture out anyway and take anything that offers until he is more certain about his natural drift. Any bright boy should know the general drift of his own nature and gifts, and can tell if his talents are of a commercial, a constructive or an administrative order.

DEVELOPMENT OF CHARACTER.

"Emphasis should be placed on this point: Make

the most of a dominant gift. I would rather have one talent securely in my possession than an uncertain grasp upon a dozen flattering endowments. The man with the one talent will deal with it seriously and profitably, both to himself and to those about him. He will seldom fail if he stays by the main chance and risks his all upon it. But those who attempt to keep up five or ten talents are so many houses divided against themselves, and must fall.

"It would be easy to distort this advice, however. Every man must have recreation, and the development of his minor gifts, purely as a matter of diversion, is the best possible method of relaxation. Let him play with his nine lesser talents as much as he likes, and if he fails with any or all of them the mistake will be overlooked and criticism smothered under the mantle of his success with his one main gift. This may seem a somewhat narrow view, but before condemning it consider your own experience or that of your friends. Some persons are inclined to bewail the fact that this is a period of specialties; but it should be remembered that there is no specialty, in the modern application of the term, which will fail, if thoroughly mastered, to make the narrowest man broad and the broad man broader.

"Living for to-day and letting the future take care of itself is one of the most common causes of failure in commercial life. The prodigality with which the average young man of salary wastes both his time and money is little less than appalling. Lack of attention to vital details and a neglect to build, piece by piece, and with thoughtful appreciation and patience, the structure of a sound reputation—always the biggest item in the man's working capital—are, next in order, the most persistently besetting sins of the youth who is pushing ahead for an honored place in the ranks of plain business men."

TAFT IN ACTION.

To be Caught by Norwegian Moving Picture Men.

(Special to The Talking Machine World.)

Washington, D. C., April 27, 1909.

President Taft and Senator Nelson, of Minnesota, will soon be exhibited in motion in moving picture shows in all the large cities of Norway. Two Norwegian moving-pictures men arrived in Washington to-day for the purpose of transferring Mr. Taft and Mr. Nelson to moving picture films, for exhibition across the water. Mr. Nelson is the only native Norwegian ever

elected a member of the United States Senate. Norway is almost as proud of him as Minnesota and a few years ago when he went back to the land of his birth, he received a great reception from the Norwegian nobility.

The Norwegian moving-picture men had no sooner reached Washington than they sought out Senator Nelson and apprised him of their purpose in coming here. Mr. Nelson consented to pose, and to-morrow a camera will be set up on the east plaza of the Capitol and Mr. Nelson will be put through his paces. On Thursday it is the hope of the moving-picture men that President Taft will consent to pose. The visitors want to picture the President and Norwegian Senator together, but they are not very hopeful of getting such a negative.

TO CELEBRATE PILGRIMS' LANDING.

World's Fair Planned for Boston in 1920 to Celebrate Tri-Centennial of the Event.

Plans are already on foot for a mammoth world's fair to be held in Boston in 1920 to celebrate the tri-centennial of the landing of the Pilgrims. The Boston Herald appears to be the chief advocate of the project, and in a recent article on the subject it said:

"New England alone, of all the sections of the United States, has had no great exposition. Philadelphia had the Centennial, Chicago the Columbian, Buffalo the Pan-American, St. Louis the Louisiana Purchase. San Francisco, Atlanta, New Orleans, Jamestown, have had expositions on a smaller scale and more local in character. It is now New England's turn to have one of the first magnitude, one that will attract not only the nation, but the world, for New England's history is not only the common heritage of the nation, it is part of the heritage of modern civilization, of the progress of mankind.

"A World's Fair, worthy of the name, in her Capitol City, should arouse interest everywhere. From the West and South vast throngs will come to the land of their forefathers; from Canada, Mexico, Central and South America thousands will make pilgrimage to the birthplace of American liberty; from Europe, Asia, Australia, New Zealand, Africa, great numbers will come, attracted by the traditions of this old part of the New World, its natural attractions, and its teeming, prosperous contemporary life.

"In 1920 sixteen years will have passed since the preceding great exposition in this country, that of St. Louis, which commemorated the Louisiana Purchase; twenty years will have passed since the preceding great exposition in Europe, that of Paris in 1900. The interval is, therefore, not too short, nor is the announcement too far in advance. An enterprise of such magnitude requires years of forethought and expert preparation. Japan is devoting ten years to preparation for the Tokio Exposition, which will open in 1918. It is none too soon, therefore, to serve notice to the world if a World's Fair is to be held in Boston in 1920."

According to all reports business men of New England agree that such an exposition should prove a good thing and a successful financial venture, but Bostonians fear the reaction on general business that is likely to follow the closing of the exposition. Still there are several years in which to consider the matter before a definite decision may be arrived at.

RULING ON COLORED POST CARDS.

On a protest made by the American Jobbing Co., Chicago, Ill., in regard to hand colored post cards, which were classified as printed matter under paragraph 403, tariff act of 1907, and which were claimed to be dutiable as paintings, General Appraiser Fischer handed down the following decision recently: " * * * The cards are printed, some by the gelatine process and others by the ordinary photographic process. They are also hand colored. Printed souvenir post cards of this kind are not paintings, and the claim that they are is hereby overruled."

Dail's Display Music Cabinets

WILL DOUBLE YOUR SALE OF SHEET MUSIC



(Patent Pending)

No. 73. Music Cabinet

THE sale of sheet music depends on the display you can give it. Our cabinets give the finest display ever devised. Built in round revolving and flat styles, to suit the conditions of your store. We furnish Steel Pockets for filling up blank wall space. A post card will bring you suggestions that may be worth dollars to you.

THE GIER & DAIL MFG. CO.

206 Grand Street
LANSING, MICH.

SLOT MACHINES ARE RISKY.

Fake Coins and Actual Burglaries Reduce Profits Through Them.

Of the various slot machines which are put forth for the public patronage the chewing gum and weighing machines are the most profitable. It is even said that these two are the only paying machines which are legal, although the new drinking fountains are making a good showing and have satisfied the health authorities that everything is being done to keep them in a sanitary condition.

There does not seem to be any way to prevent the loading of slot machines with slugs, foreign coins and other objects which give the young American so much of the vender's material as to do away with profits. In some cities it is a practice to break open the machines and to take both goods and money.

In New York so many of the machines are in protected places that it is possible for their owners to make a good profit. It is contended that less than 50 per cent. of the slot machines are money makers, however.

Gambling machines are the biggest money makers, but owing to the chances of their being confiscated by the police this branch of the business cannot be handled with any guarantee of a sum return.

THE QUALITY MAN IN BUSINESS.

The hardest thing that I know of in selling is to show a customer that first cost is not last cost; to make him understand that while the price of some goods may be much lower in the beginning, they are almost invariably dearer in the end; to show him that almost always an article is worth just about what it costs; in short, to impress him with the meaning of "quality."

No word in the vocabulary of business is more pregnant with significance than that one word "quality," says Edwin W. Moore, president, The Electric Cable Company. You may apply it to goods, to service, to ability; this one truth is universally the same—no extravagant assertion of present advantage, no false logic of economy, can long make headway against downright merit in merchandise or men.

Who are the biggest men in the world to-day?

They are the men who have recognized the value of reaching the highest standard of efficiency, whether it be in the manufacture of a commodity or the rendering of a professional service. They may call themselves bankers,

lawyers, engineers or ministers. As a matter of fact they are selling for themselves or someone else and the best salesman gets the highest price. They have stepped beyond the dividing line of quality that marks off the great from the mediocre. They know that the great salesman sells his commodity at his own price; the "medium good" man sells his at the customer's price.

True it is that the great are few, the mediocre many, but the few who have scored highest in the business game are the men who have built on "quality."

THE GILLETTE POCKET EDITION.

The Gillette Sales Co., of Boston and New York, report an increasing demand for their specialties. This is due to their constant enterprise in producing new and better values, and in advertising so liberally that he who runs must buy. One of the quick sellers in the Gillette line these days is the pocket edition of their well known razor. This new combination comprises a metal case, velvet lined, together with either a gold or silver plated razor, blades and blade case. The case comes either triple silver plated, gun metal or gold plated. The outside of case comes in several styles, basket, shell, flower or empire patterns, the most popular being the latter. The razor and blade box matches the metal case pattern, making very attractive sets. The sets are unique by reason of their compactness, while retaining the features of the standard sets. The "Gillette" shaving brushes and shaving soaps are other additions to their line. Talking machine dealers desiring side lines would do well to take the Gillette proposition into consideration. It is one of the great, big successes of the day.

AN ENTERPRISING BARBER.

Some years ago there was a colored barber in New Haven who was largely patronized by the boys from Yale College. He was one of the best specimens of politeness that walked the earth. His courtesy, kindness, and good manners were jarred by nothing, and never misplaced. A young merchant who was once being shaved by him, said, "See here, Joe, you ought to make your politeness your trade mark."

"Yes, sir," said Joe. "Would you be good enough to tell me how?"

"Adopt a motto, Joe. Something that will let the people know you have politeness and courtesy always on tap. Let's see. How will this do: 'Urbanity is our Prime Factor.'"

The barber stopped shaving. "Say, boss," he said, "that seems to tickle me. Please say it again."

"Urbanity is our Prime Factor."

"That shorley does hit the right spot. I likes the sound of them words. Would you be good enough to write them down?"

The customer wrote them down. When he left the shop, Joe was still studying them, and laughing happily to himself.

From that time on Joe's motto was always on his cards; on his sign; in his advertisements in the college paper. He made the most of it, it gave him distinction, and the more the college boys quizzed him about it, the happier he was. It lifted him above the horizon, and made him conspicuous; and, above all, it brought him business.

"Urbanity is our Prime Factor." How many stores there are that could add to their success if they could truthfully adopt this motto, and as truly live up to it, says the Hardware Dealers' Magazine.

There's money in it. No patent rights to be paid for. Free to all. What store will be the next to try it?

LATEST CUSTOMS RULINGS.

An Appeal Ordered in the Cinematograph Films Controversy.

Notice was received by Collector Loeb from the Treasury Department ordering that an appeal be taken to the Federal courts from a recent decision made by the Board of United States General Appraisers affecting the classification of cinematograph films.

The collector had assessed duty on the films at 65 cents per pound and 25 per cent. ad valorem as articles of which collodion or any compound of pyroxylin is the component material of chief value. The importers, headed by J. A. Berst, appealed to the Board of Appraisers, alleging that either the films should be classified as "photographic dry plates or films" or else as "photographs," with the rate of duty in either case 25 per cent. The board reversed the collector and held the films to be "photographs."

James B. Reynolds, Assistant Secretary of the Treasury, says he directs the appeal to the courts in view of the importance of the issue. The importers intend to put up a strong fight when the issue is heard in the courts.

ACCOMPLISH GOOD RESULTS.

How the Motion Picture Patents Co. Have Helped the Interests of Moving Picture Men.

Last week the Motion Picture Patents Co. accomplished a very important work for both exhibitor, exchange and the picture loving public, when it succeeded in killing a bill introduced in the Senate by Senator Cullen, which, if passed, would have closed every picture theater in New York State. The bill made it a misdemeanor to use celluloid films in any moving picture machine, apparatus or device.

Now comes the announcement from the same concern that it has brought about the death of a bill in the New Jersey Legislature which would have made it a misdemeanor for an exhibitor to admit girls under 16 between the hours of 6 p.m. and 8 a.m., and girls under 14 at any time of the day unless accompanied by parent or guardian.

The Patents Co. contend that, under the reforms which it is bringing about, such as the "censored" films, clean, well-ventilated theaters, and lights on during the shows, the motion picture offers advantages of education and entertainment, especially desirable for children, and believes this principle should be encouraged.

If a pleasant incident occurs in the store, one that has a news value or in which there is human interest, do not hesitate to "give it to the papers." It will pay you.

POST CARD VIEWS

OF YOUR OWN CITY MADE TO ORDER

\$5.00

FOR

1000

IN TWO COLORS



\$7.20

FOR

1000

In Hand Color
Send for Samples

By our new photographic process. Made from any fair photo. Delivered in two or three weeks. Our hand-colored cards are the best made in America

VALENTINE, EASTER, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 CINCINNATI, OHIO

MOVING PICTURE MEN.

Supreme Court Justice Grants an Injunction Restraining Mayor McClellan from Interfering With the Operation of Moving-Picture Shows in Brooklyn on the Sabbath—Declares in Long Opinion That It Is Duty of Mayor to "Turn Down Absolutely" an Application for a Moving-Picture Show License or Else Issue It Without Restrictions.

Supreme Court Justice William J. Carr, of Brooklyn, has granted an injunction restraining the Mayor of New York from interfering with the operation of a moving picture show on Sunday at 889 Broadway, Williamsburg, by the William Fox Amusement Co. This case has been pending several weeks, and the decision, it is said, establishes a precedent which will affect the 350 picture shows in Greater New York. Under the ruling, seven of the largest of these popular price shows in the borough will be immune from police interference on Sundays, although the licenses under which they are at present operating stipulate that no exhibitions shall be given on Sundays.

Justice Carr, in his opinion, which covers seven typewritten pages, says that it is the duty of the mayor to "turn down absolutely" an application for a moving picture show license or else issue it without any restrictions. The mayor has no power, the court says, to issue a license with a string tied to it. If the owner of the license violates the criminal law, Justice Carr adds, then it is the duty of the police to step in and make an arrest.

Justice Carr's decision is a signal victory for the moving picture show proprietors, and they are greatly elated over it.

On March 23 last Justice Edward B. Thomas handed down a decision in the moving picture show case upholding the mayor and refusing to issue a mandamus that had been asked for. He said he believed that the mayor was well within his powers in issuing six-day licenses.

By the decision of Justice Carr, the following places will be permitted to do business until restrained by judicial action: Harry A. Samwick, 1703 Pitkin avenue; Gustave Konigswald, 4715 Fifth avenue; Econopoly Company, 837 Broadway; Fox Amusement Company, 889 Broadway and 1493 Third avenue, and Robert J. Clause, 361 Arlington avenue.

The managers of these places contended that they had the right to operate on Sunday, although the licenses which they allege they were forced to take under duress, permitted business on only six days, because many others conducting similar shows enjoyed the right to do business on Sunday without molestation of any kind.

INDIVIDUALITY AS AN ASSET.

Personality of Merchant Reflected in Publicity—Every Employe Made to Feel That He Is an Important Factor in the Business—Importance of Proper Methods in Perfecting a Business Organization.

Every merchant is anxious not only that his store shall progress and develop, but that it shall become an enduring and impregnable institution—as strong as the rock of Gibraltar, to paraphrase a familiar phrase. To this end he strives continually in one way or another to place his establishment before the public in such a light as to distinguish it in every one's eye and mind from the other stores of his city and vicinity. There are two methods pursued in this direction which may be cited as fairly typical.

In the one case the personality of the owner, or owners, is frequently, or regularly it may be, played up in the ads and in various other forms of publicity, especially the "write-ups" obtained from the local newspapers. Considerable space is devoted to the doings of the merchant, or firm members, and of the members of their respective families, etc.

In the other case it is the store's organization and policy that are brought to the front. The idea that the establishment is a "one-man concern" is less emphasized, and one learns not alone of the concern itself, of the public-spirited or philanthropic citizens at its head, of its tremendous buying power, etc., but also of the organization, its straightforward methods, its desire to satisfy each customer, the ability of its buyers, and the fact that its highly desirable and commendable policy actuates the entire establishment, down to the smallest messenger.

It cannot be denied that the former method bring results, and good results. But is it preferable? Is it not the latter method which makes for permanent success and which, if adopted and adhered to, will not only win the lead, but maintain it?

To speak more specifically, the store which fosters the elements of permanency is the one in which every employe is made to feel that he is an important factor in giving individuality to the establishment. Step by step, from the head down, a knowledge of the store's policy is passed along. Each one having any vestige of authority is at all times alive to the importance of having his subordinates realize that "the store" "wants this done" thus and so, that it will not tolerate any deviation from its general rules, that even the store must not profit at the expense of its clientele, that it will consistently reward faithful service and emphatically punish those who transgress, etc., etc. And how essential it is that such an understanding exists, seeing that it is through even the lowliest among their employes that retailers come into daily touch with the public.

Moreover, the establishment of such a policy and the imprinting of its features on the mind of every one connected with the store not only

means better treatment of the public, but also more desirable conditions for the employes. Also it means the avoidance of unseemly disputes and controversies, says the Drygoods Economist. For example, suppose a floorman complains to one in higher authority of misconduct on the part of another employe. The delinquent employe started an argument, we will say, in the presence of a customer! He broke a rule that was known to be inviolable; hence argument is not even suggested.

In stores where a different spirit prevails the complainant might have to spend much time in outlining the affair in all its details and might finally have the whole thing pooh-poohed. Were the complainant thus deterred from reporting other infractions one effect on the store's atmosphere can readily be imagined.

The direct results of proper methods? Well, for one thing, in a store where they prevail, as in all others, it is the business of the salespeople to sell goods. But each salesperson is strongly impressed not merely to work for a "big book," but to have every customer satisfied—so well pleased with her purchase that she will be again and again attracted to the store.

By pursuing such methods the store can not only attract the "best trade in town," but also can draw to itself and build up a staff of managers and employes that can always be relied upon to carry out its wise and progressive policy. Thus will its individuality grow more distinct and impressive as the years fit by, and thus will its influence and its prestige be continually enlarged and extended.

THE POWER OF MIND.

If we believe that the mind is simply a finer part of the body, and that the mind acts upon the body, in the same way the body must act upon the mind. If the body is sick, the mind becomes sick also. If the body is healthy, the mind remains healthy and strong. When one is angry, the mind becomes disturbed; at the same time, when the mind is disturbed, the body also becomes disturbed. With the majority of mankind, the mind is entirely under the control of the body; the mind is very little developed. The vast mass of humanity, if you will excuse the saying, is very little removed from the animals. To bring the control about, we must take certain physical helps, and, when the body is sufficiently controlled, we can attempt the manipulation of the mind. By manipulation of the mind we shall then be able to bring it (as well as the body) under our control, make it work as we like, and compel it to concentrate its powers as we desire.

INSPECTION OF ALL PICTURE SHOWS.

Acting Police Commissioner Baker two weeks ago summoned all of the police inspectors of Greater New York before him and instructed them to make a careful examination of all the music halls and other places of amusement and report the condition of the places inspected.

The acting commissioner told the inspectors that he had before him a large number of applications for renewals of licenses for these places. Mr. Baker declared it to be his intention to refuse license to all places where violations of law are discovered.

1000 Different Post Cards

Not Two Alike in Album

Ranging from 2 to 5c., up to 15c. a piece

At \$12.50, C. O. D.

Subject to Inspection.

CONGRESS POST CARD CO.

41 Warren Street,

Dept. C.

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NOW IS THE TIME TO PLACE

ELECTRIC-PLAYERS

to advantage and make easy money and big profits.

They earn money with very little attention.

Write for Catalogue and prices, also Perforated Music Rolls

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Some talking machine dealers have taken on pianos recently, and they have been more than pleased with the results obtained.

Now, we manufacture the pianos that have the right kind of drawing power.

The cases are most attractively designed.

They will interest people of artistic taste wherever placed.

They are made in a variety of woods, and the exterior beauty is supplemented by a wealth of tone that captivates people who know true musical value.

We have one of the largest piano producing establishments in the country, and if our instruments had not been splendid sellers our business would not have developed in such a phenomenal manner.

Now, you can increase your trade very materially if you enter into a business arrangement with us.

We can supply the pianos which will help you to make a larger profit in your business enterprise.

Do not fail to take this matter up with us, because the longer you delay, the farther you are putting larger profits behind you.

Those dealers who have already taken our earlier suggestions are on the high road to greater business success.

Why do you not get on the same path?

Cable=Nelson Piano Co.

General Offices, 209 State Street, Chicago, Ill.

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In Another Style Known as

D-X

☞ This Style of Instrument is especially adapted for use in Dancing Schools, Moving Picture Theaters, Summer Pavilions, or any place where good, loud music is desired.

☞ Equipped with Xylophone, Genuine Turkish Cymbals, Bass and Snare Drums, of the best make. (Drums can be adjusted to play loud or soft.)

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