

The TALKING MACHINE WORLD

AND NOVELTY NEWS

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The best-known trade mark in the world

“The Victor talking machine’s design, ‘His Master’s Voice,’ has become a household word, and the quaint little fox terrier at attention before the horn is familiar to more Americans than any of the world’s great masterpieces.”—COLLIER’S, May 22, 1909.

Entered as second-class matter May 2, 1905, at the post office at New York, N. Y., under the act of Congress of March 3, 1879.

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. Reynolds, 187 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., 331 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.

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Annapolis.....Globe House Furn. Co.

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

Baltimore.....Louis Mazer, 1433 E. Pratt St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 21-23 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., 911 N. 12th St.

St. Louis.....D. K. Myers, 3829 Finney Ave.

NEW JERSEY

Hoboken.....Eclipse Phono. Co., 203 Washington St.

Newark.....Oliver Phono. Co., 16 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. Co., Race and Arcade.

Cincinnati...J. E. Poorman, Jr., 31 West 6th St.

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

OREGON

Portland.....Graves Music Co, Inc, 111 4th St.

PENNSYLVANIA

Allegheny...H. A. Becker, 601 Ohio St.

Philadelphia...Disk Talking Machine Co., 18 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., 158 Yonge St.

Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Grandville St.

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

Yarmouth...Yarmouth Cycle Co.

The Talking Machine World

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New York, June 15, 1909.

Price Ten Cents

TO CALL TRAINS BY PHONOGRAPH.

Canadian Pacific Railroad to Substitute Talking Machines Instead of the Human Train Announcers in All Its Stations.

Many years ago Thomas A. Edison calculated that the phonograph might be used to great advantage in making announcements regarding the starting of trains and other data which is given out by the sturdy-lunged announcers in human shape at the leading railroad stations.

The talking machine at the time, however, was not sufficiently developed in tone volume and the matter fell through. It was also planned to use talking machines, automatically controlled, in the trains to announce the stopping places, as well as other essential items of interest to passengers.

We now read that the Canadian Pacific Railroad has arranged to dispense with the megaphones in the hands of the railroad train announcer, and replace it by the useful and tireless phonograph record. The human worker may, and usually does, mumble and roar inarticulately while the well-selected record goes on forever talking intelligibly and correctly.

Speaking of this subject recently, "Railway and Locomotive Engineering" said:

"The fact that a man possesses a powerful voice is no guaranty that what he says will be understood in a big building. This fact is often painfully brought home to the traveling public in the waiting-room of almost any large railway station. There is a great difference between mere loudness and distinctness. This fact has led G. J. Bury, general manager of lines West, on the Canadian Pacific, to introduce what is probably a most welcome innovation in the matter of announcing the arrival or departure of passenger trains.

"Ordinarily a man with a loud voice calls out something and the public is made aware of the fact that something is happening, but what it is nobody seems to know. Mr. Bury has substituted a phonograph for the loud man in the Winnipeg station of the Canadian Pacific Railroad, and records have been prepared where distinct enunciation has been substituted for the usual jumble of sounds and where a clear, steady voice supersedes a roar. The new arrangement, if satisfactory, will be repeated in the Montreal station. Mr. Bury believes that to make the traveler understand what is said is the main thing, and if this is not done, Stentor himself would be a useless railroad employe in the matter of train announcement."

Automatic announcers (not talking machines) were tried for a time in the Grand Central Station in New York City, but were found to be indistinct and were soon abandoned for the old-fashioned human larynx.

PHOTOGRAPHING SOUND.

Prof. Miller's Device Distinguishes Human Voice from Instrumental Notes.

(Special to The Talking Machine World.)
Cleveland, O., May 29, 1909.

Prof. Dayton C. Miller, of the Case School of Applied Science here, says he has discovered a means of photographing sound. By the use of his newly perfected device he believes it will be possible to distinguish on films the difference between the tones of a human voice and the tones of a musical instrument.

The nearest that scientists have come to reproducing sound waves heretofore has been to make them visible on smoked paper. Several photographs have been made on the regular print paper, but they have been small and imperfect. The invention of Professor Miller directly photographs the sound waves, magnifying them 2,000 times and recording them on films.

In his investigation Professor Miller has used an harmonic analyzer, an instrument made in

Switzerland, which separates sound waves into their component parts, determining whether a certain photographed sound wave was made by a flute, a bell, a violin, or other musical instrument. It is his purpose to tabulate the results of his experiments for the use of other investigators, a labor that will require several years.

THE "TALKER" AS AN EDUCATOR.

Still a Few Old-Fashioned Music Teachers Who Cannot See That the Talking Machine Is One of the Greatest Aids in Augmenting Musical Taste and Musical Knowledge.

It is an old topic for discussion—whether the talking machine has been a benefit or an injury to the music teacher. Some of the old-fashioned teachers believe that the talking machine has exercised a most injurious influence on musical taste generally. But this narrow-minded view of the situation is entirely offset by the opinions of the majority of teachers—men of wide learning and intellect—who look upon the talking machine as a great educator—a great blessing, in fact, as it has brought to thousands of people, impoverished musically, the works of the great masters as sung by the noted artists of the world, or played by leading bands and orchestras. Were it not for the talking machine those benighted people would never have known what classical music is, nor would they have heard any of the great operatic singers. It would be far beyond them financially; yet for a small sum of money they are to-day enabled to hear the best in music. And thus the musical taste of the masses is increased and stimulated. People who formerly looked upon music as a waste of time are now eager that their children should learn to read music—to play the leading musical instruments—and this is where the influence of the talking machine is most potent.

There is another phase to this matter which has been pointed out so very aptly by Harry Wheeler in a recent issue of *The Etude*, when he says: "The sound-reproducing machine, as an adjunct to the singing teacher, is highly commendable, and its musical benefit to the vocal student is almost inestimable. By its records one may gain the style, expressions and phrasing of the recitatives and arias of the leading operas, oratorios, and other vocal compositions as rendered by the greatest vocal artists of the day. For instance, suppose one wished to study the aria 'Celeste Aida,' what better example of style could be found than that rendered by Caruso, by means of the sound-reproducing machine, or 'Ah! Forsè Lui,' by Sembrich. etc. One may also hear a perfect pronunciation of the different languages in which arias are sung. While these invaluable benefits may be derived from the sound-reproducing machine, still it would not be safe for the student to imitate the tone quality, as that must be left to the teacher. It might be feared that arias studied by means of the sound-reproducing machine would tend to imitation, thus retarding the development of temperamental individuality. There need be no fear of this. The fact of the student being sufficiently interested to make a study of an aria as sung by different artists would prove that instead of retarding, would greatly stimulate his musical temperament."

CARUSO'S VOICE SAVED.

So Says Prof. Vedova After Operation—Was in Danger of Being Lost.

Prof. Vedova, of Rome, who recently operated on Caruso's tonsils at Milan, states that the operation was a complete success and that Caruso will be able to sing in another week.

The professor is sure that his voice was not affected by the operation and believes that his

voice will be even better than ever in consequence of it. But he says that had Caruso neglected to have the operation performed for a few months longer he certainly would have lost his voice.

MUSIC BY WIRELESS.

Germans Have Perfected a New Wireless System Which It Is Claimed Will Obviate the Uncertainties With Which Other Systems Have Had to Contend.

"Singing sparks" is the expressive name given to an improved wireless system just perfected by the German *Telefunken Wireless Telegraphy Co.*, of Berlin. Messrs. Slaby & Arco, the chief engineers of the company, after whom the German system is generally called, have invented a device, which, it is claimed, will entirely obviate the uncertainties with which other wireless systems hitherto have had to contend.

The new method consists in sending out the vibrations which form the messages as pure musical tones, which are capable of being heard by the receiver, no matter how softly they may be attuned.

It is declared by the inventors that by means of this device it will be possible for the first time since the wireless telegraphy was established to maintain communication by this means, in spite of the most violent atmospheric disturbances. Another advantage claimed is that it will be possible to work with much smaller antennæ for the aerial wires by which the energy is absorbed.

In their passage through the air the singing sparks will be entirely noiseless.

Prof. M. I. Pupin, of Columbia University, in speaking of the foregoing achievement to a reporter of the *New York Times*, said, that the production of continuous electrical waves has been one of the principal problems of wireless telegraphy. Musical—that is, continuous—electrical waves have already been produced by the so-called electrical arc, but these, up to the present announcement, have not been very rapid or very powerful. If it is found that there has been a great increase in their rapidity an important discovery has been made.

One great advantage, he said, in increasing the number and power of the oscillations of the current sent out by wireless methods will be an addition to the sensitiveness of the receivers. Moreover, there will be a much greater possibility of attuning the wireless receivers. One of the great difficulties with which wireless operators have had to contend has been interference from other instruments. But if it is really practicable to send forth rapid oscillations smoothly without a break in their series every receiver may be attuned, so that it will register only those oscillations which are intended for it.

The professor also pointed out that the new invention should have a beneficial effect on the progress of wireless telephony. Until now twelve miles have been the limit for talking without wires, and it is evident that if this could be extended to 200 miles, for example, the value of the system would be immensely increased. There is hope that a device by which continuous waves of great rapidity can be transmitted would greatly extend the radius of wireless telephony. It would at once increase the power of the waves and make the instruments far more sensitive for their reception.

The Houston Phonograph Co., of Houston, Tex., are carrying a very large supply of Victor and Edison machines and records in their warehouse, at 709-711 Louisiana street. In addition to their warehouse they maintain attractive parlors at 919 Capital avenue, where a full line of machines are displayed in attractive environment. J. N. Swanson is general manager of this business.

THE ONE PRICE SELLING SYSTEM

As Applied to the Talking Machine Trade a Success—Price Cutters Few—Pointers Worth Noting by Dealers Who Wish to Retire—Prices Must be Upheld by the Trade.

In view of the fact that occasionally a jobber or dealer, but especially the latter, have a mistaken conception regarding the judicial enforcement of the contract or agreement between the manufacturer of machines, records, etc., as it pertains to prices, this subjoined general statement from the Edison Phonograph Monthly may be illuminating and possibly instructive:

"Nothing could demonstrate the success of our uniform one price selling system more conclusively than the fact that notwithstanding Edison goods are handled by more than thirteen thousand dealers, the number of cases of price cutting is so small that the percentage is an almost entirely negligible fraction. The price cutters that we wish to talk about in this issue are dealers who, because of peculiar local conditions, or because they have failed to apply the necessary push to make the business a success, have decided to discontinue the business of selling Edison goods. We venture the assertion that if the facts and the policy of the National Phonograph Co. with regard to such sales were fully understood by all dealers, there would be no cases of price cutting of this sort. This is the most objectionable class of price cutting which is met with, for it is the height of unfairness for a man to sell Edison goods for years, during all of which time he is dependent for his entire success on the strict carrying out of the one price selling system, and then the moment he decides to go out of business himself, to begin cutting prices and to disrupt the trade of all dealers in his vicinity, merely to get rid of a small stock of records and other goods he may have on hand. Such price cutters as these would be the very first to object, had they still been in the business if the price cutting was done by some one else in the neighborhood.

"There seems to be an impression abroad in some quarters that when a dealer has ceased to buy new records and other goods each month, he is no longer bound by his contract, but is free to go ahead and sell out his stock at such prices as he may see fit. Nothing can be further from the truth, for he is bound by his contract and by the notices secured to the goods as long as he has any Edison goods in his possession, and he never can acquire the right to sell them to the public

at any other prices than those prescribed by the National Phonograph Co. Again, parties who are going out of business, sometimes write to the company notifying it of this fact and requesting it to take back the stock on hand at the prices paid and threatening, if this is not done, that the goods will be sold at cut prices. In this too, a very great mistake is made, for the company does not put out its goods on consignment and will not take them back merely because a dealer, for reasons of his own, has decided to go out of business; and the jobber cannot take them back as this is specifically prohibited by his contract.

"The only proper way for a dealer who has decided to go out of business to sell his goods is to continue selling them to the public at the prices prescribed by the National Phonograph Co., or else make arrangement with some other dealer, either by selling the goods to the latter or by putting them in his hands for sale at full prices. If a dealer proposing to go out of business will make such an arrangement as this with another dealer who is in good standing, and will apply to the National Phonograph Co. in advance, giving the details of the transaction, and they are found to be satisfactory, the National Phonograph Co. will approve such an application and will permit the transaction, and the dealer who is retiring will be able to dispose of his goods at a fair price and there will be no disturbance of neighboring dealers by cut price sales; and last, and best of all for the retiring dealer, he will not be subject to the necessity of defending an equity suit in the federal courts for an injunction and accounting, which will certainly be brought against him if he persists in putting the goods on the market at cut prices.

"Henry Spahr, who was a dealer in Jersey City, N. J., decided to go out of the business of selling Edison goods, and he began advertising and selling his goods at cut prices. A representative of the National Phonograph Co. called upon him and notified him that if he did not discontinue the sale at once, the company would proceed against him; but he scoffed the idea and said that he was convinced that as soon as his sales became known the National Phonograph Co. would be over there with a truck for his goods, and would take them back and pay the prices he had paid for them as if he had taken them on consignment, but instead of being visited by a truck he received a visit from the marshal of the United States Circuit Court with a preliminary injunction, and the sale was stopped, but the records remained in the store.

"A final decree has now been obtained against Spahr, and instead of making money by his cut price sale, he has enjoyed the pleasant (?) sensation of being a defendant in a suit in the United States Circuit Court, and has been put to considerable expense. The moral is plain—if you are bound to go out of business, or if circumstances force you to do so, do not begin cutting prices right and left, for not only have you no right to disrupt the business of your fellow dealers, in common with whom you have shared in the past the benefits of the one price selling system, and to which your past success in the business was due, but you will have the same experience as Mr. Spahr, of Jersey City, and others who have tried the same thing have had, and you will find too late that it is unlawful, troublesome and expensive."

When the final decree against Spahr was recently entered in the Circuit Court of the United States for the district of New Jersey, and the perpetual injunction issued, it was specified in addition "that the complainants do recover of the defendant their costs and disbursements of this suit, to be termed by the clerk." The foregoing admonition applies with equal force and effect to dealers who are handling the patent protected goods of other companies with whom they may have signed.

NEW COPYRIGHT LAW

Attacked in Berlin—Termed the "Craziest Potpourri of Modern Ideas and Peanut Protectionism That Can be Imagined."

The Berne copyright treaty, as revised by the Berlin conference last November, has been before the German Reichstag for consideration. In the discussion the copyright legislation of the United States was savagely attacked.

Dr. Heinrich Muller (Radical) called the new American copyright law the "craziest potpourri of modern ideas and petty peanut protectionism that can be imagined, a regular caricature of complexities and obscurities and a contradiction of the words Mr. Roosevelt uttered when proposing it."

Herr Muller asked the Ministry if the treaty of 1892 between Germany and the United States provides for enforcing the new American law without further action by the governments concerned. He then said that America's new legal position is untenable, and that other civilized countries must not rest until America abandons these petty and miserable principles. He explained that the United States probably will have to join the international convention before long.

Heinrich Dove (Radical) declared that the United States, Holland and Russia attended the Berlin conference merely as camp followers.

Foreign Secretary Von Schoen described the recent American law as a modification of existing conditions.

SUIT TO COMPEL AN ACCOUNTING.

(Special to The Talking Machine World.)

San Francisco, Cal., May 30, 1909.

The suit filed by the California Cameraphone Co. against W. H. Leahy, Ed. Ackerman, E. C. Lefingwell and others to compel an accounting, has brought out the counter claim that the proceeding is inspired by Francis Fitch, son of the "silver-tongued orator," Thom Fitch. Mr. Lefingwell said they "paid \$5,000 cash to a brother of Francis Fitch for the cameraphone rights in this State. After that they financed the company to the extent that their judgment showed them was proper, the films furnished by Mr. Fitch's New York house became very poor and they lost money rapidly, although the enterprise at its inception netted good returns. Mr. Fitch himself then stepped in with the assurance that he could make the various houses pay, and bought from us a control of stock, uttering promissory notes for the same. These notes, which aggregate \$3,000, fell due May 1." Hence his counter suit to hold back execution on the notes. Mr. Lefingwell said the notes will be collected at all hazards.

THERE IS NO QUESTION ABOUT THE DEMAND FOR VICTOR and EDISON MACHINES and RECORDS

IF we could take you into our confidence and show you how much more profitable our business has been than those carrying only one line, you would at once conclude that both lines are necessary for a dealer to carry, in order that he get all he should out of the Talking Machine business.

THE demand for both lines has been created and the manufacturers are spending enormous sums of money each month to create a greater demand in their respective lines. But are you in a position to supply the demand of the public? If you would be fair to yourself you would carry both lines. If you are not at present carrying these two lines we would consider it a pleasure to talk it over with you.

NO other jobber has as many advantages to offer you as we have in the way of satisfaction and service. Read the few suggestions in black face type. Complete Stocks of Victor and Edison Records, Machines and Supplies. One Express Charge for Two Lines. Figure This Item at the End of a Year. Every Article Sold by Us Reaches You in Factory Condition. Fifteen Years an Exclusive Talking Machine House and the Experience Gained During That Time is Yours. Give Us a Trial With Your Next Order.

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

Original Distributors of Victors in New England

Victrola

WHAT does the widespread Victrola magazine advertising mean to you? You can make it work overtime and produce big profits if you will. But there must be co-operation on your part.

Here are some suggestions which will help you pile up big profits on selling Victrolas. Make a list of all the people in your town who can afford a Victrola. Arrange for a Victrola concert at their homes. Select a pleasing program from the instrumental, comic and operatic Victor Records, remembering that rich people enjoy fun as well as grand opera. Explain the various records as you play them, and tell entertainingly about the singers and musicians.

This is possible and reasonable, Mr. Dealer, *and it will bring results.* Why not get one Victrola from your distributor at once, and try this plan? You'll sell that one and probably many more.

And just think of the Victor Records these wealthy people will buy.



Victrola XVI, Circassian Walnut, \$250



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

Albany, N. Y.....	Finch & Hahn.	El Paso, Tex.....	W. G. Walz Co.	Omaha, Neb.....	A. Hospe Co.
Altoona, Pa.....	W. H. & L. C. Wolfe.	Escanaba, Mich.....	Grinnell Bros.		Nehraska Cycle Co.
Atlanta, Ga.....	Elyea-Austell Co.	Galveston, Tex.....	Thos. Goggan & Bros.		Piano Player Co.
	Phillips & Crew Co.	Grand Rapids, Mich.....	J. A. J. Friedrich.	Peoria, Ill.....	Chas. C. Adams & Co.
Atlantic City, N. J.....	Sol. Bloom, Inc.	Honolulu, T. H.....	Bergstrom Music Co., Ltd.	Philadelphia, Pa.....	Sol. Bloom, Inc.
Austin, Tex.....	The Petmecky Co.	Indianapolis, Ind.....	Kipp-Link Phono. Co.		Louis Buehl & Brother.
Baltimore, Md.....	Cohen & Hughes.		The Musical Echo Co.		J. E. Ditson & Co.
	E. F. Droop & Sons Co.	Jacksonville, Fla.....	McGraw Bros. & Vogt.		C. J. Heppe & Son.
	H. R. Eisenbrandt Sons.	Kansas City, Mo.....	J. W. Jenkins Sons Music Co.		Penn Phonograph Co., Inc.
	Wm. McCallister & Son.		Schmelzer Arms Co.		Western Talking Machine Co.
Bangor, Me.....	M. H. Andrews.				H. A. Weymann & Son, Inc.
Birmingham, Ala.....	E. E. Forbes Piano Co.	Lincoln, Neb.....	Ross P. Curtice Co.	Pittsburg, Pa.....	C. C. Mellor Co., Ltd.
	Talking Machine Co.	Little Rock, Ark.....	O. K. Houck Piano Co.		Standard Talking Machine Co.
Boston, Mass.....	Oliver Ditson Co.	Los Angeles, Cal.....	Sherman, Clay & Co.	Portland, Me.....	Cressey & Allen.
	The Eastern Talking Machine Co.	Memphis, Tenn.....	E. E. Forbes Piano Co.		Portland Talking Machine Co.
	M. Steinert & Sons Co.		O. K. Houck Piano Co.	Portland, Ore.....	Sherman, Clay & Co.
Brooklyn, N. Y.....	American Talking Machine Co.	Milwaukee, Wis.....	Lawrence McGreal.	Richmond, Va.....	The Cable Piano Co., Inc.
Buffalo, N. Y.....	W. D. Andrews.	Minneapolis, Minn.....	Minnesota Phonograph Co.		W. D. Moses & Co.
	Neal, Clark & Neal Co.	Mobile, Ala.....	Wm. H. Reynolds.	Rochester, N. Y.....	The Talking Machine Co.
Burlington, Vt.....	American Phonograph Co.	Montreal, Canada.....	Berliner Gramophone Co., Ltd.	Salt Lake City, Utah.....	Carstensen & Anson Co.
Butte, Mont.....	Orton Brothers.	Nashville, Tenn.....	O. K. Houck Piano Co.	San Antonio, Tex.....	Thos. Goggan & Bros.
Canton, O.....	The Klein & Heffelman Co.	Newark, N. J.....	Price Phono. Co.	San Francisco, Cal.....	Sherman, Clay & Co.
Charlotte, N. C.....	Stone & Barringer Co.	Newark, O.....	The Ball-Fintze Co.	Savannah, Ga.....	Phillips & Crew Co.
Chicago, Ill.....	Lyon & Healy.	New Haven, Conn.....	Henry Horton.	Seattle, Wash.....	Sherman, Clay & Co.
	The Rudolph Wurlitzer Co.	New Orleans, La.....	Nat'l Auto. Fire Alarm Co.	Sioux Falls, S. D.....	Talking Machine Exchange.
	The Talking Machine Co.		Phillip Werlein, Ltd.	Spokane, Wash.....	Eiler's Piano House.
Cincinnati, O.....	The Rudolph Wurlitzer Co.	New York, N. Y.....	Blackman Talking Machine Co.		Sherman, Clay & Co.
Cleveland, O.....	W. H. Buescher & Son.		Sol. Bloom, Inc.	St. Louis, Mo.....	Koerber-Brenner Music Co.
	Collister & Sayle.		C. Bruno & Son, Inc.		St. Louis Talking Machine Co.
	The Eclipse Musical Co.		I. Davega, Jr., Inc.	St. Paul, Minn.....	W. J. Dyer & Bro.
Columbus, O.....	Perry B. Whitsit Co.		S. B. Davega Co.		Koehler & Hinrichs.
Dallas, Tex.....	Dallas Talking Machine Co.		Chas. H. Ditson & Co.	Syracuse, N. Y.....	W. D. Andrews.
Denver, Colo.....	The Hext Music Co.		Jacot Music Box Co.		
	The Knight-Campbell Music Co.		Landay Brothers, Inc.	Toledo, O.....	The Hayes Music Co.
Des Moines, Iowa.....	Jones Piano Co.		Stanley & Pearsall.		The Whitney & Currier Co.
	Harger & Blish, Inc.		Benj. Switky.	Washington, D. C.....	E. F. Droop & Sons Co.
Detroit, Mich.....	Grinnell Bros.		New York Talking Machine Co.		John F. Ellis & Co.
Dubuque, Iowa.....	Harger & Blish, Inc.				
Duluth, Minn.....	French & Bassett.				

MOTION FOR WRIT DENIED

In Application Made in Behalf of the Leeds & Catlin Co. in Suit Won by the American Graphophone Co.—Final Action in Jones Patent Process Litigation.

(Special to The Talking Machine World.)
Washington, D. C., June 7, 1909.

The Supreme Court of the United States made quick work of the application of the Leeds & Catlin Co., New York, for a writ of certiorari to review the decision of the Circuit Court of Appeals, Second Circuit, reversing Judge Hough, rendered in the Jones patent process for duplicating disc records on April 14. The petition of Louis Hicks, their counsel, was peremptorily denied, and the celebrated litigation of the American Graphophone Co. (Columbia Phonograph Co., General) against the Leeds & Catlin Co. was abruptly brought to an end. The action of the Supreme Court is the final adjudication of the case.

By dismissing the application of the Leeds & Catlin Co. and denying their motion for a writ of certiorari, the Supreme Court has ended one of the most bitterly contested patent litigations that has been before the United States courts for years. The question involved was the validity of the patent covering disc sound records as now universally made. The Columbia Phonograph Co. owns this patent and Leeds & Catlin were sued as infringers. This decision gives the Columbia Co. control of the manufacture of disc sound records for many years to come. The Victor Co. is licensed under this patent.

In the opinion handed down April 13, 1909, finally sustaining the Jones patent, the Court of Appeals found that the essential facts upon which the Leeds & Catlin Co. were relying had been just as fully presented two years before, when the patent was sustained in suits brought by the Columbia Phonograph Co. against the Universal Talking Machine Manufacturing Co. and the American Record Co. Speaking of the Jones (Columbia) process the court quoted approvingly

from its former opinion (above mentioned) that "the disc produced by the patented process responds to the test of success, where others have failed. But, in addition to this inventive success it is also a commercial success." The court finds that the testimony in the present suit does not disclose any new facts to change this decision.

Of the alleged anticipating patents and articles, said to appear for the first time in the present suit, the court says "they add nothing of importance to the controversy." The chief reliance of the defendants was placed upon two British patents granted in 1888 to Adams-Randall. The Circuit Court of Appeals, contrasting Adams-Randall's patents with the Columbia (Jones) patent, holds that the former patents "abound in tentative, indeterminate and infeasible suggestions, too nebulous to anticipate a patent which has actually shown the art how to make the thing needed."

The court held, finally, that the proofs "amply sustain the charge of infringement," and closed with instructions to enter the usual decree in favor of the complainant—the American Graphophone Co., the Columbia Phonograph Co., sole sales agent.

The decree is for a perpetual injunction, an accounting of the Leeds & Catlin Co.'s profits accruing under their infringement, and also for the damages which the American Graphophone Co. and Columbia Phonograph Co. have sustained thereby. This litigation, now finally ended in favor of the Columbia organization, has been in progress over five and a half years.

HOW TO CHECK "JOY RIDING."

Utilization of Steam Siren and Phonograph in Automobile Will Check Drivers Exceeding the Speed Limit.

The once familiar slapstick comedy devices are at last being paraphrased by the inventors. Theatergoers have not forgotten the "swearing

room," where the main farceur retired to relieve himself of his surplus profanity, the density of the sulphurous emanations being regulated by the size of the surplus. They also remember the vociferous and tell-tale gong which rang whenever one of the farce comedians told a particularly robust lie. There were many variations on this form of mechanical devices for the measurement of emotions, but a German inventor has put the idea to practical use by applying it to an automatic enunciator which makes it impossible for a motorist to exceed the speed limit without proclaiming his fracture of the speed laws from the housetops, or, rather, from the center of the road.

If it becomes legally compulsory for each auto to be equipped with this invention, the police authorities may take things easy. The device is a combination of the steam siren and the phonograph. For instance, the moment the lever is touched which screws the speed past the lawful limit, the enunciator emits a piercing shriek and absolutely refuses to be silenced until the speed is reduced to the point authorized by law, when it stops automatically. In the nature of things there are times when a rate of speed contrary to the rules and regulations is necessary, as in the case of ambulance calls, physicians' summonses, etc. To meet this emergency there is a provision specially constructed phonographs, which announce the character of the vehicle and the reason for going faster than the ordinary "glad wagons."

The practical value of this invention is yet to be tested, but it looks promising. The integrity of the device is guaranteed. It cannot be "seen" or "squared" or silenced by anything but implicit compliance with the speed laws, and the exemptions permitted a certain class of riders are the only exceptions to an otherwise inviolable rule. With absolute honesty on the part of the officials issuing the exempting devices, the laws, if there be any, ought to be enforced with a fair degree of rigidity. At least there would be a material decrease in what have been happily called "joy rides," which have for their principal object the separation of the speed limits into the minutest possible fragments.

PUSHING TRADE IN CHINA.

Americans Must Guard Against Strong German and English Competition.

An American resident in the Far East who has been looking into commercial conditions in China furnishes information confirmatory of recommendations frequently made by American consular officers as to the necessity for establishing branch houses in charge of Americans to promote and safeguard American trade with China.

The importation of goods into Hongkong and into South China, Hongkong constituting the market and distributing point for the treaty ports from Pakhoi to Foochow, is controlled by English and German houses. The former are nearly all firms of long standing and wide experience in the trade, having heavy capital at their back. The latter are newer but energetic, and are also backed heavily with home capital. All of these firms have a natural bias toward goods produced in their own home countries, in addition to which must be taken into account the capital invested in these China houses by manufacturers and others in England and Germany, resulting in close affiliations and control. The result of this is that at equal, and oftentimes at a higher price, the English house will push English goods and the German house will push German goods.

A. L. Smith, Snohomish, Wash., a live up-to-date dealer, believing that the people want the goods brought to them, is making a hard fight for the country trade, working all the territory in the vicinity of Snohomish from house to house and reports business much improved in his territory.



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.

TRADE NEWS FROM INDIA.

Business Quiet—Cheap Machines Injure Trade—Demand Now Is for a Better Class—How Talkers Are Displayed in India—Litigation Over Singers—Ramchunder Bros.' Activity.

(Special to The Talking Machine World.)

Bombay, India, April 28, 1909.

Business for the past season has been very quiet in all lines in India, but the prospects are now more hopeful. Early last fall a large influx of cheap European talking machines flooded the market. They sold in big quantities on account of their low price. When the merchants

with an important record company, "sold" his voice to another company, the latter, however, being in ignorance of any previous contract. A decision was given in favor of the first named concern, and a fine imposed by the court. Some of the local singers evidently are in ignorance of the most elementary principles of the law of contract. It is not easy to sign an agreement in any country and break it.

One of the largest firms in the Far East in the musical instrument business and who are among the pioneers in introducing the talking machine into India is the firm of T. S. Ramchunder & Bros., composed of Ramchunder Narotumdas, Purshotumdas Narotumdas, Jagjivandas

up was the Edison phonograph and for many years they conducted a steady and flourishing trade in Mr. Edison's renowned invention.

In order to supply the demand for the records in the vernacular they set forth to learn the



THE SENIOR MR. RAMCHUNDER.

intricacies of recording and their success in this respect has been unparalleled in India. It is said by the authorities in the Indian field that Messrs. T. S. Ramchunder Bros. have the finest selection of native records in the Far East under the distinctive and well known name of "Ramagraph." The senior Mr. Ramchunder, though 63 years old, is still hale and hearty and in conjunction with his two brothers, daily look after the details of this immense trade.

INCORPORATED IN TEXAS.

The Dallas Talking Machine Co., Dallas, was incorporated with the secretary of the State of Texas last week with a capital stock of \$15,000. The incorporators are: Ira T. Moore, H. Corder, and W. L. Williams.

The phonograph is suggested by a French photographer as a 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.

"There is no limit to the amount of goods a man can sell. What he requires is ambition, push, energy and right goods."



SELLING TALKING MACHINES TO A DEALER IN INDIA.

had occasion to test their qualities, however, not only as regards reproduction, but also mechanical construction, they found the machines inadequate and a constant source of annoyance. They were poorly made and were constantly returned by customers, owing to some part of the mechanism being defective.

This condition has caused a change in the attitude of merchants toward the talking machine. They are now demanding better constructed machines and are willing to pay higher prices for more reliable instruments. It was at this time—the psychological moment—that C. E. Bryant introduced some American machines to the merchants of this city and locality with excellent success. He has succeeded in having his machine quoted in many lists of merchants throughout the country, and its construction and musical qualities appeal to the people of this section.

Your readers will be interested in the photograph sent herewith of a talking machine dealer's store in the Punjab, where a representative of Mr. Bryant is demonstrating his talking machine with a view of establishing an agency. From this picture one can get an idea of the methods employed in the Far East for the selling of talking machines and how it is necessary to bring the talking machine to the native merchant's shop and make a full demonstration of its merits. This covers not only its finish and construction, but also its superiority in a reproducing quality, as compared with other machines, and most important of all to the merchants of India, the price at which they can buy the goods.

When record making was first introduced into India the leading companies and dealers contracted with a number of leading singers to sing for them exclusively for so many years, or a lifetime. Now many of these singers, who have long time contracts, have broken them on the offer of better prices from other concerns, and, as a result, a number of suits have been instituted to test this matter.

A suit has just been decided in a local court in which a noted singer, who is under contract

Narotumdas. In the old days the firm dealt principally in harmoniums and band instruments, which were bought by the native states and native princes, and from this extensive trade the present nucleus of the fortune of Messrs. T. S. Ramchunder & Bros. was accumulated. When the talking machine was invented Messrs. Ramchunder Bros. at once saw the possibilities of a large business in this line with India and they at once set forth their energies and capital to its development. The first type of machine taken

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, JUNE 15, 1909.

THAT business is steadily improving is indicated by the numerous cheering reports which we have received from various business centers of the country.

It is quite time; and with an early settlement of the tariff it is believed that the last obstacle to obstruct the passageway to prosperity will have been removed.

The crop reports indicate a splendid yield, and with good prices, which are practically assured, it will mean that we will enter upon the fall trade with conditions most reassuring and satisfying.

It has been rather a hard pull since the fall of 1907, but the worst is over, and certainly the road is going to be illuminated by cheering rays of business sunshine from this time on.

That does not mean, however, that business men can sit down and witness a steady improvement in their affairs without effort.

They cannot, and no man should fool himself with the idea that success is going to be easily won.

Competition in every line is keener to-day than ever before, and the man who succeeds in any business must be up and doing.

He must learn to labor and to wait his chances and be ever ready to improve them.

IT must be a source of satisfaction to talking machine men all over the country to know that their industry has stood up so well under adverse conditions, and it must be conceded that the provisions which have safeguarded the industry in the sale of machines and records have operated to the advantage of those whose interests lie in jobbing and retailing.

We have witnessed no annihilation of prices and no slaughter sales. On the contrary, the industry has stood up nobly, and it has a brilliant future.

There is no doubt that the talking machine

men of this country will succeed in accomplishing good business results during the next six months, and the men who make their plans well ahead will be those who will reap the largest benefits.

We have a good many wise, level-headed, progressive men in this industry, and they are the ones who will not wait until the full tide of prosperity has reached us before they are doing things.

They will lay their plans well in advance and they will profit by them.

No doubt of it.

ABOUT commissions. The Victor Talking Machine Co. propose to nip the commission evil in the bud.

In a recent communication addressed to the trade it is strictly forbidden to pay commissions to anyone for the sale of Victor machines, excepting only in the case of clerks or salesmen who are employed entirely on a commission basis in lieu of salary.

In this communication the Victor Co. prohibit salesmen who may carry a number of lines on the side from selling Victor goods on commission, and say that if this loophole were left open for evasion a number of cut-price cases would develop, where commissions should be divided or paid back to the Victor purchasers.

Louis F. Geissler, general manager of the Victor Co., has passed a large portion of his business life in the music trade, where he knows of the prevalence of the commission evil.

So far as he is concerned, he does not propose to have it creep in in an innocent form in the talking machine trade.

The communication sent forth by his company covers the ground completely, and states that any deviation from the principles laid down therein will be construed as a violation of the Victor contract.

It is plain and straight from the shoulder.

BEFORE another issue of The Talking Machine World shall have made its appearance all manufacturers of talking machine records and music rolls will be compelled to pay a royalty of two cents on each roll and record manufactured.

It will be seen by referring to the copyright law, which will go into effect on July 1, that the arrangement of reproduction must be made with the publisher for the composer.

Therefore, as The World views the situation, the music publishers of this country to-day hold the real key to the copyright situation, in so far as it applies to the reproduction of records and music rolls.

There are a number of things, too, that are not quite clear in the new law, one of which is the arrangement of music.

When permission is granted by the publisher to the manufacturer to reproduce for automatic musical purposes will not there have to be a special business agreement covering each special musical arrangement?

Read the copyright law and see.

To our minds the new law will impose a hardship upon manufacturers who will be compelled to pay a royalty of two cents on each record manufactured.

It would be just if this royalty applied to all records sold, but under the exchange system thousands and thousands of records must come back to the manufacturer unsold.

On every one of these, according to the new law, a royalty of two cents must be paid to the publisher. As a result of this less chances will be taken with certain compositions.

In other words, it is probable that the new law, when in operation, will result in decreased monthly bulletins containing new records.

Certainly manufacturers are not going to accumulate vast record stocks on which they will be compelled to pay royalties at the outset, whether or not they are sold.

Then again, there are some men who argue that the constitutionality of the new law will be put to the test.

It may be that shortly after it becomes operative we shall see a test case.

At least that would not be surprising, because this is the first time when the United States surrounded special products with such conditions.

IMMEDIATELY following the Fourth of July the Talking Machine Jobbers' National Association will be convened at Atlantic City.

We are informed that the attendance promises to be an unusually large one, inasmuch as a number of jobbers from the interior of the country have signified their intention of embracing this opportunity to stop a few days on the sea coast.

The list of jobbers who belong to the association is formidable, and, without doubt, it will be further augmented at Atlantic City.

The Jobbers' Association stands for the good of the talking machine trade, and in many ways through co-operation has been instrumental in bringing about excellent results.

One of the leading members, while recently discussing the objects of the association with The World, remarked that there were many things in connection with the talking machine trade which may be best promoted by harmonious co-operation of the jobbing interests, and that it should be understood that the association was not exploiting any particular product.

In other words, that it was purely a jobbers' association, formed for the benefit of the entire trade, and what was good for the jobbers and the dealers must also be beneficial to the manufacturing interests.

In short, that the talking machine business would profit by intelligent co-operation in all the departments of the trade.

THE article from the pen of Eldredge R. Johnson, which appeared in the last issue of The World, has attracted a great deal of attention on both sides of the Atlantic. It is the first time that Mr. Johnson has ever expressed his views on the talking machine situation, and his utterances quite naturally, on account of the important position which he holds, have a great interest for the men who are identified with the talking machine industry.

Mr. Johnson views the situation of the talking machine optimistically, and he supports his faith by making extensive factory additions in order to meet with the demands of the trade in every way.

We need optimistic men nowadays; men who have confidence in the business future of that with which they may be identified. The attitude of a man who occupies a commanding position has the effect either to inspire confidence or to create mental depression, and the business world has really no use for pessimists.

What One of the Big Talking Machine Companies Thinks — OF THE — “B. & H.” Fibre Needle

THE COLUMBIA PHONOGRAPH CO.

has decided not only to stock “B. & H.” Fibre Needles regularly but also to furnish a special needle arm which can be attached to any Columbia Disc Reproducer.

We quote from the official announcement in the *Columbia Record* for May, 1909.

Fibre Needles

“We are adding to our list of supplies a line of fibre needles.

“Fibre needles are made of Japanese bamboo, a material possessing qualities which, in addition to reproducing disc records in a sweet, clear, natural tone, appear to improve the quality and prolong the life of the record. The oily material with which the needle is treated in process of manufacture acts as a perpetual lubricant, and the needle polishes and smooths the record grooves instead of wearing them.

“The fibre needle is triangular in shape and requires a special needle arm, which we are in a position to furnish, and which can be attached to any Columbia Disc Reproducer. This needle arm is adaptable to both fibre needles and regular steel needles, and will be known as Fibre Needle Reproducer Arm.

“Fibre needles are especially recommended

for use with grand opera records or other high priced records, because of the fact that they do not injure the records and in addition will give a more pleasing reproduction.

“The same needle may be used a number of times from the same point, and each needle may be repointed with a penknife or with a special needle cutter, full particulars of which will be furnished later.

List Prices of Fibre Needles and Needle Holders.

250 needles in box.....\$1.00
Needle arm to accommodate either fibre
or steel needles..... 1.00

“The above prices are subject to dealers’ and jobbers’ *regular discounts*.

“Disc Graphophones may be ordered equipped with Fibre Needle Reproducer Arms, and sold at regular catalogued prices.”

Samples and details on application

THE “B. & H.” FIBRE MFG. CO.

Sole Manufacturers of Fibre Needles

Patented in United States and all Principal Countries in the World

208 E. Kinzie St.

CHICAGO

TRADE ON THE PACIFIC COAST.

Business Quiets Down Toward End of May for Summer Season—Downtown Stores Well Satisfied With Conditions—Auxetophone Proves Interesting Attraction—The Curtaz & Son Department—Columbia Co. News—Edison Goods Advancing in Popularity—Talking Machine Men Play Baseball—Other News of the Month.

(Special to The Talking Machine World.)

San Francisco, Cal., May 29, 1909.

The month started in fairly well with the local talking machine dealers, but business has quieted down considerably during the latter part of the month, and the dull summer season has fairly begun. There are some exceptions, and one or two dealers report more business than last month, but the general condition is not very satisfactory. There is, of course, some extra demand for records from people who are starting on their summer outings, but this is not of much consequence this year. Outside wholesale trade is also rather quiet, though this department is in a relatively better condition than the city business.

Those who have moved their stores down town in the last month or two are well satisfied with conditions, and are confident that by the opening of the fall season their business will assume larger proportions than for the last two years. Clark Wise & Co., in particular, are making a big thing of their talking machine department. With an entire floor devoted to this line, they are able to give it more attention than in the past, while their location is one of the best in the city. The Auxetophone, which is kept in the second story window, is a daily feature which attracts large crowds of shoppers, including many people from outside the city. While these public concerts are sometimes of a popular nature, the Red Seal records and high-class opera music are the favorites, and the sale of this class of goods has been greatly stimulated. Many people who have judged the talking machine by a little experience with the old fashioned machines and records have changed their opinions after listening to this exhibition for a few minutes.

The talking machine department at Benj. Curtaz & Son's new store is not yet complete, but a fair business has been carried on there for the last two weeks. The department is rather small in size, having only three rooms, will make up for it in style and equipment. One room will be devoted entirely to the demonstration of Red Seal records, with another for more popular lines. Mr. Curtaz expects quite a run of business as

soon as he can get the department in final shape.

The San Francisco office of the Columbia Phonograph Co. is closing out all its old wax cylinder records at 15 cents, and as soon as this stock can be disposed of their place will be taken by the new indestructible records. Coast Manager W. S. Gray will make a short visit to Kirk, Geary & Co., the new wholesale agents at Sacramento, early next week, and will then proceed East for a six-weeks' stay. Before returning to San Francisco he will visit the various offices in the Northwest. The Columbia office has noticed nothing of the prevailing dullness, and, in fact, Mr. Gray states that May has been the best month, with the exception of March, that he has experienced for the last year. The office still remains on Van Ness avenue, and Mr. Gray states that he is in no hurry to move, as he considers the immediate future of the local retail trade as rather uncertain, and prefers to rely on the wholesale trade at outside points. He believes that there will be no difficulty later on in getting a suitable location, possibly at lower rental than is now asked. In the meantime he has been receiving many valuable suggestions as to the method of fitting up a new establishment from the branch managers through the territory, and will make the new place a result of the combined experience of the Columbia men all over the Coast.

While the local music houses are probably paying more attention to the talking machine line than ever before, some of the older dealers remark that conditions have changed since the fire, and it is no longer an easy matter to build up a large business. The amount of competition has increased to a large extent. In addition to the increased departments at several of the piano stores, many small retailers have started up in the outlying districts, and talking machines have become a popular side line with many classes of business. This is all very well for the wholesalers, and most of the new retailers have managed to do fairly well, but to get a large retail trade requires more ability than in former times.

Both the Edison business phonograph and the Commercial graphophone are making rapid advances in this city. Peter Bacigalupi & Sons have been giving a great deal of prominence to the Edison machine for the last few months, and have placed the machines on trial in a number of large local business houses.

P. H. Beck, lately with the business phonograph department of Peter Bacigalupi & Sons, and formerly with the Columbia Phonograph Co., is now associated with the retail department of the Pacific Phonograph Co.

Manager C. M. Jones, of the Pacific Phonograph Co., states that this month has not been as good as April, though he has no ground for complaint. The company have taken orders for over 150 of the new model Edison machines, and there is no doubt that when they arrive next month there will be a big demand for them.

John H. Gill, representing the National Phonograph Co., remained in San Francisco most of the month, but has just left for the East.

Mr. Schramm, of the cabinet house of Schramm Bros., Chicago, was in the city recently.

Willis S. Storms, a talking machine man of Baltimore, Md., is visiting the trade in San Francisco.

If Kohler & Chase move down town in July, as they have planned, the Pacific Phonograph Co. will go with them, and will occupy a large part of the building. The deal has not yet been concluded, however, and it is still uncertain whether the move will be made or not.

The new building of the Wiley B. Allen Co. will be ready in about a month, and the talking machine department of this store will be about the largest in the city, occupying the entire Sutter street wing of the store, from basement to mezzanine floor. It will be made as complete as possible, with ten rooms for the demonstration of records alone, and no expense will be spared in fitting it up according to the most approved standards. The company has always kept out of the talking machine business in this city in the past, though departments have been conducted successfully by several of the branches. Now the city store will take a hand at it, and with the standing which this house has gained in other lines its success is assured.

Manager A. G. McCarthy, of the talking machine department of Sherman, Clay & Co., is taking a short vacation.

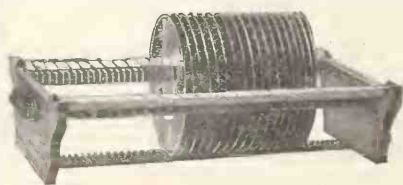
On Sunday, May 16, the employes of Sherman, Clay & Co. and the Wiley B. Allen Co., talking machine and piano dealers, played a game of baseball, Sherman, Clay & Co. winning the first game by the score of 9 to 4. The following was the line-up: Wiley B. Allen Co.—Felvey, Baker, Shortley, Anrys, Manning, Black, Stahberg, Harris, Smiley and Weldon. Sherman, Clay & Co.—Mack, Rothlin, Dinkel, Lausten, Moore, Skinner, Ringen, O'Connor, Nicholas and Merle. The features of the game were the pitching of both Weldon of W. B. A. Co., and Merle, of S. C. & Co., they striking out a number of the heaviest batters. The batting of Black, of W. B. A. Co., and W. O'Connor, of S. C. & Co., were of big league caliber. The game was remarkably well played, considering the lack of practice the boys had; the entire nine innings being played in one hour and forty minutes.

EASTON LIVES IN HISTORIC SPOT.

His Home at Arcola, One of the Sights of That Section of New Jersey.

Northwestern New Jersey abounds in spots of historic interest—in fact, that section of the State is dotted with fine old stone buildings, which have been in existence since 1700. One of these, the Doremus Homestead, at Arcola, is a fine example of the early architecture of the Colonial days. This little town is proud, by the way, of being the home of Edward D. Easton, president of the Columbia Phonograph Co., who purchased an immense tract of ground and transformed it into a veritable paradise. The natural beauty of the locality has been enhanced rather than cultivated, and the whole forms a park which is a delight to those who pass that way. A tour through this country is always a delight to automobilists, for on every side one sees evidences of the early days of our country's history when the troops of Washington and the British were at various times camped in that locality.

Chas. Lampe, Seattle, Wash., is one of the hustling talking machine dealers of that town. He is going after business hard and says it is improving daily.



BREAKING THE RECORD

Is the Aim of the World in General

PRESERVING THE RECORD

Is the Aim of Talking Machine Owners

They can do it at small expense by means of the

Crescent Disc Record Cabinet

Just as Effective for Double as for Single Face Records.

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.....\$5.75

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

COME TO ATLANTIC CITY

Join the Jobbers

The National Association OF TALKING MACHINE JOBBERS

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JAMES F. BOWERS, President

W. D. ANDREWS, Vice-President

LOUIS BUEHN, Treasurer

PERRY B. WHITSIT, Secretary

Lawrence McGreal
E. H. Uhl

W. E. Henry
J. Newcomb Blackman

Carl N. Droop

ARE YOU A MEMBER?

If you are not, but are engaged in the jobbing of standard make machines and records at wholesale, you should become a member. The association is young, but has accomplished a great deal.

The credit system affords a valuable protection in extending credit, and a large membership adds weight to all subjects presented to the manufacturers. The dues are but \$15.00 per year, payable semi-annually.

We have most all who do a real jobbing business, but there are still some who should support the cause by joining. You can attend the convention without being a member, but it would be better to join and take an active part in the meetings.

Send in your application now to J. Newcomb Blackman, Chairman Membership Committee, 97 Chambers Street, New York.

RECEPTION COMMITTEE

For Convention, Atlantic City, July 6, 7, 8, 1909

W. D. Andrews	Syracuse, N. Y.
Carl N. Droop (E. F. Droop & Sons Co.)	Washington, D. C.
B. L. Crew (Phillips & Crew Co.)	Atlanta, Ga.
C. H. Roush (Standard Talk. Machine Co.)	Pittsburg, Pa.
J. F. Fintze (Ball, Fintze Co.)	Newark, O.
B. J. Pierce (J. W. Jenkins & Sons' Music Co.)	Kansas City, Mo.
Max Strasberg (Grinnell Bros.)	Detroit, Mich.
Geo. C. Mickel (Nebraska Cycle Co.)	Omaha
H. H. Blish (Harger & Blish)	Dubuque, Ia.
A. J. McCarthy (Sherman, Clay & Co.)	San Francisco, Cal.
W. E. Henry (care Zelda Apartments)	Los Angeles, Cal.
E. F. Taft (Eastern Talk. Machine Co.)	Boston, Mass.
R. H. Wurlitzer (Rudolph Wurlitzer Co.)	Cincinnati, O.
Lawrence Lucker (Minnesota Phonograph Co.)	Minneapolis, Minn.
E. J. Heffelman (Klein & Heffelman)	Canton, O.

THE National Association of Talking Machine Jobbers will hold their second annual convention at Atlantic City, July 6, 7 and 8th, 1909.

The object of the convention will be to bring the manufacturers and jobbers together as a harmonious unit to promote any subject that appears for the improvement of the industry.

It will be an opportunity for jobbers to exchange views, make suggestions, get new ideas, study the ways of the most successful.

Just the time to visit the Talking Machine factories, as they are within a short distance.

For the manufacturers what better chance could be offered to inspire confidence in the future, create optimism and enthusiasm, so that their jobbers will return and spread it among their dealers.

Dealers are also invited to attend, and it would be a good time for a few "live" ones to organize a Dealers' Association.

We want this convention to be the "greatest ever" and all must "pull together." Everybody should come, everybody in the industry is invited and will be benefited.

Send the firm, send your managers, salesmen, and be prepared to do your share in making this convention the signal for the return of prosperity.

Don't forget to bring the ladies; we want them to come and enjoy Atlantic City; we want them at the banquet. Make this your vacation, if necessary. You will have plenty of time for pleasure, for the convention will last three days, and it is our intention to reserve the mornings and evenings for pleasure. Will you be with us? All inquiries will have prompt attention if addressed to J. Newcomb Blackman, 97 Chambers Street, New York.

THE CONVENTION WILL BE HELD AT

THE HOTEL CHALFONTE.

Yours very truly,

COMMITTEE OF ARRANGEMENTS,

J. Newcomb Blackman, Chairman.
Louis Buehn.

HOTEL CHALFONTE CONVENTION RATES:

AMERICAN PLAN (INCLUDING MEALS)

- One room, when occupied by one person, \$3.50 to \$4.50 per day.
- One room, when occupied by two persons, \$6.00, \$7.00 and \$8.00 per day.
- One room, with bath, occupied by two persons, \$10.00 per day.
- One extra large room, with bath, for two persons, \$12.00 per day.

MILWAUKEE'S BUDGET OF NEWS.

Trade in Wisconsin Rather Quiet—Lawrence McGreal Entertains Merchants and Manufacturers on Trip—Also Tries the Effect of Talking Machine Music on Animals in the Zoo—New Columbia Branch—Other News of the Month.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 8, 1909.

There is no getting around the question that the retail talking machine trade in Milwaukee and about Wisconsin is rather quiet at the present time. General business seems to be dull in the city, and retailers say that they are faring no worse than other lines of business. Plenty of improvement within the next few weeks is expected, however. It will not be long before the summer resort season opens up, and then business will be all that can be asked for. The unusual dullness in the country trade is due to the fact that the remarkably late spring has hindered farm work to such an extent that farmers are busy making up for lost time and have no thoughts of buying talking machines.

The wholesale business is much more satisfactory than the retail, although there is plenty of



MR. MCGREAL EXPERIMENTING WITH BUFFALOS. room for improvement in this field also. Dealers are stocking up carefully, but owing to the fact that stocks are remarkably low all over the State, it is felt that there are good times ahead in the wholesale field.

Lawrence McGreal, the well-known jobber and dealer, was a prominent member of the party of Milwaukee business men who enjoyed the recent annual junket of the Merchants and Manufacturers' Association. The trip was made to Michigan territory this year, and included a journey by boat to Ludington, and thence by rail down the western coast of Michigan. Mr. McGreal took two of his talkers along to amuse the big party, a Victrola and an Edison, and a remarkable collection of records. Last year Mr. McGreal made several substantial sales as a result of a similar trip.

Lawrence McGreal recently worked a novel experiment at the Washington Park Zoo as a result of a wager on the part of Mr. McGreal that animals could appreciate music. Mr. McGreal, a photographer, a newspaper man and a retinue of followers witnessed the effect of the "canned" music upon the animals as a talker from the McGreal establishment was started before various cages. Mr. McGreal won a good dinner on his contention that the animals could distinguish between good and bad music. The "Salome" dance music didn't have much of an effect upon

the snakes of the place, but the "Merry Widow Waltz" caused the "Countess Heine," the elephant, to waltz merrily up and down her enclosure. "The Campbells Are Coming" made a big hit with camels, while the buffalos were interested in "Put Me Off at Buffalo." "Honey Boy" worked wonders with the bear family, but a song by Caruso made the inhabitants of the monkey house beat a quick retreat. Altogether, the experiment was a most interesting one and proved to be a great advertisement for Mr. McGreal. "Any animal can appreciate music," said Mr. McGreal; "why, the little monkey that I brought up from Cuba for my boy, Jack, sits up and takes notice every time that we turn loose a record at home."

An improved demand in both the Edison and Victor line is reported by Alfred Hille, manager of the Flanner Music House.

Henry Saak, instalment manager of the Columbia Co., has opened a new retail store at 1602 Vliet street, where the entire Columbia line will be carried. A five-year lease has been taken and an especially large stock has been put into place. Mr. Saak will devote much of his time in outside territory, making long trips in his automobile, while Mrs. Saak will be manager of the establishment much of the time. Mr. Saak has been in the employ of the Columbia company for more than five years, and has been connected with the Milwaukee branch since its establishment.

The Hoefler Mfg. Co. had one of the finest Memorial Day window displays seen in Milwaukee. Machines, records and supplies were intermingled with a remarkable exhibit of American flags, and the window reflected much credit upon Manager J. H. Becker, Jr.

A. D. Herriman, local Columbia manager, was in Chicago a few days ago, talking over plans for the summer campaign at the Columbia headquarters.

Mrs. G. A. Knapp and Harvey Durand, of Fond du Lac, Wis., have just presented a new talking machine to the Home of the Friendless in that city. The gift was made on the condition that friends of the institution would donate at least \$50 worth of records. This was done, and now the machine is whiling away many hours for the inmates.

Lawrence McGreal is already making his plans for attending the coming convention of the National Talking Machine Jobbers' Association at Atlantic City in July. Mr. McGreal believes that several important matters of interest are coming up before the body this year.

George D. Ornstein, manager salesman of the Victor Co., was a recent visitor.

F. K. Dolbeer, general sales manager of the National Phonograph Co., was in town recently while on his way to Winnipeg, Can. Mr. Dolbeer reports that business is steadily improving.

William Schmidt, Wisconsin representative of the Victor Co., has returned from a trip about the State. He reports that the country trade is rather quiet, but that business in the larger towns and cities is more satisfactory.

William P. Hope, Wisconsin and Upper Michigan representative of the National Phonograph Co., has been making a successful business trip to northern and central Wisconsin.

Lawrence McGreal was a prominent member of the Milwaukee reception committee which welcomed the party of 400 members of the Detroit Board of Trade who visited Milwaukee last week. Several leading talking machine jobbers and dealers of Detroit were included in the party.

George Cremer, successor to the former Huseby Co., reports a good trade for the past four weeks. An especially strong line of supplies and records is being carried and the total volume of business received is very satisfactory.

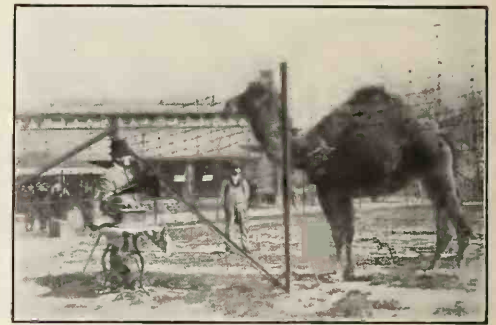
W. Wicks, the enterprising young manager of the automatic piano department at the Hoefler Co. establishment, reports a big increase in business. The Hoefler Co. has more automatic pianos in use in Wisconsin than any other concern in the State.

A stock of more than 8,000 wax records were sold by the Columbia store during the last two weeks in May. A special sale was carried on and the records were disposed of at 15 cents as fast as shipments of new stock could be received. Manager Herriman reports a lively business in the Indestructible records. As soon as the wax records are disposed of only the Indestructible records will be carried.

E. R. Austin, manager of the Edison business phonograph line at the Hoefler Co., has resigned and is now located at Rochester, N. Y. A successor to Mr. Austin has not been chosen as yet.

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

A big sale of "Yip! I Adee! I Aye" records by Miss Blanche Ring are reported by Manager



MR. MCGREAL AND THE CAMEL CLAN.

Becker of the Hoefler Co. Mr. Becker arranged a catchy window display which brought in a steady run of customers to hear the new records.

A NOVEL LIBRARY FEATURE.

Northampton, Mass., Library to Loan Out Talking Machine Records and Music Rolls—Recitals to be Given.

(Special to The Talking Machine World.)

Northampton, Mass., June 5, 1909.

There is a possibility that the work of the Forbes Library in this city may be considerably broadened by the addition of a novel and interesting field. Tuesday evening there gathered in the large room on the second floor of the library building members of the library staff and their friends, and entertainment was furnished by a phonograph, on which a fine series of records was run off. The recital was given so that Librarian W. P. Cutter might test the acoustic properties of the room and determine whether or not it is properly constructed for phonograph and piano-player recitals.

Speaking of the recital and his plans Librarian Cutter stated that for some time he had had in mind adding to the library equipment a collection of records for talking machines and of perforated rolls for piano players. He said: "You know there are large numbers of talking machines in town, and that there are also many automatic piano players. It has seemed to me that the library would be doing a good work if it added to its books and pictures records for home use. As it is possible now to obtain records and perforated rolls from which whole operas may be reproduced, I have given some thought to the feasibility of having recitals given in the large upper room of the library."

Floyd Waggoner, of Milton Center, O., has purchased the talking machine stock of W. A. Longbrake & Co.

THE GREAT DEMAND FOR

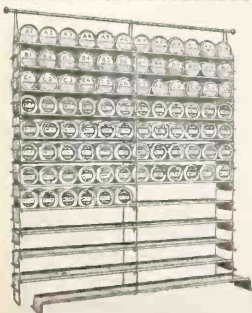
Schubert Extensible Rack Shelves

Has made it necessary for larger and better manufacturing facilities and reducing the price to

35 CENTS!

Now affords dealers to offer their trade the simplest, convenient and cheapest means for keeping records. Made of sheet steel, nicely enameled, so shaped that racks of any size, ranging from 1 to 20 or more shelves can be formed. Easily put together and taken apart. Rack when once started can be added to as desired, thus building as records accumulate. Dealers need but a few shelves to supply a large trade. Can be had ONLY through your jobber. Write him for illustrated circular, entitled "New Prices," which gives dealer's discounts and special terms. Be sure to mention the June Talking Machine World.

G. H. SCHUBERT, Patentee, 199 W. Madison St., Chicago.



Patented July 28, 1908

THE TRADE IN INDIANAPOLIS.

Continued Bad Weather Takes Life Out of Business—Advance Orders, However, Please Dealers—Selling Out Columbia Wax Records—Musical Echo Co. Give Victor Recital—New Columbia Manager in Terre Haute—What Various Houses Are Doing to Boom Business—News in the Vaudeville and Moving Picture Shows.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 6, 1909.

Bad weather has interfered considerably with the talking machine business in Indianapolis territory in May. The weather probably has been the chief factor which has militated against the business. Several houses say, however, that their advance orders are very satisfactory and they are expecting this month to make up for the dull business in May. This is encouraging from the fact that June is ordinarily a dead month. However, Charles Craig, an old talking machine dealer, who was formerly proprietor of the Indiana Phonograph Co., says that June of 1905 was one of the best months he ever had.

Advance orders for the coming month which have been booked by the Indiana Phonograph Co., are most encouraging according to the proprietors of that company. The advance orders for records will run far above the average and the number of dealers giving orders is fully one-third greater than the usual number. The Indiana Phonograph Co. handle Edisons.

Among the June records the best sellers of the Indiana Co. are the Semper Fidelis march, a four-minute record by the United States Marine Band, and "He Will Hold Me," a two-minute record.

The sale of XP records at the new price has been a boon to the Columbia business in Indianapolis territory. Many dealers have taken advantage of the selling value of the wax records at the new price as a business getter. They have advertised them on the theory that they would be fully compensated by the number of people who would be drawn to their stores. As for the sale of the records themselves there is not much profit in selling them at 15 cents retail.

The Musical Echo Co. who handle Victor machines, gave a recital recently at Caleb Mills Hall. An auetophone was used, the English Opera House Orchestra playing the accompaniment. The concert was well attended. The Musical Echo Co. are pushing their business among the wealthier classes.

L. A. Mohler, who until a few weeks ago was doing the road work for the Indianapolis store of the Columbia Co., has been placed in charge of the Columbia branch at Terre Haute and is getting along in a very satisfactory way. C. V. Weaver has succeeded Mr. Mohler as the road representative of the Indianapolis store and is meeting with success.

The Crystal Theater Co., which operates a five-cent vaudeville house and moving picture show in North Illinois street, has added to its equipment by buying a Columbia Symphony Graphophone. The company reports that it is a good business getter. Charles Olson, the heavyweight champion, is the main proprietor of the Crystal Co.

Thomas Devine, of the Columbia Co., has hit on a good plan for calling attention to the grand opera records of his company. He has taken a grand opera catalog and has cut out the leaves and arranged them in a large frame so that the pictures and selections of each are shown to all who pass the show windows. The display has attracted considerable attention.

The Columbia Co. report that "Just Someone," by Henry Burr, is proving to be one of the best sellers among the June records. This company is also having a good sale on Constantino, Zenatello and Bispham records.

The Kipp-Link Co. report a fair business. This company, who handle Victors and Edisons, are advertising the June records extensively.

The D. Somers Co., Columbia dealers, are planning to move into a large new building of their

own at Capitol avenue and Washington street. The building will be of modern style and it is probable that one floor will be devoted entirely to the talking machine business. The company are at present located in Washington street, between Illinois and Meridian.

The ten-cent vaudeville and moving picture shows have opened up at the English Opera House, which during the winter season is used by the best opera companies. The summer season promises to be successful.

VICTOR ON FREE TRIAL OFFER.

Strawbridge & Clothier, of Philadelphia, Found This an Excellent Means of Developing New Business.

Strawbridge & Clothier, of Philadelphia, Pa., recently disposed of a great number of Victor machines through a free trial offer which they sent out to customers for charge accounts. The circular, which was accompanied by a coupon, is worth quoting, as an example to jobbers and dealers of how this enterprising store in the Quaker City sells Victor machines:

"We know the Victor talking machine to be a great musical instrument and we wish you to know this, too. In order to know the Victor you should hear it in your home; and, if you will permit us, we will send you a Victor and one dozen records on three days' trial, without expense or obligation on your part.

"Victor records include the reproductions of selections by the world's greatest singers, bands, orchestras and soloists, and when records by Tetzlaff, Caruso and the other grand opera artists are played on the Victor, the hearer frequently looks for the singer, thinking these magnificent voices come directly from human throats.

"To know the Victor is, in most cases, to want to own one. If, after you hear the Victor in your home, you wish to buy, instruct us to charge to your account in one sum; or, if you prefer, as little as \$4 each month until paid for. If you do not wish to keep the machine and records, ask us to call for them and we will do so. Please understand that this is a free trial offer, without expense to you—simply fill out and mail to us the attached coupon. Very truly yours, Strawbridge & Clothier."

Four big sellers in the June supplement of the Victor Co. in the black label class are: Charlie Case, the monologist; Walter Van Brunt, a new Victor tenor; Mose Tapiero, ocarina soloist, and Ward Barton, yodler.

TO SAIL AIRSHIPS BY MUSIC.

Baconian Cipher Man Plans Flyer With Sound Wave Vibrations as Power—Gravity Law Is Void—Declares Seven Bells Lifted 22 Tons of Steel During Experiments.

(Special to The Talking Machine World.)

Detroit, Mich., May 28, 1909.

A new force, which will overcome the laws of gravitation, is announced here, in the intense vibration caused by the ringing of bells, so attuned as to send forth a tumult of waves.

So enthusiastic are the discoverers of this new force that they will construct a double-deck airship equipped with massive but melodious bells which, when ringing in accord, they say, will not only sustain the ship in mid-air, but will supply the motive force as well.

Dr. Orville W. Owen, scientist investigator and formulator of a Baconian cipher key to Shakespeare's plays, and F. W. Henninger, former football star, and present treasurer and manager of the Sheet Steel Stamping Co., are the chief stockholders in the Standard Aviator Co., incorporated yesterday.

The company proposes to build a mammoth airship as soon as the workshop can be got ready, and with this bell-equipped ship say they will revolutionize the world of aeronautics.

In discussing his new theories Dr. Owen said:

"We have been experimenting for two years and we have a set of seven bells in the Sheet Steel Stamping Co.'s shops from which we have secured vibrations sufficient to lift a mass of steel of twenty-two tons weight from the ground.

"We propose now to build a double-deck airship about 80 feet long and 40 feet wide, to be equipped with bells for lifting and machinery for propelling.

"Did you ever see a meadow lark leave the ground and go up 75 feet in the air in a straight line, and then drop back without moving a wing? The lark does that by vibratory motion of the body. That is just what we expect to do with our bell vibrations."

RAFFLE OFF VICTOR OUTFIT.

The I. T. Y. T. Club, composed chiefly of New York furniture men, held their annual outing on Decoration Day at the Wawayanda Club, in Great South Bay, Long Island. A fine Victor talking machine and 150 records were taken along to enliven the occasion, the outfit being raffled off for a good price when the outing was over.

WOOD DIAPHRAGMS

For cylinder records; every detail reproduced; nothing missed.

For the four-minute records they are a revelation.

PRICE, (including cross head and link) \$1.00 each.

MASTER RECORD MOULDS

Absolutely perfect copper matrices from cylinder masters furnished at short notice. By our new process we produce a matchless surface, even improving that of the master. Prices furnished on application.

SLOT PHONOGRAPHS

Large and small lots of slot phonographs to rent for parlors and summer resorts at nominal prices.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, (39th Street) 662 Sixth Avenue

NEW YORK CITY



MUSIC MASTER

Wood Horns (NOT VENEERED)

GUARANTEED GOODS

Guarantee satisfied customers, which means a steady income to a dealer.
We guarantee to replace any MUSIC MASTER WOOD HORN that shows any defect of any kind at any time, *without charge*.

No other horn carries a guarantee—one of the reasons for pushing the sale of the MUSIC MASTER.

THE MUSIC MASTER is the only *solid* wood horn on the market.
You could not get a musical tone from a metal or veneered wood piano sounding-board. Tone quality is another reason for handling the MUSIC MASTER WOOD HORN.

Have one sent on approval, choice of Oak, Mahogany or Spruce, *for any make or style machine*. If your jobber cannot supply you, write us.

SHEIP & VANDEGRIFT, Inc., Manufacturers and Patentees **Philadelphia, Pa.**

BERLINER GRAMOPHONE CO., Montreal, Canadian Distributors. COLUMBIA PHONOGRAPH CO., exclusive distributors for Music Master Horns to fit Columbia Graphophones.

MAKING RECORDS IN PORTO RICO.

William Friedberg Accompanied by Hugo Emerson Making a Repertoire of Native Masters for the Columbia Co.—Will be Supplied to Local Agent.

William Friedberg, an expert in the recording laboratory of the Columbia Phonograph Co., General, sailed from New York, May 22, on the Ward liner, for San Juan, Porto Rico, W. I., where he will make masters of vocal, instrumental and talking local talent, especially for Gonzalez Padin Hermanus, exclusive Columbia jobber in that city, for the entire island. Hugo Emerson, son of Victor Emerson, general manager of the Columbia laboratory, accompanied Mr. Friedberg, and will assist him in his work, that may keep them in Porto Rico for an indefinite time, or until a sufficient number of satisfactory masters have been obtained. These records will also be listed in the regular export catalog of the company.

The visit of Mr. and Mrs. Friedberg to Porto Rico is thus referred to by our contemporary, the Newark (N. J.) Star:

"In the course of the next three or four months there will be let loose on the blasé American public an assortment of canned music that will be calculated to put life into even the most bored. Love songs in the original Porto Rican language, whatever that may be, will be heard floating from every apartment house window on quiet summer nights, vying with the industrious mosquito in making sleep a longed-for and unachievable goal. Porto Rican folk dances will assault the ear from every source, while no public place will be completed without a phonograph, including a record imprinted with the Porto Rican equivalent for 'We Won't Go Home Until Morning.'

"The expedition which is to corral these harmonic efforts of the guileless Porto Rican aborigine will leave to-morrow morning and will be headed by William Friedberg and his wife, of

457 Orange street. Like a certain naturalist now on the other side of the world, Mr. Friedberg will not content himself alone with the objects of his hunt, but will secure pictures as well, the photographing to be done by Mrs. Friedberg.

"As on all great expeditions of research special paraphernalia has to be employed, among which is a recording horn, peculiarly adapted to the work in hand, and invented by Mr. Friedberg himself. The utility of this instrument has already been proven by the work it did when Mr. Friedberg took it to China and Japan with him and collected with his machine a few national anthems and topical songs from the inhabitants of those countries. Mr. Friedberg is connected with the Columbia Phonograph Co."

CAN'T OPERATE "TALKERS"

In Front of Moving Picture Shows in Reading, Pa.—Recent Ordinance Basis for This Action.

(Special to The Talking Machine World.)

Reading, Pa., June 1, 1909.

After to-day it will be unlawful for managements of moving picture shows to operate phonographs in front of their places of amusement. Mayor Rick has signed the ordinance placing a ban on all such. The measure had some hard sledding in its passage. In common branch it was defeated, reconsidered and finally passed, after much discussion as to the relative merits of its provisions.

NEW WAY TO FIGHT THE DEVIL.

The New York Evening Post recently published the following letter from a New Yorker, which, besides showing a decided lack of musical appreciation, offers a new means of escape for trembling sinners who fear fire and brimstone: "Sir:—Yesterday I had my first mess of operatic music. I accidentally got into a church intended for people of culture. I had always supposed that operatic music was written just to

show the different kinds of sound that can be made with the voice. But now I think that there may be another use for it. I advise the rich men in that church to have the choir sing into a lot of phonographs, and when they die keep the phonographs going day and night in the vaults where they are buried. Satan would never come after them as long as he heard that noise."

VICTOR CO. WIN AGAIN

In Their Suit Against the Duplex Phonograph Co.—Found Guilty of Infringement and Permanent Injunction Issued Subject to Appeal.

(Special to The Talking Machine World.)

Grand Rapids, Mich., May 31, 1909.

The case of the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., of this city, which was argued a year ago, was disposed of Thursday last adversely to the defense. Judge Knappen, of the Circuit Court of the United States, eastern district of Michigan, was materially assisted in writing his opinion, covering eight typewritten pages, by the decision of the Supreme Court of the United States in the Leeds & Catlin Co. case, which practically dismissed the majority of the defendants' pleadings, so far as they related to the Berliner patent. The court also found the Duplex Phonograph Co. guilty of infringement, and the injunction was therefore made permanent, subject to an appeal, which will be taken to the Circuit Court of Appeals.

AFTER THE ENCORE.

The bright red phonograph sang long and loud at an east side cafe. When it finished the people clapped. It replied with an encore, and the people clapped again.

"What makes you look at it so hard?" asked the woman's companion, for her eyes were fixed on the phonograph.

"I am just waiting," she said, "to see it get up and bow."

TRADE IN SOUTHERN CALIFORNIA.

Good Summer Weather Agreeable to Trade—Elks Convention in Los Angeles Expected to Stimulate Sales—Sherman, Clay & Co. Receive Big Victor Shipment—Good Demand for Edison Goods—J. H. Andrews With Fitzgerald Music Co.—An Attractive Victor Window Display—Good Columbia Trade—Other News of Interest from Los Angeles.

(Special to The Talking Machine World.)
Los Angeles, Cal., May 29, 1909.

All Southern California is by this time enjoying regular summer weather which is most agreeable to the trade. With the coming of the Elk's Convention, which will be held in Los Angeles during the month of July, business is expected to be very good. Great preparations are being made for this big gathering of "The Best People on Earth." The city is to be beautifully decorated for the event, which promises to be the largest and grandest celebration ever held in this city. Summer vacations are being mapped out by members of the trade when they will spend a while in recuperation.

Sherman, Clay & Co. have received another shipment of Victors and Victrolas, which is good news to the dealers, since there has been a shortage of these goods. Business is good with this house despite the shortage, which did not last long. The new list of double faced Victor records has been received by the trade, as has also the notice of price changes in de Gogorza records.

The Southern California Music Co., Edison jobbers, have received a sample for demonstration of the new style Edison Fireside which they are displaying to the trade. This new model is destined to meet with great success in Southern California and surrounding territory owing to the extremely low price and the fact that it will play the new four-minute Amberol records. Many orders have already been received which are steadily increasing with every mail. A shipment of the new Reginaphones has been received by the same firm and much admiration is expressed for them. They will be carried in stock as a regular line from now on. The business phonograph department has received a great deal of attention within the last few weeks and the results have been very gratifying. A display representing an office room in which a business man was dictating while the stenographer was transcribing from the machine. A similar display was made some time ago which attracted a great deal. The latter was even more attractive being operated by human beings instead of wax figures as in the former. C. D. Helyer, who is now in charge, is meeting with splendid success in this department.

I. H. Andrews, who for a long time has been connected with the George J. Birkel Co., has left that concern to take the management of the Fitzgerald Music Co.'s new talking machine department. Mr. Andrews is one of the oldest men in the trade and is backed by considerable experience in the talking machine business. He has made some changes in the new department which is now complete and reports a good trade.

Hamberger's department store have arranged a most beautiful display in their Broadway windows in the form of a living room with its occupants listing attentively to the Victor. A more impressive display could not be made.

The demand for Victrolas has been very great with the Wiley B. Allen Co., as a result of their continued advertising to sell them at the lowest terms. They have been having splendid success with their new repair department, which is under the direction of an expert.

The Holmes Music Co. are considering the addition of a new room in which to display a complete line of Victor machines. They are much encouraged over trade conditions.

The George J. Birkel Co. are giving Victor recitals weekly as usual. The Auxetophone has been the source of great interest to those who attend these concerts, it being used as a soloist with an orchestra accompaniment.

The Columbia Phonograph Co. report trade very good in both double discs and indestructible records. Charles Kauffman, their traveling representative, has just returned from a trip through Arizona, where conditions are very good he says.

Edward Borgum, of the Southern California Music Co., has returned from a trip through the northern sections of the State, where he was welcomed with a goodly share of business. He is introducing the new Burson brake for all types of disc machines and is meeting success, having taken a number of orders for the same on his trip.

TO MOVE TO PULASKI.

Wooden Phonograph Horn Co., of Syracuse, to Move Plant to That City.

(Special to The Talking Machine World.)
Pulaski, N. Y., June 7, 1909.

Another new industry will soon be brought to Pulaski. It is the Wooden Phonograph Horn Co., of Syracuse, who have been engaged for some time in manufacturing horns for talking machines. C. J. Bortel is the president of the company and his brother, A. B. Bortel, is vice-president.

Richard R. Box, of the Tollner Co., owners of the box works, was recently in Syracuse ar-

ranging for the removal of the plant to Pulaski. While the new industry will be operated in the same buildings, the Tollner Co. remains unchanged, although the members of the latter concern as individual members hold the controlling interest in the Syracuse concern, which will soon be in operation here.

YEAGER CO. HAVE COLUMBIA LINE.

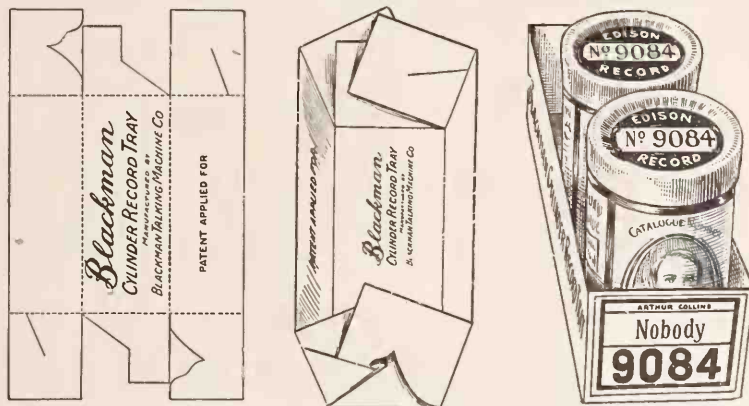
The Yeager Piano Co., at Waterbury, Conn., have bought out the stock of the Columbia Phonograph Co., of that place, merged it with their business and became jobbers of the line for their territory. A. A. McGowan, former manager of the Columbia store, will have charge of the Yeager Co.'s talking machine department. H. A. Yerkes, chief of the Columbia Co.'s wholesale section at headquarters, negotiated the sale.

In order to give proper attention to their steadily growing business, the American Phonograph Co., Detroit, Mich., recently moved from 106 Woodward avenue to 252 Woodward avenue, in that city, where they have larger and handsomer quarters. The company are jobbers of Edison goods and by sticking to their motto of prompt service have built up a decidedly prosperous business among the dealers in Northern Ohio and Indiana and all of Michigan.

IMPROVE YOUR SYSTEM AND INCREASE YOUR RECORD SALES

BY USING THE BLACKMAN CYLINDER RECORD TRAY

(Patent Applied for)
A Record Tray With Record Label for Less Than One Cent



The BLACKMAN Folding Trays for Cylinder Records are shipped FLAT and can be FOLDED into STRONG TRAYS in a few seconds, as shown above. This tray, with Rapke Label, makes a handsome looking record stock and a system you can't beat. The labels act as Silent Record Salesman and the customer can point to the record he wants to hear. Adopt this system and your sales will not only increase but it will never take more than a few minutes to make up a Record order.

THE BLACKMAN FOLDING TRAY USED IN THE SYRACUSE WIRE RACKS

enables you to carry a large stock in a small space, and also use the Rapke Label. We furnish wire racks at regular prices, either wall or revolving style, with opening to accommodate Blackman Trays. See illustration in advertisement of Syracuse Wire Works on page 15 of this issue. Write for prices.

NET PRICES TRAYS ONLY

(Subject to Change.)

No.	Hold	Net per 1,000.	Weight per 1,000.
2.	2 Records.	\$6.00	60 lbs.
3.	3 Records.	7.50	73 "
4.	4 Records.	9.00	87 "
5.	5 Records.	10.50	105 "
6.	6 Records.	12.00	116 "

NOTE.—Price less than 1,000 same rate.
In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1908.....\$3.50
Per month, thereafter (postpaid) payable in advance 12
Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to any Dealer or Jobber who writes on business letterhead.
SPECIAL DISCOUNTS TO JOBBERS

Above prices are RESTRICTED and quoted f. o. b. New York. Dealers are requested to buy through their jobber if he will supply them. If not we will sell direct.

Manufactured by

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

Edison Records

By Victor Herbert

MR. HERBERT is a great believer in sound-reproducing instruments. He believes that in no other way can so many people learn to appreciate and enjoy good music.

Mr. Herbert knows good music—how to compose it and how to produce it. He believes that Phonograph music, as good as it is, can be made better. He is going to act on that belief.

Under an arrangement recently consummated he will assist in the making of Edison Records.

He will not only select the songs and music to be reproduced and the artists best qualified to render them, but will also act as critic of the Records after the masters have been made.

Under this arrangement the Edison Company has not only his exclusive services in this regard, but also the exclusive right to reproduce the selections of his famous orchestra, playing under his leadership.

Under Mr. Herbert's guidance Edison Records will rise to a higher plane than ever in the matter of music offered and with the long-playing Amberol Records at his disposal, practically nothing that he considers good is beyond the mechanical possibilities of the Edison.

Are you equipped to take advantage of this notable advance in Phonographic development?

If not, take the matter up with us at once, or with a nearby jobber who has everything for your needs. See list on page opposite.

National Phonograph Company

59 Lakeside Avenue

ORANGE, N. J.

Only Edison Phonographs Play Amberol Records

People want Amberol Records because of their long playing time—longer than that of any other records.

Because they play longer they furnish more entertainment with less record changing than other records.

But the great demand for Amberol Records is due to the fact that they offer songs and music that no other records offer.

Most any composition can be crowded on a record or cut to fit, but they lack all the essentials of good reproductions and are unsatisfactory.

These longer selections, some of them the best things that have ever been written, are all possible of reproduction on Amberol Records. There is no cutting and no hurrying—in fact they come from the Edison Phonograph just as they are written and just as their composers intended they should be performed.

Do not overlook this great feature of the Edison Phonograph—exclusive selections; selections that no other instrument does or can offer.

With Records of this kind and the country's greatest musician and composer to direct their making, you have in Edison Phonographs a proposition that is unequalled.

Have you the full line of Edison goods? If not, take the matter up at once with an Edison jobber. The big advertising we will do at once on these new Edison achievements is going to stir things up to your advantage.

NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Ave. ORANGE, N. J.

JOBBER WHO HANDLE EDISON PHONOGRAPHS AND RECORDS

- | | | | |
|--|--|--|---|
| <i>Albany, N. Y.</i> —Finch & Hahn. | <i>Fitchburg, Mass.</i> —Iver Johnson Sporting Goods Co. | <i>New Haven</i> —Pardee-Ellenberger Co., Inc. | <i>San Francisco</i> —Peter Bacigalupi & Sons, Pacific Phonograph Co. |
| <i>Allentown, Pa.</i> —G. C. Aschbach. | <i>Fort Dodge, Iowa</i> —Early Music House. | <i>New York City</i> —Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker. | <i>Schenectady, N. Y.</i> —Finch & Hahn, Jay A. Rickard & Co. |
| <i>Astoria, N. Y.</i> —John Rose. | <i>Fort Smith, Ark.</i> —R. C. Bollinger Music Co. | <i>New Orleans</i> —William Bailey, Nat. Auto. Fire Alarm Co. | <i>Seranton</i> —Ackerman & Co., Technical Supply Co. |
| <i>Atlanta, Ga.</i> —Atlanta Phono. Co., Phillips & Crew Co. | <i>Fort Worth, Texas</i> —Cummings, Shepherd & Co. | <i>Ogden, Utah</i> —Proudfit Sporting Goods Co. | <i>Seattle, Wash.</i> —The Bruce & Brown Co., Inc., D. S. Johnston Co. |
| <i>Baltimore</i> —E. F. Droop & Sons Co. | <i>Gloversville, N. Y.</i> —American Phonograph Co. | <i>Oklahoma City, Okla.</i> —Smith's Phonograph Co. | <i>Sharon, Pa.</i> —W. C. De Forest & Son. |
| <i>Bangor, Me.</i> —S. L. Crosby Co. | <i>Helena, Mont.</i> —Frank Buser. | <i>Omaha, Neb.</i> —Nehraska Cycle Co., Shultz Bros. | <i>Shoux City, Iowa</i> —Early Music House. |
| <i>Birmingham, Ala.</i> —The Talking Machine Co. | <i>Houston</i> —Houston Phonograph Co. | <i>Orwego, N. Y.</i> —Frank E. Bolway. | <i>Spokane, Wash.</i> —Spokane Phono. Co. |
| <i>Boise, Idaho</i> —Eilers Piano House. | <i>Hoboken, N. J.</i> —Eclipse Phonograph Co. | <i>Paterson, N. J.</i> —James K. O'Dea. | <i>Springfield, Mass.</i> —Flint & Brickett Co. |
| <i>Boston</i> —Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co. | <i>Indianapolis</i> —Indiana Phono. Co., Kipp-Link Phonograph Co. | <i>Peoria, Ill.</i> —Charles C. Adams & Co., Peoria Phonograph Co. | <i>St. John, N. B.</i> —W. H. Thorne & Co., Ltd. |
| <i>Brooklyn</i> —A. D. Matthews' Sons. | <i>Kansas City</i> —J. W. Jenkins' Sons Music Co., Schmelzer Arms Co. | <i>Philadelphia</i> —Louis Buehn & Bro., C. J. Hepp & Son, Lit Bros., Penn. Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son. | <i>St. Louis</i> —Koerber-Brenner Music Co., Silverstone Talking Machine Co. |
| <i>Buffalo</i> —W. D. Andrews, Neal, Clark & Neal Co. | <i>Kingston, N. Y.</i> —Forsyth & Davis. | <i>Piitsburg</i> —Standard Talking Mach. Co. | <i>St. Paul</i> —W. J. Dyer & Bros., Koehler & Hinrichs, Minnesota Phono. Co. |
| <i>Burlington, Vt.</i> —American Phono. Co. | <i>Knoxville</i> —Knoxville Typewriter and Phono. Co. | <i>Portland, Me.</i> —W. H. Ross & Son. | <i>Syracuse</i> —W. D. Andrews. |
| <i>Canton, O.</i> —Klein & Heffelman Co. | <i>Lincoln, Neb.</i> —Ross P. Curtice Co., H. E. Sidles Phonograph Co. | <i>Portland, Ore.</i> —Graves Music Co. | <i>Toledo</i> —Hayes Music Co. |
| <i>Chicago</i> —Babson Bros., James I. Lyons, Lyon & Healy, The Vim Co., Montgomery, Ward & Co., Rudolph Wurlitzer Co. | <i>Los Angeles</i> —Southern California Music Co. | <i>Providence, R. I.</i> —J. A. Foster Co., Household Furniture Co., J. Samuels & Bro. | <i>Toronto</i> —R. S. Williams & Sons Co., Ltd. |
| <i>Cincinnati, O.</i> —Ball-Fintze Co., Milner Musical Co., Rudolph Wurlitzer Co. | <i>Louisville</i> —Montenegro-Riehm Music Co. | <i>Quebec</i> —C. Robitaille. | <i>Trenton, N. J.</i> —Stoll Blank Book and Stationery Co., John Sykes. |
| <i>Cleveland</i> —Eclipse Musical Co. | <i>Lowell, Mass.</i> —Thos. Wardell. | <i>Quincy, Ill.</i> —Quincy Phono. Co. | <i>Troy, N. Y.</i> —Finch & Hahn. |
| <i>Columbus, O.</i> —Perry B. Whitsit Co. | <i>Manchester, N. H.</i> —John B. Varick Co. | <i>Richmond</i> —C. B. Haynes & Co. | <i>Utica</i> —Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co. |
| <i>Dallas, Tex.</i> —Southern Talking Mach. Co. | <i>Memphis</i> —F. M. Atwood, O. K. Houck Piano Co. | <i>Rochester</i> —Mackie Piano, O. & M. Co., Talking Machine Co. | <i>Vancouver, B. C.</i> —M. W. Waitt & Co., Ltd. |
| <i>Dayton, O.</i> —Niehaus & Dohse. | <i>Milwaukee</i> —Lawrence McGreal. | <i>Sacramento, Cal.</i> —A. J. Pommer Co. | <i>Washington</i> —E. F. Droop & Sons Co. |
| <i>Denver</i> —Denver Dry Goods Co., Hext Music Co. | <i>Minneapolis</i> —Minnesota Phono. Co. | <i>Salt Lake City</i> —Clayton-Daynes Music Co. | <i>Waycross, Ga.</i> —Youmans Jewelry Co. |
| <i>Des Moines, Ia.</i> —Harger & Blish, Hopkins Bros. Co. | <i>Mobile, Ala.</i> —W. H. Reynalds. | <i>San Antonio, Tex.</i> —H. C. Rees Optical Co. | <i>Williamsport, Pa.</i> —W. A. Myers. |
| <i>Detroit</i> —American Phono. Co., Grinnell Bros. | <i>Montgomery, Ala.</i> —R. L. Penick. | | <i>Winnipeg</i> —R. S. Williams & Sons Co., Ltd. |
| <i>Dubuque, Ia.</i> —Harger & Blish. | <i>Nashville, O.</i> —Magruder & Co., Nashville Talk. Mach. Co. | | <i>Worcester, Mass.</i> —Iver Johnson Sporting Goods Co. |
| <i>Easton, Pa.</i> —The Werner Co. | <i>Newark, N. J.</i> —A. O. Petit. | | |
| <i>Elmira, N. Y.</i> —Elmira Arms Co. | <i>Newark, O.</i> —Ball-Fintze Co. | | |
| <i>El Paso, Tex.</i> —W. G. Walz Co. | <i>New Bedford, Mass.</i> —Household Furnishing Co. | | |



- ☞ A satisfied customer is your best asset.
- ☞ Are *all* of your customers satisfied?
- ☞ Do they ever "kick" because you do not have what you promised them (and which your Distributor promised you)?
- ☞ Eliminate all of these "kicks" by being satisfied yourself. Let us be your Victor Jobber and give you the benefit of our Perfect Service.
- ☞ We "NEVER DISAPPOINT"—you, in turn, never disappoint—the result, plenty of satisfied customers.
- ☞ Our Service is just a little bit better than the "other fellow's," and a little bit better than seems necessary.
- ☞ With pleasure at your service.

Do you get our monthly "live-wire" letters?

**St. Louis Talking
Machine Co.**

MILLS BUILDING

7th & St. Charles Streets
ST. LOUIS, MO.

Exclusively VICTOR Distributors

TRADE NEWS FROM SAINTLY CITY.

Business Satisfactory—T. B. Anderson to Continue in "Talker" Business—Featuring the Victor Line—News of the Travelers—Columbia Co. in New Quarters—Silverstone Store Rearranged—F. K. Dolbeer a Visitor—Thiebes-Stierlin Music Co. Enlarge Department—Other News of the Month.

(Special to The Talking Machine World.)

St. Louis, Mo., June 6, 1909.

The talking machine business for the month of May is reported to have been quite active in the wholesale branch and fairly good in the retail department. It makes a much better showing than for the same month one year ago.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., returned from a trip to Memphis and Little Rock and reports that F. G. Atwood, of Memphis, has renewed his activities on the Victor and is putting in a complete stock of Victor machines and records. Mr. Atwood is an extensive Edison jobber, but will promote the Victor in the future as vigorously as his other interests.

The Anderson-Reinhardt bankruptcy at Memphis will shortly be wound up, and T. B. Anderson, the senior partner of the old firm, will continue in the talking machine business, handling Victor products only.

Mr. Gressing reports conditions in Tennessee and Arkansas as showing a decided improvement, but just now the country is almost entirely under water from continued rains. The damage is not estimated as serious, and cotton promises a banner crop.

One of the best examples of a show window that is a stimulator and a creator of business is the very beautiful display in the window of the St. Louis Talking Machine Co.'s store on Olive street. The Victrola is featured in particular, showing five different finishes in mahogany, Circassian walnut and oaks. Tastefully arranged about the remainder of the space are a quantity of Red Seal records, framed photographs of prominent artists and a large sign, beautifully framed, bearing the heading: "The most wonderful musical instrument in the world is the human voice, and the most wonderful human voices in the world are at your command and pleasure on the Victor."

L. A. Cummins, traveler for the St. Louis Talking Machine Co., is home from a trip through Illinois and is starting again for points in Missouri. Mr. Gressing is preparing to leave for a trip to Evansville, Ind., and points in Kentucky.

W. W. Fisher, of Murphysboro, Ill., was a trade caller at the St. Louis Talking Machine Co., and says that the mines are getting ready to operate, and that conditions in general are most promising.

S. M. Field & Bros., Little Rock, Ark., are demonstrating the Victor Auxetophone, and the instrument has proven a wonderful attraction. They are arranging for concerts in the lobby of the principal hotels in connection with the hotel orchestras, also open air concerts in the parks, and from the interest already manifested Messrs. Field Bros. are sanguine of splendid results. The talking machine business in Little Rock is good, with the out of town trade showing somewhat dull, due to heavy rains.

On May 31 the Columbia Phonograph Co. moved into their handsome new store at 1008 Olive street, which had been handsomely remodeled. The new store contains four very fine demonstration booths and a specially fine one for grand opera record demonstrations. The new location is a great improvement over the old one, and is much more commodious and better arranged. Manager Walthall reports that their May business was twice as good as for the same month a year ago, but not quite as good as for April of this year.

A. A. Knight, of the Knight Mercantile Co., returned recently from a successful trip through Oklahoma, Texas and Mexico. He found business good throughout the territory he traveled and reported that the talking machine in Mexico

is in demand. He reports his firm's general business as being quite good for the past month.

D. K. Myers, the Zonophone jobber, reports that trade with him for the month of May has been good, both on records and machines.

The Silverstone Talking Machine Co. have just made extensive alterations in their store, which included an enlargement of their demonstration booths, and making them much more attractive. They report a good demand for the new Edison Fireside machine. Max Silverstone, of this company, will attend the national convention of talking machine jobbers at Atlantic City, N. J.

F. K. Dolbeer, general manager of sales of the National Phonograph Co., spent two days here recently on his way home from a trip West.

The Thiebes-Stierlin Music Co. have just completed a re-arrangement and enlargement of their talking machine department. They now have seven handsome demonstration booths, all very finely appointed and report trade quite good with them. Miss Margaret L. Owen, formerly a saleslady with the St. Louis Talking Machine Co., has accepted a similar position with this concern.

The Koerber-Brenner Music Co. report business in their talking machine department is moving along in a very seasonable manner.

The other dealers make similar reports, and considering the season of the year, trade is as good as could be expected.

TILT ON MECHANICAL MUSIC.

Question Whether Pianolas and Graphophones Make Fewer Artists Divides Convention.

Mechanical musical instruments caused a division among the delegates of the eleventh annual convention of the Illinois music teachers at the closing session, held in Decatur, Ill., recently.

Harold Maryott, of Chicago, in a paper on music in the public schools, contended that teachers of music in the public schools had within their keeping the music lovers of future generations. He characterized them as apostles. A delegate claimed that pianolas, talking machines, etc., were likewise apostles. This precipitated a long debate in which the delegates were about evenly divided. The opponents of the theory argued that mechanical instruments might make more music-loving people, but they made fewer musicians.

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.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Demand for Higher Class Goods—Export Trade Better—Licenses for Travelers in Cape Colony—French Patent Law Revision Interests Trade—New Source of Wax Supply—Manufacturers Worried Over Possible Outcome of Copyright Question—Elephant's Foot for Gramophone Case—Interesting Interpretation of Patents Act—Prominent Firms Consolidated—Vischer Seeking New Quarters—A New Hornless Machine—Looking for American Novelties—New Lindstrom Features—The Pigmy Grand Gramophones—New Gramophone Records—Business Troubles—News of the Provinces.

(Special to The Talking Machine World.)

London, England, June 5, 1909.

Summer is now with us and trade conditions are consequently not as bright as the weather. From present indications it would seem that the chief backbone of the trade during the next few months will be centered upon high-class goods, which are already selling in proportionately greater quantity than the cheaper price products. There is evidently plenty of justification for traders to push their best goods, especially in the home markets, since it is only the richer classes apparently who are buying to any extent for outdoor entertainment.

Things are somewhat better in the export field, where there is a steady demand for talking machine articles of various qualities and prices. The business is there for those who set out to reap by judicious advertising.

Travelers' License in Cape Colony.

The Cape Colony officials have now intimated that a commercial traveler must have a license for each separate firm he represents in that market.

Revising French Patent Law.

Following hard upon the new English patent act is the announcement of a coming revision of the French Patent Law, whereby it is intended to allow a period of three years instead of two as at present, in which a patented article must be manufactured to maintain validity. The main cause of all the jealousy and legal troubles which have taken place in England between the Edison, Bell and National phonograph companies, has undoubtedly risen from the fact that the former company had the right to use the name "Edison." Having regard to these circumstances it is a matter of general surprise that when the name "Edison Bell" came into the market very recently, it was not at once bought up by the National Company. The standing and influence of years of advertising which the Edi-

son Bell name carries means a valuable asset to those who have now secured it.

Wax from Sugar Cane.

The very latest is that application has been made for a patent on a process for extracting wax from the rind of sugar canes. This wax is apparently very suitable for talking machine blank masters, and in consequence an unprecedented demand is expected from record makers. The first to use the sugar cane wax may be pardoned if he very justly advertises "Our Records are the Sweetest."

The "Copyright" Inequity.

English traders have evinced keen interest in the opinions expressed by manufacturers in last month's Talking Machine World. I find that in the majority of cases there is a strong determination to resist to the uttermost unjust taxation of records at the instance of publishers. Several manufacturers were examined by the Board of Trade Copyright Committee, which sat in conference last week. The committee will meet again about the middle of June to take further evidence. No definite rulings have yet resulted, but I am in a position to state that from the nature of questions and observations put to the witnesses, matters are not too favorable to the interests of this industry. The question of a retrospective tax was brought up and was the subject of keen discussion. But we are of opinion there is little fear on this head, as the committee's judgment will undoubtedly be influenced by the just example which foreign governments have set in this matter.

A pleasing fact is the unanimity of view taken up by the whole trade in this matter. Interviewed by your correspondent the Gramophone Co. state that they are entirely in accord with the opinions expressed in my last report, and they have adopted a consistent attitude along those lines.

We have pleasure in submitting the following views from Mr. Louis Sterling and Mr. W. Force, whose very interesting remarks strike an original aspect, and draw aside the veil of magnanimity donned by the music publishers in their fight for the supposed rights of our poor friend the composer.

Mr. Louis Sterling's Views.

Dear Mr. Sturdy:—In answer to your request for my opinion on the present agitation in regard to altering the existing copyright law, I hardly think I can say anything which will place the position more clearly before the trade than Mr. Frank Dorian's letter in the current issue of The Talking Machine World, which seems to put the entire position in a nutshell. But, having been connected with a music publishing business, the following remarks may be

of general interest to your army of readers:

Up to a few years ago, all sheet music in this country was listed at 2s. (50 cents each). This extraordinary high price to the public caused an invasion of the publishers' business by pirates who printed cheap editions of the most popular copyright music, and sold them to the public at 2d. (4 cents per copy). After years' of agitation the publishers managed to get a bill passed in Parliament, which practically put a stop to piracy. Before this bill was passed, one of the leading publishers reduced the price of their popular copyright music to 6d. per copy, which was followed by many other publishers. Had the publishers taken this step in the early days of piracy, their losses would have materially lessened, but in their greed for enormous profit the publishers did not make their reductions, until the public had for years become accustomed to paying only 2d. per copy (the pirates' price).

The result was that the public would not even pay 6d., or at least buy sufficient quantities to make the publishing business as profitable as before the invasion of the pirates.

To make up for the loss of profits, the publishers of popular music sought a new field. They made contracts with various weekly newspapers, agreeing to allow them to print each week, a complete copy of music and words of an up-to-date popular song. At the present time, at least ten million newspapers are sold weekly, giving with the general news a complete copyright song for the price of 1d. Thus five million copies of music are given to the public each year, free of charge.

For years the public had been buying the music from pirates at 2d. each, and now they get it for nothing with their weekly paper; they naturally refuse to pay the publishers 6d. or more. Obviously, the publishers suffered, not only on this account, but also since the talking machine has become almost a necessity in the homes of millions, the general public are buying talking machines, instead of, as formerly, pianos and organs.

The publishers are therefore looking around for new methods of making or increasing their dwindling profits, so they turn to mechanical instruments, demanding that record manufacturers should pay them a royalty to make up for the losses sustained in recent years in their legitimate business.

At the first Berne convention, the representatives of the various publishers expressly agreed that mechanical instruments are not an infringement of copyright. This agreement justified the talking machine; record manufacturers, investing millions in factories; recording; advertising, etc., to popularize the use of talking machines

Favorite Records

IMPORTANT NOTICE!!!

These **SPLENDID RECORDS** Now
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

INTERNATIONAL FAVORITE RECORD CO.

Incorporated with H. Lange's Successors, Ltd. (Established 1854).

Telegrams: Laugius, London

58A WELLS STREET, OXFORD STREET, LONDON, W.

Telephone: 12239 & 8522 Central



FROM OUR LONDON HEADQUARTERS—(Continued.)

and records. After all this capital has been sunk in the business, it seems absolute robbery on the part of the publishers to endeavor to obtain all the profits of these large investments.

About three or four years ago a new copyright bill was introduced in Parliament, which contained a clause making records an infringement of copyright (this clause was afterwards deleted from the bill). In order to safeguard the interests of the record company, with which I was connected at that time, I made contracts (since expired) with some of the leading publishers, to the effect that, in the event of this bill becoming law, my company was to have the exclusive recording rights of the copyrights owned by the publishers on the payment of a royalty of one farthing for each record sold. But now the publishers generally having a mistaken idea of our profits are expecting all kinds of royalties from 1d. (2 cents) upwards. On the basis of their minimum of 1d. per selection, the position is as follows:

In this country the double-sided record is becoming more popular every day, and before two or three years have elapsed, it is probable that the single-sided record will be a thing of the past (as on the Continent). The largest sales for double-sided records are those listed at 2s. 6d. (in Germany the popular double-sided record for next season will probably be 2s.). After reducing the factors' discount and paying manufacturing, recording, advertising and organization expenses, I don't think the record manufacturers make a net profit of 2d. per record, certainly not more. If we have to pay a royalty of 2d. per double-sided record (1d. for each selection), where is it to come from? It is impossible to increase the price to the public, nor is it possible to reduce the profit to factors and dealers. As

on the present basis of profits, the factors have all they can do to make a living.

There is another point, and a very important one, which the publishers seem to overlook. The publishers of high-class music, such as ballads, etc., popularize their selections by paying artists a fee of 10s. 6d. upwards, according to reputation, each time the artist sings one of their songs at a concert. In some instances they even pay a prominent artist a royalty on sales. Again, the publishers of popular songs, which are principally sung at music halls and pantomime shows, offer all kinds of inducements to popular artists to take up these songs, and the competition among publishers to interest the prominent music hall singers in their publications is very keen. In fact, practically the entire basis of the publishers' sales and advertising is made either on the number of artists singing their songs, or the prominence of the one who is singing it.

How about the towns and villages of 50,000 population, and under? How can the publishers get at this population, where a concert is of rare occurrence? The answer is obvious, through the instrumentality of the talking machine, and that explains the reason why the publishers are constantly asking the record companies to record their songs. The record companies are consequently doing as much, and perhaps more than the artists, to popularize their music, and instead of looking at it in the light of infringing their rights, they ought to be thankful to us for assisting them in their publicity. I am absolutely against any alterations in the present copyright law. Because of mistakes made by publishers in the past, or changes in the public taste for sheet music, is no reason why we should be asked to support the publishers.

What Mr. W. Force, Managing Director of the Premier Manufacturing Co., Says on Copyright.

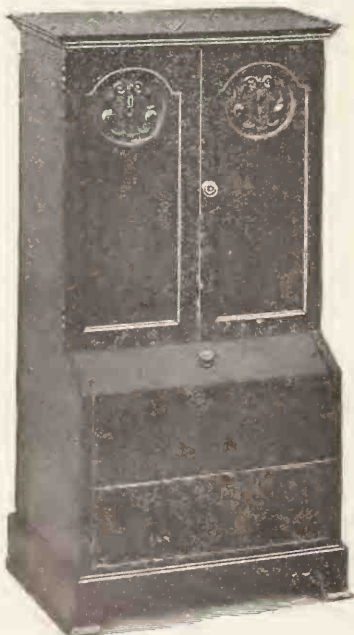
Dear Mr. Sturdy—Although not so well informed as some of my friends in this trade, the mere suggestion of hampering an industry like the talking machine trade by taxation, for no other purpose than to satisfy the vested interests of capitalistic publishers, is a huge mistake and cannot be anything else but ultimately harmful to the very people who are now and have been for some time past endeavoring to bring about this unwarrantable effect.

There are many reasons why the talking machine record should not be made the subject of taxation, but time will not allow me to dwell upon them in their completeness, however. I name here a few points which must be apparent to those who give the matter due thought:

1. The talking machine is an invention the perfection of which has been the outcome of years and years of patient research, hard work and expensive experiments, and some hundreds of thousands of pounds must have been spent in bringing this to its present state of perfection. No help or assistance has been accorded by the publishers of sheet music; as a matter of fact, their bickerings have always been made from the point of view that they were losing something they had at stake. Heaven knows why they think this. Because, without doubt, as our friend, Mr. Balcombe, says (and everyone else thinks who knows anything at all of this trade), they, the publishers, have made a good deal out of the publicity their wares have received from the sales of talking machine records.

Of course, we are told that the authors are the sufferers, but so far as my relationship with this business is concerned, I have never known a

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."

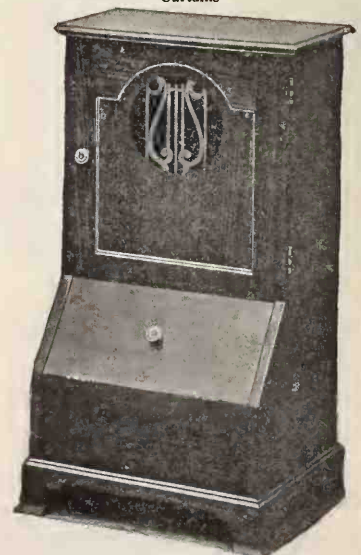
Letters patent No. 899,491 granted in America

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

58A Wells Street, Oxford Street,

::

LONDON, W., ENG.

FROM OUR LONDON HEADQUARTERS—(Continued.)

single instance where the author of a piece of music or song has objected to the publication of his work through the agency of the talking machine; on the contrary, they have in a large number of instances been only too anxious to have their works popularized by this means. To compare the volume of publishing business of to-day with that prior to the inception of the talking machine tells its own story and easily bears out my contention.

Again, the view hitherto taken by the courts in this country that the talking machine record is not a copy of music within the meaning of the law of copyright is found common sense, for you cannot play a piece of music or song on a piano by means of a talking machine record. Therefore, the sales of sheet music do not suffer. On the contrary, the chances of sale are generally, if not always, enhanced by reason of the popularity given, and if the purchaser be a musician, which is very often the case, he will buy the printed copy; hence the benefit both to the publisher and author.

In conclusion, I would say that if we are to have a tax or royalty put upon the products of this industry, there must be an equitable and fair means of levying this due. No monopoly should be given to any company, and if the owner of a work is to receive a royalty on each record sold, I do not see why such royalty should not be handed direct to the author. There may be pitfalls here, but I do not see why the publishing interests should be concerned in a matter which obviously does not come within their province.

If the publishers do insist on carrying out this propaganda they will find that the organizations in the talking machine industry will be used to publish their own works and gradually become their competitors. This would not be relished by them.

I repeat that the taxing of records will not only restrict the trade but will ultimately end in doing harm to the very people who are organizing this movement. I am most emphatic in declaring that

there should be no alteration to the present copyright legislation.

So far as my house is concerned we are prepared to help defend our interests, which to our minds are vital. Everyone in this trade, manufacturers, factors and dealers, should look upon this as something that concerns them deeply, and I am not so sure that the great British public can be left out of consideration, as they, at some future date, if not at once, will be the bearers of the load. Our ideas are: act, and act in unity, at once.

An Unique Gramophone.

A story of a great feat, and what happened to a foot, is told in this month's Gramophone News, just issued. G. E. Hughes, M.A., native commissioner, Madona, N. W. Rhodesia, is a great explorer and big game hunter, rivaling the exploits of President Roosevelt, and his latest victim, a famous African elephant, styled by the natives Wungwa, has been responsible for the make-up of a unique gramophone. It appears Wungwa had become so obstreperous in his old age that Mr. Hughes was despatched to destroy him, which he did, after six weeks of exciting and thrilling adventure. Wungwa was shot close to the spot where Dr. Livingston died. Mr. Hughes presented the Gramophone Co. with one of Wungwa's feet, measuring 60 inches in circumference, which they have converted into the case portion of a senior monarch—an elephant's foot, transformed into a gramophone, and fitted up in this way is a great curiosity. When one thinks of the eventful life of this monarch of the jungle and the strange paths his foot must have traveled it is certainly a quaint, if not glorious, ending. During his life he was often referred to as the Senior Monarch of the forest. In death Wungwa still retains the title, for he is (or part of him) now the Senior Monarch of the civilized world.

The Patents Act—Important Alteration.

The recent case in which a talking machine patent figured has brought to light an important

ruling by Judge Parker, which materially alters the generally accepted interpretation of the act which was apparently designed with the idea of forcing foreign manufacturers holding English patents to manufacture for the most part in the United Kingdom. Under the letter of the act anybody could apply for the revocation of a patent, and the onus of the defense was upon the patentee to prove that the patent in question was manufactured here sufficiently to retain validity. And thus, while the applicant was not required to state reasons, or give any evidence in support of his claim, the patentee was forced to give a complete account of his doings and disclose books, etc., all of which was open to the inspection of the applicant. It has been stated that the applications of this character were actually being made by persons in order to get at the books of rival traders. Obviously such a state of affairs was not contemplated by the legislature, and Judge Parker, who is the appeal against decisions of the comptroller, has now ruled that the onus of proof must be with the applicant to make out a prima facie case instead of the patentee. In this way patentees will be protected against undue interference of their rights by overzealous competitors.

But there appears another aspect of the case which, if true, practically makes the law a dead letter. In judging whether an article is made to an adequate extent in the United Kingdom, not only the goods made or the total sales are to be considered, but the whole of the manufacturers and sales of the patent in question anywhere and everywhere. Thus to get at the real meaning of "adequate extent" it would be necessary to know the amount of sales of the article in all other countries, taking into consideration also the size and economical conditions thereby, and institute comparison with the total manufactured and similar condition in England. This new interpretation of the act practically makes it impossible for any bona fide applicant to supply the comptroller with the necessary figures upon which

ROYAL APPRECIATION

of the



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 KHEDIVE 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 Balma, BARCELONA
139 Belleghatta Road, CALCUTTA

FROM OUR LONDON HEADQUARTERS—(Continued.)

THE ONLY
5-MINUTE CYLINDER RECORD
"EBONOID,"

COMBINATION ATTACHMENTS

(PATENT 2196-09)

FOR ALL EDISON MACHINES.

ALSO "CLARION"

CYLINDERS and 10-in. PHONO CUT DISCS.

WE CAN INTEREST YOU. WRITE US.

The Premier Manufacturing Co., Ltd.
THE POINT WANDSWORTH, LONDON, S. W.

the revocation of a patent now apparently depends. An "interpretation" of an act is not always sound in law, and we feel convinced that such a ridiculous contention foregoing, even though made by a judge, could easily be upset on appeal to the House of Lords.

Talker Concerts in Public Parks.

The London County Council have exhausted the Gramophone Co. with the giving of no less than forty-five concerts, each of three hours' duration, in various London parks and recreation grounds this summer. The provinces are also to be supplied with Gramophone music, and the many thousands of persons who support these outdoor entertainments by their presence is a fitting tribute to the naturalness of the latest science of so-called talking machine art.

Gramophone as Prize.

One of the most coveted prizes to be shot for at the coming great meeting of the National Rifle Association, Bisley Camp, is a junior Monarch Gramophone, presented by the company.

"Occultos" Occasions Inquiry.

A mechanical man is being exhibited at a Lon-

don music hall. "Occultos," as the figure is called, has aroused great interest, for he will answer any question put by the audience. One man who asked Occultos if he had a Gramophone in his chest had the answer that no series of records had been invented to answer haphazard questions. After the figure was taken to pieces the audience were still more mystified when they saw that it did not contain the dwarf they had believed was hidden there.

Important Amalgamation.

Great interest has been aroused in trade circles by reason of an important amalgamation of the Favorite record with the old-established firm of Messrs. Lange's, of "Klingsor" machine fame. For the last three years Mr. Vischer has ably guided the progressive sales of the Favorite Co.'s record, and we are pleased to learn that his old love is not to be entirely forsaken, since his invaluable assistance is to be retained by the new incorporated concern of H. Lange's Successors & Co. The amalgamation was formulated and successfully concluded by K. Maurice, managing director, after a special visit to the continental headquarters of the Favorite Co. From this date the Favorite record will be run solely by Messrs. Lange's who have in consequence found it necessary to take larger premises at 58a Wells street, Oxford street, London, W., where handsome showrooms and recording rooms have already been fitted up. The company intend to do all their own recording in London, and with many other new departures, it is certain that the people's "Favorite" will make even stronger progress than in the past. With two such high quality products as this record and the well-known "Klingsor" hornless cabinet machines the future can hold but the brightest prospects for the company whose business foresight merits our hearty congratulation.

"Our Glorious Empire Day."

The Favorite Record Co. have created an achievement in the issue of a record bearing the above title by Hayden Coffin, whose splendid voice has hitherto presented much difficulty in recording. That this issue, however, is a distinct credit to the Favorite Co.'s expert recorder must be admitted by all who hear the even accent and wholly sympathetic rendition by Mr. Coffin. The title, "Our Glorious Empire Day," is self-explanatory, and was written by Arthur Branscombe for the publishers, Messrs. Ascher-

berg, Hopwood & Crew Co., and while it is appropriate to the celebration of Empire Day the record is so good that it should figure in everybody's collection, as one never tires of playing it over. An excellent selection of British patriotic airs by the band of H. M. King's Colonials is on the reverse side. Thus we have on one record a couple of patriotic pieces which should find a ready sale for Colonial traders.

Sleepy British Traders.

Commercial Intelligence says it is an odd fact that very little advertising is done by British firms in Colonial markets, the best and most promising outlets for our trade. Yes, and just now there is an especially good harvest for talking machine traders enterprising enough to reap by advertising in The World.

A Letter from Albert F. Vischer.

Dear Mr. Sturdy:—As you are no doubt aware, the International Favorite Co. is now amalgamated with the firm of H. Lange's Successors, Ltd. I should like you to particularly note and draw your readers' attention to the fact that I am, as hitherto, the sole agent for Excelsiorwerk, Cologne, in talking machines, motors, etc.; Rene Moat Revigny, in main springs; Traumlüller & Raum, Schwabach, in needles. As I intend leaving these premises very shortly, I am on the lookout for suitable showrooms, in which to carry on the above three agencies. Within a week or so I shall be in a position to furnish you with the address of my new premises. Believe me, dear Mr. Sturdy, faithfully yours, Albert F. Vischer.

Barnett Samuels' Hornless Machine.

Barnett Samuels & Sons' Co. have now introduced their hornless machine for outdoor entertainment. It packs into a very neat case, which also holds room for about a dozen D. S. records, thus making a complete outfit easily portable by hand, and always ready for service. The company also inform me that Odeon records will in future be manufactured in England instead of the Continent. This provides possibilities of larger business abroad since Colonial dealers can now obtain the goods—being British made—on the preferential tariff basis.

J. L. Young Wants American Novelties.

J. Lewis Young, who was one of the first to

The Stroh Violin

A new instrument possessing a VIOLIN TONE of great beauty and remarkable power, which will appeal to all music lovers. Invaluable for Small Orchestras.

The Stroh Violin being scientifically constructed will withstand the varied temperatures of the tropics, where the ordinary violin is useless.

Musical Instrument Dealers and others interested should write for free descriptive booklet to the Sole Maker.

GEO. EVANS

(Successor to CHAS. STROH)

94 Albany Street, Regents Park, London, 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.

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.

FROM OUR LONDON HEADQUARTERS—(Continued.)

introduce the Edison phonograph here in the year 1887, has just recovered from a long spell of ill-health due to nervous breakdown consequent upon, we regret to say, the death of his only son and his wife's long illness. Mr. Young would be glad to hear of any American novelties suitable for this market. Address 11 City Road, London.

A Tribute to "World" Advertising.

The Flex diaphragm is now being fitted to sound boxes sent from all parts of the world, which is sufficient evidence of its merit. One enthusiast writing from Broadway, New York, says, that the "Flex" is not only the finest thing he ever used, but the greatest thing in the country!

New Lindstrom Features.

On the new style Lindstrom machines selling in England, a great feature is an improved telescopic tone-arm, adaptable for using either the sapphire or needle sound box, while the machines selling on the Continent are now fitted with the tapered goose-neck tone-arm and exhibition sound box.

New Zonophone Records.

An exceptionally strong bit of zonophone records is that for the month of June, and particularly worthy of mention is "Home to Our Mountains," the famous grand opera duet from the Troubadour (Il Trovatore), by Verdi. Other good titles are "Raymond" overture Part II; "I Hear Ye Calling Me," sung with much feeling by Ernest Pike; "Mandy Lane"; "Welcoming Him In," an amusing duet by Fred Cooper and Herbert Payne; while Mr. Alexander Prince's concertina record of "Under the Double Eagle" is splendid. There are many other popular titles in the list, which as a whole seems replete with "quick sellers."

Russell-Hunting Co. Affairs.

A complete summary of the statement of affairs of the Russell Hunting Record Co., Ltd. (winding up), as submitted by the managing

director and secretary on April 1, 1909, has been issued by the official receiver. This statement traverses a previous report in the World, but the amount available for unsecured creditors (less cost of liquidation) is now estimated at £4,595 14s. 8d. Mr. Sidney Cronk, receiver, has now realized practically all the assets of the company. On April 7 Mr. E. E. Johnson, chartered accountant, 2 Queen Victoria street, London, E. C., was appointed a liquidator, and all communication with reference to claims against the company should be addressed to him.

News from the Gramophone Co.

Notice has been sent to dealers that the extraordinary demand which has followed the introduction of the Pigmy Grand has been so greatly in excess of expectations, that the company are quite unable to draw sufficient supplies from their factory to meet all orders. Everything possible is being done to insure adequate supplies, and it is hoped that all orders will be fulfilled shortly. The leading tenor of the Vienna Opera House and Royal Opera, Covent Garden (Herr Leo Slezak) has made 14 especially good gramophone records, which all dealers should certainly stock. The monthly list for June is replete with the usual good things, of which I would mention the following records: "March Heroique" (Saint-Saens), "Nell Gwynn Dances," Nos. 2 and 3; "Our Miss Gibbs," Sel. I and II, on separate records, all by the Band of H. M. Coldstream Guards; "Isolene," ballet (mazurka), is a sweet record of Spanish music by the Spanish Royal Band of Halbadiers; the Bohemian Orchestra is responsible for two attractive waltz pieces, "Songe d'Automne" and "Vision of Salome" (Joyce). Several fine records are represented under concert music, "Sing Ye Praise and He Counteth All Your Sorrows" (Hymn of Praise, Mendelssohn), by Mr. Evan Williams; "O Flower of All the World," rendered by Mr. Harrison with fervor and good effect; "Was Thou Thy Snowflake" (Ivanhoe), Frederic

Austin; "A Chip of the Old Block," Mr. Robert Radford; "Scenes That Are Brightest" (Mariana), is charmingly sung by Miss Perceval Allen; "Through Love to Light," Miss A. Lakin; "Psyche," by Miss Susan Strong; "La Charite," with chorus (Rossini), by Madame de Montaient, are all splendid records, as also is "When Evening's Twilight" and "In the Merry Spring," by the Sheffield Festival Quartet; "How Do You Do" (No. 15) from the "Dollar Princess," by the Dollar Princess Operatic Party, who also give "Chewska" (No. 11) from the same musical piece. The famous Renard Quartet of Musicians give a beautiful rendering of "The Lark" (Blinka), while Lady Speyer's violin solo, "Hungarian Dance" (Brahms-Joachim) is superb. Miss Blanche Ring, the popular American comedy artiste, is great in "Yip, I Adee, I ay," which is now being sung in "Our Miss Gibbs." Mlle. Alice Verlet's five operatic records are the talk of the trade. She is the prima donna of the Grand Opera, Paris, and the power and charm of her soprano voice has been likened unto that of Madame Melba. Mlle. Verlet made her London debut last March at the Royal Albert Hall, when she scored an enormous success.

Company News.

Carl Lindstrom Aktiengesellschaft. Particulars filed May 3. Capital 750,000 marks, in shares of 1,000 marks each. Registered in Germany, to carry on the business of manufacturers of and dealers in phonographs, talking machines, cinematographs and automatic machines, etc. British address, 77 City Road, London, E. C., where O. Ruhl is authorized to accept service.

Gramophone Sports' Club, Ltd., Registered April 26. Capital £500 in 2s. shares. Objects: to form a club for promoting sport for the benefit of the employes of the Gramophone Co., Ltd., or others. Registered without articles of association. Registered office Blythe Road, Hayes, Middlesex.

Globe Film Co., Ltd. Registered April 22.

The "RENA" New MACHINES

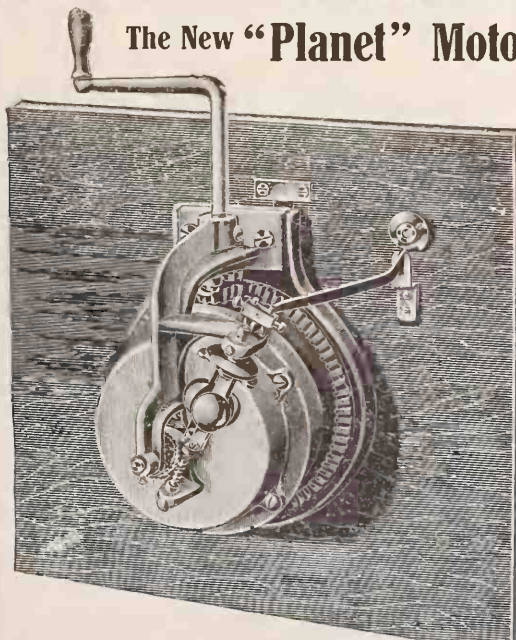


"RENA" MACHINE, No. 4, £5 10s.

Cabinet: Solid Oak, size 16 in. by 16 in. by 8 1/4 in. Fitted with "PLANET" 16-minute Motor. Self-regulating SPEED INDICATOR. Nickel-plated Aluminum TAPERED TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

The New "Planet" Motor



The "PLANET" Motor is an improvement on all others and embodies an entirely new principle of construction. As may be seen above, the gearing is horizontal, running parallel with the turntable and so minimizing friction. All the gearing is encased and runs in a GREASE BATH. It is DUST-PROOF, therefore always CLEAN and SILENT-RUNNING. It is also CLIMATE-PROOF. So simple that there is nothing to go wrong. All "PLANET" Motors are guaranteed. "PLANET" Motors are fitted to "RENA" Machines from £3 10s. upwards.

The Life of a Talking Machine is its Motor

—WE'VE GOT THE MOTOR!



"RENA" MACHINE, No. 5a, £8 8s.

Cabinet: Solid Mahogany, with Inlay, size 16 in. by 16 in. by 8 1/4 in. Fitted with "PLANET" 24 minute Motor. Self-regulating SPEED INDICATOR. Nickel-plated Aluminum TONE ARM. Improved Sound Box, fitted with Patent Needle Clip.

Prices range from £2 10s. to £11 10s.

"The Machine With the Guarantee."

Manufactured by THE RENA MANUFACTURING CO., Ltd.

27 Worship Street, Finsbury Square, London, E. C., Eng.

Cables and Telegrams: TALKINGDOM, London.

Telephone: 5642 London Wall

WRITE FOR FULLY ILLUSTRATED LISTS.

"The Motor That Runs In Grease."

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 Or-
ders from the World Over.

Particulars **DAWS CLARKE**
free from

whatever. Detached in a few seconds. Decidedly increases volume and
detail of reproduction. Specially good with Fibre Needles.

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

5 Longford Place, Longsight, MANCHESTER, ENGLAND

TRADE SUPPLIED

Capital £4,000 in £1 shares. Objects: to adopt an agreement with H. R. Bishop, and to carry on the business of cinematograph, biograph and phonograph proprietors, showmen, film manufacturers, etc. Private company. Registered office 346 Brixton Road, London S. W.

Crop of Financial Troubles.

As foreshadowed in my last report, the effect of the business depression during 1908 is now being exposed by a continual crop of commercial troubles throughout the kingdom. One of our oldest factors—the American Talking Machine Co., Tabernacle street, London—has unfortunately been compelled to place their financial position before their creditors, from which it seems that the total deficiency amounts to about £1,407, largely accounted for by loss on trading of £900 odd (from January, 1908, to April, 1909), and the result of a law action by Mr. Cowan, of Berwick-on-the-Tweed. Among the creditors are: National Phonograph Co., £414 7s. 4d.; Pathé Frères, £223 8s. 3d.; O. Ruhl, £30 1s. 11d.; Industria Co. (E. Oppenheim), £27 7s.; Magazine Holder Co., £25 10s. 6d.; Deutsche Telephonwerke, £17; Fritz Puppel, £11 9s. 2d.; Barnett Samuel & Sons, £10; Sphinx Co., £19 7s. 4d.; R. Prieur, £11 14s. 6d.; Craies & Stravidi, £3 13s.; Francis Wottingham, £250; Frank Wottingham, of Bridlington, £500, and others. The creditors fully discussed the position of affairs and unanimously passed the following resolution: That a deed of assignment to G. E. Corfield as trustee be executed, that the trustee be authorized to dispose of the estate for a sum sufficient to pay preferential claims and costs, and 3s. 6d. in the £ to all the creditors, and that the following committee be appointed to act with the trustee, viz.: Mr. Reid, National Phonograph Co.; S. Turner, Pathé Frères, and O. Ruhl. Many of the creditors expressed sympathy with Mr. Nottingham, who has an honest trading record of over eleven years in this industry, not to speak of his general popularity with all those who have the pleasure of his acquaintance.

Hesse & Co., of Houndsditch, have also gone under the iron heel of trade depression and keen competition. The assets are estimated at £600, against liabilities of £1,228. In the list of creditors appear M. & A. Woolf, £338; O. Ruhl & Beka Record Co., £25; Willibald Tweer & Co., £143; Fritz Puppel, £37; C. Weiss, £15; Edison-Bell Co. (in liquidation), £101, and many others.

Latest Clarion Records.

Of the latest Clarion records the following may be mentioned as being of a quality denoting good sellers: "Funiculi, Funicula," Harry Fay; "I

Used to Sigh for the Silvery Moon," Charles Lester; "The Uhlan's Call" (march), Premier Military Band; "Always Add a Little," Miss Cassie Walmer; "The Other Yacht," Herbert Rule; "The Coon's Honeymoon," "Largo" (Handel), and "Egyptian Ballet," all three by the Premier Concert Orchestra; "Because," and "Where the Sunset Turns the Ocean Blue to Gold," both by Thos. Hylton; while the Premier Bijou Orchestra plays two pretty selections—"Christmas Roses" and "Fascination Waltz." These are all well recorded and should be on the shelves of all enterprising colonial and foreign traders.

Straus' Views on Trade.

On behalf of the increasing interests of the Carl Lindstrom Co. in England, Mr. Straus recently paid a visit to this city, and from his report it seems that the talking machine trade is in a much better condition on the continent than here. Touching upon the Lindstrom disc machines, Mr. Straus hinted at some striking new departures now that talking machine patents are a thing of the past in Germany. He also holds strong views upon the copyright question in this country, maintaining that in the event of a bill going through a "no monopoly" clause must be paramount, while in any royalty or subsidy imposed the public would have to pay the piper, as they do in France.

The Rena Disc Machines.

Great interest has been aroused by the new range of disc machines introduced by the Rena Co., the makers of the highly successful Rena double records. Each model from the cheapest upward is fitted with the same type of tone-arm, in two different sized tone-arm brackets and

sound box. The tapered tone-arm is of plated aluminum, cast in one piece. The sound box is an unmistakable improvement in tone and volume, and is fitted with a spring needle clamp, instead of a screw. A reliable speed indicator is fitted to all Rena machines.

Now, the life of a machine depends not upon its appearance or upon exterior fittings, but upon the reliability of the internal mechanism, and the Rena disc machines offer something very unusual in this respect. The motors are upon an entirely new principle. In models Nos. 2 and 6 this new motor is an engineering triumph. It may be said that the motor is known as the "Planet" because it embodies the principles upon which the planets revolve in their orbits, and is entirely different to the clockwork motors at present in use. Explanation is simple. Raising the top of the cabinet there comes to sight a large circular metal case fixed horizontally to the cabinet lid. From the center of the base of the metal case projects a small spindle fitted with a cog wheel; this latter works on to a worm on the governor spindle. The upper half of the round case contains the spring, while in the lower runs the train of gearing, the whole of the motor being thus encased. Further, the lower case is so constructed that the motor runs in grease, is hermetically sealed, and therefore dust and dirt cannot reach the working parts. This perpetual lubricant also renders the motor absolutely noiseless. The winding crank works on a toothed plate, situated parallel to and close against the cabinet lid, the spring, or springs, being fitted immediately below the plate, and completely encased in the metal band. The case containing the gear is belted to the base of the spring barrel. The governor bears four weights, and it is claimed that this, in conjunction with the worm drive, insures perfectly even running. The Rena Co. have so much confidence in the reliability of the Planet motor that they guarantee every one for two years. It should be noted that the guarantee does not extend to either the mainspring or the governor blade springs. The Rena disc machines, in oak or mahogany, are made in six distinct models at present, and range in price from £2 10s., No. 1, to £10 10s., No. 6. The tonal quality of the reproduction on every machine leaves nothing to be desired. In general workmanship and finish the Rena machines are excellent, and considering the prices are about half ruling prices, it must be conceded that they will be as successful as Rena records.

TRADE REPORTS FROM THE PROVINCES

MANCHESTER NOTES.

Manchester, June 3, 1909.

Business generally has been very slow in this district for some time past, but we are glad to say that the outlook is brightening, and in many quarters the opinion is freely expressed that the bottom has been reached. It is now hoped that the factories and mills in the north will gradually resume full time and money will then be spent more freely for talking machine goods than it has been for some time past.

Burrows & Co., of High street, have recently had some good sales in expensive machines, and they have also taken up several good side lines, with which they are doing well.

C. Durve, the wholesale factor of Edison's, Zonophones, etc., has been visiting the United States for the past month, and is due home in a week or two.

Messrs. Richardson, of Manchester, Blackburn and Liverpool, have been exceptionally busy with roller skates and cycle goods, but the phonograph and disc business has been recently somewhat slow. Mr. Geddes, the manager, states that they are already booking a considerable number of orders for the new Edison attachment to fit the "Gem" machine, which will be retailed at 15s. The price includes a new Model H reproducer, colored "amberol green." By placing this upon the market the National Co. will create a boom in 200-thread records. By the way, Mr.

FRITZ PUPPEL, G. m. b. H. BERLIN, S. O. BOUCHÉ 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



Our "Elite" 9 Machines One of the Best.



Our Famous "Puck Phonograph."

TELEGRAPHIC ADDRESS: "PUCKAWO"

FROM OUR LONDON HEADQUARTERS—(Continued.)

Richardson is still rustivating on the Mediterranean, enjoying a fine holiday. His latest port of call was Valencia.

Mr. Davies, of the Calmore Depot, Deansgate, is busy at the present time in cycle goods. The disc and phonograph business with them is hanging fire somewhat.

At Brown Bros. roller skates is the principal selling line at present, and the sales have been so great recently as to entirely outpace supplies.

Most of the cycle agents have now relegated to the background their stock of records and machines, and it is becoming almost a rarity to find either disc machines or phonographs or anything connected with the industry shown, cycles predominating and filling up the whole of show windows.

BRADFORD NOTES.

Bradford, June 4, 1909.

In Bradford and district, although trade generally is dull, there are signs of a revival in the near future.

Mr. Appleton, Sr., of this city, is interested in various patents connected with the reproduction of the 200-thread records and he has something good in view which will probably be placed upon the market a little later.

The Parker Phone Co. report good business. Mr. Stoddart anticipates that next year will be an "amberol" year, and that no other records will have a chance whatever against them, now that the new attachment is being placed upon the market.

Messrs. Dyson's are very busy in roller skates, air guns and other side lines, which they handle during the summer months. Mr. Tidswell, the manager of the phono department, expresses his opinion that we have seen the worst and that with September business will resume its normal capacity.

LIVERPOOL NOTES.

Liverpool, June 5, 1909.

In Liverpool generally the trade is at a standstill. All dealers are complaining; machine sales are practically nil, while records in the majority of cases sell in one's and two's instead of half and one dozen lots.

Roller skating, which is now the craze all over the town, is absorbing all the money that would otherwise be spent in machines and records, and although in some cases several rinks are closing down during the summer months others are being built and even at this season of the year are pretty busy and doing well.

The "Pigmy Grand" Gramophone is on view in several of the leading establishments, and is a line specially adaptable for transit purposes and outdoor amusement.

We are glad to report that Mr. Jake Graham's health is steadily improving.

Messrs. Cramer & Co., Van Gruissen, Archer & Co., as well as the leading factors, report all round that business is slow.

LEEDS NOTES.

Leeds, June 5, 1909.

Hilton & Co. and Messrs. Appleton, the wholesale factors, report business as slow, but in some of the special lines they handle business is about normal with that of last year.

Messrs. Scott & Co., of Albion street, and "The Record Phono Co.," are giving up their business. Their reason for so doing is that the net profit is not commensurate with the amount of capital invested, to say nothing of the worry, hard work and poor outlook.

Messrs. Jenkins, of Queen Victoria street, and Messrs. Tilly & Co., with others, are finding business somewhat slack, and in one or two cases holiday making is the order of the day.

SOME RECENT INVENTIONS

Will Soon be Introduced in the North of England—New Types of Machines With Special Features That Will Interest.

The representative of The Talking Machine World has lately had the pleasure of examining some recent inventions relating to the disc record, which, when placed upon the market, may alter some aspects of the business.

For many years past, several experts in the North of England have been quietly investigating not only the mechanical motion as applied to disc motors, but further improvements, as may be applied to discs also, and if these inventions are as stated it will not only revolutionize present methods, but give the public greater value than ever before purchased.

Briefly, the inventors have four new types of machines. Two of these are similar in principle, but distinctly different as regards the design. The other two are upon another principle, also different in design. The two machines constructed upon the first principle, involves standardizing every record to play for (or to run) a certain length of time, as regards the duration of it. For example, if a disc manufacturer makes a record to play for seven, eight, nine or ten minutes, the mechanism must be set to play the record at a stated time, and no other.

Now, the second principle is a machine which will permit the user to play upon it records of any time duration, within reasonable limits (say, seven, eight, nine or ten-minute records). This is accomplished by altering the speed of the governor by a regulator; at the same time, all models are constructed to play any ordinary records, by altering the position of a lever. Therefore, this type of machine not only suits the present-day records, but in addition would not need any change over, or special attachment to play the longer time records.

J. E. HOUGH, Limited

Sole Proprietors and Manufacturers of EDISON-BELL N. P. and E. B.
RECORDS, PHONOGRAPHS, DISCAPHONES and DISCS.

ALSO OF

STERLING RECORDS

¶ Having acquired the whole of the plant, machinery, masters, matrices, goodwill, etc., of the Edison-Bell and Sterling Companies, J. E. Hough, Ltd., beg to announce that their July parcel will be issued early in June.

¶ All old or obsolete stocks are destroyed, and all future records will be specially manufactured from selected matrices—only the best and most popular will be used. RECORDS at ONE SHILLING, and at NINEPENNY each, will be manufactured and new catalogues prepared.

DOUBLE-SIDED DISCAPHONE RECORDS

TWO ON ONE 10½ Bell Discs 2/6 8½ Phona Discs 1/6 TWO ON ONE

will also form a most important feature of the firm's new products.

¶ The Edisonia Works are now reconstructed and are the most complete in the world—being fully equipped for the manufacture of every kind of Talking Machine and every kind of Record—CYLINDER and DISC.

¶ The Company therefore hopes to secure the favor of the British public—their productions being of GENUINE BRITISH MANUFACTURE THROUGHOUT.

¶ Show and Recording Rooms have been established at 15 City Rd., E. C., where agents and dealers are invited to see and hear samples of Machines and Records. They are also invited to view the works which are undoubtedly the most important in the country.

¶ Up-to-date dealers will be specially communicated with, but all dealers should drop us a post card to ensure the receipt of our circulars, catalogues, terms, etc. Address,

J. E. Hough, Ltd., Edisonia Works, Peck Lane, S. E.

The essence of this improved invention in the movement is a special differential speed gear motor, which is very simple and cheap to produce. Without going into mechanical details, we will endeavor to explain it as follows:

The turntable revolves from the commencement at a constant but slightly increasing speed, absolutely exact, and in accordance with the diameter of the record, as played with the needle or stylus upon it, thereby giving the sound waves an even or equal length, throughout the run of the record. For instance, with an ordinary twelve-inch disc, as sold now, the surface speed at the beginning of the record is approximately 2,900 inches per minute, gradually reducing to about 900 per minute at the finish, thereby reducing the length of the sound waves in proportion, as it travels towards the center of the record. Now, this new motor remains at a constant surface speed, all the time it is running. For example, it may be 900, 1,000, 1,100 or 1,200, as the recorder may wish; this means that disc manufacturers can double or even triple the amount of music as placed at present upon a record; the reproduction, of course, taking a much longer time in proportion. As an experiment, the music upon three 10 in. discs were recorded upon one 12 in. disc, with the new method, and upon reproduction, by setting the reproducing machine to the necessary time, it played right through without any hesitation. In another case, the baritone song, "The Village Blacksmith," and, if we remember rightly, "Asleep in the Deep," were also reproduced upon one side of a 12 in. record (with room to spare for more) both full songs, without any omissions, and lasting nine minutes.

Regarding the cut of the record, the inventors are not concerned as to whether it is a needle or sapphire reproduction, for if any inventor comes along a little later and can record at 150 or 200 to the inch upon discs, and uses this new type of motor, his 12 in. records would run twenty minutes, or more, if desired.

Although shown under disadvantageous conditions, the results were very good.

With the ordinary needle cut record, the volume of sound is entirely dependent upon the surface speed the record is traveling at, decreasing as it gets nearer the center, but, in the case of the new invention, the volume is even all through it, because all sound waves are equal in length, the speed being constant and regular throughout. If necessary, these new types of motors can be made to run fifteen or twenty minutes, or even an hour (but if at a very slow speed, or below certain limits, the reproduction would only be poor). From actual experience, however, it is considered best that a 12 in. record should take about ten minutes to reproduce and a 10 in. about seven minutes to give the best

results. The calculations are based upon the needle cut record at 96 to the inch, which is now generally used. It will be seen at once that it is not the cut of the record that is altered, but the principle of application by the aid of differential motion.

There is also another feature of these inventions to be noted; instead of the turntable revolving at 76, 78 or 80, as may be necessary now, it revolves at a much slower speed, 30 or thereabouts. The friction is therefore a little less than a third upon the needle point as against what it is at present; consequently, we understand that one needle may be used upon several records, without any detrimental effect upon them.

Several patents have already been obtained by the inventors (both in England and abroad) in connection with these new mechanisms.

HOUGH, THE UNIVERSAL BUYER!

(Special to The Talking Machine World.)

London, Eng., June 6, 1909.

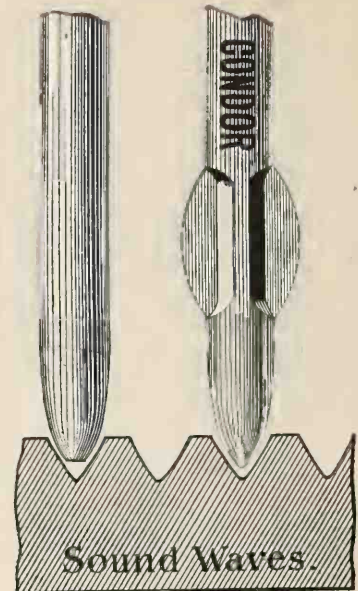
Not content with securing the valuable factory, plant and other assets of Edisonia, Ltd., Mr. Hough, in his determination to build up the finest and most complete works for the manufacture of phonographs, cylinder records, disc machines and disc records, recently purchased the Edison-Bell name, good-will, patents, trademarks, and et al., besides buying up the Sterling assets, machinery and home and foreign matrices; lock, stock and barrel, by reason of which he is now known and recognized in the trade as the universal buyer!

The result of this vast culmination of interests, covering every branch of the talking machine industry, is inestimable. The establishment and working charges as a consequence are reduced about 50 per cent., while the equipment at Peckham of complete phono and disc plants centralizes an efficient organization capable of almost unlimited production to satisfy the demands of traders everywhere.

The rebuilding of that part of the factory destroyed by fire is now within a few days of completion. Having been taught a bitter lesson, the new buildings are so constructed as to render a similar catastrophe as last absolutely impossible. The molding rooms, wax stores, and matrixing departments are built with steel and iron-lined concrete walls, while the roof is supported by steel girders, thus rendering the place quite fireproof. Manufacturing will commence this month, and it cannot be gainsaid that Messrs. J. E. Hough, Ltd., start operations with every prospect of a bright and successful future.

Our London correspondent advises us that the proposed talking machine exhibition to be held at Crystal Palace, in that city, is not meeting with any considerable support from the trade. The time selected is not an opportune one by any means.

Geo. W. Lyle, manager of the Columbia Phonograph Co., General, returned last week from his European trip, and when seen by The World representative, Tuesday, he said: "I found conditions abroad improving in all lines, including our own, and I confidently look forward to a sharp revival of business in the near future. In short, the situation is pretty much as it is here. I had a pleasant time, and feel in fine trim."



CONDOR

is the

Only Needle in the
World having



Each Point Warranted



therefore

Best Reproduction

No Ruin of Record

AGENTS WANTED

Sole Manufacturer

Jos. Zimmermann Needle and Pin Works

AACHEN, - GERMANY



MR. RECORDER, do you know my **WAX "P,"**
the best existing recording material for Berliner-(Gramophone-) cut?
If not write for free sample to

CHEMISCHE
FABRIK

E. SAUERLANDT

FLURSTEDT
bei Apolda i. Th., Germany

The largest manufacturing plant in the world devoted
exclusively to the manufacture of Master-Waxes
for Gramophone and Phonograph

BRINGS SUIT AGAINST MACY & CO.

Victor Co. Allege Infringement of Berliner Patent and Seek Injunction.

The Victor Talking Machine Co. have now entered suit against R. H. Macy & Co., the noted department store proprietors of New York. The latter are signed Victor dealers, having handled this line for several years or more, but also sell other machines and what are known as "Nassau" records, manufactured exclusively for them by the Leeds & Catlin Co. This act the Victor Co. construes as an infringement of the Berliner patent, and the bill of complaint, making this charge, was filed in the Circuit Court of the United States, southern district of New York, May 29.

The complaint, which is a formidable document two inches thick, asks for a preliminary injunction, damages, and accounting, and the destruction of all such goods as may be in the possession of the defendants. It is a case in equity. The hearing on the motion was up June 4, but postponed until June 18. On the day of filing the bill Horace Pettit, counsel for the Victor Co., went before Judge Hand and secured an ex parte order restraining Macy & Co. from selling, or in any way disposing of or removing from the premises any of this alleged stock of goods "until the time fixed for the hearing of the motion for preliminary injunction and until the hearing and decision therein." This ties up the "Nassau" records and machines until the court rules otherwise.

A DISTINGUISHED CALLER.

A distinguished caller at the New York office of the National Phonograph Co., recently, was E. Davis, of the E. Davis Co., an Edison jobber of Sydney, N. S. W., who came in to pay his respects to Walter Stevens, manager of the export department, previous to his sailing for Europe. Mr. Davis is also a music publisher.

The European companies, explained Mr. Stevens, deal direct with the factory in Orange, but the National Phonograph Co., Ltd., of Australia, with headquarters in Sydney; the Mexican National Phonograph Co., in Mexico City, and the Compania Edison Hispano-Americano, in Buenos Ayres, A. R., have their own list of jobbers, whom they supply with stock direct, but all their orders sent here go through the export department of the home company. Other visitors included: W. O. Crew, of the Elmira (N. Y.) Arms Co.; B. Lee Crew, of the Crew & Phillips Co., Atlanta, Ga., and O. V. Redaelli, Armcliffe, Sydney, Australia.

"DUBBING" SUIT DEVELOPMENTS.

The counsel in the suits of the Columbia Phonograph Co., General, New York, joined with the Fonotipia Co., and the Victor Talking Machine Co., Camden, N. J., against W. V. P. Bradley, Brooklyn, N. Y., sales agent of the Continental Record Co., and others, represented by Waldo G. Morse, recently appeared before Judge Chatfield, Circuit Court of the United States, eastern district of New York, and agreed, at the suggestion of the court, to allow the arguments made, briefs filed and affidavits submitted on March 4 last, on the motion for a preliminary injunction, to stand and to be treated as of the final hearing. Counsel stated they would much prefer the judge to write an authoritative opinion in the case rather than render a hasty and possibly a not fully considered decision. This reflected the views of Judge Chatfield, and he stated he would give the case careful attention and deliver an opinion some time during the summer. The defendants are charged with "dubbing" or making spurious imitations of the records of both of the complainants. The defense had stipulated to cease "dubbing" until the charges are disposed of by the court.

That business which is so "different" that it cannot be helped by advertising—usually remains about the same.

DYER ON NEW COPYRIGHT LAW.

Points Out Several Objectionable Features Which Are Unjust to the Talking Machine Trade, but Which He Holds Will be Remedied in Time—Letter to The World.

The attitude of the National Phonograph Co. on the new copyright act is frankly stated in the appended letter from President Frank L. Dyer, who, writing from Orange, N. J., under date of June 9, says:

"Dear Sir—Regarding the attitude of the National Phonograph Co. on the subject of the new copyright law, which goes into effect July 1, I will say that so long as the law remains on the statute books it will, of course, be observed to the letter.

"There are several features of the law which strike me as being very objectionable, entirely aside from its general provisions: If we manufacture a copyright record and put it in our bins and the bins burn down, we still have to pay the royalty. If we sell ten copyright records to the trade and the records are later returned to us as 'cut-outs' and full credit is allowed for them, we still have to pay the royalty on the records, which were practically never sold. If we manufacture a copyright record and it is shipped to China, we still pay the royalty, although that particular record may never be played in this country and no copyright law exists in the country where it would be used.

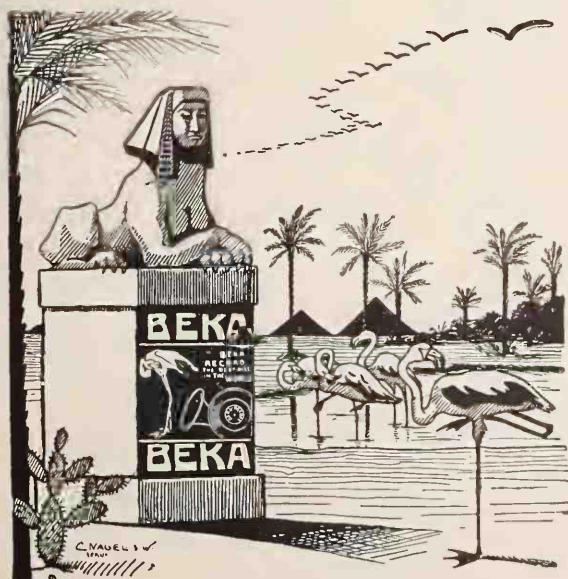
"These features of the law are all so very unfair that I have no doubt that eventually they will be remedied; but, as I have said, the law is here and we must observe it. Yours very truly,
"FRANK L. DYER, President."

The Ross P. Curtice Co., Lincoln, Neb., whose main line is pianos, recognizing the importance of their talking machine department, will remove the stock from the basement to the first or main floor of their store, erect demonstrating booths and push the goods as they should be. They handle both the Edison and Victor lines as distributors and dealers.

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	Gujarathi
Dutch	Shansinese	Hindi
Danish	Kiangninese	Tarsi, and 15
Jewish	Cantonese	other dialects.
Roumanian	Japanese	

REPERTOIRE ALWAYS UP-TO-DATE

For terms, etc., apply to

Beka Record, G.m.b.H., 75-76 Heidelberger Strasse, Berlin

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.

TIMELY TALKS ON TIMELY TOPICS

During the past few weeks the patent situation has cleared up amazingly. The basic inventions covering the production of disc records especially have been passed upon by the highest court in the land, and therefore they are hereafter unassailable. An effort was made to still further prolong the uncertainty regarding the enforcement of the latest decision on the Jones patent for duplicating disc records, a universally used process, but it failed signally. On May 24 the Supreme Court of the United States denied the application for a review of the opinion, a procedure evidently instituted to "delay the game" only. The average layman could see no reason why the power of the court of last resort should be invoked in this instance, and his judgment was sustained. The claim of the defense that the patent laws were not adequate to prevent the employment of the Jones process by the world at large was declared fallacious. This is the last word.

Another suit that attracted attention at the time, because it attacked the Berliner patent, was that of the Victor Talking Machine Co. against the Duplex Phonograph Co. Counsel for the defendants were confident they had smitten this celebrated invention a fatal blow in a vulnerable part. Argument was heard on the case a year ago, and when Judge Knappen wrote his opinion, which was handed down May 27, the dictum of the Supreme Court applied, and the charge of infringement was upheld. No novel or specially new points were embodied in this litigation, and it is referred to only in connection with its being about the last case of the kind before the Federal courts. The World refers to these matters without bias, and in the spirit of the historian alone.

The stock of Victor Victrolas is now in better supply than ever before. Shipments are being made regularly by the Victor Talking Machine Co., and distributors and dealers who were behind on stock are now catching up on back orders. It is really wonderful what a success the Victrola has met with, and its popularity is increasing rather than diminishing. The Victor Co. have advertised this elegant specialty with no niggardly hand and the reward is commensurate with the outlay. The grade of publicity employed by this company is along refined lines and the entire trade has benefited.

Before Caruso, the world-renowned tenor, sailed for Europe last month, the wildest rumors were given currency by the daily newspapers regarding the permanent impairment of his voice by overuse. He is under contract to sing for the Victor records exclusively for the term of his natural life, and his remuneration is royal, to be sure. It is said that for seven or eight weeks previous to his departure, Caruso had been steadily employed at the Victor laboratory, and this strenuous work had been too much of a strain. The great tenor has never sung so often in public as during the past operatic season, and doubtless he is suffering from over-exertion and fatigue, from which he expects to wholly recover after a long rest. The Caruso records have been the best sellers ever placed on the market, despite the price, and it would be a pity, indeed, were his voice permanently affected. Those in a position to know say these reports are more sensational than truthful.

While the new copyright law becomes effective July 1 it is not likely to cause a ripple of difference in the talking machine trade—at least, for some time. The royalty provision, so far as the use of musical compositions are concerned, apply to new songs or works; that is, those written from that date on. It is not to be expected that composers will work overtime writing music in order to reap the alleged harvest from manufacturers of records. Undoubtedly real

merit and demonstrated selling qualities will be the prerequisite for anything the record makers may reproduce; providing, of course, the copyright owner has granted the market privilege, as the act defines. At any rate the accumulation of new acceptable music will be comparatively slow, the record manufacturers aver, so that they will not cut much of a figure in the total output for some time.

Now, a Sousa Phonograph Co. is the latest addition to the list of talking machine dealers; and when John Philip Sousa, the great bandmaster and successful composer, hears of this new concern, he will likely file a vigorous protest against the use of his name. The attitude of this versatile musician, who originated the rather contemptuous epithet, "canned" music in connection with records, is notoriously not the most cordial toward the trade. In this respect he differs materially from Victor Herbert, and to the advantage of the latter's perspicacity of judgment and rare good sense. Perhaps Bandmaster Sousa's feelings might be mollified were he invited to become the musical supervisor of a recording laboratory of repute and standing. But that is mere speculation. The question "before the house" is, will Mr. Sousa consider himself complimented, or otherwise should he learn his name has been taken in vain by a mere talking machine concern? Will there be an explosion of expletives more forcible than elegant, or will this fresh testimony of glory and fame be accepted as a tribute? Shades of "canned" music protect the Sousa Phonograph Co. until this momentous question is settled!

From the number of cases reported it is certain the manufacturing companies who have "signed" jobbers and dealers are determined to compel obedience to their agreements, as regards the stipulated selling price, by judicial procedure. As a rule the jobbers or distributors are familiar with the decisions of the Federal courts on this matter, and instances of infraction on their part are rare, if not comparatively unknown. The dealers, on the contrary, are occasionally inclined to question the equity of declaring a patent a monopoly to the point of regulating the selling price of an article. It is nevertheless a legal fact, and price cutters are soon brought to see the error of their way, if not to grief, where the dispute is carried to the United States courts for adjudication.

LAW PROCEEDINGS COST MONEY.

The decree of the Circuit Court of the United States, New York, in the Jones patent suit of the American Graphophone Co. (Columbia Phonograph Co.) against the Leeds & Catlin Co., was signed by Judge Hough on June 2. This is the case in which the decisions of the lower courts were sustained by the Supreme Court of the United States. The perpetual injunction was issued the succeeding day, and on June 4 a writ of execution for the costs in the Circuit Court of Appeals was secured against the Leeds & Catlin Co. by the United States Marshal, and their certified check for \$1,400 was paid over in satisfaction thereof. June 7 the American Graphophone Co. filed an additional bill in the Circuit Court for \$800 additional costs in the same suit against the Leeds & Catlin Co.

RECORDS OF AFRICAN TRIBES.

(Special to The Talking Machine World.)

Berlin, Germany, June 3, 1909.

A dispatch from Vienna states that the Vienna Academy of Sciences is forming an extremely valuable and interesting collection of phonographic records, consisting of the speech and music of all the less-known races and tribes in distant parts of the world.

The most interesting of the recent additions to the collection consist of selections of speech, song and music of the Zulus, Nadi, Swazi, Matabele, Baca and other African races. There are war songs, love songs and dance music of most of these famous savage tribes.

There are also songs and music composed by negroes who have been converted to Christianity, and they show in a curious way the influence of civilization upon savages.

CINCINNATI NEWS BRIEFLETS.

Auxetophones in Demand for Cafes—Wurlitzer's Attractive Windows.

(Special to The Talking Machine World.)

Cincinnati, O., June 10, 1909.

The use of the Auxetophones in the cafes and leading restaurants in the city is doing much to educate the prospective talking machine buyer. These instruments hand out a fine brand of music, and being fashionable at the cafe, of course, looks well at home.

The Wurlitzer house has a window trim that is making a hit with thousands that pass this store each day. The window is arranged into a miniature camp, with tent, camp fire, stools, fishing rods, guns, a smoking outfit for the devotees of the pipe and cigarette, and last but not least, the Victor talking machine outfit, which is the center of the display, and serves to while away the evenings of camping. The idea is a splendid one just at this time. This city has hundreds of camping enthusiasts who go up on the banks of the Miami River and spend the summer months under tents. The suggestion of a talking machine to enliven the evening is having a good effect in the way of sales made and the inquiries being made.

The Milner Musical Co. are running a thirty-day free trial of talking machines to prospective customers with good success. Manager Strief says trade with his house has been satisfactory for the past month. The cheaper grade of machines are getting in favor again, due to improving conditions among the workingmen.

The Columbia Phonograph Co. reports a fine May's trade in the wholesale department, the month showing an increase of about 50 per cent. over a year ago the same month. The company are to have a new store front, work on this beginning next week. Plans also include several demonstration booths.

THE NEW FIRESIDE.

The new Fireside machine, the latest product of the National Phonograph Co.'s Edison line, which is so greatly in demand, is of the same general style as the Standard, Home and Triumph, but is not intended to take the place of any one of the Edison machines. On the contrary, it is a brand new type of phonograph, and in a measure is intended to fill the place of the old type Standard which formerly sold at \$20. The Fireside will be sold at \$22 list, and in Canada at about \$28.00, and it will be placed on sale at retail July 1. Shipments to the jobbers have been going on from Orange, N. J., before the middle of May, so that the orders of dealers can be supplied in time. The total of the first orders for Fireside machines were over \$25,000.

Several artists from Buenos Ayres, A. R., S. A., are in New York at the present, recording songs and popular music of the Argentines. The instrumental records are also being arranged by this native talent for the same market.

IT JUMPS

Caused by lack of graphite in springs. You would know this immediately if you had a copy of "How to Repair Talking Machines and Phonographs." Get busy; order a copy now and save time and money. Postpaid on receipt of price, \$1.50. Frank E. Drake, 424 Tracy avenue, Kansas City, Mo. Reference, Gate City Bank.

EDWARD D. EASTON DISCUSSES CONDITIONS.

The President of the Columbia Phonograph Co. Gives Reasons Why the Talking Machine Business Should be Exceedingly Active the Coming Fall—Leaves for Europe Next Week.

Edward D. Easton, president of the American Graphophone Co. and the Columbia Phonograph Co., who sails for Europe on June 22, accompanied by his wife, son and two daughters, takes a cheerful and optimistic view of the future of the talking machine industry, and discredits any suggestion that the hard times, which have been felt in all lines since the panic, will have anything but a temporary effect on the sale of talking machines and records. In an interesting chat with a representative of the Talking Machine World the past week he said:

"The clearing up of the financial atmosphere and the restoration of confidence which has fol-



EDWARD D. EASTON.

lowed in the wake of the panic of 1907, and the dull times which succeeded it, gives to the world another splendid illustration of the wonderful recuperative powers of our country. As might have been expected, those concerns dealing in luxuries were among the first to feel the effects of the panic and the talking-machine companies were no exception. There was a falling off in the volume of business done and a general policy of retrenchment naturally accompanied it. The resumption of business by the Knickerbocker Trust Co. did much to give increased confidence, the election of President Taft more, and there is a generally hopeful tone to business, although it may take another year before normal conditions are reached. There is a feeling in all circles that when Congress has passed the new tariff bill there will be a resumption of business in all lines.

"The year 1909 promises to be a memorable one in the history of the talking machine business in the United States. Three events of extraordinary interest and far-reaching importance have already taken place, all of which will contribute to the promotion of our business, because in each instance an end is reached to a dispute which lasted for many years, and which caused the loss of an immense amount of time and money that would ordinarily have been spent in the development of the business.

"The first was the passage of the Currier copyright bill just before the adjournment of the sixtieth Congress. The fight which has been waged for many years has ended in the passage of a bill that, while it contains certain features that ought to be eliminated (I refer more particularly to the royalties applying to records manufactured instead of on records when sold),

was nevertheless framed up with a view to honestly protecting all who deserve consideration in connection with the matter. We propose to give the new law a fair test, feeling sure that if it proves to work an injustice or is impracticable it will be suitably amended or repealed.

"The decree of the United States Supreme Court, on April 19, unanimously sustaining the Berliner patent, covering disc types of machines in combination with disc records, was fully expected. Here was a valid patent being flagrantly and openly violated and the infringers seeking to evade punishment by legal technicalities while they pursued their unlawful course, defiantly, to the extent even of disobeying the injunctions of our United States courts and boasting that they would proceed. Many years ago the Columbia Co., recognizing the importance of this patent, secured a license so that we were protected when the patent was sustained.

"The decree of the United States Circuit Court of Appeals for the southern district of New York, April 14, once more unanimously sustaining the validity of the Jones patent, in the action against the Leeds & Catlin Co., put an end to the most important talking machine case that has been before the courts for many years. The United States Supreme Court promptly denied Leeds & Catlin's motion for a writ of certiorari, and the case, that has been noted for the bitterness with which the defendants and their counsel have fought, thus came to an end. This patent covers the well known and universally used process of making disc records and is owned by the American Graphophone Co. It has about ten years to run and will control the art. The Victor Co. is licensed under it.

"The effect of these two important decisions and the punishment of those who have been notoriously infringing the patents will be to encourage inventors, command a greater respect for patents issued by the United States Patent Office and give increased confidence to investors who are solicited to put their savings in industrial companies which make and sell patented articles. From a commercial standpoint these decisions will greatly benefit the industry, for it puts an end to the indiscriminate price cutting on disc records and will quiet the dealers and jobbers who know now that the 'one price policy, which has been a feature of the talking machine business, will be successfully maintained for many years to come.

"The double-disc record is proving to be a great trade bringer. We introduced it and have backed our judgment that it is going to be the disc record of the future by entirely discontinuing the line of single-sided discs. The Columbia disc catalog only contains double-disc records, and the public is rapidly reaching that point where they will take no other. The Columbia Indestructible cylinder record is one of the most attractive propositions which we have ever put out in the cylinder line. It requires no argument to convince a customer that these are the only cylinder records he wants after he has once seen and tested them. We look forward to a great business the coming fall and winter and are preparing for it now.

"Is there a decreasing interest in talking machines and records and is the business going to be a permanent one?

"Well, I was asked that question ten years ago, and know of no better answer now than I gave then: 'As long as people are born with ears just so long will they be interested in talking machines and just so long will the business live.'

While abroad, Mr. Easton, as has been his custom for many years, will inspect the various offices and factories of the Columbia Co. and familiarize himself at first hand with European conditions. His plans include a short sojourn in Switzerland.

It is universally conceded that Mr. Easton has

done much to commercially exploit the talking machine and to promote this industry which now circles the globe. He has made the name of the Columbia Phonograph Co. known all over the world and no matter where you go the Graphophone and Columbia records are familiar household words. After establishing the business in the United States, the great European capitals were invaded one by one and in the pioneer work which he organized he has given impetus and courage to others to embark in the talking machine business until it has taken on huge proportions and affords occupation and the means of livelihood for hundreds of thousands, while millions of dollars are invested in factories, stores and goods.

Mr. Easton will return to New York early in August.

FELICITATIONS EXCHANGED.

Thomas A. Edison Writes a Personal Letter to Victor Herbert Expressing Pleasure at His Connection With the Edison Laboratory.

The engagement of Victor Herbert, the eminent composer, musician and orchestra director as musical supervisor of the National Phonograph Co.'s recording laboratory in New York, narrated at length in the May issue of *The World*, was so pleasing personally to Thomas A. Edison, the famous inventor of the phonograph, that autograph letters of mutual felicitation were exchanged. Mr. Edison rarely writes a letter in his own hand, but the occasion was exceptional, and therefore it is a unique compliment. It will be noted how clear is the chirography of the distinguished savant, no doubt due to the training in his early career as a telegraph operator. Both Mr. Edison's letter and the reply of Mr. Herbert are reprinted in fac-simile, as follows:

THOMAS A. EDISON'S LETTER

My Dear Mr Herbert

I was greatly pleased to learn that our Phonograph people have obtained the services of your great orchestra, and your personal advice and criticism in our record making

From now on we ought to reach a still higher standard in the recording of music

Yours

Thomas A. Edison.

May 1 1909.

VICTOR HERBERT'S REPLY.

Victor Herbert
121 West 109th Street
New York City

May 2 1909

Dear Mr Edison

I thank you for your kind letter of May 1st and hope that the existence of Critique and I may lead in making Edison Records, will meet your expectations and further approval.

The capabilities of the Phonograph in speaking culture, exhibiting a sense of appreciation and discrimination of the best art, and musically creating the people we beyond expectations, and I am eager to do what I can to enlarge the scope of your business.

Very sincerely
Victor Herbert

The Salter Mfg. Co., of Chicago, have just issued a complete catalog of their disc and cylinder record cabinets, music cabinets and furniture specialties.

Columbia Grand Opera D Your Business and



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and

Double-Disc Records Broaden Bulge Your Profits

This 76-page catalogue into the hands of the solid people who OUGHT to be your customers—and they WILL be. The only Double-Disc Grand Opera Records are Columbia Records. Every buyer of Grand Opera Records is your customer just as soon as you can tell him that one fact. The finest Grand Opera ever made are included in the Columbia list—best in the standing of the artists, best in surface, quality and quantity—and the first minute you demonstrate that to the Grand Opera Record buyers of your district, you will get their music money.



The artists of the Fonotipia Series include no less than four of the great tenors of the world. When you have a customer who appreciates delicacy of shading, brilliancy of tone and intelligence of interpretation, you will find that he needs no reminder of the fact that along these lines BONCI is matchless and supreme. ZENATELLO is equally known for his marvelous tonal beauty, the opulence of his voice and the dramatic fire of his delivery. No better proof of this could be found than in the fact that he supplanted Caruso at Covent Garden last season and also in the spring tour of the Metropolitan Opera Company this year. In ANSELMINI, Europe has discovered a second Mario, the greatest tenor of history. In quality, power and volume this magnificent artist towers head and shoulders above all his rivals in European opera—and his career is only commencing. BASSI with his impassioned singing and impressive acting has charmed his tens of thousands and is preferred by many above all of the living tenors. Not an unknown name nor a doubtful selection nor an imperfect record in the whole list—SAMMARCO, RUSS, DIDUR, PACINI, STRACCIARI, PARSİ-PETTINELLA, MAGINI-COLETTI, BARRIENTOS, VIGNAS, LUPPI, KRUSCENISKI, DANI, AMATO, GARBIN, CORRADETTI—and KUBELIK, the world's greatest violinist.



CONSTANTINO, the great tenor, is the new star of the Symphony Series—and CAMPANARI has just been signed up exclusively. The complete list of Symphony artists taken in connection with those of the Fonotipia Series, cannot be equalled by any organization in the world: DAVID BISPHAM, VAN ROOY, GILBERT, BLAUVELT, ARIMONDI, VINCENT, CASTELLANO, TRENTINI, BERTI, LINDE, GRAYVILL, HOLT, BALDASSARE, BELLATTI, PARVIS, CIAPARELLI, DESTINN and LEHMANN.

The prestige these names give your organization cannot be estimated. A line of Columbia Double-Disc Grand Opera Records by the great stars of opera, means a different atmosphere to your entire trade, attracts the solid people of the community to your store and gives you a hold on the patronage of those whose machine and record bills run into money. If you are not giving the attention you might to this most important end of the record business, you couldn't want a better time to start than right now.

Fonotipia Series, 10 3/4 inches, Double-Disc,	\$2.50
“ “ 12 “ “ “	3.50
Symphony “ 10 “ “ “	1.00 and \$1.50
“ “ 12 “ “ “	1.50 and \$2.50

EXCLUSIVE SELLING RIGHTS READY FOR DEALERS
WHEREVER WE ARE NOT PROPERLY REPRESENTED



COLUMBIA

Phonograph Company Wholesale Department

Tribune Building, New York



IMPROVEMENT IN BOSTON.

Trade Shows General Betterment—Victrola Display at the Eastern Talking Machine Co.—The Victor Line in Brockton—Other Items

(Special to The Talking Machine World.)

Boston, Mass., June 10, 1909.

Anyone conversant with the conditions that have prevailed for the past year would be greatly encouraged to take a trip around the talking machine warerooms in Boston, and note the general air of hustle and bustle and good feeling that exists. The demand for high-priced goods still continues to develop at the expense of the very low-cost goods.

H. L. Royer, the new manager at the talking machine branch of M. Steinert & Sons, reports that business is very satisfactory. A line of Victors has just been put into the Steinert branch at Brockton, Mass.

Manager Winkelman, of the Oliver Ditson Co.'s talking machine department, has been entertaining W. J. Elwell, manager of a similar department for C. J. Heppe & Sons, Philadelphia.

At the Eastern Talking Machine Co. there is on display a full line of Victrolas, in the new gun metal cases, also Circassian walnut—six different style cases in all. Mr. Elwell was also a visitor here and was shown the company's method of keeping track of the stock and the new rack system, with which he was much pleased. W. H. Beck, president of the company, came on this week from Washington, and stated that he is very much pleased with the business outlook for this year.

The association of employees of the Eastern Talking Machine Co. has discontinued its series of monthly meetings until fall. Manager Taft has secured the services of L. W. Ballou, of Burlington, Vt., as special representative of the company in New Hampshire and Vermont. He was formerly with the American Phonograph Co., of Burlington, and later with the Boston Cycle & Sundry Co.

Dan O'Neill, the Victor traveler, was in Boston looking over the field this week.

IMPORTANT COLUMBIA DEAL.

Consummate Arrangements for the Placing of the Columbia Records and Machines in the Siegel Stores in Boston, Chicago and the Fourteenth Street Store in New York.

The wholesale department of the Columbia Phonograph Co., General, on June 7 contracted with the corporation of "Henry Siegel, wholesale," for 65,000 double-face records and 100 machines—an initial order only—of the regular line. These goods are to be distributed among the big department establishment in New York, known as the "14th Street Store"; Henry Siegel Co., Boston, Mass., and Siegel, Cooper & Co., Chicago. The talking machine department in the last-named enterprise is being greatly enlarged, and its facilities vastly improved. In the New York and Boston places the Columbia line will be handled exclusively, and the space assigned this important branch of their business has been trebled, and demonstrating booths of the most approved pattern have been installed. The line formerly handled by the corporation's branches has been declared infringements of basic patents by the United States courts, and therefore they were discontinued. B. Feinberg, who recently joined the selling staff of the Columbia Co., negotiated this important deal and closed the contracts.

HERBERT'S FIRST RECORDS.

Victor Herbert and his orchestra have made their first Edison record, a selection of several airs from "Mlle. Modiste," written by Mr. Herbert for Fritzi Scheff. The airs are "Charity Bazaar," "Ze English Language," "The Time, the Place and the Girl," "I Want What I Want When I Want It," "When the Cat's Away," and "The Mascot of the Troop." The record will appear in the September list of Edison Amberol

selections, No. 195. In making this record Mr. Herbert was given the widest scope, and it is remarkable for sweetness, expression and artistic rendition.

STRAUSS TO MAKE EDISON RECORDS.

Will Lead His Own Orchestra and Act in a Supervisory Capacity for Records to be Made by the National Phonograph Co. for Their German Trade—Some Other Notable Additions.

The National Phonograph Co., at its recording plant in Berlin, Germany, has made an arrangement with Johann Strauss, the famous German composer and conductor, to lead his own orchestra in making Edison records and act as a supervisor of the better class of compositions. The arrangement is much the same as that made with Mr. Herbert here. Several records by Mr. Strauss will shortly appear in the German list of Edison records.

The company has also secured Albert Spalding, the young American violinist, whose records will be a feature of the Edison list, beginning with August. His first, Wieniawski's Polonaise in D Major, is pronounced one of the finest reproductions of violin music in the market. Other well-known people who have joined the Edison record makers are Nat M. Wills, the tramp king; Digby Bell, Josie Sadler, Grace Cameron, Ray Cox and Pete Murray. Records by some of these artists are already being issued each month, and others will appear in August, September and October.

KANSAS CITY GETTING GOOD.

Issue Ordinance Controlling Playing of Talking Machines and Electric Pianos in Public Places.

Kansas City, we mean that of Missouri fame, is an orderly place, notwithstanding stories to the contrary. Oftentimes, like in New York, the authorities overlook the serious maladies to which the city is heir, and pay attention to small things. A recent police order in that city refers to the control of talking machines used in advertising some of the popular-priced theaters, and this is how the Kansas City Star describes the proceeding:

"The wailing, rasping, blaring phonographs, which alternate between 'Rainbow' and 'Flicker, Little Firefly, Flicker,' and the unmusical electric pianos, which all day long play 'Every Morn I Bring Three Violets,' are to be given an enforced rest downtown in business hours. The order against them was issued this morning after a conference of the chief of police, the judge of the municipal court and the city attorney. Here's the penalty: For the first offense, \$25; for the second, \$50; for the third, the limit—\$500.

"The ruling, as made by Judge Kyle, is that the phonographs above the doorways of nickel theaters and the pianos that lure small boys to the penny picture 'parlors' are violating the city ordinance against 'loud and unusual noises.' Chief Snow told Judge Kyle that the suggestion to suppress them was a welcome one, and that patrolmen would be notified immediately to arrest violators. The order is that the 'loud and unusual noises' shall not be tolerated until after 6 o'clock at night.

"The complaint which resulted in the order was made by tenants of the Commerce building against Ike Sahlanck, who has a nickel theater with a loud brazen phonograph at 925 Walnut street.

"It's going all day long so we can't think to do business," one tenant testified.

"Mr. Sahlanck took the complaint in good spirit. Judge Kyle discharged Sahlanck with a warning."

The H. E. Sidles Phonograph Co. are making improvements in their department, under the skillful management of L. F. Haffley. They are also doing a great business in automobiles, and are 200 machines behind on orders, which are sold as fast as they arrive in Lincoln, Neb.

HAWTHORNE & SHEBLE CO.

PETITIONED IN BANKRUPTCY.

Restraining Order Issued by the U. S. Court at the Instance of the Victor Co. Has Compelled Them to Take This Step.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 11, 1909.

The appended letter, dated June 5, has been sent the creditors of the Hawthorne & Sheble Mfg. Co., of this city:

"We regret exceedingly to advise you that on May 22, 1909, the Hawthorne & Sheble Mfg. Co. was served with a restraining order, issued by the United States Circuit Court, at the instance of the Victor Talking Machine Co., restraining our company from manufacturing or selling disc talking machines. This restraining order necessitates our taking such action as will enable the creditors of the Hawthorne & Sheble Mfg. Co. to place it in bankruptcy, and we believe that this move is for the best interest of its creditors.

"During the past eighteen months, our company has been in litigation with the Victor Talking Machine Co. over patent matters. The Victor Co. have contended that our patents infringe certain of their patents, but the machines that our company were manufacturing and selling were constructed under patents granted to them and which we have considered, on the advice of our attorneys, as being valid and of a non-infringing nature.

"In April, 1908, the Victor Co. made an application for an injunction against our company, which was refused by the court. Since that time the validity of the patent, known as the 'Berliner' patent, under which the Victor Co. operate, was sustained by the Supreme Court of the United States in April, 1909, and in consequence of this fact, on May 21, 1909, they were enabled to obtain the restraining order which practically stops our business. On June 4, 1909, this injunction, after argument, was continued in force by the Court. In view of the above-stated facts, the Hawthorne & Sheble Mfg. Co. have been compelled to take such steps as would best preserve their assets for the benefit of their creditors."

As foreshadowed in the preceding preliminary notice to creditors, the Hawthorne & Sheble Mfg. Co. were petitioned into involuntary bankruptcy on Tuesday in the District Court of the United States, eastern district of Pennsylvania. The receivers were to be appointed to-day.

SCHMELZER CO.'S NEW STORE.

The J. F. Schmelzer Sons Arms Co., Edison and Victor jobbers in a wholesale way only, Kansas City, Mo., have purchased a building in the shopping district of that place, remodeled it for their purposes, and inaugurated a vigorous campaign for retail business.

SUIT AGAIN POSTPONED.

When a motion for a decree in the case of the American Graphophone Co. (Columbia Co.), against the International Record Co., Auburn, N. Y., came up in the Circuit Court of the United States, New York, on June 11, the defense stated their records were duplicated by another process than that covered by the Jones patent. Judge Lacombe gave the International Co. a month to submit proofs.

HECTOR TAKES THE COLUMBIA LINE.

Andre Hector, who recently bought out the Mergott Piano Co., Newark, N. J., has just taken on the full Columbia line, placing a large initiative order. He is fitting up an artistically designed and furnished department with the usual sound-proof booths and other modern accessories.

The talking machine stock of the J. W. Jenkins' Sons Music Co., Kansas City, Mo., heretofore on the second loft, will be transferred to the first or store floor, the space greatly increased and demonstrating booths installed.

THE NEW COPYRIGHT LAW.

By PAUL H. CROMELIN

President of the American Musical Copyright League.

As has already been announced, the sixtieth Congress passed the Currier copyright bill, H. R. 28,192, under suspension of the rules just before adjournment, and President Roosevelt approved same March 4, 1909. The act goes into effect on July 1, 1909, and takes the place of all copyright enactments now in force. By its passage was ended the fight which has for years engaged the attention of members of Congress and been such a disturbing factor to all engaged in the manufacture of devices which mechanically reproduce music.

While in theory a fight between composers on the one side and manufacturers on the other, it was in reality a battle between certain manufacturers, who saw an opportunity to secure control of the industries for all practical purposes if they could secure the passage of such a law as was originally intended, and those other manufacturers who were fighting to prevent such a thing from happening, to protect their investments, and to save from destruction their life's work as represented in the various industries they had established, nursed and made successful. Lined up with those who were seeking to create the monopoly were most of the great music publishing concerns of the country, represented by the Music Publishers' Association and their allied interests. Behind these were the powerful European publishers of music, who were to richly benefit if success crowned their efforts.

COMPOSERS HAD NOT SOUGHT LEGISLATION.

Until the original bill, H. R., No. 18,853, introduced May 31, 1906, no composer had appeared in the matter. It was evident that composers had not sought nor asked for the legislation, nor had they been consulted in framing the bill, which was the work of the attorneys for those who were scheming to put through the deal. When the public hearings before the Patent Committees of the House of Representatives and the United States Senate took place the disclosures made were of such a startling nature that the members began to sit up and take notice. It appeared that under guise of justice to the "poor composer" was being attempted one of the boldest jobs that has ever come to the attention of the members of Congress.

Evidence was introduced and unrefuted which showed that prior to the introduction of the bill practically every important publisher of music to the United States had entered into a secret contract, by the terms of which a certain manufacturing firm would secure the exclusive right for, a long term of years (35), to cut perforated rolls for mechanical playing devices of all the compositions then owned or afterwards acquired by the various publishers. Nowhere in these contracts did it appear that those who were making such a clamorous effort in behalf of the "poor composer" had remembered to make provision for him. He was not mentioned, and he would not have received one cent on everything previously written had they been successful. The manufacturing concerns and the publishers who were in the game would have been the beneficiaries, the public would have had to foot the bill to the extent of the millions involved, and the "poor composer," in whose behalf all the noise was being made, would have to sit by and see the real profits on his compositions going to those who were not entitled to them.

The evidence indicated that a similar scheme was on foot in the talking machine industry, and it was apparent that the prospective gains were too great and the pickings too choice for those on the inside to have overlooked the opportunity to have their plan ultimately embrace every kind of mechanical player of music.

PROTECTING EXISTING INVESTMENTS.

From that point on the majority of the members of the Patent Committee, gave closest attention to the subject, and while giving a fair hearing to all, it was evident that they were going

to protect the public and see to it that no such monopoly would be created with their consent. Witnesses were examined and all the details of the scheme were developed and disclosed.

The matter was carried over from year to year; bill after bill was introduced indicating views of different groups of men seeking to find some equitable way out by which the composer would be recognized, existing investments protected and the rights of the public taken into consideration. When it became evident that without the active personal aid of the composers themselves the plan on foot would be defeated, they were urged to "get busy," and the members of Congress were flooded with letters from composers and would-be composers seeking redress from the manufacturers for their alleged wrongs. The press of the country was enlisted and a tremendous campaign of publicity begun. Most of the writers did not know what the fight was really all about, but still they were for the "poor composer," and some of the recitations of his alleged wrongs would have been pathetic, had they not been so amusing.

Our vocabulary has been enriched by the addition of the term "canned music," which is credited to our distinguished March King, John Philip Sousa; and the public has made the astonishing discovery from Mr. Sousa's testimony before the committee, that he can compose better for one thousand dollars per selection than for five hundred. It also appeared that while Mr. Sousa was indignantly and vehemently denouncing these so-called producers of "canned music" he and his band had been for years and were then busily engaged in filling the "cans" at so much per "can."

Then, too, we owe to another noted composer, Victor Herbert, the symbolic phrase, "mutilated melody." Of all who appeared none were so active, none more vindictive, none more indignant at these machines, which were alleged to be destroying musical art and culture, these producers of "mutilated melody," than Mr. Herbert; and to-day, to our delight, even if it is difficult to repress a smile, we find Mr. Herbert's name prominently linked with one of the big talking machine companies, and from now on he becomes a distinguished and notable convert to the army of those who are making the world resound with

what he has chosen to dub "mutilated melody."

Let there be no doubt on this point—that no money consideration could have induced Mr. Herbert to devote his time in the future to such a cause. He is willing not only to have his orchestra make records, but to lead in person and as the article announcing Mr. Herbert's conversion advises that "his chief motive must be an earnest belief in the future of the phonograph and of his own ability to add to its prestige," we welcome him to the brotherhood of distributors of "mutilated melody."

SLIGHT COMFORT TO REPRODUCTIVE AGITATORS.

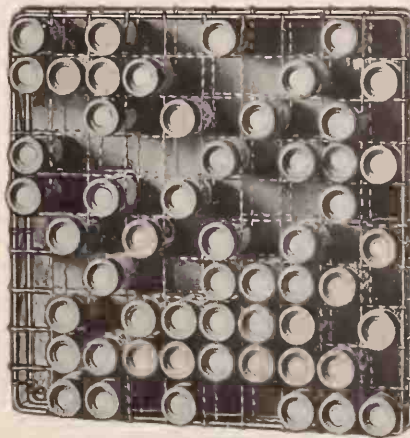
Needless to emphasize that the provisions of the Currier bill will bring but slight comfort to those who were really at the bottom of all the agitation to bring mechanical reproducers within the pale of the copyright law. They started out with the fixed purpose of obtaining absolute control of the various mechanical reproducing industries by reason of contracts which would give them exclusive rights under the law. *The compulsory license clauses which those who opposed the original bill succeeded in having embodied will make this impossible.*

They confidently expected to obtain the passage of a law which would grant such rights as might be given at all, to the owners of all existing copyrights, as well as to those taken out in the future. In some of the various bills proposed and considered prior to the final draft of the bill as passed, their purpose to include existing copyrights was plainly evident. The language was unmistakable. In others, the same result was sought to be accomplished, though through subterfuge, the real intent being hidden behind legal verbiage. In so far as rights are granted as respects mechanical reproduction, the act as passed recites in clearest terms that only compositions published and copyrighted after it goes into effect are included. This, notwithstanding that all other benefits given in the new act, including the increased term for extension of copyright, are granted to the owners of existing copyrights.

They went so far as to even attempt to bring into their projected international monopoly the works of foreign composers. Had they been successful the result would have been to permit the owners of the works of foreign composers to tax the people of the United States whatever they should see fit on all mechanical reproductions of their music, even though their own country granted them no such rights; nor did they grant such rights to Americans. The bill as passed provides that in so far as its provisions

Sell Wire Racks to the Record Buyer

The "Heise System" 100 and 150 Space Racks—Immensely Popular



These small size racks for home use have been selling big. Are you getting your share of this business? The display of them in your salesroom will materially assist you in selling.

These racks are made in the same style as our store racks, which are in use everywhere. Their convenience immediately appeals to record owners. There's a good profit in them and you ought to get busy right away.

Dealers' Printed Matter is Ready

The 100 Space Racks ^{like} in half doz. lots, \$15
The 150 Space Racks ^{cr.-led} " " " \$20

Send to your jobber or us for complete Catalog of racks for store use.

SYRACUSE WIRE WORKS, SYRACUSE, N. Y.

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

relate to musical reproductions by mechanical devices, "it shall not include the works of a foreign author or composer unless the foreign State or nation, of which author or composer is a citizen or subject, grants either by treaty, convention, agreement or law, to citizens of the United States similar rights." As no such rights as are given in the Currier bill are recognized or exist in any country to-day, with the possible exception of Italy, the benefit of its provisions as regards the works of foreign composers can only be secured after the various foreign countries having international copyright agreements with the United States revise their laws.

DOUBTS OF LAW'S CONSTITUTIONALITY.

It was evident from the beginning that while grave doubts existed as to the constitutionality of any law which would include within the rights granted by copyright the records for mechanical machines, and the expediency of such legislation was questioned, still the vast majority of the manufacturers were willing to pay the composer something if a law could be framed which would protect existing investments and put all on an equal footing for the future. This the members of Congress sought earnestly to do, and the Currier bill is the result.

So far as can be learned the manufacturers propose to give it a fair test. The principal criticisms which they have made so far are these:

First—That royalties should be on records sold, not as manufactured.

Second—That the royalties should be payable only on records sold within the United States, and not on those exported. All agree that as regards these two points the act should be amended. They have confidence that if it appears to work an injustice or develop defects that could not have been anticipated, it will be suitably amended by Congress.

The paragraphs in the bill which interest all manufacturers of mechanical devices follow:

"Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled, That any person entitled thereto, upon complying with the provisions of this act, shall have the exclusive right:

Section 1.

"(c) To perform the copyrighted work publicly for profit if it be a musical composition and for the purpose of public performance for profit; and for the purposes set forth in subsection (a) hereof, to make any arrangement or setting of it or of the melody of it in any system of notation or any form of records in which the thought of an author may be recorded and from which it may be read or reproduced: Provided, That the provisions of this Act, so far as they secure copyright controlling the parts of instruments serving to reproduce mechanically the musical work, shall include only compositions published and copyrighted after this Act goes into effect, and shall not include the works of a foreign author or composer unless the foreign state or nation of which such author or composer is a citizen or subject grants either by treaty, convention, agreement, or law, to citizens of the United States similar rights. And provided further, and as a condition of extending the copyright control to such mechanical reproductions, That whenever the owner of a musical copyright has used or permitted or knowingly acquiesced in the use of the copyrighted work upon the parts of instruments serving to reproduce mechanically the musical work, any other person may make similar use of the copyrighted work upon the payment to the copyright proprietor of a royalty of two cents on each such part manufactured, to be paid by the manufacturer thereof; and the copyright proprietor may require, and it so the manufacturer shall furnish a report under oath on the 20th day of each month on the number of parts of instruments manufactured during the previous month serving to reproduce mechanically said musical work, and royalties shall be due on the parts manufactured during any month upon the 20th of the next succeeding month. The payment of the royalty provided for by this section shall free the articles or devices for which such royalty has been paid from further contribution to the copyright, except in case of public performance for profit: And provided further, That it shall be the duty of the copyright owner, if he uses the musical composition himself for the manufacture of parts of instruments serving to reproduce mechanically the musical work, or licenses others to do so, to file notice thereof, accompanied by a recording fee, in the copyright office, and any failure to file such notice shall be a complete defense to any suit, action, or proceeding for any infringement of such copyright.

"In case of the failure of such manufacturer to pay to the copyright proprietor within thirty days after demand in writing the full sum of royalties due at said rate at the date of such demand the court may award taxable costs to the plaintiff and a reasonable counsel fee, and the court may, in its discretion, enter judgment therein for any sum in addition over the amount found to be due as royalty in accordance with the terms of this Act, not exceeding three times such amount.

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

Section 25.—Infringement of Mechanical Musical Instruments.

Par. 4. (c) Whenever the owner of a musical copyright has used or permitted the use of the copyrighted work upon the parts of musical instruments serving to reproduce mechanically the musical work, then in case of infringement of such copyright by the unauthorized manufacturer, use, or sale of interchangeable parts, such as disks, rolls, hands, or cylinder to use in mechanical music-producing machines adapted to reproduce the copyrighted music, no criminal action shall be brought,

but in a civil action an injunction may be granted upon such terms as the court may impose, and the plaintiff shall be entitled to recover in lieu of profits and damages a royalty as provided in Section 1, subsection (c), of this Act: Provided also, That whenever any person in the absence of a license agreement, intends to use a copyrighted musical composition upon the parts of instruments serving to reproduce mechanically the musical work, relying upon the compulsory licensing provision of this Act, he shall serve notice of such intention, by registered mail, upon the copyright proprietor at his last address disclosed by the records of the copyright office, sending to the copyright office a duplicate of such notice; and in case of his failure so to do the court may in its discretion, in addition to sums hereinabove mentioned, award the complainant a further sum, not to exceed three times the amount provided by Section 1, subsection (c), by way of damages, and not as a penalty and also a temporary injunction until the full award is paid.

"Rules and regulations for practice and procedure under this section shall be prescribed by the Supreme Court of the United States."

CLEVELAND'S BUDGET OF NEWS.

Trade Conditions Reviewed—Talking Machine Business as Good as Any Other Industry—Victrola Display at Buescher & Sons—The Month's Happenings in Detail.

(Special to The Talking Machine World.)

Cleveland, June 10, 1909.

It is a difficult proposition to state exact conditions in talking machine circles. Dealers generally report a fairly good trade during May, but are careful to explain that it is not up to standard, and decline data regarding a return to normal business conditions. While it is and has been quiet, it is by no means stagnant. Omitting comparison with former "fat" years, this is by no means a "lean" one, as the aggregate volume of business clearly proves. Dealers are ordering more liberally and are now carrying very complete, carefully selected stocks. They quite naturally expect slackness in trade during the warm summer months, but are all confident of a resumption by the time fall sets in. Meanwhile it is expected the summer trade will likely be of the same character as the spring business, marked by slow but certain recovery.

Some dealers have already taken on side lines, others are arranging to do so.

Wm. C. Broadwell, representative of the R. Wurlitzer Co., Cincinnati, who resides in Detroit, was a visitor to the city May 20. His territory covers northern Ohio and Michigan, and he stated that in all the towns on his trip the outlook was excellent. "There is a better feeling in all lines of the music trade," he said, "and business is gradually though surely improving. I look for greatly improved conditions from this time forward."

Hugh Gully, who retired from the talking machine business several months ago, has since been traveling quite extensively in a number of States. Naturally he visited the stores and sized up the business in which he was by long experience most interested. He says: "I found the talking machine business everywhere as good as that in any other line of trade, and while in some localities it seemed a little slow, the dealers I found were generally prosperous. I saw a number of beautifully fitted and artistically arranged stores, but none, in my judgment, that excel in equipment, ornamentation and adaptability to the trade that of W. J. Roberts, Jr.

A prominent feature in the store of W. H. Buescher & Sons is a display of the different styles of Victrolas, for which it is said there is an excellent demand. Mr. Buescher said business was fairly good in May, and that June had started in showing evidence of improvement. He stated that the increasing demand for machines indicated more prosperous conditions generally than had prevailed of late. J. B. Lane, formerly with the J. W. Jenkins & Sons Co., is now holding a position with the firm.

C. H. Denslow, proprietor of the Talking Machine Store, Taylor Arcade, is young in years but old in experience in the talking machine business, and is building up a successful trade. He says business in May was very good, having made sales of several Victrolas and a number of the cheaper machines, and that the sales of records were fine. Altogether, said he, conditions in the talking machine trade are as encouraging as in most other lines of business. He stated the June Victor Red Seal list had started off nicely, and

that the selections are very fine.

Miss Emma Roche has succeeded Loretta Byrnes in the management of the talking machine department of the Brown Bros. She stated business was fairly good, but that there was opportunity for large improvement.

"Business within the past two weeks has considerably improved," said Mr. Probeck, of the G. J. Probeck Co. "We have made recent sales of quite a number of the highest-priced machines, as well as many of the cheaper grades. We are rapidly disposing of the wax cylinder records and replacing them with the Indestructible. The double disc records are selling well and giving entire satisfaction. Our cabinet trade is fair. We are going to put in a side line of high-grade cut glassware, and anticipate a good patronage for that specialty."

Phil Dorn, manager of the talking machine department of Collister & Sayle, says that while the volume of business is considerable, it falls short of being satisfactory in either the retail or wholesale departments. He stated the present demand was for the higher class machines, including Victrolas, and for Red Seal and Amberol records.

B. L. Robbins & Co. report business very quiet, so far as relates to machines, but are having good sales of records, especially of the June lists, and always a steady demand for Red Seals. Mr. Robbins met with a serious loss in the sudden death of his wife May 16. She was in the prime of life and a lovable woman.

E. A. Friedlander, manager of the talking machine department of the Bailey Co., stated that they were making daily sales of machines and records, including many Victrolas, and that the outlook for June was good.

The May Co., under the management of H. L. Tinker, report business improving, both in sales of machines and records. "Our May sales," said Mr. Tinker, "were considerably larger than April, and June has started most satisfactorily. We made sales of several Victrolas in the past week, and the call for Amberols and Red Seal records is good and growing. There is also an excellent demand for cabinets."

Mr. Goodman, of the Goodman Piano Co., says the talking machine business, which he is pushing with energy, is opening up very satisfactorily. "We have made sales of a number of Victrolas," he said, "and the different makes of Victor goods, and we are getting a good record trade. Our piano trade has also opened up fine and gives promise of growing to large proportions."

The Eclipse Musical Co. are handling a good volume of business, but Mr. Towell, president, says trade is very dull and he does not anticipate much improvement until fall.

John Reiling, proprietor of the West Side Columbia Phonograph Store, says business is very good. Demand, he said, was increasing and the record trade daily improving.

M. A. Gibson, successor to Hartwell, of the Phonograph Store, 3032 I orain avenue, stated that business was fair and prospects good. He has a very full line of Edison and Victor goods.

The Gottdiner & Wicht Co., proprietors of the old-established West Side talking machine store, report considerable improvement in trade recently. "Within the past two weeks," said Mr. Gottdiner, "business has materially improved. We made sales of a number of machines, including two Victrolas, and there is a good steady demand for records."

The affairs of the Gaumont Chronograph Co. appear to be in a chaotic condition. About a year ago A. B. Conlon was placed in charge of the business, the plant was moved to a more suitable building, and it was announced the business would be energetically pushed. Now a sign in the window at the plant reads: "No admittance. Apply to C. H. Peckham, 717 Superior avenue." Mr. Peckham stated there was no information to give out.

A. F. Peebles, president of the Akron Graphophone Co., was a visitor in the city May 3. He stated the company were meeting with success and building up a substantial, desirable business. He said they would soon take on one or two side lines which they were now considering.

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., June 8, 1909.

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

MAY 8.

Acapulco, 163 pkgs., \$3,885; Amsterdam, 15 pkgs., \$428; 5 pkgs., \$188; Buenaventura, 7 pkgs., \$129; Buenos Ayres 79 pkgs., \$906; 32 pkgs., \$5,505; Colon, 5 pkgs., \$202; Hamburg, 2 pkgs., \$170; Havana, 5 pkgs., \$228; Havre, 12 pkgs., \$250; Liverpool 11 pkgs., \$343; London, 52 pkgs., \$1,672; 4 pkgs., \$1,622; 6 pkgs., \$1,120; Maratea, 3 pkgs., \$201; Panama, 3 pkgs., \$374; Para, 3 pkgs., \$190; Rio de Janeiro, 4 pkgs., \$199; Trinidad, 23 pkgs., \$495; Tampico, 11 pkgs., \$258.

MAY 15.

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; 7 pkgs., \$502; London, 4 pkgs., \$112; Rio de Janeiro, 31 pkgs., \$1,129; Sourabaya, 6 pkgs., \$228; Sydney, 937 pkgs., \$11,040.

MAY 22.

Adelaide, 4 pkgs., \$158; Algoa Bay, 23 pkgs., \$910; Amsterdam, 10 pkgs., \$137; Bangkok, 9 pkgs., \$311; Berlin, 12 pkgs., \$388; Buenos Ayres, 40 pkgs., \$584; Callao, 1 pkg., \$162; Hamilton, 2 pkgs., \$222; London, 163 pkgs., \$40,478; 7 pkgs., \$136; 10 pkgs., \$747; 168 pkgs., \$3,887; Manila, 10 pkgs., \$745; Milan, 6 pkgs., \$217; Rio de Janeiro, 17 pkgs., \$1,544; Tampico, 10 pkgs., \$243; Trinidad, 14 pkgs., \$550; Vera Cruz, 53 pkgs., \$1,869; Vienna, 2 pkgs., \$180.

MAY 29.

Berlin, 111 pkgs., \$6,162; Hamburg, 11 pkgs., \$684; Havana, 13 pkgs., \$516; Kingston, 4 pkgs., \$283; London, 17 pkgs., \$899; 140 pkgs., \$3,252;

Melbourne 243 pkgs., \$6,395; Santiago, 10 pkgs., \$174; Shanghai, 6 pkgs., \$291; Valparaiso, 28 pkgs., \$2,487; Vera Cruz, 90 pkgs., \$2,523.

JUNE 5.

-Amapala, 4 pkgs., \$130; Berlin, 17 pkgs., \$421; Brisbane, 10 pkgs., \$580; Buenos Ayres, 19 pkgs., \$1,684; Callao, 5 pkgs., \$224; Calcutta, 4 pkgs., \$290; Cape Town, 8 pkgs., \$275; Guayaquil, 4 pkgs., \$161; Havana, 9 pkgs., \$374; Havre, 11 pkgs., \$1,400; Liverpool, 3 pkgs., \$135; London, 5 pkgs., \$225; 361 pkgs., \$5,423; Para, 10 pkgs., \$182; Port au Prince, 7 pkgs., \$100; Rio de Janeiro, 11 pkgs., \$345; St. Johns, 7 pkgs., \$100; Tampico, 51 pkgs., \$1,500; Trinidad, 3 pkgs., \$150; Valparaiso, 15 pkgs., \$1,228.

JUNE 5.

Amapala, 2 pkgs., \$100; Batavia, 11 pkgs., \$500; Brussels, 4 pkgs., \$108; Buenos Ayres, 179 pkgs., \$4,158; Hamburg, 4 pkgs., \$165; Havre, 1 pkg., \$40; Kingston, 59 pkgs., \$525; Melbourne, 14 pkgs., \$620; Vera Cruz, 36 pkgs., \$830.

TRADE NOTES FROM BALTIMORE.

Business Getting Down to the Regular Summer Schedule—Victor Victrola in Great Demand—Dealers Now Closing Early.

Baltimore, Md., June 4, 1909.

A strange coincidence in connection with the talking machine business in Baltimore during May was that there was a noticeable decrease in the sales of both records and machines, as compared with conditions during previous months just at the time when the piano trade took a boom, after being decidedly slow for many months. The dealers attribute the poor showing of May to the beginning of the hot weather quiet, which usually sets in in May and continues as a rule until fall. Like the piano dealers the talking machine people, with the exception of the Columbia Phonograph Co. branch, have started the early closing which will prevail during the summer. Manager M. E. Lyle, of the Columbia, said that his neighboring business people have not

begun to close their store before 6 o'clock, and that he finds it a benefit to business to keep open house while the people are still on the street. As the Columbia Co.'s store is on West Lexington street, right in the heart of the shopping district, there is considerable logic in Mr. Lyle's decision, as the firm is thus enabled to catch the late buyers. The Columbia people have started the vacations, which will run through until late in August.

Announcement was made at Cohen & Hughes that while the talking machine business was not as lively during May as previously, the Victor-Victrolas were, nevertheless, in good demand and a number of excellent sales were made.

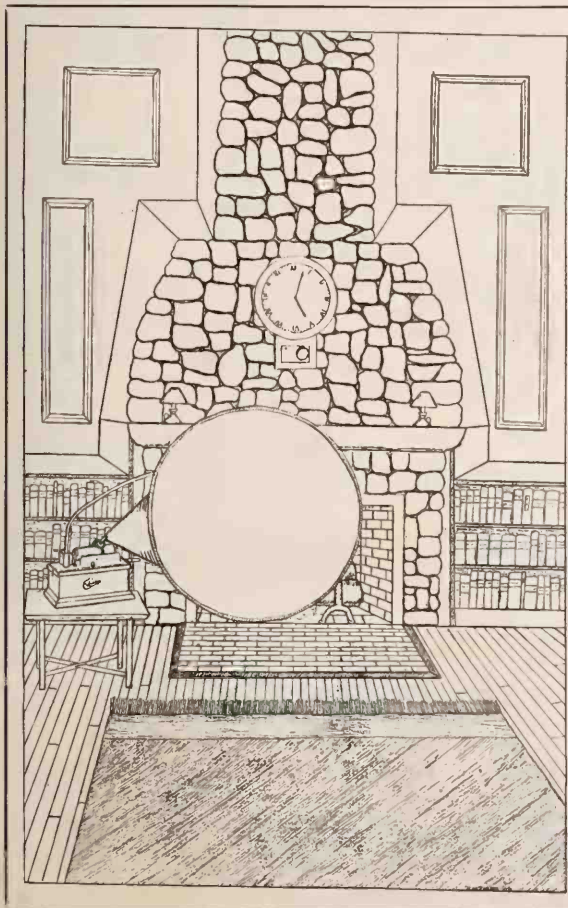
Manager Bowden, of the talking machine department of Sanders & Stayman, said that the medium-priced instruments seemed to be the most popular in the way of May sales. The firm disposed of a number of the \$100 styles in both the Columbia and Victor lines. One of the most important sales recorded was that to Francis E. Waters, who will use the instrument for the entertainment of guests aboard his magnificent yacht, Priscilla.

The Star records and machines have been holding their own, according to Fred Schellar, who conducts the agency in Baltimore.

LINDSTROM LINE IN NEW YORK.

P. Kretschmer, agent for Carl Lindstrom Aktiengesellschaft, Inc., Berlin, Germany, has opened an office and warerooms for this celebrated European line of machines, motors, etc., in New York. Mr. Kretschmer, who has been making a trip to the Pacific Coast, calling on the trade in route, is expected to return east about the middle of June. He will later go to Europe for a couple of months.

A corporation has been formed of gramophone jobbers in Germany to open retail stores throughout the empire. Prices will be protected on some articles, but not on the general line.



THE LIN-O-TONE HORN

(FIRESIDE TYPE)

An entirely new horn designed exclusively for the Edison Fireside Phonograph.



It is made of Linenoid, a moulded substance of pure linen, without seam or joint. The nature of the material as well as the fact that it is made entirely in one piece is responsible for a reproduction of tone marvellously natural and musical. The peculiar acoustic properties of Linenoid give results unobtainable from metal or any other material.

The finish is exceedingly fine, the colors of a rich character, enhancing the entire appearance of the machine in a marked degree.

It is bound to be a "seller" and dealers can just as well make the additional profit that this horn nets with every Fireside sold.

Length, 21 inches. Bell, 17 inches.

RETAIL PRICE, \$3.00

Order direct from your own jobber or write us for the name of one who can supply you.

COLOR SPECIFICATIONS

No. 404
Ivory Black, gold stripe inside and out.

No. 405
A brilliant Vermillion, gold stripe inside and out.

No. 406
A rich Ultramarine Blue, gold stripe inside and out.



The Pardee-Ellenberger Co., New Haven, Conn.

CAMPANARI WITH COLUMBIA CO.

The Great Operatic Baritone Has Arranged to Sing Exclusively for the Columbia Phonograph Co.—A Valuable Accession to Their List of Leading Artists.

The important announcement is made by the Columbia Phonograph Co., General, that Campanari, the famous baritone, is to sing exclusively for them. This move will be received with extraordinary interest by the host of admirers of the great Italian baritone and the discriminating public. In speaking of this arrangement the company say:

"In adding the name of Giuseppe Campanari to the list of great artists, whose records can be obtained only through the Columbia Phonograph Co. and its dealers, another link is forged in the matchless chain of artists of world-wide renown whose work is identified with Columbia grand opera records.

"It was neither accident nor pecuniary consideration that persuaded Campanari to engage to sing only for the Columbia Phonograph Co. He had studied and was familiar with the whole field. He became convinced that only in Columbia grand opera records and by the Columbia process could his superb voice be reproduced with absolute fidelity, and that the music-loving public who so well know and appreciate his work would be able to secure only in the Columbia records the best permanent actual photographs of his voice; hence his decision to sing exclusively for the Columbia Co."

All of the rôles which Campanari has filled in his engagement, covering several years at the Metropolitan Opera House, New York, will be represented. Announcements of the records will appear from time to time on the regular Columbia supplements.

"Since his boyhood Campanari, now universally known as one of the world's greatest baritones, has been before the public as a musician in various capacities. At an early age he was

recognized as a pianist of great ability. A little later we find him mastering the violoncello and becoming so proficient as to win for him an engagement as first cellist in the orchestra of the great La Scala Theatre, Milan, Italy. But it was in dramatic and operatic work that he was to make his greatest impression on the musical world. When only nineteen years of age he made his début at La Scala in Verdi's 'Masked Ball' with such success as to secure engagements immediately thereafter, covering a period of many years in all the important opera houses of Italy and Spain. Continuous hard work proved too much for him, and for a while he abandoned his operatic career.

"Coming to America in 1893 he was for three years leading 'cellist in the Boston Symphony Orchestra. During all of this time, however, his intense love for the vocal and operatic field still possessed him, and on his reappearance in concert under the direction of Walter Damrosch his great talent and superb voice were at once recognized. He was engaged by Maurice Grau as a regular member of the company at the Metropolitan Opera House, singing the leading baritone rôles, and has been appearing from time to time ever since under the various changes in management. Campanari's fame is world-wide. His repertory comprises about fifty operas, chiefly Italian and French, and as an oratorio and concert singer his services are constantly in demand."

DEATH OF C. L. BUCKINGHAM.

C. L. Buckingham, counsel for the National Phonograph Co., Edison works and others in the famous suit of the New York Phonograph Co., died Monday night at his home in New York from cirrhosis of the liver, aged fifty-six years. Mr. Buckingham was senior counsel in this case, now amicably settled, both in the Federal and State Courts, and it is said his serious illness at the time really was one of the main reasons why the compromise was effected, as Mr. Buckingham

was so intimately familiar with the issues involved that no one could take his place. For many years he was also general counsel for the Western Union Telegraph Co., with a yearly retainer of \$50,000. He was also one of the earliest men to recognize the importance of the improvements, discoveries and inventions of Thomas A. Edison, backing his opinions with substantial financial support.

Mr. Buckingham was graduated from the University of Michigan, at Ann Arbor, in 1875. He was a member of the American Association for the Advancement of Science, the American Academy of Political and Social Science, the American Institute of Electrical Engineers, the Electric Club, the Union and Metropolitan Clubs of Washington, and the University Club and the Ohio Society of New York.

P. B. WHITSIT CO. INCORPORATED.

(Special to The Talking Machine World.)

Columbus, O., June 7, 1909.

The Perry B. Whitsit Co., with a capitalization of \$20,000 of common stock and \$30,000 of 6 per cent preferred stock, was incorporated recently by Frank A. Drake, Perry B. Whitsit, W. F. Davisson, Luna Davisson and Ed. C. Turner. The preferred stock is redeemable from 1914 to 1925. The new company will take over the talking machine and piano business which has been conducted by Mr. Whitsit under the same name in South High street and institute a lively campaign for fall trade.

J. A. SABINE A VISITOR.

J. A. Sabine, who has held for a long time an important position with the London and Continental interests of the Columbia Phonograph Co., reached these shores on the steamship President Lincoln on the 4th inst. After a short tarry in this city, he will journey westward and will visit old friends in North Dakota until the early fall.

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

SAPPHIRES

FEED NUTS

For Commercial Phonographs. **STITCHED.**

FOR DICTATING MACHINES
ALL MAKES

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.

ATLANTIC CITY CONVENTION WILL BE BIGGER THAN EVER.

Committee of Arrangements Assured of a Large Attendance—Meet on July 6, 7 and 8—Hotel Chalfonte Will be Headquarters—Manufacturers Will be Out in Force.

The following letter has been received from J. Newcomb Blackman, chairman of the Committee on Arrangements:

"To the Talking Machine Trade:

"This year's convention of the National Association of Talking Machine Jobbers promises to be a larger gathering of the trade than ever before. The manufacturers recognize in it an opportunity to spread a feeling of confidence in the future and convince any who are in doubt as to how well prepared they are to not only meet the business advancing, but to always be abreast of the times with improvements. Jobbers are beginning to realize the great value of meeting others in the same line from whom they may obtain new ideas, for by studying the ways of the most successful jobbers great opportunities present themselves.

"Those in the trade who look back upon their business before the depression, when their sales were larger and the profits greater, are sometimes inclined to think that the talking machine business has been affected more than other lines. This feeling has caused some in the trade to neglect their business, lose confidence, and, naturally, opportunities. The future holds forth greater possibilities in the talking machine business than ever, for the depression has caused a weeding out and a system of protection against competition, which was not the case before.

"What better evidence of the bright future could there be than the action of the manufacturers in restricting the number of jobbers and dealers? In refusing to accept qualifying orders which would increase their sales at a time when the business world as a whole feels the necessity of greater sales, is this not an evidence that the factories are prepared for the future, have many new things and are in every way capable of keeping up the demand for their goods?

"When the National Phonograph Co. spends a fortune to settle a suit that has disturbed the trade for years, when there are many ways of continuing the legal contest, is this an evidence of lack of confidence on their part that prosperity is on the way? Do you think the Victor Talking Machine Co. would be enlarging their plant and spending the large sums of money that they did in sustaining the validity of patents if they did not see a great future? Would the American Graphophone Co. enter into the campaign of advertising which they have done lately and also spend large sums of money in sustaining the Jones patent, as well as adopting a more restrictive policy, if they did not see a great future for business?

"The trade should also remember that while prices and policies in other lines of business, almost without exception, have deteriorated because of the business depression, the standard makes of talking machines and records are still sold at full list price. Restrictive prices have been maintained. Those who have attempted to discontinue the business in ways that would injure those who remain were stopped through proper legal action taken by the manufacturers. What does all this mean if it is not an evidence that there is prosperity ahead and big profits for those who stay in the business and conduct it on up-to-date lines?

"Every jobber will be benefited by attending the Atlantic City convention, for he will then realize what a strong organization there is in the talking machine business. There may be less jobbers, but they will be larger, more representative and produce better results for the manufacturer. There will probably be less dealers, but that is because of the protection to those in the business who have invested capital and are carrying representative stocks and to encourage the small dealer to become a larger one. Dealers who want to discontinue the business at the present time are being bought out by those who remain, for dealers cannot be established

anywhere and in any number at the present time.

"I present my views as above because I want to impress upon the manufacturer the importance of spreading the real conditions among their jobbers by personal contact, and I want every jobber to realize that if he goes to the convention the money he spends will not be simply for the purpose of a good time, but to make a study of conditions and methods. This will mean that jobbers will return with enthusiasm that will bring them business and profits. They will encourage good representative dealers who lack nothing but confidence, and the expense of attending the convention will be a very profitable investment.

"The greater portion of jobbers are probably aware of the above conditions and have full confidence, and to this class I appeal for their support. The best ideas will come from them, the greatest benefits will be received from any favorable action as the result of subjects treated at the convention. Their support is needed to give strength to matters presented to the manufacturers.

"Just stop and consider what has been done since last year's convention. The entire present system of protection against unlimited competition was agitated at last year's convention and presented to the manufacturers. It was very quickly adopted by them, and every jobber and dealer has benefited who is now in the business. Other things of great importance have been accomplished which have saved the jobbers within the last year a sum that would pay for their attendance at several conventions.

"Our trade is a close organization, and the manufacturer, jobber and dealer must work together to get the best results. You cannot do this by staying home and letting someone else do the work, nor should you feel justified in accepting the benefits of association work when you are not giving your support. I therefore want every jobber who does a real wholesale business to feel the importance of attending this convention and of every manufacturer the necessity of grasping this opportunity of letting the trade know why they should have confidence. Advertisements are good, letters also, but personal contact is the ideal plan.

"The most satisfactory accommodations of last year's convention will be duplicated at the Hotel Chalfonte, and a reception committee has been appointed to give information and work hard to bring out a large attendance in their territory.

"An attractive six-page folder has been issued, giving full particulars regarding the details of the convention, and copies of same can be obtained by addressing J. Newcomb Blackman, 97 Chambers street, New York, or any member of the reception committee. Do not forget that ladies are invited, as was the case last year, and every effort will be made to give them a most pleasant visit. We want everybody to come to this convention who can help improve the talking machine industry. It does not matter whether they are manufacturers of machines or records or supplies. We want every jobber that does a real jobbing business of standard make machines and records, and we will be very glad to have as many dealers turn out as possible.

"Business meetings can, of course, be attended only by those who are members of the association, but there will be plenty of opportunity to become a member before the convention or at that time. Applications for membership can be sent to the reception committee or me. This will be the last opportunity to call your attention through The World to the convention and ask your attendance, and I hope your answer to my request will mean your attendance. Any inquiries addressed to me will receive my most careful attention. J. NEWCOMB BLACKMAN,

"Chairman Committee of Arrangements."



Don't blame your jobber—blame yourself!

You *can* get your goods on time, and you *can* get just what you ask for.

We'll fill your order exactly, and we guarantee to ship the goods on the very day we get the order.

We have an enormous and complete stock of all Victor goods—Victors, Victrolas, Victor Records, record cabinets, horns, fibre cases, English needles, and all the different parts and supplies. No matter what you ask for, or in what quantity, we can fill your order on the spot. We don't have to send to the factory. And you pay just the same as to any other distributor.

Don't be afraid to send us your order if it is small, for you'll get the same attention as though you were our biggest customer.

You're certainly foolish if you buy from a jobber who doesn't satisfy you. Don't be in constant fear of losing trade by his slowness. Drop him!

Send us your next order, and let us prove our quickness and accuracy. And write us a postal to-day for our beautiful booklet, "The Cabinet That Matches," and for our catalogues.

New York Talking Machine Co.

Successors to
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 Cabinet 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.

W. Vaughn Robinson, Victor Distributor for the Trade in China, a Recent Visitor to Chicago, Has Interesting Chat With World Representative—Trade Conditions Improving in Chicago and Throughout the West—All the News of the Month "That's Fit to Print" Herewith Recorded.

(Special to The Talking Machine World.)

Chicago, Ill., June 7, 1909.

W. Vaughn Robinson, the well-known music dealer of Hong Kong, China, with branches at Shanghai and Singapore, arrived in Chicago on Thursday of last week from San Francisco. He was seen by The World representative at Lyon & Healy's and proved himself to be the same fine little man as of yore. Mr. Robinson's mental is out of all proportion with his physical development. He was busy checking over an account, but offered to give the interviewer five minutes of his time at the rate of \$5 a minute. As the scribe did not have \$5 with him the doughty conquerer of the Orient generously proposed to donate two minutes just for the sake of good fellowship.

When asked concerning business, Mr. Robinson frankly admitted, that it "was bad—very bad. We are suffering from the reflex of the American-European slump of the end of 1907," he said. In pianos and small goods Mr. Robinson's sales are mainly confined to European and American residents of the coast, and up to a year ago this was also true of talking machines. Since that time, however, he has been the Victor distributor for China native dealers. The models are, for the most part, special ones, made expressly for the Chinese trade. He handles Victrolas, to a limited extent, and has sold quite a few, which have gone into the palaces of the Mandarin class. He ex-

pects a further extension of his Victor trade, as a result of their new Chinese catalog, which will soon appear, and which will be far more extensive than the previous one, and embraces many double-face records. While in Chicago Mr. Robinson placed a large order for Kimball organs. He also is expanding his business on American players and player-pianos. He has long handled the Apollo cabinet players made by the Melville Clark Piano Co., of this city, and while here arranged for a shipment of Apollo player-pianos. This will give him a good line of pneumatically operated instruments, as he put in some of the Autopianos made by the Autopiano Co., of New York, a year ago and is meeting with excellent success with them. Mr. Robinson left Friday afternoon for Philadelphia, after visiting the factory of the Victor Co. at Camden, and will go to New York, from whence he will sail on the Lusitania on June 9 for Europe. After visiting England and the manufacturing centers of Germany he will proceed to China, thus completing the circuit of the globe.

Explosion Damages Wurlitzer.

On Monday night of last week the building at 261 Wabash avenue was partly wrecked by an explosion. The cause of the blow-up is in some doubt, but there is no uncertainty as to the effect on the building of the Rudolph Wurlitzer Co., directly across the street. It shattered the entire glass front of the store and blew the glasses off the spectacled colored night watchman who was in the basement at the time. When the force got down in the morning they were naturally stunned for a moment at the appearance of things, but the exploitive instinct soon got the better of their astonishment. Otto and Cameron immediately got busy and placing a Victor machine in the window

with the horn projecting through one of the apertures in the pane, entertained the crowds that thronged the sidewalk with the following appropriate selections: "It's Up to You to Move," record No. 4725; "I'd Rather Be on the Outside Looking In, Than on the Inside Looking Out," No. 4790; "Tremble Ye Tyrants" from Il Trovatore, No. 95006; "As I View These Scenes," 81041; "House Cleaning Time," 5521, and as an optimistic finale the Brindisi "It is Better to Laugh," from Lucrezia Borgia, 85096. Of course, Wurlitzer's didn't move, and new panes of glass were speedily put in place.

Commencing Saturday last the houses in talking machine as well as other musical lines started closing at one o'clock, and will continue the practice throughout the summer.

Another Great Combination.

A. V. Chandler, Illinois representative for the National Phonograph Co., took the World representative confidentially to one side, and in hushed tones told him that he had the biggest item that had struck the trade in a long time. The representative showed the proper amount of interest, and was advised that the National Co. had formed a combination with the United States Mint. This, Chandler said, occurred coincidentally with the bringing out of the new Fireside machine, which will not take the place of the old Standard, and which will sell at \$22.50. It's a combination type playing both the two-minute and four-minute records, and has various attractive features. It will be on sale July 1, and not only Chandler, but the local jobbers say that it is being ordered most liberally.

Occasionally, when there is a dull moment in the talking machine department at Wurlitzer's, L. Kean Cameron demonstrates a cornet for prospective customers, and the writer wants to

"The Way to Succeed is the Will to Succeed and the Manner of Going About It."

Next in importance to a well assorted stock of Talking Machines and Records is your choice of Needles and Record Cabinets.

THE TUSKO NEEDLE

realizes to the ear the actual tones of the original rendition of the selection recorded on the disc. It abolishes the "scratch" and preserves the record forever.

ECONOMY AND PERFECTION RECORD RACKS

THE ONLY PERFECT WAY TO HANDLE DOUBLE-FACE RECORDS

Handsome and ornamental as well as supremely useful. Retail prices from \$1.50 to \$3.50. Rack for inserting in regular cabinet \$1.50.

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

What WE Are Going to Do to Increase YOUR Sales

☐ There is an immense amount of Victor and Edison business lying dormant in your city and vicinity that needs awakening.

☐ We are going to help you bring it to life—to make you a proposition that will not only awaken this dormant business, but will keep it alive and profitable at all times.

☐ There is a reason why you have so far failed to secure all the business which you might easily have had.

☐ Is it:

☐ Because you have not advertised in your local papers?

☐ Because you have nothing but sample machines and a few records on hand?

☐ Because you have not given proper attention to window display?

☐ Because you have permitted people to send to out-of-town firms for their outfit—permitted them because you have not prevented them?

☐ Because you do not carry a complete line and do not push what you do carry?

☐ One of these reasons at least accounts for your loss of business.

☐ On the other hand, you may be doing all that you think you possibly can do to get the business and yet not carry an adequate stock of machines. Perhaps you do not realize that it is the large stock which usually makes the foundation of every successful business.

☐ Or, perhaps, you have not felt able to carry a larger number of machines on hand.

☐ Now, we want you to get all the business there is to be had in your vicinity.

☐ So we are prepared to make you

A PERSONAL PROPOSITION

—a proposition that will give you an adequate stock and a chance to dispose of it quickly and profitably—one that puts the dealer into the business right.

☐ We can't tell you about this in an advertisement, but if you will write a letter to our Talking Machine Department, we will gladly write you full particulars.

☐ Our Talking Machine Department is at your service and when we write you about our "Personal Proposition," we will also give you the benefit of our suggestions regarding your efforts to secure more business.

☐ Write us to-day—at once—now. Every day's delay is so much business lost.

Lyons & Healy

CHICAGO

state that it furnishes the most thrilling, heart-touching spectacle that he has ever seen or heard. Perhaps John Otto does it also, and he may, but I haven't seen him.

This Looks Like Business.

Marquette Healy, treasurer of Lyon & Healy, was very much pleased when L. C. Wiswell, manager of the talking machine department, laid a report on his desk showing that the business of Department "H" for May had realized a gain of 33 1-3 per cent. over the same month of last year. "Of course, business is not up to normal as yet," remarked Mr. Healy, "and the May business was somewhat behind April, although this is natural to the season. The advance over last year, however, is indicative of improvement in general trade conditions, which is very encouraging, and I share the general belief that with the fall we shall witness a full return to a normal volume of business."

Ornstein Proved an Alibi.

George Ornstein, the Victor Co.'s general manager of salesmen, was in Chicago last week. He was accused at Wurlitzer's of being the cause of the explosion which blew out the glass front of the store, but as he never was a hot air generator, he succeeded in proving an alibi. His eyes are fixed on an era of talking machine prosperity, commencing with the fall.

Geo. N. Nisbett Happy.

The Mexican climate is evidently agreeing with George M. Nisbett, who is in charge of the Edison interests in the sister Republic. It is actually causing him to invoke the Muses and he has written some of his friends here letters composed entirely of lilting verse, fragrant with the odors of roses, peons and other things. They say that George is happy and doing well. How, oh, how could it be otherwise?

The Library Table Graphophone.

W. C. Fuhri, district manager for the Columbia Phonograph Co., possesses the dual faculty of getting up a good thing and properly exploiting it after it has been brought into existence. His latest is the "library table graphophone." Somebody suggested naming it the Fuhriphone, but the district manager was himself the first to discourage the idea. The library table graphophone, then, is just what the name indicates, a handsome library table of ordinary size containing a \$100 graphophone with a concealed horn. This horn is of special construction and is made of spruce, the wood used in the sounding board of the piano. Furthermore, it is made by a piano

manufacturer, and the effect on the tone is marked. At one end are the doors which open on the horn. A slide in the top of the other end of the desk gives access to the turntable. What appear to be drawers in the front and at one end open on the record cabinets, furnishing a storage for 200 ten or twelve inch discs. The table comes in either mahogany or quartered oak, highly finished and of beautiful design, the legs being on the art order, gracefully carved and curved. Now for the exploitive end of the deal. E. G. Lewis, president of the Lewis Publishing Co., of St. Louis, publishers of the Woman's National Daily, is the organizer of the American Woman's League, which has already established 700 chapters throughout the country. The intention is to increase this number to 2,000. Probably the majority of these organizations will either build chapter houses or maintain permanent quarters. A number are already being built or established. Mr. Lewis' plan is to have a library table graphophone in each of these gathering places. One will be shipped in a few days for the first chapter house completed, that at Edwardsville, Ill., and which will be opened with appropriate ceremonies in a couple of weeks. The Columbia Graphophone Co. will, of course, put the new instrument on the general market. The retail price will be \$225.

Reduces Price.

In order to give his meritorious extensible cylinder record rack the widest possible introduction, G. H. Schubert, the inventor and manufacturer, 197-199 West Madison street, Chicago, has announced a reduction in price to 35 cents per shelf. A description of Mr. Schubert's rack will be found in his advertisement elsewhere in this issue. He developed it during his experience as a talking machine dealer, and it is therefore thoroughly practical.

A. D. Geissler Visits Minneapolis.

A. D. Geissler, general manager of the Talking Machine Co., made a trip to the Twin Cities the latter part of last month and bought the stock of Victor goods of Thomas Hough at trustee's sale. It amounted to about \$2,000. Lawrence Lucker, of the Minnesota Phonograph Co., took the Chicago man on a trip in his automobile and showed him the ruins of the St. Paul branch which burned a few days before. Business will be resumed as soon as new quarters can be obtained. Mr. Geissler had another pleasant experience when he dined with Mr. and Mrs. Methias, of the Talking Machine Co., of Minneapolis. Mrs. Methias is a talking machine sales expert and has aided her husband wonderfully in building up a prosperous business. Mr. Geissler left Chicago Saturday for a brief trip to Denver, accompanied by his wife. They will return this week.

Croft Sales O. K.

A. E. Croft & Co. report that their Crescent disc record cabinets are meeting with the most encouraging reception by the dealers throughout the country. Some attractive new features are incorporated in the cabinets now being shipped.

The Credit Man of the Talking Machine Co.

A frequent conception of a credit man is that of a person with the jaw bone of an ass, an eye like forged lightning on a dark night, and a disposition suggestive of sour milk. Fortunately, this idea does not always apply. For instance, take Daniel A. Creed, credit manager and accountant for the Talking Machine Co., of Chicago. He has a countenance that is somewhat suggestive of hyacinths and his habitual expression is like an infant's smile; infinitely calm and sweet.

Dan, as he is familiarly known, has never known but one employer, and that is the Talking Machine Co. When Arthur D. Geissler assumed the general management of the concern nearly four years ago, he found Creed selling goods on the floor. He liked his make-up and was still further pleased when he learned that he was a college man. He offered him a position on the road, but Creed's love for home and Chicago could not be shaken. Then it occurred to Mr. Geissler that a man who knew the dealers so well and was on such good terms with them, ought to make a good credit man,



DANIEL A. CREED.

therefore Creed got the job. Four years previous to this, Dan, who had just completed his fourth year at St. Ignatus College, and was looking forward to four years more, found his vacation hanging heavy on his hands. He got a job with the Talking Machine Co., running errands and sweeping the floors. He liked the work and the work liked him, and when the doors of the college opened for the fall term, Creed didn't see them. The errands and the broom soon faded from sight.

The story of the evolution of this credit man is now complete. The next time you get a letter from the Talking Machine Co., signed by the credit department, you'll know what the department looks like.

Roy Keith, sales-manager for the Talking Machine Co., returned the latter part of last month from a successful trip through Kenosha, Racine, Waukegan, Milwaukee and Waukesha. He found

Edison Jobber
Zonophone Distributor



New Design
Wooden
Disc Record
Racks

Wire
Record
Racks

RECORD CABINETS
**THE SCHUBERT EXTENSIBLE
CYLINDER RECORD RACK**

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)

Retail 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.

the dealers all very much gratified with the Victor company's recent exchange proposition. Harry Krienitz, a prominent talking machine man of Milwaukee, visited Manager Geissler, and also made the round of the large music stores in Chicago with him.

C. F. Baer, Chicago manager of the Chicago Phonograph Co., has received so many responses to his general invitation to his friends to spend the week ends at his new bungalow on Lake Catharine, that he has been compelled to have plans made for a large addition.

Lyon & Healy are not resting on their oars, simply because they are one of the oldest jobbing houses in the West. In their advertisement in this issue they refer to a plan by which they will aid country dealers in pushing their Victor and Edison business. The idea is a practical and very effective one, and the trade would do well to investigate it at once.

The Columbia Phonograph Co. are now ready to receive visitors at their new location, 210 Wabash avenue. Of course, they have been doing business there for a month past, but it has been at a disadvantage, inasmuch as they had to move in quickly and were compelled to perform regular Alpine climbing stunts over heaps of debris and merchandise. Even the saintly Plume has been heard to mutter soft scriptural verses under his breath. Now, however, the quarters are in ship-shape and the sunlight, or, as much of it as can penetrate the smoke of the near-upper atmosphere, filters through the skylights, and rests on the devoted heads of a happy and contented force. A chapel fitted up in the second-story annex in the rear contains, during working hours, District Manager W. C. Fubri. He gets light from the skylight overhead, an alley in the rear, and a stained-glass partition in the front. All that he needs to complete the illusion is a pipe organ in the corner.

Victrola Sales Opportunities.

Arthur D. Geissler, general manager of the Talking Machine Co., is a strong believer in the opportunity facing even the small country dealers in the sale of Victrolas. He has recently launched a plan by which they aid Victor dealers in selling Victrolas which has proved a whirlwind. It has been necessary for the company to increase their stenographic capacity in order to take care of their part of the campaign. In speaking of the matter Mr. Geissler said:

"A great many sales have resulted and in several instances we have been able to introduce the first Victrola into a town.

"It is a fact where we have been able to sell a dealer one Victrola and he has placed that Victrola with a representative family, that sale has always developed several more sales.

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.



"If dealers could only realize the great profit there is in the sale of Victrolas, not so much in the profit accruing from the sale of one machine but from the fact that getting the machine into a class of homes which will be interested in large future purchases of records, and records of the better type, it would be greatly to their advantage. It is nothing out of the ordinary for a Victrola owner to be the possessor of \$400 or \$500 worth of records.

"Another thing which will double the sale of Victor records in any community is the education of customers in the proper cataloging of their records. I believe if he could go into a certain community and call upon a dealer's list of customers, illustrate and describe some simple filing system, the sales in that community would be doubled.

"It is only natural that a man who can put his hand on any record he wants, a man whose record is going to be protected from dust and dirt, is the man who is going to take the greater enjoyment in his machine, greater pride in it and use it for entertaining to a greater extent.

"After all, the advertising which for the most part sells Victor goods, is the demonstration of the machine by a satisfied user."

F. K. Dolbeer, general manager of the National Phonograph Co., was in Chicago the week of May 16 on his way West. He called on the various Edison jobbers, and spent some time in consultation with A. V. Chandler, B. P. P., the company's popular and pious Illinois missionary.

Eastern Factories Busy.

L. C. Wiswell, manager of the talking machine department of Lyon & Healy, returned on May 17th from an eastern trip, during which he visited both the Victor and Edison factories. He said that the cabinet plant of the Victor company presents a spectacle one is not likely soon to forget. It was so crowded with workmen that it was difficult to pass through it. The company is simply crowded to the guards to meet the demand for Victrolas and on regular Victor case work. The great plant at Orange he also found a veritable hive of industry.

Plume Perspired.

E. C. Plume had an exciting time on Monday of last week, the Decoration holiday. In company with his son, his niece, and a number of other young people, he shot every chute, water, aerial and underground at the White City. He used his youthful companions, of course, as a legitimate excuse for indulging his favorite pastime.

If "Izzy the Molasses Kid," a recent introduction by a Chicago publisher, has not been perpetuated a la the talking machine record route it certainly should be.

Saw a Bull Fight.

W. C. Patrick, formerly in charge of the battery department of the Chicago office of the Edison Mfg. Co., is now enjoying the wild, free life of a farmer and rancher, thirty-seven miles north of Brownsville, Texas. A letter received from him by a Chicago friend describes his experience at a bull fight which took place just across the border. Chicagoans will remember Mr. Patrick as a man of sturdy frame, but the scrap between man and Taurus was evidently too much for him. He writes that he does not care to witness another one.

The talking machine business in the outlying districts of the city apparently is neither dead nor sleeping. George D. Williams, wholesale and retail furniture dealer at 1300 Michigan avenue, has just installed a retail Edison phonograph department. William Barriman, 405 Centre street, has added a line of Edison goods as a side line which, of course, will speedily develop into his main line under A. V. C.'s fatherly encouragement.

John Pelzer, who is connected with the Edison Mfg. Co., of Orange, N. J., was a recent caller on George Hardin, the manager of the company's Chicago office.

The B. & H. fiber needle continues its gentle work of winning friends. It is gaining strong adherents the world over. It is undoubtedly an artistic creation in that it achieves artistic results. The manufacturer's advertisement elsewhere in this paper is a very interesting one in that it reproduces an announcement in the Columbia Co.'s own house organ, stating that they have stocked a full line of fiber needles. It also says a few things about the merits of the product.

John A. Dean, of the W. A. Dean Music Co., of Sioux City, Ia., was a Chicago visitor this week. They are large handlers of Columbia goods.

The famous Beka records of Berlin, Germany, have struck Chicago and have struck it hard. Barnett Olshansky, talking machine dealer of 515 South Jefferson street, with two branches, one on Halsted street, a few blocks away, and one on Maxwell street, has imported a number of them, and is having a fine trade on these discs. Mr. Olshansky, by the way, is something of a wonder himself, for in ten years he has built up a really remarkable business in his three stores.

H. B. Gray, who travels for the Chicago house of Wurlitzer, has just returned from a trip through Wisconsin and Minnesota.

The Talking Machine Co. have promulgated a creed which is well worth the reading. It will be found in their advertisement elsewhere in this issue.

Fred Siemon, assistant manager of the Chicago house of Wurlitzer, will attend the talking machine jobbers' convention at Atlantic City next month. He will take his family along and go via Canada and the Hudson.

Needles Free To Prove Quality

"THE BEST THAT MONEY CAN BUY"

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

Best for VOLUME, TONE and LASTING QUALITY. PLAY RIGHT from START to FINISH. PRESERVE RECORDS and can be used on ANY DISK MACHINE OR RECORD. Packed only in RUST PROOF packages of 100. RETAIL, 10c. per 100; 25c. 300; 75c. 1,000.

Melotone
TRADE MARK

NEEDLES

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Make records last longer. Can be used on ANY DISK MACHINE or RECORD. No special attachments needed. PACKED only in RUST PROOF packages of 200. PRICE, 25c. per package.

FREE Samples of "Playrite" and "Melotone" Needles to Dealers or Jobbers who write on business letterhead. Special Prices to Jobbers and Dealers. Write Now. Dealers are requested to buy from their Jobber. If he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

RECORD BULLETINS FOR JUNE, 1909

EDISON STANDARD RECORDS.

- 10157 The Peacock.....Edison Concert Band
- 10158 Help! Help! Help! I'm Falling in Love.....Grace Cameron
- 10159 Tittle, Tattle, Tattle Tale.....Byron G. Harlan
- 10160 I Used to Be Afraid to Go Home in the Dark—Medley.....Albert Benzler
- 10161 The Whitewash Man.....Arthur Collins
- 10162 Blue Feather.....Ada Jones and Billy Murray
- 10163 Nobody Knows, Nobody Cares.....Will Oakland
- 10164 Brahm's Medley Jig.....New York Military Band
- 10165 Abie, Take an Example from Your Pa'der.....James Brockman
- 10166 Sweet Peace, the Gift of God's Love.....Edison Mixed Quartet
- 10167 It Happens in Many Families.....Billy Murray
- 10168 Yankiana Rag.....American Symphony Orchestra
- 10169 Uncle Josh at a Baseball Game.....Cal Stewart
- 10170 Heine Waltzed 'Round on His Hickory Limb.....Collins and Harlan
- 10171 I Want a Little Corner in Your Heart.....Ada Jones
- 10172 "The Fans' March.....John Kimmble
- 10173 Go Easy, Mabel.....Edward Meeker
- 10174 Good Night, Moonlight.....Premier Quartet
- 10175 Flanagan's Boarding House.....Steve Porter
- 10176 Thomas Jefferson March.....U. S. Marine Band

EDISON AMBEROL RECORDS.

- 155 Egmont Overture.....Edison Concert Band
- 156 The Tough Kid on the Right Field Fence.....Dixie Bell
- 157 My Rancho Maid.....Mabel McKinley
- 158 Clancy's Wooden Wedding.....Edward Meeker
- 159 You're a Grand Old Bell.....Byron G. Harlan and Chorus
- 160 The Bachelors' Waltz.....U. S. Marine Band
- 161 I Surrender All.....Edison Mixed Quartet
- 162 On a Monkey Honeymoon.....Collins and Harlan
- 163 Prelude and Intermezzo—"Cavalleria Rusticana".....American Symphony Orchestra
- 164 When a Fellow's on the Level with a Girl That's on the Square.....Billy Murray and Chorus
- 165 Thy Hallowed Presence.....Edison Mixed Quartet
- 166 The Marathon Two-Step.....New York Military Band
- 167 Where Is My Wandering Boy To-Night.....Frederick Gunster
- 168 Moving Day at Pumpkin Center.....Cal Stewart
- 169 Lev's Famous "Reuben" Songs.....Maurice Levi and His Band
- 170 Only a Fanny Blossom.....Will Oakland and Chorus
- 171 Call to Arms.....Peerless Quartet
- 172 Ballet Music from William Tell.....Edison Concert Band
- 173 That's Why I Won't Say Good-Bye.....Harlan and Stanley
- 174 National Emblem March.....New York Military Band

NEW VICTOR RECORDS.

- | No. | ARTHUR PRYOR'S BAND. | Size |
|-------|--|------|
| 5696 | Soldiers and Sweethearts March..... | 10" |
| 5703 | "Jungle Town" Medley..... | 10" |
| 31739 | 3812 Overture.....Peerless Quartet | 12" |
| 31733 | HUMOROUS RECITATION BY DIXIE BELL. | |
| | The Man Who Fanned Casey (A Reply to "Casey at the Bat").....Sparkus | 12" |
| 31738 | REYNALD WERRENATH, BARITONE, WITH ORCH. | |
| | Danny Deever.....Damrosch | 12" |
| 58007 | HARRY LAUDER, WITH ORCH. | |
| | She Is My Daisy..... | 12" |
| 52019 | Jean MacNiell..... | 10" |
| | MALE QUARTET BY THE PEERLESS QUARTET, WITH ORCH. | |
| | 5701 The Day of the Game (Descriptive Medley).....Luders | 10" |
| | HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH. | |
| | 3704 School Mates.....Edwards | 10" |
| | TWO NEW WILLS RECORDS. | |
| 31736 | Reformed Love (Humorous Monologue).....Wills | 12" |
| 5700 | Saving Up Coupons for Mother (Mock Ballad, with orch.).....Wills | 10" |
| 5702 | JOSIE SADLER, COMEDienne, WITH ORCH. | |
| | He Falls for the Ladies Every Time.....Lamb-Solman | 10" |
| 5706 | I Love My Wife, but Oh, You Kid.....Von Tilzer | 10" |
| | HAYDN QUARTET, WITH ORCH. | |
| | 5707 Dear Old Dear.....Burt-Lampe | 10" |
| | ANOTHER OCARINO RECORD BY MOSE TAPIERO, WITH ORCH. | |
| | 52018 Nightingale Waltz..... | 10" |
| | TEN-INCH. | |
| 16323 | (a) Norma Selection (Bellini).....Pryor's Band | |
| | (b) Mignon—Gavotte (Thomas).....Victor String Quartet | |
| 16320 | (a) Venetian Love Song—Canzone Amorousa (Nevin).....Victor Orchestra | |
| | (b) 1. Prayer from Freischütz (Weber).....Victor Brass Quartet | |
| | 2. Greeting (Hartel).....Victor Brass Quartet | |
| 16324 | (a) Did He Run (McCreve-Von Tilzer).....Peerless Quartet | |
| | (b) I'm a Member of the Midnight Crew.....Eddie Morton | |
| 16322 | (a) I'm Looking for a Sweetheart.....Jones-Murray | |
| | (b) An Irish-Dutch Argument.....Porter-Kennedy | |
| 16327 | (a) My Cousin Caruso (Gus Edwards).....Billy Murray | |
| | (b) Keep a Little Feeling in Your Heart for Me (Mahoney-Morse).....Stevenson and Stanley | |
| 16328 | (a) Fourth of July in Jayville Centre.....Harlan-Stanley and Chorus | |
| | (b) Father as a Scientist (Case).....Charley Case | |
| | TWELVE-INCH. | |
| 35077 | (a) Jolly Robbers Overture (Suppe).....Pryor's Band | |
| | (b) Lo Boheme Selection (Puccini).....Pryor's Band | |
| 35078 | (a) The Swallows Waltz (Valverde).....Pryor's Band | |
| | (b) The Old Barn Dance.....Victor Dance Orch. | |
| | TEN-INCH. | |
| 16325 | (a) Pride of a Nation March (Droop).....Pryor's Band | |
| | (b) Senora—Spanish Waltz (Nathan).....Pryor's Band | |
| 16208 | (a) Flowers and Butterflies (Damare).....Darius Lyons | |
| | (b) Sounds from Austria (Tobani).....Clarke and Keneke | |

- 16321 (a) Nobody Knows, Nobody Cares.....Harvey Hindermeyer
-
- (b) If I had a Thousand Lives to Live (Solman).....Edward Hamilton
- TWO RECORDS BY JEANNE GERVILLE-REACHE, CONTRALTO.
- 87027 Werther—Va' laissez couler mes larmes (M Tears Shall Flow).....Massenet
- Twelve-inch, with orch.—In French.
- 88166 Sappho—O ma lyre immortelle (Oh, My Immortal Lyre).....Gounod
- TWO PIANOFORTE RECORDS BY WILHELM BACHHAUS.
- Twelve-inch.
- 71040 Fantasie Impromptu (Op 66).....Chopin
- 71041 The Harmonious Blacksmith (Suite des Pièces).....Handel
- THE GREAT AIDA DUET—JOHANNA GADSKI-LOUISE HOMER.
- Twelve-inch, with orch.—In Italian.
- 89024 Aida—Scene and Duet, Act II—Part I—Fu la sorte dell' armi ('Neath the Chances of Battle).....Verdi
- 89025 Aida—Scene and Duet, Act II—Part II—Alla pompa, che s'appresta (In the Pageant Now Preparing).....Verdi
- SALOME AND TRISTIAN NUMBERS BY JOHANNA GADSKI, SOPRANO.
- Ten-inch, with orch.—In German.
- 87028 Salome—Jochanaan, Ich bin verliebt (Jochanaan, I Am Beloved).....Strauss
- Twelve-inch, with orch.—In German.
- 88165 Tristan and Isolde—Dein Werk (Thy Act).....Wagner
- TWO NEW RECORDS BY EMILIO DE GOGORZA, BARITONE.
- Ten-inch, with orch.—In French.
- 64101 Ima—Chanson Napolitaine.....Symiane
- Twelve-inch, with orch.—In Italian.
- 88181 Barbieri—Largo al factotum (Room for the Factotum).....Rossini
- TWO RECORDS BY GEORGE HAMLIN, TENOR.
- Twelve-inch, with orch.—In English.
- 74133 The Sorrows of Death (From Hymn of Fraise).....Mendelssohn
- 74134 Bohemian Girl—Thee You'll Remember Me.....Balte

COLUMBIA 10-INCH DOUBLE-DISC RECORDS.

- A604 All Through the Night (Words by Harold Boulton) Baritone Solo, orch. accomp.Albert Edmund Brown
- Absent (Metcalfe) Contralto Solo, violin, flute and harp accomp. Mrs. A. Stewart Holt
- A605 The Larboard Watch (Williams) Baritone and Tenor Duet, orch. accomp.Stanley and Burr
- Pinafore—Farewell, My Own (Sullivan) Sung by Chorus (Concerted Number), orch. accomp.Chorus
- A606 De Little Old Log Cabin in De Lane—Baritone Solo, banjo accomp. Carroll C. Clark
- Dixie (Dan Emmett) Baritone and Tenor Duet, orch. accomp.Stanley and Harlan
- A607 Uncle Josh's Barn Dance—Introducing Uncle Josh and Quartet in various characters Descriptive Talking.....Cal Stewart
- Uncle Josh and the Billiken—Talking Record.....Cal Stewart
- A608 Golden Arrow (Van Alstyne) Baritone and Tenor Duet, orch. accomp.Stanley and Burr
- The Day of the Game (Luders) Vocal Quartet, Male Voices, orch. accomp.Columbia Quartet
- A609 Hoffmann's Erzählungen (Trinklied-Offenbach) Tenor Solo in German, piano accomp.Karl Meister
- Hoffmann's Erzählungen—Romanze (Offenbach) Tenor Solo in German, organ accomp.Karl Meister

- A700 Don Sebastino—O libsona o Patria mia (Donizetti) Baritone Solo in Italian, orch. accomp.Taurino Parvis
- Don Pasquale—Bella siccome un angelo (Donizetti) Baritone Solo in Italian, orch. accomp.Taurino Parvis
- A701 La Perla—Vals (Leodo).....Prince's Orchestra
- Ideal—Vals (Balart).....Banda Flamenca Gascon
- A702 Stirling Castle—Reel and Jig—Accordion Solo.....Peter Wyper
- Strathspey—Accordion Solo.....Peter Wyper
- A703 Varsity Man—Two-Step (J. A. Dean).....Prince's Orchestra
- En Los Campos—Gavotte (Alarid).....Banda de Rurales de Pachuca
- A704 National Guard March (R. DeKoven).....Prince's Military Band
- Mamita—Tango Compadre (Eugenio M. de Alarcon).....Prince's Military Band
- A705 Mazurka Brillante (D'Agostino) Violin Duet, harp accomp.Geo. Stehl, Hans von Wergen and Paul Surth
- Ivanhoe Intermezzo (Van Alstyne and Butler) Mandolin Solo, harp-guitar accomp.Samuel Siegel and R. H. Butin

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

- A5114 William Tell—Ballet Music (Rossini).....Prince's Military Band
- William Tell—Soldier's March (Rossini).....Prince's Military Band
- A5115 At the Mountain Inn (Labitsky), Violin, Flute and Harp Trio.....George Stehl, Marshal Lufsky and Paul Surth
- Thais—Meditation (Massenet), Violin Solo, string and harp accomp.George Stehl

COLUMBIA 10-INCH SYMPHONY DOUBLE-DISC RECORDS.

- A679 I Pagliacci—Vesta Il giubba (Leoncavallo), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- Aida—Celeste Aida (Verdi), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- A680 Rigoletto—La donna mobile (Verdi), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- Rigoletto—Questa o quella (Verdi), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- A681 Cavalleria Rusticana—Brindisi (Mascagni), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- Cavalleria Rusticana—Siciliana (Mascagni), Tenor Solo in Italian, harp accomp.Florenco Constantino
- A682 La Tosca—Recondita Armonia (Puccini), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- La Tosca—E lucevan le Stelle (Puccini), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- A683 La Favorita—Une Vergine un Angiol di Dio (Donizetti), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- Martha—Mappari (Flotow), Tenor Solo in Italian, orch. accomp.Florenco Constantino
- Mireille—Waltz (Gounod), Soprano Solo in Italian, orch. accomp.Camille Borello
- A684 Mignon—Io Son Tintia (Thomas), Soprano Solo in Italian, orch. accomp.Camille Borello
- A685 Lakme—Ou Va La Jeune Indou—Indian Bell Song (Delibes), Soprano Solo in French, orch. accomp.Camille Borello
- Dinorah—Ombra leggera (Meyerbeer), Soprano Solo in Italian, orch. accomp.Camille Borello
- A686 Rigoletto—Caro Nome (Verdi), Soprano Solo in Italian, orch. accomp.Camille Borello
- Romeo and Juliet—Waltz (Gounod), Soprano Solo in French, orch. accomp.Camille Borello

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- A687 Martha—Qui sia, Vergin Rosa (Flotow), Soprano Solo in Italian, orch. accomp. Camille Borello
- Nozze Di Figaro—Deh Vieni, Non Tardar (Mozart), Soprano Solo in Italian, orch. accomp. Camille Borello
- A688 Vidalita—Cancion popular—Tenor Solo in Spanish, orch. accomp. Florencio Constantino
- Niña Paucha—Habancra (Romea y Valverde), Tenor Solo in Spanish, orch. accomp. Florencio Constantino
- A689 Iris—Aprila tua finestra (Mascagn), Tenor Solo in Italian, orch. accomp. Florencio Constantino
- Manon—Sogno (Massenet), Tenor Solo in Italian, orch. accomp. Florencio Constantino
- A690 Il Trovatore—Descrto Sulla Terra (Verdi), Tenor Solo in Italian, orch. accomp. Florencio Constantino
- Il Trovatore—Di quella Pira (Verdi), Tenor Solo in Italian, orch. accomp. Florencio Constantino
- A691 Lucia—Mad Scene (Donizetti), Soprano Solo in French with flute obligato, orch. accomp. Camille Borello
- Faust—The Jewel Song (Gounod), Soprano Solo in French, orch. accomp. Camille Borello
- A692 Carmen—La Fleur (Bizet), Tenor Solo in French, orch. accomp. Florencio Constantino
- Lucia—Tu che a Dio (Donizetti), Tenor Solo in Italian, orch. accomp. Florencio Constantino
- A693 Triste—Aire del Gaucho de las Republicas Plata—Tenor Solo in Spanish, orch. accomp. Florencio Constantino
- La Milonga—Cancion Argentina—Tenor Solo in Spanish, orch. accomp. Florencio Constantino

COLUMBIA INDESTRUCTIBLE CYLINDER RECORDS.

- 1094 Policeman's March (Lincke)....Military Band
- 1095 Blue Feather (Morse), Soprano and Tenor Duet....Ada Jones and Walter Van Brunt
- 1096 Down at the Huskin' Bee (Henry) (Written to the music of S. R. Henry's Barn Dance), Baritone Solo....Arthur Collins
- 1097 Let's Go Back to Baby Days (Meyer), Tenor Solo....Byron G. Harlan
- 1098 The Birds and the Brook (Stults)....Orchestra
- 1099 Face to Face (Johnson), Baritone Solo....Frank C. Stanley
- 1100 Beautiful Eyes (Snyder), Soprano Solo....Ada Jones
- 1101 Wise Old Indian (Morse), Baritone and Tenor Duet....Collins and Harlan
- 1102 Medley of Popular Songs (Arranged by Schmehl), Xylophone Solo....A. Schmehl
- 1103 Maryland, My Maryland (Winner), Tenor Solo....Henry Burr
- 1104 The Boogie Boo (Ayer), Baritone Solo with Chorus....Bob Roberts and Chorus
- 1105 Landler—Sousedska (Arranged by F. Tryner)....Band
- 1106 I Want a Girl from a Yankee Doodle Town (Franzen), Tenor Solo....Walter Van Brunt
- 1107 In the Garden of My Heart (Ball), Baritone and Tenor Duet....Stanley and Burr
- 1108 Sailor's Hornpipe Medley (Arranged by D'Almaine), Violin Solo....Charles D'Almaine
- 1109 Onward Christian Soldiers (Gould and Sullivan), Vocal Quartet, Male Voices....Quartet
- 1110 Love and Springtime—Amour et Printemps (Waldenfel)....Orchestra
- 1111 Bear's Oil (Original), Vaudeville....Golden and Hughes
- 1112 Flanagan's Brother Dan (Original), Talking Record....Steve Porter
- 1113 Hoop-e-kack (Allen), Banjo Solo....V. L. Gossman
- 1114 Love Me All the Time (Howard), Tenor Solo....Walter Van Brunt
- 1115 The Warbler's Serenade (Arranged by Wood)....Band
- 1116 Fourth of July in Jayville Center (Stanley), Baritone and Tenor Duet....Stanley and Harlan
- 1117 The Thunderer March (Souza)....Band

NEW 10-INCH ZON-O-PHONE DOUBLE RECORD DISCS.

- Zon-o-Phone Concert Band.
- 5512 (a) The Enterpriser March.....Lampe
 - (b) Kwang Hsi—Chinese March.....Lincke
 - 5513 (a) Elsa's Bridal Procession—From "Lohengrin".....Wagner
 - (b) Der Traum des Hugenotten (The Dream of the Hugenotts).....Hamm
 - 5514 (a) Teddy After Africa—Humoresque.....Pryor
 - (b) The Triumph of Old Glory—Our President's March.....Pryor
- Zon-o-Phone Orchestra.
- 5496 (a) Wild Cherries Rag.....Snyder
 - (b) Musical Comedy Medley Two-Step No. 1.

- 5497 (a) Havana Waltz—On melodies from "Havana".....Stuart
 - (b) La Barcarolle—Waltz—From "Les Contes d'Hoffman".....Offenbach
- Vocal Selections With Orchestra Accom.
- HENRY BURR.
- 5515(a) Sweet Genevieve.....Tucker
 - (b) The Four Leaf Clover.....Brownell
- THOMAS CHALMERS.
- 5498 (a) When Love Is Gone.....Hawley
 - (b) Within Your Eyes, Love.....Lincke
- ARTHUR COLLINS.
- 5499 (a) Trans-Mag-Ni-Fi-Can-Bam-Dam-U-A-I-Ty.....Burris Smith
 - (b) The Hot Tamale Man.....Ingraham
- LEO EDWARDS.
- 5516 (a) Rose Marie.....Capua
 - (b) My Cousin Caruso.....Gus Edwards
- BYRON G. HARLAN.
- 3500 (a) When I Dream in the Gloaming of You.....Ingraham
 - (b) Toys for Sale.....Morse
- 5501 (a) A Good Old Dollar Bill.....Morse
 - (b) I'd Rather Have a Girlie than an Automobile.....Dillon
- CHARLES NEVINS.
- 5502 (a) Take Me Up With You, Dearie.....A. Von Tilzer
 - (b) She Is My Bonnie Jean.....A. Von Tilzer
- WALTER VAN BRUNT.
- 5503 (a) Slide, Bill, Slide.....Lowitz
 - (b) The Boogie Boo—From "The Newlyweds and Their Baby".....Ayer
- ARTHUR COLLINS AND BYRON G. HARLAN.
- 5504 (a) On a Monkey Honey-moon.....Morse
 - (b) Down Among the Sugar Cane.....Mack-Smith
- ADA JONES AND LEN SPENCER.
- 3505 (a) Herman and Minnie at Dreamland—Descriptive German Sketch.....Descriptive German Sketch
 - (b) How Johnnie Lost Out—Vaudeville Sketch.....Ada Jones and Walter Van Brunt.
- 5506 (a) A Blue Feather.....Morse
 - (b) Can't You See I Love You—From "The Newlyweds and Their Baby".....Brown-Ayer
- ALICE C. STEVENSON AND FRANK C. STANLEY.
- 5507 (a) Hammock Love Song—From "The Beauty Spot".....DeKoven
 - (b) Googy-oo—From "The Candy Shop".....Rice
- RAMBLER MIMSYRELS.
- 5508 (a) Number 14.....
 - (b) No. 15.....
- Miscellaneous Vocal Selections.
- ALICE C. STEVENSON AND FRANK C. STANLEY.
- 5509 (a) Everyone's in Love With Some One—Duet.....Petrie
 - (b) Shine On, Harvest Moon—Duet.....Petrie
- FRANK C. STANLEY AND HENRY BURR.
- ALICE C. STEVENSON AND FRANK C. STANLEY.
- 5510 (a) We Shall Meet Bye and Bye—Sacred Duet.....Main
 - (b) Softly and Tenderly—Sacred Duet.....Thompson
- MR. AND MRS. WHEELER.
- 5511 (a) Won't You Hamlet With Me?—Duet, from "Mr. Hamlet of Broadway".....Murphy
 - (b) Won't You Be My Playmate?—From "Little Nemo".....Herbert

HORN CONCERN IN TROUBLE.

Receiver Appointed for the New Jersey Horn and Sheet Metal Co., of Newark, N. J.

(Special to The Talking Machine World.)
Newark, N. J., May 22, 1909.

W. C. Rezell has been appointed receiver for the business of the New Jersey Horn & Sheet Metal Co., 91 Somerset street, this city. It appears that their troubles were brought about through the filing of a contract for talking machine horns made with E. W. Bliss & Co., of New York. The latter company claimed that they were not the correct size and refused to accept them. When suit in the matter was brought in the district court an attempt was made to fix the blame for the mistake on the Bliss Co., who also manufacture projectiles for the United States government, but the blame was switched about and finally rested upon the bankrupt company. Efforts were made, however, to set the company right, but the creditors were compelled to file a petition in bankruptcy.

VICTROLA FOR BATTLESHIP.

A Style Louis XVI. Presented to the Battleship Mississippi by the Ladies of Natchez—Silver Punch Bowl Also a Gift from That City—The Patriotic South.

(Special to The Talking Machine World.)
Natchez, Miss., May 22, 1909.

One of the several patriotic incidents that occurred when the citizens of this city presented a magnificent silver punch bowl to the battleship "Mississippi," one of the latest and most powerful additions to the fighting force of the United States Navy to-day, was the gift of a Victor Victrola, Louis XVI. style, to the officers. The funds for this splendid instrument, with a complement of records, were raised by the ladies and children of Natchez, the presentation speech, a very happy effort, being made by Judge Thomas Rober, who came to the city on its capture and occupation by the Union Army during the Civil War, and has remained since. The battleship came up the river especially for the occasion.

FEINBERG WITH COLUMBIA CO.

B. Feinberg, who resigned last month as traveler-at-large for the Universal Talking Machine Mfg. Co., Newark, N. J., has joined the selling staff of the Columbia Phonograph Co.'s wholesale department. His territory embraces everything east of Chicago to the Gulf of Mexico, and his engagement dates from June 1. Mr. Feinberg proceeded immediately to close several important deals for the Columbia Co. as soon as he had signed the contract with H. A. Yerkes, manager of the department. Thos. K. Henderson will continue as a special envoy for the department wherever he may be despatched.

A PROGRESSIVE POMEROY DEALER.

C. E. Kuykendall, of Pomeroy, Wash., is one of the hustling dealers of the Inland Empire. Mr. Kuykendall has just remodeled his phonograph department and carries a full line of Edison records; in fact, he claims that anything not in his stock cannot be found in the catalog. In machines he carries from the Gem up to the Idealia. This gentleman has done a large business in Edison goods and takes pride in having everything a customer calls for.

THE LIN-O-TONE, THE LATEST HORN.

The Pardee-Ellenberger Co., of New Haven, Conn., have brought out a new horn, the Lin-o-tone, which was designed especially for the new Edison Fireside Phonograph. The substance is Linenoid, or pure linen fiber, which has remarkable acoustic properties. It is handsomely finished and adds very much to the appearance of the machine. The introduction of a special horn for this new machine is very timely, and it will undoubtedly meet with a ready sale. It will be marketed through the various jobbers, many of whom have already taken it up.

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.

Further Particulars and Discount Sheet on Application.

FOLDING PHONOGRAPHIC HORN CO.

650-652 NINTH AVENUE

Retails \$7.00

NEW YORK CITY

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., June 8, 1909.

NEEDLE HOLDER FOR TALKING MACHINES. Wilbur B. Claffin, Kansas City, Mo. Patent No. 917,925.

This invention relates to a needle holder for talking machines and more particularly to a device for holding thorn needles or points for use with such machines. The needle ordinarily used for this purpose is composed of a metal body having a sharp point and a blunt shank, the latter being held in a socket in a bracket carried by the sound-box by means of a set screw, which screw is carried by the bracket and tightened against the needle shank.

While the use of a thorn or wooden needle is well known, it has been found difficult to carry such needles in a manner to secure the best results therefrom, owing to the fact that when attached to the sound-box in the usual manner, the pith in the portion of the thorn against which the set screw impinges, allows the thorn shell to give inwardly when pressed by the set screw, thereby causing the needle to loosen and mar the tone of the machine.

It is the object of this invention to provide a device for holding such needles so as to obviate the loosening noted and thereby secure a full rich tone therefrom.

Figure 1 is a perspective view of an ordinary sound-box equipped with a needle and needle holder constructed according to this invention. Fig. 2 is an enlarged detail view of a portion of the needle bracket, together with the needle holder and point, showing the relative position of the different parts. Fig. 3 is a view of the needle holder showing the manner of inserting the thorn point. Fig. 4 is a top plan view of the holder. Fig. 5 is a transverse sectional view of the holder bracket on the line V-V, Fig. 2.

PHONOGRAPH ATTACHMENT. Harry E. Woods, Chicago, Ill., assignor of one-half to Hallie S. Woods. Patent No. 918,111.

This invention relates to attachments for phonographs, and more particularly to means for regulating the volume and quality of the sound produced.

Figure 1 is a fragmentary view in side elevation of a phonograph provided with the attachment of the invention, parts of the machine

being broken away for the sake of clearness of illustration; Fig. 2 is a plan sectional view of the end of the tapering arm, illustrating, in a partially open position, the form of regulator which is employed in said arm in addition to the sound regulator of the invention; Fig. 3 is a fragmentary sectional view of the horn, showing a modified form of attachment fitting therein; and Fig. 4 is a perspective view of the attachment which fits within the horn.

APPARATUS FOR REPRODUCING SOUND. John Noll, Brooklyn, N. Y., assignor by direct and mesne assignments to Empire Talking Machine Co., New York. Patent No. 919,293.

This invention relates to sound reproducers for talking machines.

Briefly stated, the principal object of this invention is to attain a perfectly clear and true reproduction of the original from which the record was made, without having any of the

scratch or rubbing sound, due to the movement of the stylus and the record, reach the sound-box and to also insure that the diaphragm in the sound-box will be acted upon by the stylus lever to the exact extent necessary to reproduce perfectly the desired sound as recorded on the record.

To these ends this invention consists first, in a sound-reproducing apparatus consisting of a sound-box and its attendant stylus lever, wherein the stylus lever is mounted on a support independent of the sound-box and adapted to engage the diaphragm in the sound-box. By this construction, the weight of the sound-box is prevented from resting on the stylus and also any direct connection between the stylus lever and the sound-box is avoided whereby the scratch due to the travel of the stylus on the record will not be transmitted to the sound-box. Also as there is no fixed connection between the stylus and the sound-box, the sound-box as a whole will not vibrate with the movements of the stylus lever.

This invention also consists in the employment of a non-sound conducting or sound insulating material between the stylus or the record and the diaphragm, in combination with the independently mounted stylus lever. The object of this construction is to absolutely insulate the sound-box from any scratching sounds due to the travel of the stylus needle on the record.

In the accompanying drawings, Figure 1 is a plan and partial section of a sound-reproducing arm constructed in accordance with this invention. Fig. 2 is a side elevation of the gravity arm viewed from the inside. Fig. 3 is a section taken on the line X X Fig. 2 and also includes a section through the sound-box. Fig. 4 illustrates a modification in the construction of the stylus lever.

SOUND-REPRODUCING BOX FOR DISC TALKING MACHINES. Paul de Beaux, Leipzig, Germany. Patent No. 916,976.

The object of this invention is to do away with the secondary sounds to be found even in talking machines of very perfect make. These sounds are due to the parts neighboring to the sound-plate, i. e., to the vibrations of these parts and the invention therefore consists in improvements in the construction, shape and material of the said parts.

In the accompanying drawing, Figure 1 is a vertical section through improved sound-reproducing box, Fig. 2 is a plan of the same. Fig. 3 shows the means for fastening the stylus *a* to the lever *b*, Fig. 4 is a separate view of the lever *b* and some neighboring parts, and Fig. 5 is a plan of the bearing for said lever.

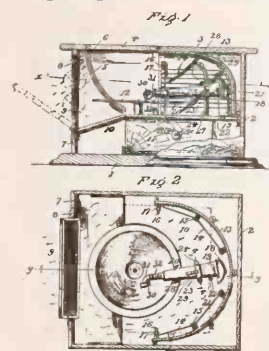
PHONOGRAPH. Hermann Schroder, New York, Patent No. 919,252.

This invention has for its object an improved construction of graphophone of that type in which the megaphone or horn is dispensed with, and in which the sound reproducing and amplifying means are inclosed within a case or cabinet. And a further object of the invention is a ma-

chine of this character which embodies a novel and advantageous construction and arrangement of parts whereby the sound may be intensified and mellowed or sweetened, and characterized by a high degree of resonance, avoiding any of the

harsh, metallic effects which are incidental to the ordinary graphophone.

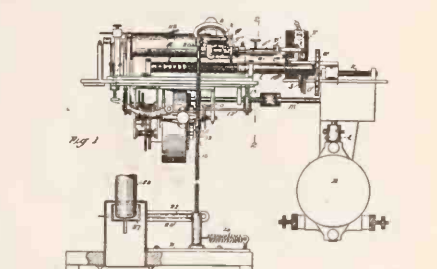
Figure 1 is a longitudinal sectional view on the line y-y of Fig. 2 of a talking machine embodying the improvements of this invention; Fig. 2 is a horizontal sectional view thereof on the line



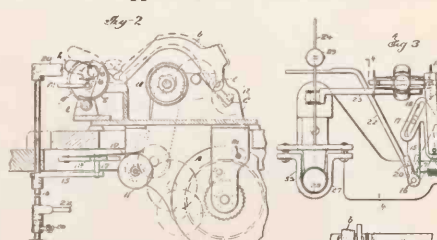
x-x of Fig. 1; Fig. 3 is a detail sectional view and side elevation of the sound arm; Fig. 4 is a detail transverse section through the support for the sound arm. Figs. 5 and 6 are detail perspective views of the bars for holding the sympathetic strings. Fig. 7 is a fragmentary sectional view of a modified form of the instrument. Fig. 8 is a detail sectional view on the line 8-8 of Fig. 7, and Fig. 9 is a detail sectional view of a modified form of sound arm.

STARTING AND STOPPING DEVICE FOR PHONOGRAPHS. W. W. W. Rosenfield. Patent No. 918,915.

This invention provides means for insuring the starting of the phonograph or other machine when it is desired that it shall start. Especially with spring motors, such as are commonly used



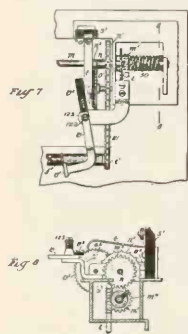
for operating phonographs, it has been found that when the starting device is moved to release the operating mechanism and start the motor, it will sometimes happen that the mechanism will not



start of itself, but will need to be jarred or otherwise started. It is especially important in check controlled or other automatically operating phonographs that the operating mechanism shall always start when the starting or releasing mechanism is moved.

The certain starting of the operating mechanism of a phonograph or other machine upon

the movement of the starting or releasing device is secured in accordance with the invention by providing means for imparting a starting impulse to a part of the operating mechanism. For this purpose the operation of the phonograph or other machine is preferably controlled by a brake acting on a rotating part of the operating mechanism and which when moved to release said part imparts a starting impulse thereto.



In said drawings: Figure 1 is a front elevation of a phonograph provided with automatic rewinding, return and starting and stopping mechanisms in accordance with the present invention. Fig. 2 is a section on line 2 of Fig. 1. Fig. 3 is a plan view of the starting and stopping mechanism and check actuated mechanism for controlling the starting movement. Fig. 4 is a section taken on line 4 of Fig. 3. Fig. 5 is a partial plan view of parts shown in Fig. 2. Fig. 6 is a detail view. Fig. 7 is a plan view of the mechanism shown at the right in Fig. 1. Fig. 8 is a section on line 8 of Fig. 7.

TALKING MACHINE NEEDLE. John E. Sullivan, Reading, and William B. Sullivan, Philadelphia, Pa. Patent No. 918,389.

This invention relates to an improved form of stylus or needle for engaging the wave-line groove of the record; the main object being to insure a uniformly accurate reproduction of the sounds by which said record was originally produced, while at the same time preventing a deterioration of the record by the action of the needle upon the finely lined groove thereof, such as ordinarily rapidly occurs.

GRAMOPHONE. John H. J. Haines, New York, assignor to the American Graphophone Co., Bridgeport, Conn. Patent No. 920,324.

This invention relates to graphophones or other talking machines employing a relay device for increasing the volume of sound reproduced, such as set forth in the Higham patents (Nos. 678,566; 712,930, etc.), and Macdonald patents (No. 796,743, etc.).

One part of the invention is based upon an observation or discovery

that, whereas heretofore the friction pulley or drum constituting a part of said relay device has been driven at a comparatively high rate of speed (about sixty revolutions per minute), the same benefits may be obtained if the said device be driven at a comparatively low rate of speed (say about fifteen revolutions per minute). This discovery or observation is made use of by taking power for revolving the friction pulley from nearer the motor than heretofore, by reason of which the relay device can be applied to talking machines having motors of less power than heretofore believed capable of running the machine itself and also the relay device.

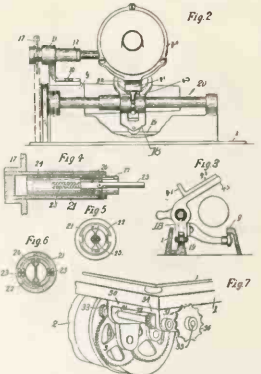


Figure 1 is a perspective view of the rear of a graphophone, with the casing or box therefor removed, showing the relay device proper in outline only; Fig. 2 is a front view of the same graphophone; Figs. 3-6 are sectional views of details; and Fig. 7 is a modification of Fig. 1.

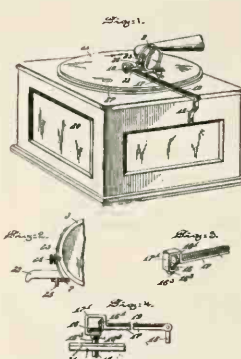
PHONOGRAPH RECORD COMPOSITION. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 920,245.

This invention relates to an improved composition for duplicate phonograph records comprising a mixture of asphalt, stearate of lead and resin and copal gum, which has durable, smooth and superior wearing qualities.

GRAMOPHONE. Luther T. Haile, Philadelphia, Pa., assigned in part to Maurice N. Weyland, W. A. Mackie, Jos. W. Shannon, Frederick J. Geiger and Logan W. Mulford, same place. Patent No. 923,119.

This invention in sound-reproducing machines of this class relates to means for operatively supporting and propelling the sound-box mechanism relatively to the traveling record, in order that the latter shall no longer perform the function of propelling the sound-box mechanism as commonly done in known machines of this character. It also relates to means, in such machines, for readily bringing the actuating shafts into and out of operative register, more readily remove and replace a record tablet.

The primary object of the first part of the invention is as stated above, but its minor objects and the incidental advantages flowing from its principle of construction and operation are three-fold; namely, it permits both vertical and lateral play of the directly-actuating connection between the threaded shaft and sound-box mechanism, due to inequalities in the record, automatically adjusting itself, in relation to the sound-box mechanism, hence compensating for the arc-like movements of the latter over the record; it responds and adjusts itself automatically to abnormal movements of the stylus or needle over the record due to inaccuracies in the sound



grooves on the face of the record tablet; and finally regulates and controls the depth of engagement of the needle with the record.

In the drawings illustrating the invention: Figure 1 is an elevation, in perspective, of the exterior of a talking machine cabinet, showing the sound-box mechanism, the means for operatively supporting and propelling it over the record, the threaded actuating shaft therefor and its pivoted connection with the cabinet. Figs. 2 and 3 are respectively plan and side elevations of the propelling mechanism and the actuating threaded shaft; and Fig. 4 is an elevation, partly broken away, of the novel means for operatively connecting the pivoted actuating mechanism with the main shaft and with the sound-box and adjunctive parts, to swing them into and out of operative register.

SOUND-REPRODUCING MACHINE. Luther T. Haile, Philadelphia, Pa. Patent No. 919,856.

This invention relates to sound-reproducing machines of the class of gramophones so-called, wherein a grooved disc record rotated in a horizontal plane, and over such record is operatively supported on the end of a pivotally-mounted sound box and its stylus, the diaphragm of the sound-conveying arm a reproducer comprising a reproducer being vibrated by a radially traversing contact of the stylus with the sound grooves of the record. In all such devices the disc is and must be supported for rotation in a horizontal plane, the means for propelling the sound-box over the record being varied in the several types comprising the method described in Berliner's U. S. Patent No. 534,543, wherein the propulsive effect of the grooved surface of the rotating disc is solely relied upon, while in another type a screw-feed or other positively-acting feed device is employed, while in still another type means independent of the record and its actuating shaft are employed to impart a swinging movement to the pivotally-mounted arm itself, which carries the reproducer and its stylus.

The method and means here described for causing the reproducer to be operatively carried over the disc record is radically different in principle from any of the three types of mechanism above referred to, and is distinguished by a novel mode of operation, namely, that the operative movement of the reproducer is effected by its own momentum after a moving impulse is first initiated and then continued by the rotation of the disc, the spiral groove in the disc operating to impart only a restraining effect on such movement in contradistinction to its usual propulsive effect.

Well, It's Surely Over

—NOW PREPARE FOR COMING DEMANDS

- ☐ The results of that "little financial flurry" of 1907 have surely disappeared.
- ☐ Folks are coming out of the "storm cellars" and beginning to enjoy life once more.
- ☐ Stock Up, Stock Up for the coming demands, for they'll come in bunches.
- ☐ We solicit your orders in the sincere confidence that we can promptly fill every order the day we receive it.
- ☐ We'll work hard to deserve your business.

American Phonograph Co.

252 Woodward Avenue, Detroit, Mich.

In addition to the general and primary object stated, the purpose of the invention is to effect that object, notwithstanding that the convolutions of the sound groove may not happen to be of uniform depth or of uniform distance apart, also of insuring the full operative tracking of the stylus in the sound groove and particularly against the inner and sensitive wall thereof, the stylus being restrained thereby against too rapid gravital propulsion as before stated.

To these ends the invention consists of the combination in a talking machine comprising a spirally-grooved disc record and a supporting turntable therefor, a sound-conveying arm pivotally mounted in a plane above the record, a reproducer carried on the free end of said arm, with its stylus contacting by gravity with the grooves of the record, of means dependent solely on the rotative effect of the record to impart an initial impulse movement to the reproducer and then permit it to continue such movement, by its own momentum, save as restrained by its stylus tracking in the record groove and bearing at all times against the inner wall thereof, said means consisting of axially actuating devices operating primarily to rotate the record, and secondarily to support it operatively in a horizontally inclined plane during such rotation, said actuating and supporting devices being pivotally mounted on the head of a rotatable main shaft, the axis of which is perpendicular; and the invention further comprises means coacting therewith, but independent thereof, operating to adjustably regulate the degree of inclination of the record holder or turntable.

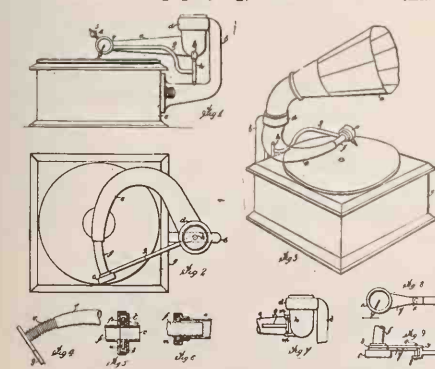
In the accompanying drawings illustrating the invention, Figure 1 is a side elevation, with the lower part of the casing or motor box broken away, and Fig. 2 is a plan view thereof; Fig. 3 is a side elevation, partly in section, of the top of the motor casing, the record and record holder, and the device to adjust the degree of inclination of the latter; Fig. 4 is a side elevation, partly in section, of the record, record holder, the divided actuating shaft, and the top of the motor box; and Fig. 5 is a side elevation of a preferred form of universal joint between the divided sections of the actuating shaft.

TALKING MACHINE. Joseph Margulies, London, Upper Norwood, Eng. Patent No. 922,297.

This invention relates to talking machines, and consists firstly in so constructing such machines as to produce, with a single trumpet, immovable during playing, a better result than

has hitherto been attainable with talking machines as at present constructed.

Referring to the first part of the invention, Figure 1 shows side elevation of the machine; Fig. 2 shows plan of same; Fig. 3 shows perspective view of same; Figs. 4 to 9 show details.



TALKING MACHINE. Harry Hinks-Martin, Alexander William Cameron and Percival James

Packman, London, Eng. Patent No. 921,835.

This invention relates to improvements in sound conveyors for talking machines, and its object is to provide an attachment for use with the U-tube or goose neck of a gramophone, whereby the position of the sound-box, with relation to the record, may be changed so that the same sound-box may be used, in the most effective playing position, with the "hill and dale" track of a graphophone record, as well as with the "zig-zag" track of a graphophone record.

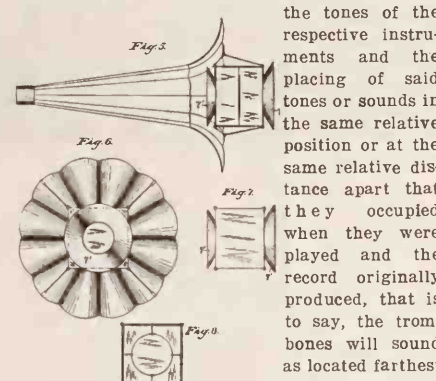
Figure 1 is a view in side elevation, showing the invention associated with the goose neck of a gramophone, with the sound-box in the most effective position for playing a disc record of the "hill and dale" type. Fig. 2 is a plan view of same. Fig. 3 is a perspective view of the improved attachment, and Fig. 4 is a similar view of a modified form of adapter.

SOUND-REPRODUCING APPARATUS. Overend G. Rose, Camp Meeker, Cal. Patent No. 921,465.

This invention is an improvement in sound-reproducing instruments, and relates particularly to an attachment for focusing the sounds and for analyzing them so that, for instance in the case of a reproduction of band music, the volume of tones will be focused and analyzed, the resultant effect being the splitting up of the sound into the tones of the respective instruments and the placing of said tones or sounds in the same relative position or at the same relative distance apart that they occupied when they were played and the record originally produced, that is to say, the trombones will sound as located farthest back, the tubas and altos in front of them, the piccolos and snare drums still farther forward, while the sound of the clarinets proceeds from the focusing device or disc itself.

This invention performs an additional function to that of focusing and analyzing sounds in that the device augments considerably the strength of the sound and increases its volume.

In the accompanying drawings—Figure 1 is a side view of a horn of a reproducing instrument with the invention associated therewith; Fig. 2 is an end view of the parts shown in Fig. 1 looking from the right of said figure; Fig. 3 is a detail side view of the sound-box; Fig. 4 is a cross-sectional view of the sound-box; Fig. 5 is a view similar to Fig. 1 of a modified form of sound-box; Fig. 6 is a view looking from the right of Fig. 5; Fig. 7 is a side view of the modified form of sound-box shown in Fig. 5; and Fig. 8 is a cross-sectional view of the box shown in Fig. 7.



SOUND-AUGMENTING HORN. Alfred R. Cunnius, Brooklyn, N. Y. Patent No. 921,676.

The principal object of the present invention

is to provide a horn, particularly useful in connection with talking machines, which is composed of sections made of wood or other suitable material that will eliminate to a very material degree, harshness of tone, imparting clearness and fulness of tone that is so much desired.

Figure 1 is a side elevation of the horn, showing the reducer in place thereon. Fig. 2 is a front elevation of said horn. Fig. 3 is a detail longitudinal sectional view through the smaller end thereof. Fig. 4 is a detail cross-sectional view therethrough. Fig. 5 is a detail longitudinal sectional view on the line 5—5 of Fig. 2. Fig. 6 is a sectional view on the line 6—6 of Fig. 5. Fig. 7 is a detail view of one of the clip blanks. Fig. 8 is a detail view of a portion of one of the horn sections, the parts being broken away to illustrate the arrangement of the veneers. Figs. 9 and 10 are cross-sectional views illustrating modifications of the tie strips.

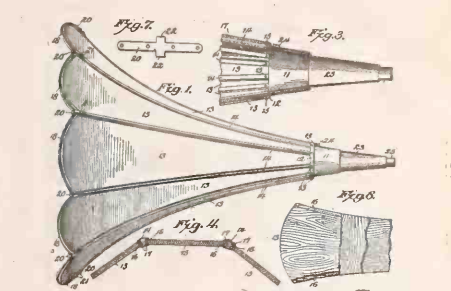
PHONOGRAPH. Claude F. Hamilton, Athens, Wis., assignor of one-half to John C. Nuernberg, same place. Patent No. 920,134.

The object of this invention is to provide simple and durable automatic stop-mechanism for disc phonographs or like instruments, the stop-mechanism being controlled by the swinging arm with which said instruments are provided, whereby the disc is checked against rotation when the swinging arm has reached the end of the record upon said disc.

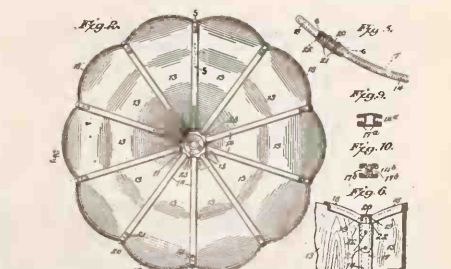
In the drawings: Figure 1 represents a plan view of so much of a disc phonograph as is necessary to illustrate its connection with an automatic stop-mechanism, embodying the features of this invention, which stop-mechanism is shown attached to the box of the phonograph with parts broken away and parts in section, to more clearly define the structural features, and Fig. 2, a sectional elevation of the same, as indicated by line 2—2 of Fig. 1.

REPORT BETTER BUSINESS.

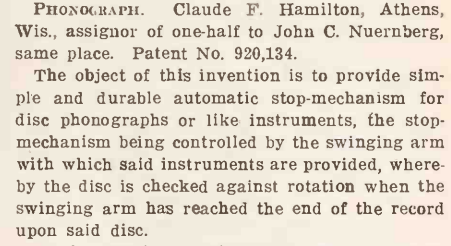
The travelers of the New York Talking Machine Co., 83 Chambers street, New York, are on their respective territories working like beavers. The very complete stock of the company, both in machines and records, and the prompt shipment service inaugurated by General Manager Williams are important factors which dealers are not insensible of in placing orders.



REPORT BETTER BUSINESS.



REPORT BETTER BUSINESS.



REPORT BETTER BUSINESS.

REPORT BETTER BUSINESS.

Leading Jobbers of Talking Machines in America



THE DITSON STORES

Trade-Mark

Are delivering the most wonderful
TALKING MACHINE

NEEDLES

ever manufactured.

They come in four sizes, No. 1, Loud Tone; No. 2, Happy Medium Tone; No. 3, Medium Tone and No. 4, Soft Tone. They are packed in most attractive boxes and envelopes, especially intended to help the Small Dealer make profitable sales of **GOOD NEEDLES**.

A SYMPOSIUM on the subject, with wholesale prices, will be mailed to any address, from either of our three stores.

OLIVER DITSON COMPANY

150 Tremont Street, BOSTON, MASS.

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Nos. 8, 10, 12 East 34th Street
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J. E. Ditson & Co.
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Exclusive Columbia Jobbers

ORDER WHAT YOU WANT
WHEN YOU WANT IT.

We Can Deliver the Goods
KRAEMER & GOSORN
NORFOLK, VA.

HARGER & BLISH JOBBERS

VICTOR EDISON

It's worth while knowing we never
substitute a record. If it's in the catalog
we've got it.

Des Moines **IOWA** Dubuque

The Geo. J. Probeck Company

420 Prospect Avenue, CLEVELAND, O.

COLUMBIA JOBBERS

Complete Stock. Prompt Service.

Dealers Wanted.
Write to-day.

BABSON BROS.

19th Street and Marshall Boulevard

CHICAGO, ILL.

EDISON JOBBERS

LARGEST STOCK OF EDISON PHONO-
GRAPHS AND RECORDS in the U. S.

STANDARD TALKING MACHINE COMPANY

EDISON

PITTSBURG, PA.

VICTOR

"If it's made we ship it the same day order is received"

Mr. Dealer

WE ARE

COLUMBIA JOBBERS

We are in a position to put you on the right
course to successfully handle these universally
used instruments and records. If interested, "pop
the question." Catalogues, prices, and complete
information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

E. T. WILTON & COMPANY

HOUSTON, TEX.

Wholesale Distributors "Star" Talking
Machines, Records, Horns, Cranes, Etc.

We have everything you need, also
JEWELRY and WATCHES

FINCH & HAHN,

Albany, Troy, Schenectady.
Edison Jobbers and Victor Distributors

MACHINES and RECORDS

Complete Stock Quick Service

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

C. B. HAYNES & CO.

EDISON JOBBERS

ALL SUPPLIES

603 East Main St., Richmond, Va.

NEW ENGLAND JOBBER HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

D. K. MYERS

3839 Finney Avenue ST. LOUIS, MO.

Only Exclusive Jobber in U. S. of

Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

Try Our Hurry-Up Service



on VICTOR,
EDISON and
REGINA.

We make a specialty of getting
the order out on time—every time.

The Rudolph Wurlitzer Co.

Cincinnati and Chicago
Two points of supply; order from the nearer

PRICE PHONOGRAPH CO.

54-56 Clinton Street, NEWARK, N. J.

Victor Distributors Talking Machines
Records

Send us your Order, you get the Goods

We don't retail. We take care of the Dealer.
Large Stock—Quick Service

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

Columbia Jobbers

N. W. Iowa, Nebraska and South Dakota

Write to-day for terms nec-
essary to become dealers

W. A. Dean Company
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NEAL,
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NEAL CO.

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AND

VICTORS

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving
in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July list.

COMMISSIONS ON VICTOR GOODS.

An Illuminative Communication on This Important Subject.

The Victor Talking Machine Co., in a letter to dealers, take the following stand on the "commission question":

"Those of you who are conversant with the commission evil or 'commission fiend'—so prevalent in the piano and musical instrument field—will no doubt appreciate our efforts to keep this evil from creeping into the talking machine trade. Our attention has just been called to two violations of our rulings on this point on the part of two of our distributors. These distributors were not clear in their understanding of our position in this matter.

"Commissions must not be paid to anyone for the sale of Victor goods excepting only in the case of dealers' own clerks in lieu of, or in addition to their salaries, or where a salesman is employed entirely on a commission basis in lieu of salary. A traveling salesman selling a number of lines on commission, a commission merchant or exporter or people of this class, are not eligible to handle Victor goods 'on commission.' It is obvious that if this loophole were left open for evasions a number of cut price cases would develop where commissions would be either divided or paid back to the Victor purchaser. A very strict observance of the above will, we are sure, assist the talking machine trade, and we shall construe any deviation therefrom as a violation of our contract."

If a man were to quit eating because he wasn't hungry, he would be sent to a lunatic asylum. What about the man who quits advertising because he hasn't enough business?

ENJOYED HIS MASTER'S MACHINE.

Considerable attention has recently been directed to ascertaining the effect of talking machine music on various animals. Practically every species of animal in the New York Zoological Gardens was treated to a "talker" concert not long ago to see how they appreciated music. Lawrence McGreal tried the same experiment in Milwaukee, while we present herewith an illustration of how a high-bred horse



accepts a serenade. The animal is the property of Howard Taylor Middleton, Philadelphia correspondent of The World, and judging from the rapt expression of the horse it would seem that it shares its master's appreciation of the talking machine. The Music Master horn was used on the machine and Mr. Middleton believes that the excellent qualities of the horn did much to make the music pleasing to the equine ears.

A PROGRESSIVE MARIETTA STORE.

One of the largest and best equipped talking machine stores in Marietta, Ohio, is that of the Marietta Phonograph Co., who handle complete lines of both Victor and Edison machines and

records as well as small goods and post cards. The front portion of the store is given over to the display of a large stock of Victor talking machines, including several Victrolas, small goods are shown in the central section, while the rear is devoted to the display of the Edison line and the extensive record racks. The company have called public attention to their business in a most effective manner recently by sending out a series of handsome post cards showing different views of their store.

SECURE AN INJUNCTION.

A preliminary injunction has been issued by the Circuit Court of the United States, western district of Pennsylvania, against Porch Bros., Inc., music dealers, with stores in Altoona, Greensburg, Harrisburg and Johnstown, enjoining "them from in any way interfering with the selling license system of the National Phonograph Co., Orange, N. J., and from violating the terms and conditions of the defendants' license agreements," and of selling Edison goods at less than for the full current prices specified.

The Sonora Phonograph Co. has removed from 5 Cedar street to 78 Reade street, New York. They describe the Sonora as "the instrument of quality." They occupy two lofts at the new address.

F. K. Dolbeer, sales manager of the National Phonograph Co., recently visited the Edison jobbers in several of the large cities of the Middle West and Northwest, and got across the line into Winnipeg, Manitoba, his first call here. He found conditions very much to his satisfaction and was greatly pleased with prospects in general.

Leading Jobbers of Talking Machines in America

Peter Bacigalupi & Sons
 SAN FRANCISCO, CAL.
 WHOLESALE RETAIL
 941 MARKET STREET

JOBBERS Edison, Zonophone
DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

PACIFIC COAST **DISTRIBUTORS OF**
Victor Talking Machines and **RECORDS**
 STEINWAY PIANOS—LYON & HEALY
 "OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Portland
 Oakland Los Angeles

You Can Get Goods Here

EDISON **VICTOR**
JOBBERS **DISTRIBUTORS**

Our wholesale depot is a mile from our retail store. Records are not mailed over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.

LAWRENCE MCGREAL, Milwaukee, Wis.

Ludden-Campbell-Smith Company
 Jacksonville, Florida

Exclusive Columbia Jobbers
 We Carry the Full Line.

COLUMBIA DOUBLE-DISC RECORDS
 COLUMBIA INDESTRUCTIBLE RECORDS
 COLUMBIA GRAPHOPHONES and SUPPLIES

PROMPT SERVICE Exclusive Territory Assigned

JOHN F. ELLIS & CO.
 WASHINGTON, D. C.
 Distributor

VICTOR Talking Machines
 and **RECORDS** Wholesale and Retail
 Largest Stock in the South

Columbia Jobbers

We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

SCHUEBER DRUG COMPANY
 LIVINGSTON, MONT.

Exclusive Columbia Jobbers

Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Nashville is so centrally located that there is a great saving of time.

PHILLIPS & BUTTORFF MFG. CO.
 NASHVILLE, TENN.

Jacot Music Box Co.,
 39 Union Sq., New York.

Mira and Stella Music Boxes.
 Edison and Victor Machines and Records.

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the July list.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
 CHICAGO

Why Not Double Your Profits?

Many dealers in the Talking Machine trade are selling pianos and more than doubling their profits. WHY NOT YOU?

Piano sales come easily for them because the right selling argument is on your side.

You have an established business—a steady income to depend upon—and your cost of securing piano sales is reduced to the minimum.

People seldom buy Talking Machines unless interested in music, consequently pianos are really in your line. No doubt you run across good prospects every little while.

Then why not take the agency for the right piano, on the right terms and at the right price, and secure some extremely profitable business that you must not overlook?

THE RIGHT PIANO IS THE OAKLAND

Made Right

Sells Easily

Makes Friends

The Best Piano

For You to Sell



Especially

Designed

For the

Talking

Machine Trade

SPECIAL STYLE 30-M

¶ We build the Oakland Piano in our immense new factory at Holly, Mich.—the best equipped piano plant in the world—capacity 5000 pianos annually.

¶ The Oakland is the best piano for you to sell, because it is a better piano than the same price ever bought before. Its tone quality satisfies the most critical and exacting musicians. Its durable construction, up-to-date case designs, swell veneers and beautiful finish make it a quick and easy seller.

¶ It stays in tune, satisfies customers and never causes the dealer trouble or expense.

LET US TELL YOU ABOUT OUR SPECIAL PROPOSITION FOR ASSISTING NEW DEALERS. LET US OUTLINE FOR YOU A RESULT-GETTING SALES CAMPAIGN—ONE THAT HAS BEEN TRIED OUT AND MADE GOOD. THE INITIAL INVESTMENT IS SO SMALL IT WILL SURPRISE YOU

ADDRESS

OAKLAND PIANO COMPANY
STEINWAY HALL, CHICAGO

The TALKING MACHINE SECTION

AND
NOVELTY
NEWS

NEW YORK, JUNE 15, 1909

RECEIVING THE TRAVELING MAN.

Dealers Can Forward Their Own Interests in Many Ways by Confiding in the "Knights of the Grip"—A Heart to Heart Talk.

The man who succeeds on the road to-day is the man who "likes his job." One night last week, coming out of Wheeling, I sat in the smoker with a fellow traveling man. He talked rather freely with me of the inconveniences—the poor accommodations of the hotels—the exposure of long drives, and wound up by saying, "It's a dog's life. I have been on the road for 10 years, and all I have ever gotten has been a bare living. I am tired of it all, and this will be my last trip."

"My friend," I said, "it's not a dog's life, but a man's life, and calls into play all the best instincts of a man. The fault lies not with the calling, but with yourself. You have looked at life through smoked glasses, and your vision became blurred. The enthusiasm you should have carried into your work you wasted at the ball game. You awake with a grouch, and wonder why no glad hand is extended to you. You say you have been on the road for 10 years, and all you have received has been a bare living. My friend, I have been on the road twice 10 years, and there has never been a moment during that time when I felt that I wanted to quit. The friendships I have formed during the time I consider of greater value than a fat bank roll."

It is a recognized fact of law that good will forms a real tangible asset to any business, and the friendships of a salesman are as much an asset and more dependable than the average banking security.

The salesman is vitally interested in your success. His interest does not cease when he has sold you a bill of goods. He has only done half his duty when the sale is made, and his work is not completed until he has helped you, by suggestion and otherwise, to dispose of your stock on hand.

Look back over your career and find how often an idea of his has brought money and trade to you. He is in constant touch with the evolution of trade—he watches the successful methods of others, the selling schemes of some distant city that brought a revenue; this is yours for the asking. Meet him half way—tell him your troubles, the competition you have to meet, your plans for the future.

Depend upon it, your confidence will be respected, and in return you will receive helpful advice, writes a traveling man in an exchange. The advances along this line should, however, come from you. It is the duty of the patient to go to the doctor—not the doctor to seek the patient. If your business is in an unhealthy condition, talk it over with your friend, the salesman. He will give you sound advice, and you will never be troubled with a bill for professional services.

I called on a friend in the downtown district the other day, and on the swinging door leading into his office I noticed a little white enameled sign with black lettering that read: "Push! Don't Knock!"

Gentlemen, I want you to take that as your

motto for the current year: "Push! Don't Knock!" Push the town you live in, push forward the clerks who help you in your business—push your fellow tradesmen, and take a vital interest in the affairs of your community. Forget the petty prejudices that cause you to look upon your competitor as an enemy. The man across the street is not a bad fellow when you get to know him. Notwithstanding the old Biblical injunction, "Knock, and it shall be opened unto you," the world to-day has little use for the "knocker." We are growing broader gauged; a national trade uplift is going on.

When you are in the game, play it, and play it hard—but play it on the level. Let us have no offside plays. The rules of the game are stricter, the rewards greater, but an umpire called Public Opinion will rule you out of the game at the first attempt at tricky play.

With all due reverence for the knights of the road who are dead and gone, I believe that the salesmen of to-day, as a body, are more intelligent, more thorough in their work, more loyal to the best interests of the dealer than were the salesmen of a decade ago. The law of progress calls for a higher standard of business ethics. The practices that were in vogue then would not be tolerated now.

The work so well accomplished in the past five years in eliminating unjust competition has been truly marvelous, but I believe you will agree with me when I say that in all stages it has had the loyal support of the traveling salesman. He is the dealer's friend, loyal and true, not alone for the orders he receives, which are welcome, but because he likes the game, the enthusiasm that goes with conflict, the excitement of the battle, and incidentally because he realizes your success means his success.

IDIOSYNCRASIES OF BENNETT.

Does Not Believe in College Educations—Only Smokes a Cigar Half Up and Then Lights a Fresh One.

George Jean Nathan, writing in the *Outing Magazine*, tells of the unusual personality of James Gordon Bennett, proprietor of the *New York Herald*. He says in part:

"James Gordon Bennett was born in New York. He is now 67 years old. In appearance he is tall and slender and gives the impression of a vast amount of nervous energy. He carries himself with military erectness and his steel-gray hair and moustache add to his general soldierly look. For many years he has made his home in Paris, and visits this country only about once in every two years. He literally edits the *New York Herald* by cable. And the story of the way he does this is almost as unbelievable as it is curious.

"It is the general public opinion that Mr. Bennett lets the *Herald* run itself, and that, particularly of late years, he has not kept in close touch with its affairs and progress. Nothing could be further from the truth. In fact, it may be stated that he is devoting more time to the interests of his paper at present than ever before.

"Every day there is sent to Mr. Bennett a copy of the *Herald*, every article in which is marked with the name of the man who wrote it. By this means he keeps in touch with the daily work and progress of every man on his staff. The slightest error will be quickly ferreted by his eagle eye and a warning bulletin is speedily posted by him following his detection in a 'story' of, for instance, the word 'gentleman' instead of 'man,' the use of some such phrase as 'J. Pierpont Morgan, the financier,' instead of 'J. Pierpont Morgan, a financier.'

"Two of Mr. Bennett's idiosyncrasies are his lack of belief in the value of a college education and his aversion toward smoking the last half of his cigars. In relation to the first, it is not uninteresting to note that most of the men who have been given high position by him have been non-university men. Mr. Bennett himself is not a college graduate, and he holds that a collegiate training is not necessary in the making of newspaper men. Those few college men who have won the higher positions in his employ have not held them long.

PIANOS AS A SIDE LINE.

If Talking Machines Sell in a Piano Store Why Not Pianos in a Talking Machine Store?—The Oakland Piano Co.'s Proposition.

For years piano dealers in all sections of the country have handled talking machines as a side line with great profit to themselves, and more recently talking machine dealers have awakened to the fact that "what is sauce for the goose is sauce for the gander," and have realized handsomely on a stock of pianos installed in their stores. Musical instruments are the logical companions for a stock of talking machines, and pianos handled by a talking machine dealer are brought to the attention of dozens of prospects daily, for anyone buying records naturally is musically inclined.

The Oakland Piano Co. have an interesting proposition to offer talking machine dealers seeking to augment their incomes by installing side lines. The pianos made by the Oakland Piano Co. have proven trade getters for many dealers, and it would prove to the dealer's interest if he would investigate the possibilities of those instruments.

NO FIRE DANGER FROM FILMS.

Manager of Underwriters Bureau of New England States That Sprinklers Could Control Average Blaze.

(Special to The Talking Machine World.)

Boston, Mass., June 7, 1909.

Gorham Daba, manager of the Underwriters' Bureau of New England, who testified the hazard of celluloid moving picture films packed in boxes, found that when tightly rolled and packed in pasteboard boxes, they did not ignite at unusually low temperature, and did not burn fiercely. He holds that there is no reason to fear that sprinklers will not control such a stock, except that when a large quantity is burning, enough gas might be generated to cause trouble.



THE SIDE LINE SECTION

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NEW YORK, JUNE 15, 1909

A talking machine dealer located in a nearby city was recently discussing with a World representative the advisability of introducing side lines into an established talking machine business. Before engaging in his present business the dealer referred to had handled bicycles in a fairly large way, and naturally based his argument on that experience:

"Considering conditions, I am doing a very good talking business here," he said. "My trade is well established and I am making a good living. If I took on another line—motorcycles, for instance—I would have to start in again and build up a trade in that line against competition that is already established. I would have to work a good deal harder than I am at present, and maybe at the end of the year I would find that the net profits were not in proportion to the energy expended. My experiences in handling bicycles taught me that considerable time was required to make the venture pay, and I do not care to take the risk of failure now."

"How many talking machine dealers were there in this town when you started?" asked The World Man.

"If I recollect correctly there were nine other dealers at the time."

"Did the fact that they were already established deter you from getting after your share of the business?"

"No, it did not, but it was pretty hard sledging for a while."

"Did you ever stop to think that while the other concerns in this city handling motorcycles were, as a rule, confined to that line alone you have a solid talking machine business back of you to build on?"

"No, I hadn't looked at it in that light," said the dealer.

Other side lines, sporting goods, novelties, pianos, etc., were discussed in the same light, and before The World man had left the dealer had come to the conclusion that while he was making some money now with one line he could materially increase his income with the addition of other goods, and that the extra effort required, often merely the utilization of spare time, would, without a doubt, bring ample reward. It is not a case of creating new opportunities, but merely taking advantage of opportunities that already exist.

The majority of talking machine dealers are located on main thoroughfares, where they are in an excellent position to attract the attention of many people to any new venture. No matter how successful the business there are always periods of quietude which could be more profitably spent in pushing some side line than in standing around watching the street cars go by. Then again there have been occasions when an attractive side line has progressed to the extent of being the main line and has required separate quarters to properly expand.

The question of side lines is one of importance and is worthy of the attention of every talking machine dealer, whether large or small.

THE REASON FOR SOME FAILURES.

How many public men have fallen because they have been discourteous to subordinates, to news gatherers, to voters after election! How many on the other hand, have climbed to great heights of power and reputation because they paid attention to the civilities of life! People have long

memories. They never forgive the slightest affront to their sovereignty. The moment a public man so far forgets the source of his power as to treat the humblest individual with scant courtesy, he places in action an engine for his own destruction. Per contra, let an official be thoroughly agreeable in manner, and genuinely interested in the welfare of persons whom he may never have occasion to "use," and he places in unknown hands cymbals to proclaim his merits. Popular favor is swayed as often by the personal manner of a candidate as by the principles he represents. True courtesy, however, springs from the heart, rather than from the head. It takes little account of rank, or circumstance, or benefits to be derived.

HOW TO HANDLE CLERKS.

Employers and Employees Should Form One Large Family—Lack of Harmony Fatal to Business—Suggestions from Clerks Valuable—They Should Read Trade Papers—Some Good Advice.

This subject appeals as a very practical one, and one which in our business experience we often have to solve. In the larger retail stores, the selling end of the business is left chiefly with the clerks, and therefore the success of the business depends largely upon them.

How to get the most out of the employees is the problem that confronts us. It seems to me that the employer and employes form one large family, working in a common cause, the employer being the directing head. No business can succeed as it should unless the employes take an interest in the business, put their shoulder to the wheel and work together in perfect harmony for the advancement of the firm.

During the years I spent as traveling salesman I found many cases where this lack of harmony was fatal to the business. A jealousy among the clerks, a lack of respect for the employer, an indifferent interest in the business—these are all serious handicaps in any business. I believe we don't take our employes enough into our confidence; we are indifferent to their opinion; we are quick to blame them when something goes wrong, but slow to praise when praise is due them. Nothing helps a clerk so much as to receive praise when he has made a good sale or brought a new customer to the store. We are all human and appreciate worthy praise.

I talk over with my clerks the advisability of adding new goods to stock and the general policy of the business, writes M. C. Hale in the Sporting Goods Dealer. Some dealers may think they can't learn anything from a clerk, but this is not so. I have in mind one of the largest wholesale houses of the country, one whose business system is as nearly perfect as brains can make it, and this firm places boxes throughout the house and agrees to reward any employe who drops a suggestion into the box which proves of value to the firm. One suggestion from the elevator boy was put in practice and proved most valuable.

Our employes must be made to feel that they are a part of the firm and that the advancement of the firm will mean their advancement. Poor clerks are dear at any price. I claim that a clerk who can't keep busy all the time is not looking for work, and a good clerk can nearly earn his salary by selling goods the customer does not call for.

I believe it is a good plan to encourage clerks to read trade papers. They can be as much benefited as the dealer by this class of reading.

We should be frank with our clerks. Correct them at once if they do something wrong. Praise them promptly for the good things they do. I believe merchants make a mistake by not teaching their clerks what they see they should know—that which they themselves know.

One drop of rain will not make a deluge, nor will one advertisement bring a flood of business. In both cases power lies in numbers. Persistence is the keynote of advertising.

RECENT INCORPORATIONS.

The Columbia Safety Razor & Strop Co., Brooklyn, has been incorporated at Albany with a capital of \$10,000 to manufacture safety razors and strops. Incorporators: John Kopf and Leonard A. Miller, Brooklyn; Simon Hauser, Richmond Hill, N. Y.

Progress Art Co., of New York, has been incorporated to manufacture metal novelties, ornaments and fancy articles with a capital of \$10,000. Incorporators: Saul Goldberg, Bayonne, N. J.; S. J. Serwer, Max Kainstein, Brooklyn.

The Long Island Novelty Co., of Brooklyn, has been incorporated under the laws of the State of New York with a capital of \$10,000 to manufacture vending machines, automatic devices, etc. Incorporators: Abraham Van Nostrand and Minnie D. Van Nostrand, Sea Cliff, L. I.; Clarence F. Coner, Brooklyn.

The Liberty Film Exchange, Inc., has been incorporated at Wilmington, Del., with a capital of \$35,000. Incorporators: W. H. Robinson, Altoona, Pa.; E. A. Laitzell, Philadelphia; W. H. Mair, South Fork, Pa.

The Modern Automatic Razor Sharpener Co., of New York City, is a late incorporation in the State of New York. Incorporators: Isidor Buschler, Irving W. Rosenthal, William Wasserstrom, Louis B. Wasserstrom, all of New York. The capital stock is \$1,000.

The Colombek Novelty Co., of New York, has been incorporated at Albany to manufacture articles and patented novelties, with a capital of \$9,990. Incorporators: Sigmund Colombek, New York; Israel Gavrin, Brooklyn; Benjamin Koenigsberg, New York.

The American Cinephone Co., of Portland, has been incorporated under the laws of Maine, with a capital of \$150,000. President, C. E. Eaton; treasurer, T. L. Croteau, Portland.

The Friedman Camera Co., of New York, has been incorporated with a capital of \$2,500. Incorporators: Maxwell Freedman, Irwin Kurt and Minnie N. Levy, all of No. 42 Nassau street, New York.

The A. W. Holmes Co., of Augusta, Maine, has been incorporated under the laws of that State to deal in jewelry and novelties, with a capital of \$100,000. President and treasurer, J. Berry; clerk, A. Burleigh, both of Augusta.

The Solar Slide Co., of Watertown, N. Y., has been incorporated in that State to manufacture magic lantern slides and moving picture films, with a capital of \$1,200. Incorporators: Ned M. Van Buren, Alice M. Van Buren and George Brown, Watertown, N. Y.

Among recent incorporations is the Automatic Amusement Co., of Wilmington, organized with a capital of \$50,000. Incorporators: Albert E. Knowlton and Charles C. Smith, Boston; Harold P. Knowlton, Malden, Mass.

The General Device Manufacturing Co., 56 Pine street, New York, has been incorporated at Albany to manufacture appliances and devices of all kinds, with a capital of \$25,000. Incorporators: Frank A. Kateley, Mount Vernon; G. Harold Ord, New York; Henry P. Brown, Mount Vernon, N. Y.

The Penn Automatic Machine Co., New York, has been incorporated, with capital stock of \$60,000, to manufacture musical slot machines and multi-phones. Incorporators—A. Simeon, D. H. Singer and A. J. Turner.

Almost all exhibits made to fit some special occasion should be changed promptly after the event has passed.



TRADE **Gillette** MARK
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
REGISTERED TRADE MARK

HARMONY CO.'S NEW CATALOG

Should be in the Hands of Dealers Desirous of Handling Paying Side Lines—Something of the Business Done by This Company.

(Special to The Talking Machine World.)
Chicago, Ill., June 2, 1909.

The Harmony Co., whose large plant is situated at 947 N. Lawndale avenue, of this city, have just gotten out for the benefit of their trade a handsome new catalog showing cuts and prices of their large line of guitars, mandolins and drums, and giving a detailed description of each



ONE OF THE HARMONY CO. SPECIALTIES.

instrument. It is of unusual interest to the talking machine dealer as it points with no uncertain hand to a side line than can be tuned to the dollar key by wide-awake and progressive dealers, and made to play an accompaniment to the air of general prosperity of the store.

To get some idea of the business done annually by this company it may be said that their plant contains over 36,000 square feet of space, employs over 200 men and has a capacity of 100,000 instruments a year. This large business has been built up by conscientious and careful attention to the detail of manufacture and especially the quality of material that goes to make up the company's product as well as a painstaking study of the wants and desires of their trade.

Among the cuts shown in the catalog is that of the single head drum shown herewith. It has proved itself a winner with the bands and orchestras throughout the country, and with the five and ten-cent theaters forming in many instances together with a piano the sole orchestra music of the latter, it has proved itself invaluable in depicting the various sounds that usually accompany hero's experiences in the moving pictures.

W. J. F. Schultz, president of the concern, deserves much credit for the rapid development of the business, as it was not so many years ago that he severed his connection with one of the large local firms and started the nucleus of his present plant.

LATEST CUSTOMS RULINGS.

Government Decides Not to Accept Lower Duty on Cinematograph Films.

The Government has decided not to accept a recent ruling made by the Board of United States General Appraisers regarding the classification for dutiable purposes of cinematograph films. An appeal has been taken to the United States Circuit Court, and it is possible that the issue may be heard by that tribunal before the summer vacation begins in July.

The films in question are a species of pictures made by the action of light in a photographic camera on sheets of sensitized celluloid. The Government has taken the position that the articles are dutiable at 65 cents per pound and 25 per cent. ad valorem as articles of which collodion or any compound of pyroxylin is the component of chief value.

When the case came before the Board of Appraisers last March General Appraiser Fischer wrote a decision for the board sustaining the contention of J. A. Berst and others that the films are entitled to enter this country under the pro-

vision in the tariff for "photographs" with a tax of 25 per cent. This rate is unsatisfactory to the Government, and for that reason it has been decided to thrash out the question in the courts.

PEERLESS SUCTION CLEANERS.

Judging from the present and growing popularity of suction cleaners, the time is rapidly approaching when the ordinary dust distributing broom will be in the class with the dodo and extinct. One of the most successful makes of suc-



tion cleaners is the "Peerless," manufactured by the Manufacturers' Outlet Co., 89 Chambers street, New York, one of their leading models, operated by electrical power, being shown herewith. This style is equipped with motors for either direct or alternating current and is light enough to be easily carried about.

MOVING PICTURES BARRED.

Appellate Division Decides That They Cannot be Accepted as Evidence.

The Appellate Division of the Supreme Court in Brooklyn last week denied a motion on behalf of the Coney Island and Brooklyn Railroad to have moving pictures introduced as evidence in the case of Stephen C. McGorty, a ten-year-old boy, who was injured about three years ago by a street car.

The case was tried before Justice Aspinall and a jury in the Supreme Court and the guardians of the boy were awarded \$8,500. Moving pictures of the boy, with the brace off his leg, running and jumping, were shown in the court room to offset the parents' contentions that he was permanently injured, but Justice Aspinall, in charging the jury, told them not to consider this evidence, as it might be possible for the operator of the machine to take pictures of the lad and by manipulating the speed gear to have him doing stunts that he never really performed.

"DO IT RIGHT."

If you have a thing to do—

Do it Right;

Stick at it till you're through—

Do it Right;

Give good and honest work,

It pays to never shirk—

Do it Right.

Whether working fast or slow—

Do it Right;

Don't do things just for show—

If things go wrong don't cry,

Just all the harder try—

Do it Right.

Do it Right;

If wealth you would acquire—

Do it Right;

If to fame you would aspire—

Do it Right;

Shun ill gotten gain,

Strive for an honored name—

Do it Right.

—Samuel O. Buckner.

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.

A SUCCESSFUL SALESMAN

Means One Who Not Only Sells Goods but Discovers New Markets—Natural Gift Necessary—Parts That Go to Make Up a Good Salesman in The "Talker" or Other Fields.

In an old edition of Webster's dictionary the definition of the word "salesman" is given as "one who finds a market for the goods of another man." It might be changed to read: "One who finds a market for goods." There is a sermon in this definition. A salesman in the true sense is not merely "one who sells goods," but "one who finds a market for his goods." In any line which has close and untiring competition, the same requisites are necessary to make a man entirely successful in the fullest sense of the word, and this does not mean successful for one trip only, but continually so, his influence and hold on his trade growing as the time of his service lengthens.

A thoroughly successful salesman must necessarily be born with a natural gift for selling goods. On this foundation he must build for himself, by hard work, close application and earnest thought, the structure he wishes to make perfect, and complete it entirely himself by the beautiful decorative work and the harmonious colorings necessary. The walls should be built by having a thorough knowledge of his goods—not to know as much as his competitors, but more—a knowledge of his business that will shine so brilliantly before his trade that they will come to recognize him as an authority in his line—a knowledge that will soon be known so well by the merchants and the clerks of the merchants that they will use him as their referee and await his arrival for his suggestions to decide this point or that.

The partitions in this interesting structure should be used in establishing storerooms to keep intact the knowledge of side lines his house may be interested in, and to draw from quickly when occasion requires, without being humiliated to the extent of saying, "I don't know."

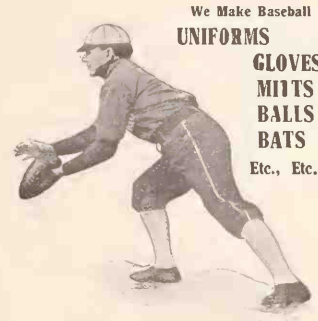
The roof, the protector in time of storms or uncertainty, should be built of character—a character so forceful, so pronounced, that the trade recognize the fact that what you say is true, that you believe it, that your word is absolutely reliable. Character to a successful salesman is what good credit is to a business man, and should be guarded most zealously. It enables him to hold his business when times are dull, as good credit enables a business man to tide over a financial crisis where others fail.

BASEBALL AND ATHLETIC GOODS

BEARING THIS TRADE MARK ARE MADE ON HONOR

We Make Baseball UNIFORMS

GLOVES
MITTS
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.

The windows necessary in this building are the cultivation of tact—the light that permeates the brain and indicates to us when to and when to not—the proper time—the proper place—the words to use—how many are enough—when to stop—who to say this to, and who to say something entirely different to. You would not rent a building without windows, and a man cannot make a success in selling goods without tact, and just as windows have to be cleaned, so tact has to be cultivated continually by thoughtfulness and study, writes Ralph Brown in the Sporting Goods Dealer. Personally, I will say it is the most important requisite in selling goods, and to me has been one that has required the greatest amount of careful thought.

The completion of this superb creation, the decorative work, the harmonious coloring, the finishing touches, are the friendships established, the pleasant smiles, the hearty greetings, the

wholesome stories, the ability to make others happy by your daily contact, the enthusiasm displayed always of your goods, your specialties, your house, your president, your manager, your office boys, the enthusiasm that makes the trade feel that you have the best house, the best goods, the best service and the highest standard of any house in the world.

With the above qualities cultivated to the fullest extent, any man will know how to treat each individual case. He will study his customers' wants, their weak points, and he will take orders—large orders, and more orders, as a matter of course. Can you imagine a complete man built along the above lines entering a store and asking a dealer if he wanted anything, or accepting as final the dealer's statement that he would have an order next trip? No, a salesman is a man "who finds a market for goods"—he is continually loading up his head with new ideas, new knowledge, new illustrations for the benefit of himself and his trade. He is constantly devising new methods of selling goods and not spending his evening hours writing the house why trade is dull.

In conclusion, I want to illustrate how we can, in our daily life, absorb new ideas, new knowledge, and improve our methods little by little, by repeating an incident which made a great impression upon me, and the credit of which belongs to the honored president of a house it was my privilege to be connected with: "Noting over the chemist's table a magnet which hung loaded with a collection of various tools and weights, I asked: 'What is the magnet doing?' 'I am loading it up,' the chemist answered; 'it has been lying on the table doing nothing and losing its power, so now I am giving it something to do, a little more every morning, and it is gaining, it is growing, stronger every day,' and he added a small file to the clump attached to the magnet. 'That's the way,' he added, 'God makes magnates and men. If they loaf around and do nothing, they can't do anything—they lose their force—but give them some work, and they will soon be good for more than you ever dreamed they could do. Magnetic power and muscles are developed by something to do—yes, and so are the brains and souls of men.'"

Did you even on a visit away from home stroll along the street and note the many window displays? Which impressed you the most—the good displays or the poor ones? Be sure that yours does not leave the "dark brown taste."

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

A REVERSAL OF THE OLD STORY.

Case Where the Old-Time Merchant Proved Too Clever for His Up-to-Date and Younger Competitor—An Instance of the Biter Being Bitten.

Stories regarding competition between old-time and newly-established merchants generally end in the triumph of the latter just as novels always end with the hero or heroine on top of the heap. Some business stories are sometimes strongly drawn in order to illustrate a certain point, and it does not hold that even a fair proportion of old-time business men can be beaten out by a youngster. It is therefore pleasing to see the point of the story reversed and the up-to-date merchant outwitted as in the case recently described in *The Saturday Evening Post* as follows:

In a certain county-seat there were two "racket" stores, dealing in notions and novelties, five and ten cent goods, and so forth. The largest and oldest was owned by a shrewd, veteran merchant, while the other, called the Golden Rule Emporium, was conducted by a young man whose general policy was to do others before they did him, as well as after.

The older merchant had certain leaders that he sold at cost all year round, the line being wisely selected with a view to bringing in different classes of people. A two-piece children's suit, for instance, got the trade of half the mothers in that county. The Golden Rule man had been buying those leaders for nearly a year when the older merchant became aware of it.

One morning the latter advertised a sale of oilcloth. During a single hour only a special "family roll" of oilcloth would be sold for ninety-six cents, but not more than two rolls would be sold to any person.

Now oilcloth, as it is known in that locality, comes in twelve-yard rolls, and retails at twenty to twenty-five cents a yard. When the Golden Rule man heard of the special sale he hurried over to the other store every girl who could be spared, with money to buy two rolls. Hiring some boys in addition, he had about a dozen people on hand when the sale began. The veteran not only sold the goods as fast as it was possible to hand them out, but, if anything, seemed to give these pseudo-shoppers preference. In fact, the scheme worked so well that the Golden Rule man, superintending operations from the outside, sent his people in again, and again. Before the hour ended some of them had bought four times.

Then he went back to the store to look over the purchases. There were eighty rolls of the goods, for which he had spent a little more than seventy-five dollars. Retail at twenty-two cents a yard, that morning's work would net him a profit of about one hundred and thirty-five dollars.

But hold! What made those rolls of oilcloth look so slender?

The Golden Rule man measured one, and found it contained only six yards instead of twelve. He measured another, and another. They were all the same length—six yards only. That was the meaning of "special family roll." The public had got six yards of good oilcloth at a decent saving over the ordinary price, while he, instead of making money that morning, had been working like a horse to buy oilcloth at a nice margin over his own wholesale price!

"That wasn't all the scheme, though," says the veteran. "I wanted to stick Golden Rule so bad that he'd make a noise about it. And he did make a noise. He hollered, and hollered, and explained the whole thing to everybody, just as I reckoned he would. And everybody gave him the laugh, just as I calculated!"

THE SCHEDULE MAN.

He Places the Ads in Position and Because He Doesn't Please Many Advertisers His Life Is Full of Suffering and His Reward Will be Great in the Next World.

Just at the close of a strenuous day, as St. Peter was preparing to close the Pearly Gates and go to dinner, he saw approaching a white-haired man, bent of form, and with a sad countenance that betokened an intimate acquaintance with deep grief.

"What dost thou here?" he asked in a kindly voice, as the stranger approached.

"Let me step in and rest, and I will my tale unfold," replied the denizen of earth. "And," he added, in a voice which indicated the fear that had taken possession of him, "I will tell you my story, which will enlighten you as to the grounds upon which I seek rest within thy domain. But be quick; danger treads upon my heels."

St. Peter acquiesced. Barely had the old man stepped within the gates, which closed behind him, when a howling mob appeared without, each seeking to outdo the other in his clamor for an opportunity to get a hearing.

"What didst thou to engender this uprising?"

asked Peter of the stranger. "And what was thine occupation?"

"These are advertising agents, and I scheduled the position of their ads in the *Greatest Paper on Earth*," replied the old man sadly.

"That's what he did," spoke one of the mob. "And, once when I sent his paper an ad occupying a whole inch, he had the audacity to put another man's ad on top of mine. And I had requested 'position' at that."

"Worse treatment gave he me," yelled another. "I advertised a cough medicine, and he placed the ad on the 'sport' page, just as if the people who read sporting news ever had colds." And the tinge of sarcasm in the speaker's words fairly froze St. Peter's blood.

"And my ad he put on the second page, when he knows no one ever reads the second page," chimed in another.

"And mine," chirped a grocer, who advertised direct, "He put alongside another grocer who sells cheap stuff—not half so good as mine."

"He gave me always good position," interrupted another. "But that didn't go with me, because once he had the trade mark tipped up to a 134-millionth of an inch. But," and he laughed in ghoulish glee, "I made him run it over."

"That's what I did to him, too," added another. "He transposed two letters in the word 'the,' and that made the ad valueless. And I made him give me another insertion." The memory of how he had "put it over" the old man convulsed the speaker with merriment.

"And he never put my ad at the top of the page, with reading matter underneath," yelled a big burly fellow from the rear. "Just as if anyone would see an add even set in stud-horse type, if it wasn't at the top of the page."

Still another county to be heard from: "He gave me 12 full positions for which I paid nothing, but the 13th was only alongside reading matter, and I cancelled the contract. I wouldn't patronize a paper that treated its patrons like that."

"And I always demanded city page, and just because a hundred other people were demanding the same thing, I never got it. He should have let me have it, and the Devil take the others," spoke a banker in the rabble.

"But is there no one of you who has a good word for this old man?" asked kindly Peter.

A man with a small voice, as though afraid of his life to speak in that throng, managed to say: "Yes, I always left it to him to do the best he could. When I got better than I was paying for, I wrote and told him so, and thanked him for it. When I got only what I was paying for, I knew the acute difficulties of the make-up prevented my getting better. I never wrote him mean letters. I realized the problems with which he had to contend, and I always left myself in his hands. In ten years I got 100 per cent. more than I paid for."

"Say you," cried St. Peter to the last speaker, "come in here. You and I and the old man will go up and take a front seat. The rest of you fellows can all go to 'Hades.'"—G. S. B. in Editor and Publisher.

SLOT MACHINE'S VARIOUS USES.

The development of the slot machine idea has taken further strides in New York. Many of the big hotels and some of the larger drug stores have now installed slot machine typewriters. For 10 cents and a press of the button you are confronted with a standard typewriter and paper which can be used for half an hour.

WHO IS YOUR HARDEST COMPETITOR?

Your hardest competitor is not the man who undersells you, nor is he the man who underbuys you. But he may do both of these. The competitor you need most to fear is the man who uses brain plus energy plus system to keep things moving all along the line—always. Competition is no longer so much a matter of price as it is a matter of brain.

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

CATALOG HOUSE COMPETITION.

How to Meet It—Some Views Expressed—A Hardware Man Says They Resort to Seconds—Should Manufacturers Who Sell the Regular Trade Sell to Catalog Houses?

A good many merchants in various parts of the country are complaining of catalog house competition.

It is the truth that the big catalog sent out by the great Chicago houses when placed upon the table of the farmer or the dweller in the small hamlet is thumbed over by every member of the family.

The advertisements are enticing and as a result of the allurement set forth in these offers there is a steady stream of dollars going catalog houseward.

That is demonstrated by the enormous annual business conducted by the great mail order houses of Chicago.

Recently a hardware man while discussing catalog house competition with the World remarked: "We must admit that we now view the situation in regard to mail order houses in a far different way than formerly. We do not consider their prospects cause for alarm. To state the situation frankly, we do not think that they will occasion the annoyance and loss of trade to the dealer that he imagines.

"We realize that this statement will naturally meet opposition among the majority of the trade, but, after the experience of our customers, we find that they cannot trace directly a continued loss of business from the source in question. It is very evident to most of the hardware trade that the class of goods sold by catalog houses is not the standard makes. In fact, to enable them to offer "bargains," they resort to seconds and goods which do not find a ready sale through regular channels.

"The result is certainly apparent in transactions of this kind. The customer is dissatisfied and has no redress. With the protection which the leading manufacturer of to-day offers in the way of not selling catalog houses, we, as jobbers, should be in position to sell the trade on equal brands of goods so that the dealer can readily compete; if he will only do his part in advertising and cultivating the trade within his radius.

"Our experience has been that we cannot obtain satisfactory results without effort, and realize that this applies equally as well to the dealer. The consumer naturally prefers to patronize his home merchant rather than advance

money for purchases which may not meet his requirements when delivered.

"With a thorough understanding between dealers, jobbers and manufacturers, the catalog house certainly will have hard competition, even with the parcel post advantage. We do not wish to be misconstrued, and certainly will do all in our power to prevent the missionary work being a success. This possibly would have its reward after a time, and we would advise opposing the measure.

"We suggest that the strongest opposition would be for us to combine and offer inducements, which would more than counteract the enticing propositions of the "bargain" houses. It certainly will be quite expensive for them to further their interest with a large special force which they would naturally require, and it appeals to us that they would not obtain the returns which they anticipate.

"We certainly cannot bar them from soliciting business, and the only way, in our mind, is to confront them with conditions that they will find hard to overcome. We believe fully in united efforts, and feel that with the association, from manufacturer down to the dealer, we have no cause for alarm."

A reader in Texas sends a communication to this publication in which he refers to catalog house competition as follows: "A good way would be for every retailer to send out circular letters to the consumers and by personal conversations with them, explaining what a great expense mail order houses are put to by advertising and sending out such canvassers. Prove to the consumers in such a way that they will understand both sides of this buying proposition. Meet their prices as near as possible, and in order to do this the retailer must buy his goods at the right price."

Another World reader when asked to express his views concerning the mail order situation said: "The mail order house craze has to a very great extent died out in our section; it was at its height about three years ago. Since then it has dwindled, only a few devotees remaining. However, if they flood the country with 'drummers' their business may be partially revived for the reason that the class they play on consider themselves very smart and bomb proof to being 'beat.' They are the easiest victims to a smooth talker—their heads swell up to about twice their normal size when a stranger, one whom they have never seen before, or will never see again, tells them they are paying their local dealer twice as much for goods as they can buy from them, to buy from them and make this great

saving. They can give any kind of a bluff for business, where the local man cannot, and it is a fact that if a local dealer "beats" a customer he (the customer) will use every means within his power to hurt the merchant, and it will be the talk for years to come. But, let the same man get burnt by a catalog house, and his lips are sealed as tightly as though they were glued with liquid glue—you never hear a word about it.

"If these houses put on their force of 'drummers' it will add a very heavy item in their expense account which they will have to cover, with increased profits. For instance a Chicago firm had their 'drummers' at work in our county and the way they burnt their victims was wonderful. As to the expense they paid the 'drummer' \$5 per day and expenses, and the person hauling him \$4 per day and all his expenses which would total \$12 to \$15 per day.

"I believe the most thorough and effective way to combat the new move is for the merchants to get together and address a circular letter to every person in their community, setting forth the facts and meeting their advances as may be required. All merchants should join in this, as all are affected alike. We would like to see a letter that will meet the issue and that all could use."

PAYS TO TAKE SUGGESTIONS.

The man who doesn't want to be told is a bad piece of the business world. The fellow who has pulled the doing of things down to the perfection notch and is unable to see where somebody on the outside can give him a suggestion worth trying on is in a very bad way. When we occasionally run across him we experience a cross between indignation and amusement. The upishness of the mental workings of a man who feels himself so secure in the regulation of affairs under his control that he is incapable of taking kindly or in the spirit of a willingness to learn any suggestions that may be offered to him simply needs the application of a slipper of commensurate size with his anatomy to bring him to a proper realization of the fact that nobody knows so blamed much that he can't learn something else with profit.

We run across men who have managed business in certain lines for years and who have so conformed themselves to their own cut-and-dried ways of doing that they simply won't listen to anything that is proffered to them by other people. The result is that these men are sooner or later worsted and beaten in their lines by those others who have realized that a reasonable suggestion from anyone is worth trying, or at least worth carefully calculating before it is rejected entirely. The exasperating attitude of a man who intimates that he is so completely perfect and satisfied with his ways that he doesn't care to listen to anything different is no less great than that of the man who listens and deliberately ignores as though he had never heard.

None of us has succeeded in getting so complete a hold on what we are doing that we can't make use of something the brain of someone else may evolve, and the sooner we realize that it is worth while to pick up new ideas and use them wherever possible, the surer will be the business results of the satisfactory kind. It isn't often one can afford to be cocksure.

ATTRACTING NOTICE OF SUPERIORS.

The condition precedent for promotion is that the man must first attract notice, says Andrew Carnegie. He must do something unusual, and especially must this be beyond the strict boundary of his duties. He must suggest, or save, or perform some service for his employer which he could not be censured for not having done. When he has attracted the notice of his immediate superior, whether that be only the foreman of a gang, it matters not; the first great step has been taken, for upon his immediate superior promotion depends. How high he climbs is his own affair.

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

VALUE OF SELF CONFIDENCE.

If a Merchant Hasn't Canceled All the Bright Business Ideas He Can Succeed Just as Well by Taking Example from His Fellow Dealers.

The man who thinks he isn't much of a dealer because he fails to evolve from his busy brain every day something entirely new in the way of retailing goods and he who mourns because he can't catch on to the ways of others in that they put forth such brilliant advertisements in comparisons with his, are not so very different than a lot of other people in other walks of life. The trouble is that the most of us see in others a degree of brilliancy worth envying and disparage our own abilities to conceive or promulgate anything that is different than that which great bunches of other people are able to get out. But, Lord bless us, there is nothing new under the sun, and the best of us are common thieves in that we are every day stealing an idea from somebody somewhere and molding it over to suit ourselves. The fact is true; brilliancy and originality doesn't consist so much in thinking out something new as in taking the best that can be found and using it for all it is worth.

We who are able to discriminate between the good and the bad, and so select as to get the most out of everything that is now going and has been going heretofore, are the ones that progress the fastest. The retailer who wracks his brains and discommodates his physical makeup in attempting to put out a brilliant advertisement that shall be so different, doesn't begin to get the results; or do it in as little time as he who sticks his nose into a dozen newspapers and gobbles a bit from this one and another bit from that one and patches together an advertisement that is made of the best wood from a dozen men's heads.

The ability to buy and select for any store is not best bound up in the anatomy of one individual, for the stores that have more than one buyer are the stores that really make the best successes, says the Sporting Goods Dealer. Two heads are better than one at any time and there ought to be a maximum of greatness for commercial purposes in any store when the dozen, or score, or more of heads are put together for the purposes of the store, no matter if some of the heads may have given previous evidence of a tendency toward mutton. The best retailer of to-day frankly admits that he could never have been such but for the brains of his helpers; a great publisher frankly states that his success is not because he conceived and carried out so many plans, but that his helpers cooperated with him and enabled him to get the results: Bacon, the philosopher, said in effect that he had no new ideas. Nobody ever does get out anything exactly new, and the bunches of denominated "discoverers" of this and that thing have obtained their inspiration from the combined thoughts and ideas of perhaps thousands of forerunners.

The retailer in the small city who hears about the great success of another retailer somewhere else, expresses the wish that he had brains enough to evolve good ideas and get similar results. Let's be thankful for the full measure of brains and ability to execute with which nature endowed us and proceed right now to ab-

EFFECTIVE SPORTING GOODS DISPLAY WINDOW.

Exact Size of Panorama 40 in. Long, 30 in. High, 12 in. Deep.



Chicago Sporting Goods Mfg. Co.

(Special to The Talking Machine World.)

Chicago, Ill., June 7, 1909.

The Chicago Sporting Goods Co. not only have a proposition which will enable talking machine dealers to put in a stock of baseball goods at a very small outlay, but will also back them up in every reasonable way and help them in exploiting the line. The cut shown in this connection illustrates a very unique and effective window display, which the company furnishes free of charge to their dealers. It depicts a scene on

sorb and adapt and make use of everything in business that somebody else has done which can be applied to what we are doing or want to do. If we think it is new, then be pleased, but if it is purloined, or gobbled, or kidnapped, or obtained in any other old way, from somebody else and can be made to fetch the results we want it is up to us to use it. Let's do less mourning because we can't "think up" something and more mourning because we can't find something we think somebody else has "thought up." If we use every good idea we run across, we'll be saving more of our own headwork for future possible needs.

THE WAY OF ADVERTISING.

Manufacturer Gets Out Moving Picture Playlets.

A novel method of presenting arguments in favor of his products has just been put into operation by a manufacturer in the Middle West. A motion picture act has been devised with all the care that is given to such performances by the best of the film makers of France and the United States.

The services of a playwright and of actors and actresses were secured, and very soon a playlet was produced with all the dramatic force that has made the motion picture show so popular. Talking machine records were made to accompany these films.

Both these records and the films were sent out to the company's representatives in the various cities, who in turn lent them for gratuitous use to the proprietors of the motion picture

the grounds of the Chicago White Sox, and shows the famous team in the act of boosting their record another notch. The members are all shown by cut-out figures, and as the originals of these figures wear a Ratch Peerless uniform made by the company, the display is particularly pertinent. One of these scenarios placed in a dealer's window is sure to attract the attention of everyone interested in the slightest degree in the national game, and is bound to pull trade into the store.

theaters, who were glad of the opportunity to save the money usually paid for rentals of such materials.

Thus the need of the company's product was emphasized and a unique but effective selling talk was delivered to the public, who paid for the privilege of hearing it. Films are now being made that will simulate a flying machine trip from New York to the factory, with motion views of the various cities en route taken from above and including a trip through the factory departments and showing as a finale one of the machines assembling itself rapidly and mysteriously without the assistance of human hands.

OCCUPYING NEW QUARTERS.

The post card department of the American News Co. moved to the company's new building at 15-19 Park Place last week, and Manager Wm. S. Frazer is rapidly getting things settled in the new quarters, which are more commodious and much better arranged than in the old building on Chambers street.

A. J. REACH CO. EXPANSION.

The A. J. Reach Co., the well known manufacturers of baseball goods at Tulip and Palmer streets, Philadelphia, Pa., have let contracts for a five-story addition to their already large factory. The addition will be 60 x 80 feet.

The motor-cycle is a great seller.

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

THE ELECTROVA CO., 117-125 Cypress Ave., NEW YORK

60 YEARS' EXPERIENCE

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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year: four months, \$1. Sold by all new dealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

Harmony in Business Organizations

HARMONY in business there must be in order to win the best results in this modern industrial maelstrom which men and methods have created.

How many men there are who have not grasped fully the true value of a harmonious organization!

Of having men about them who are in perfect accord with their policies, with their methods and with their products!

Talk about lost opportunities—why, there are opportunities lost daily by business men all over this country.

They are losing opportunities by not drawing their men closer to them.

A short sighted policy has ruined many a business.

Get men together, for many men cannot work when they have no heart for it, even if they are willing to do it.

Frequent conferences for suggestions regarding methods will increase business and will otherwise be helpful.

Most men can produce fair results when trade is prosperous, but when depression sets in, then it is the harmonious organization, which pulls together, that wins.

It helps the business over hard times.

I wonder if the average business man who relies upon others to do his selling for him appreciates the fact that the future prosperity of his store—his success—his future—lies absolutely in the hands of the salesman. For the dealer can advertise and bring crowds to the store, but disgruntled and incompetent salesmen can turn them away with even greater celerity.

Get together in a harmonious organization, if you desire to achieve the best results.

While it is necessary that every great business have an executive head—a deciding power—a planner and a creator—it is also necessary that he be surrounded by a staff which is in harmony with his views, else success is impossible.

No great battles have ever been won save by the support given by the rank and file composing the army.

A general cannot win on the battlefield save through splendid action on the part of his men.

Neither can any man in modern industrial life win without the support of others.

EDWARD LYMAN BILL.

A "Peerless" Summer Line

Money can be made this summer by live piano dealers if they handle and push the Peerless line of instruments.

They are continuous money makers, and for summer resorts, cafes, ice cream parlors, in fact any business of a semi-public nature, the Peerless creations are indispensable.

They are mechanically perfect and made to wear. Musically they are satisfying to the most critical and form a totality of excellences that is convincing.



STYLE D MISSION PEERLESS COIN-OPERATED PIANO.

One of the best sellers in our line is Style D Mission Peerless coin-operated piano, shown herewith. It can be made with plain panels or colored bull's-eye glass with electric lights showing through. The mechanism is the regular Style D and this instrument has had a big sale with cafes, ice cream parlors, etc. By being arranged on this system the piano can be rendered very remunerative.

Special attention is called to the magazine feature, by which from one to twenty nickels can be inserted in the coin chute, and after the playing of the first selection the following nickel starts the next one, and continues until all the nickels in the chute have been used. Then, again, the instrument can be operated by inserting a single coin.

The Peerless can help you to increase your sales and make business.

Why not take up this matter with us?

Peerless Piano Player Co.

(F. Engelhardt & Sons, Prop's)

FACTORIES,
St. Johnsville, N. Y.

Windsor Arcade, 2 East 47th Street, New York