

The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, Dec. 15, 1909



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.

THE PLEASURE
DOUBLED

THE COST
REDUCED



10 inch 65c. **DOUBLE RECORD DISCS** 12 inch \$1.00

Zon-o-phone Records are pre-eminently the BEST that money, brains, and a thorough knowledge of the art of sound recording can produce.

They are justly famous for their remarkably clear, natural tones, absence of scratch and wearing quality.

The greatest care is exercised in combining the selections, each side of the disc presenting the latest and best in popular music or standard compositions.

The price appeals to the masses, the quality to the classes, making them indeed a popular record at a popular price.

A new catalogue of Hebrew Single Side Selections has just been issued. Solos by Mme. Prager, Mr. Juvelier, Master Mirsky, the boy soprano, and other eminent singers. These are undoubtedly the most perfect Hebrew records ever recorded. 10 inch, 50 cents, 12 inch, 75 cents.

Resolve yourself, Mr. Dealer, into a committee of one and investigate these claims. Consider, criticize, compare. ZON-O-PHONE RECORDS will stand the test. A trial will verify all that we say.

Universal Talking Machine Mfg. Co.
Newark, N. J.

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Sacramento.....A. J. Pommer Co., 829 J St.
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St. Paul.....W. J. Dyer & Bro., 31-23 W. 5th St.

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Detroit.....J. E. Schmidt, 336 Gratiot Ave.

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Kansas City...Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.

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Hoboken.....Eclipse Phono. Co., 208 Washington 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. E. Poorman, Jr., 639 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Philadelphia...Harmonia Talking Machine Co., 1321 Arch St.
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

TEXAS

Austin.....Petmecky Company, 411 Main St.
Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 168 Yonge St.
Vancouver, B.C.M. W. Waitt & Co., Ltd., 558 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth....Yarmouth Cycle Co.

The Talking Machine World

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Price Ten Cents

THE "TALKER" AS A TEACHER.

David Bispham Pays a Great Tribute to Sound Reproducing Machines in a Recent Paper—Important in Vocal Education and in the School—His Timely and Excellent Remarks Worthy of the Closest Consideration.

David Bispham, the distinguished operatic and concert baritone and president of the American Music Society, is unquestionably one of the greatest authorities on the interpretation of singing in the country to-day. Writing in the current issue of *The Etude* on this subject he dwells especially on the value of education, culture and experience as an important means toward the ends desired. In this connection he says:

"One should hear a great many singers (artists), actors and speakers. One should read a great many books. One should see a great many beautiful pictures and wonderful buildings. But most of all, one should know and study a great many people and learn of their joys and their sorrows, their successes and their failures, their strength and their weaknesses, their loves and their hates. In all art human life is reflected, and this is particularly true in the case of vocal art. For years, in my youth, I never failed to attend to all of the musical events of consequence in my native city. This was of immense value to me, since it gave me the means of cultivating my own judgment of what was good or bad in singing. Do not fear that you will become blasé. If you have the right spirit every musical event you attend will spur you on.

"You may say that it is expensive to hear great singers, and that you can only attend recitals and the opera occasionally. If this is really the case you still have a means of hearing singers which you should not neglect. I refer to the high-class sound-reproducing machines which have grown to be of such importance in vocal education. The modern records are nothing short of marvelous, and my earnestness in this cause is shown by the fact that I have long advocated the employment of the sound-reproducing machine in the public schools, and have placed the matter before the educational authorities of New York. I earnestly believe that one-half an hour a day should be given to the proper interpretation of musical masterpieces through the medium of the sound-reproducing machine in the class room, and that this half hour would be quite as valuable to the little ones as that devoted to finding out how many ounces of sugar there are in ten and a half barrels. Nothing systematic has yet been arranged for the use of the sound-reproducing machine in the class room, but I earnestly urge the music teachers of this country, who are working for the real musical development of our children, to take this matter up in all seriousness. I can assure them that their efforts will bring them rich dividends in increased interest in musical work of their pupils."

This is entirely in line with the opinions of other eminent vocal teachers in this country, who are to-day using the talking machine as a means of teaching style and interpretation. By this means they have all the great artists of the world at their disposal. They hear them at their best, for it must be remembered that each record made is not the result of haphazard singing, but "the survival of the fittest." In other words, it is the best record of several made—one that pleases and satisfies the singers, hence it is authoritative and immensely valuable to the teacher and the pupil.

David Bispham's words are worthy of consideration by those skeptics who like to sneer at the talking machine and its artistic influence. The attitude of people of this kind is to be pitied,

for no intelligent, progressive mind can to-day ignore the fact that the talking machine, as a medium of reproducing the voices of the great artists of the world, is a factor of tremendous import in stimulating a greater appreciation of music and in bringing joy into the homes of those who are hungry to hear the great musical numbers of the masters sung by the leading singers of the world.

We also trust that Mr. Bispham's suggestion of the employment of the talking machine in the public schools will be taken seriously.

Over a year ago we suggested that dealers should endeavor to bring these machines to the



DAVID BISPHAM.

attention of the school authorities, because we believed that the talking machine is just as effective in promoting a knowledge of good music as is the piano player which is now being utilized by lecturers and music teachers in all the leading colleges of the country. They both have a mission, and can perform it well.

POINTERS ON LANDING PROSPECTS.

Some Good Suggestions by Geo. H. Eberhard Which Are of Interest to Jobbers' Representatives and All Engaged in Building the Business Structure.

There is good meat in a talk to salesmen recently made by G. H. Eberhard, which can be digested with profit by talking machine men. It is his opinion that while, of course, there is always the exception, it is better, as a general rule, to see the prospective customer first. "Particularly when doing introductory work," says Mr. Eberhard, "which is the foundation of our business growth, you should aim to go after the dealer you are not selling first. When you start out fresh in the morning, then is the time to go after the fellow who is not handling our lines. All that you sell him is clear gain. It's easy enough to see your regular trade and friends afterward. The habit of many salesmen is to rush out among the good customers and get their business and then try to land new trade. If you will think it over it is a good deal like working backwards. Should you get a big bunch of business from your regular trade, you are apt to feel satisfied, and, if you don't you will feel disappointed. No salesman can work new trade when he is satisfied, in this sense, or discouraged or disappointed.

"Adding to the business structure every day by lining up new trade and bringing in new business, as well as taking care of the old, is necessary to our progress. When you sell an old customer you should drive home some new item that he is not buying. It's another chance to build the business. Selling to a customer who is satisfied, who likes us and likes our lines, is not salesmanship. Calling on this class of trade is merely to show that we are giving good service and to see that the customer does not get away from us for lack of intelligent attention, and that his business grows by his adding new items to his orders. It is much easier to increase sales on our lines than we are apt to think and the fault is usually with the individual's sales effort,

knowledge of his line or plan of action. It is not the goods we sell, because we can all point to cheerful, satisfied customers on every item, and if a line can boast of this, it is salesmanship that will get us more of the same kind of trade.

"One needn't be a genius to be able to dress a window properly—the necessary requisites, a good bunch of common sense, with an application of your knowledge of business, art and human nature.

"Who makes the goods talk—whoever exhibits the true nature and uses of an article of commerce—whoever correctly and interestingly tells the news about his merchandise—he is the true advertiser.

"The up-to-date salesman reads and studies, just as men in other professions do.

"Method goes far to prevent trouble in business; for it makes the task easy, hinders confusion, saves abundance of time, and instructs those that have business depending, what to do, and what to hope."

HOW CONCERTS HELP TRADE.

Dealers Should Not Overlook This Effective Means of Bringing Their Goods Before New Prospects—Enterprise of Wanamaker's Talking Machine Department Worthy of Emulation By Enterprising Dealers Everywhere.

"Opera News" is the title of a very clever little paper which has been issued by John Wanamaker in Philadelphia and New York. It is devoted to comments upon the current musical and operatic productions, and in this connection it is announced that lecture recitals of the grand operas on the days preceding their rendition are given at Wanamaker's by Jos. M. Rogers, illustrated by the famous grand opera stars on the Victrola with grand organ and piano. On the back page of this sheet appears a list of Victor records given each week and consisting of extracts from the various operas played at the opera houses.

We referred to this plan of publicity last month, and consider it one of the most effective and progressive schemes for concentrating attention on the merits of the talking machine which has yet been conceived. It appeals to a class of purchasers who, unfortunately, have not given as close consideration to the talking machine as they should, and demonstrates clearly that the voices of the great artists can now be heard as effectively in their own homes as in the opera house.

We would like to appeal afresh to dealers all over the country to consider the giving of concerts, no matter on how small a scale. They make friends for the dealer and are most educational in stimulating a knowledge of the wonderful possibilities of the talking machine—and by this we mean all makes—among those musically inclined, who are gradually being made to realize that the talking machine is proving one of the greatest factors which we have to-day in this country in bringing a knowledge of the best in music to the home.

IT OCCURRED IN BOSTON.

In Boston, as everyone knows, the symphony concerts are viewed in the light of sacred ceremonies. In this connection the story is told of two little girls of a certain family who returned from the music hall "in a state of mind." One of them carried an expression of scorn; the other an air of great dejection. "What is the matter, girls?" asked some member of the household. "Was the concert fine?" "The concert was all right," responded Eleanor. "The trouble was with Mary. She disgraced herself." "Disgraced herself!" "Yes, she sneezed in the middle of the symphony."

TRADE ON THE PACIFIC COAST.

Dealers Well Pleased with Talking Machine Business for November—Holiday Buying Already Begun—Better Class of Goods in Demand—Heine Piano Co.'s Fine New Department—Bacigalupi & Sons Get Edison Shipment—Columbia Co. to Remain in Present Quarters—Difficult to Get Sufficient Stock—Featuring Dr. Cook's Record—Other Items.

(Special to The Talking Machine World.)

San Francisco, Nov. 29, 1909.

All the San Francisco talking machine dealers report a further increase of business for the month of November, the retailers being especially gratified with the showing made. Without exception they find a far heavier volume of sales than a year ago, and while it is of course impossible to get any definite figures at this time, the wholesalers say that if the next month holds up anything like as well as that just past, the total sales for the year will be far in excess of anything in former years. The quietness following the Portola festival lasted only a short time, and the season of Christmas buying has begun unusually early. Local retailers have been rushed, and those outside, while they ordered quite liberally early in the season, report that their supplies are already running low.

The class of goods sold on the coast has shown a steady and constant improvement. Victrolas have of course been a tremendous success from the start, and a large inquiry is reported for the more expensive styles of machines produced by the other companies, while machines of a really cheap character find little sale anywhere. A similar observation is made in regard to records. Popular music, etc., is of course still popular, but quality is insisted upon, and the great vogue of expensive machines has caused an enormous increase in the sale of the more expensive opera selections.

Frank Anrys, manager of the Wiley B. Allen Co., says: "Our talking machine department is making very satisfactory progress. We are now all on a common basis in this line, and the amount of business we get depends entirely upon the service we can give, the attractiveness and convenience of our quarters, and similar factors. We believe nobody in the city can surpass us in these particulars, and we accordingly have the highest hopes for the future of this department. It is a new feature, but is becoming known, and the volume of business is growing steadily."

The Hauschildt Music Co. of Oakland, Cal.,

which opened a branch in San Francisco this week, intends to install a fully equipped talking machine department in the store at 51-53 Grant avenue. The stock is not yet on hand, but will be ready early in December, and demonstration rooms are being fitted up on the third floor.

The Heine Piano Co. have fitted up a fine talking machine department in the basement of the new store on Stockton street, near Market, putting in a large stock of Victor goods under the supervision of J. H. Wales. There are four nicely appointed demonstration rooms.

Peter Bacigalupi & Sons have just received a large shipment of Edison goods, of which they were badly in need to fill current orders. They report a heavy demand for Cygnet goods, which keeps them busy shipping, and are also sending out large lots of records. They state, in fact, that business on the entire Edison line is picking up with the approach of the holidays.

C. E. Lyons, from the factory of the National Phonograph Co., passed through from the north recently with samples of the new Amberola machine, which has attracted great interest on the part of local dealers. C. H. Wilson, general manager of the National Phonograph Co., also spent last week in this city, and is now visiting other points on the coast.

W. F. Geary, of Kirk, Geary & Co., of Sacramento, Cal., jobbers of Columbia records in the northern part of the State, is in San Francisco this week.

The Columbia Phonograph Co. have been unable to close a deal for a downtown location on favorable terms, and have finally made arrangements to remain in their present home at Van Ness avenue and O'Farrell street through the winter. The retail department has been rearranged for the sake of greater convenience, and in spite of the distance from the regular retail district of the city, Mr. Scott, the local manager, is having quite a rush of business. The wholesale department, however, will be the main standby, and the sales in this department have shown a most encouraging growth during the past year. This office has been rather short of goods lately, and a large shipment which arrived last week has helped to relieve the situation. Practically all the goods, however, were delivered to the outside agencies. The new Graphonola-Elite has been a subject of general inquiry, and a number have been sent to other branches, leaving only one or two in stock here. While quite a lot of the new four-minute records have come in, the shipments so far have hardly been suffi-

cient to fill the many orders taken in advance.

Mr. Beck, of the retail talking machine department of Kohler & Chase, is now very busy with preparations for getting into the new quarters, which will be occupied in about a week. The department will be located on the fifth floor of the new building, and is being fitted up in most elaborate style, ten rooms being provided for demonstration alone. The regular business is very active at present, and it is expected that with the increased facilities there will be a decided improvement. Kohler & Chase have had notable success with the Cygnet goods, and have taken quite a number of advance orders for the Amberola, which they expect to have in stock shortly.

Mr. Jones of the Pacific Phonograph Co. is also working on preparations to get into the new quarters, but will probably not attempt to move the wholesale stock until the end of the month, as with the present rush of business there is too much other work to be done. The company are keeping their stock of Edison goods complete in every way, and have found this policy a great help in the development of their trade.

Sherman, Clay & Co. have quite a distinctive talking machine display in their window this week. The feature is the record of Dr. Cook's narration of his North Pole experiences, and the display shows a full-size figure representing Dr. Cook, with a realistic arrangement of polar bears, icebergs, etc., giving the window quite a Christmas appearance.

The Wiley B. Allen Co. are also making a special display of the Dr. Cook records.

Sherman, Clay & Co. report increasing sales of the Victrola all the time. They are giving this machine some extensive advertising in this city at present, and expect a very heavy demand during December.

Adams & Shinn have bought out the talking machine store of Wauschope Bros. at Lodi, Cal. The business will be conducted under the name of the Lodi Music Co., both Victor and Edison goods being carried.

WULSCHNER-STEWART CO. OPENING.

Well-Known Indianapolis Music House Entertains Thousands of Visitors on Interesting Occasion—Arrangement of the New Quarters.

The formal opening of the new establishment of the Wulschner-Stewart Music Co. at 229-231 Pennsylvania street, Indianapolis, Ind., was held on November 24 and was a decidedly interesting event, judging from the thousands who attended. Orchestral concerts were given in the morning, afternoon and evening, by prominent local musicians, and souvenirs were presented to all visitors. The entire building was elaborately decorated for the occasion.

The new store is one of the handsomest music houses in the Middle West, and elicits words of commendation and surprise from those competent to judge.

Phonographs are displayed in the commodious basement, which is divided into a number of cozy salesrooms; the main floor is given over to sheet music, small instruments, etc., with the offices in a mezzanine at the rear. The three upper floors are occupied by salesrooms for pianos and player-pianos.

LEASE NEW QUARTERS.

Daynes-Beebe Music Co., Salt Lake City, to Have More Commodious and Handsome Store—Columbia Jobbers.

The new Daynes-Beebe Music Co., Salt Lake City, Utah, have leased elaborate quarters at 45 South Main street, where they will occupy over twelve thousand square feet of floor space. Plans have been completed for an entire new front, as well as a handsome main show room and separate soundproof parlors for demonstrating talking machines and pianos. They are exclusive Columbia jobbers.

YOU GET IT ALL FROM US

Quality, Service, Satisfaction and Success

Send your Victor and Edison orders to the "House of Quality." All orders for records, both Victor and Edison, are being filled with records of the most improved recording now leaving the factory. This is important to you.

Our dealers say that we pack goods with more care, ship more promptly and fill orders more completely than jobbers who sell talking machines as a side line. Send your orders to the "House of Perfect Service." It costs no more.

The man who hasn't made an error is dead, and those who say they never make one will die soon. We admit making an error occasionally but we are just as quick to rectify it as we are to acknowledge your remittances. That is Satisfaction.

If you will send your orders for Victor and Edison to us you will not only be on a par with your successful competitor, but you will stick out from the bunch like a large wart on a small pickle.

Eastern Talking Machine Co.
177 TREMONT ST. BOSTON, MASS.



Victor Red Seal Records

Every Victor dealer owes it to the future of his business to push the sale of Red Seal Records.

Among the most successful Victor dealers to-day are those who have constantly kept "grand opera" in front of their customers—by giving frequent concerts—by circularizing—and by providing attractive and appropriate exhibition rooms for the Victor.

These dealers have become enthusiastic on the subject of grand opera, and they have made enthusiasts of their customers.

A Red Seal customer is one of your best advertisements—he gets his friends interested in the Victor—creates a number of opportunities for you that are sure to bring new sales if you follow them up. Most Red Seal customers are liberal buyers; they come in regularly for new records; and their interest increases with every new record they buy.

You know the profits in Red Seal Records. And you know that other dealers have "come up" from a small beginning by recognizing the great value of the Red Seal idea.

Why don't you make a feature of Red Seal Records and put your business on a bigger paying basis?

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

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

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

MILWAUKEE'S BUDGET OF NEWS.

Holiday Business Now in Full Blast and Dealers Pleased with Results—Various Stores Decorated for the Season—Hoeffler Manufacturing Co.'s Handsome Exhibit—Eicholz & Schefft Succeed Simon Goerke—Awaiting the First Amberolas—Gimbel Talking Machine Department Opened—News of the Travelers—Dealers in Janesville, Wis., Worried—Edison Business Phonograph in College—Other Items of General Interest.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 8, 1909.

The holiday business in the Milwaukee talking machine field, in both retail and wholesale lines, is now in full blast and the prediction is made by leading dealers that trade will be double that of a year ago. Sales are not only larger and more frequent, but demand is much stronger for the higher class machines. Take it all in all, dealers are highly satisfied with conditions and predictions are being made that business, even after the holidays, will continue to be of the best.

The biggest boom is being felt in retail lines of course. People seem to once more have plenty of money and are showing a decided inclination to spend a good share of their holiday allowance for talking machines and records. Dealers expect an exceptional holiday trade this year, following a general resumption in all business lines and from the fact that holiday sales for the past two years were not up to the normal. While wholesale trade is very good, there is not the perceptible increase here as in the retail field, due to the fact that dealers all over the State have been replenishing their stocks for many weeks in anticipation of a lively trade at this time.

Milwaukee dealers have their stores in gala day attire for the holiday season and several innovations in the way of window displays have made their appearance. One of the most interesting of these is an attractive exhibit of Victor

and Edison machines at the Hoeffler Manufacturing Co. here a real live "Santa Claus" attracts the attention of Christmas shoppers, calling their attention to the big showing of machines and record hits.

Simon Goerke, the well known dealer at 839 Third street, has sold his stock and business to George Eicholz and Charles H. Schefft, who will conduct the business at the same location under the firm name of Eicholz & Schefft. George Eicholz is the proprietor of a talking machine store on Fond du Lac avenue, while Mr. Schefft is secretary of the Ross, Schefft, Weinman Piano Co., well known piano dealers at 422 Broadway, representatives of the Hazelton, Behning, Mehlin and other leading lines. Oscar Schefft, son of Mr. Schefft, will have charge of the newly purchased store.

The Amberola, the new cabinet Edison, is being anxiously awaited by Milwaukee dealers. It was expected that the machine would make its appearance promptly at the opening of December and dealers placed their orders for the machine accordingly. Judging from the interest already evinced in the machine, it will be a big seller in the Christmas trade.

William P. Hope, traveling representative of the National Phonograph Co. in Wisconsin and Upper Michigan territory, has just left Milwaukee for an extended trip in southern Wisconsin.

Temporary quarters have been opened at the Gimbel Bros. department store for the new talking machine department which was installed some time ago. A complete line of Victor machines, records and appliances are being displayed for the holiday trade under the general supervision of E. S. Bridge, manager of the piano department of the store. Architect John Henge, Jr., has been instructed to prepare plans for \$2,000 worth of alterations on the second floor of the big store where the elaborate talking machine department will be installed permanently. It will not be possible for the new department to be installed in the new quarters before the holidays, but it is

expected that it will be ready soon after the opening of the new year.

William Schmidt, traveling salesman in Wisconsin for the Victor Co., has resigned to become general wholesale manager for Lawrence McGreal. A successor to Mr. Schmidt has not as yet been chosen. In accepting the position with Mr. McGreal, Mr. Schmidt returns to the field which he left some months ago to go on the road.

Some big sales of the Edison Business Phonographs were made this month to leading manufacturing plants of Milwaukee by J. H. Becker, Jr., manager of the talking machine department of the Hoeffler Mfg. Co. The Cutler-Hammer Co., manufacturers of electrical apparatus, and the H. W. Johns-Manville Co., asbestos goods manufacturers, have each installed a large number of machines and are especially well satisfied with results.

"One of the best and wisest things that the Victor company ever did was to place on the market the Victor light opera selections," said several local dealers to The World correspondent. "It is astonishing to note the interest that the public is taking in these records and it goes without saying that sales of records of all the big opera hits are especially heavy."

Roy Keith of The Talking Machine Co. of Chicago, and H. Gibbs of the Rudolph Wurlitzer Co. of Chicago, were recent Milwaukee visitors.

The De Luxe model Grafonola and the "Elite" model Grafonola, the latter the first hornless machine to be placed on the market at \$100, have arrived at the Milwaukee establishment of the Columbia company and are creating no end of interest. Manager A. G. Kunde and his capable wife report an excellent business in the Columbia line. The Columbia store has been meeting with an especially fine sale of the new four-minute indestructible cylinder records.

E. C. Plume, western wholesale manager of the Columbia Talking Machine Co., with headquarters at Chicago, recently called upon the Milwaukee Columbia branch.

Paulis Bros. at Manitowoc, Wis., have purchased the entire talking machine stock of A. Rummelie and are now displaying the most complete line of Victor and Edison machines in the city.

W. J. Augustin, the talking machine dealer of Fond du Lac, Wis., has opened his new branch store at Oshkosh, Wis., a move which he has contemplated for some time. The new branch store is in charge of G. R. Wolf of Milwaukee, an experienced talking machine salesman.

Talking machine dealers at Janesville, Wis., are much concerned over the report that professional and business men of that city are preparing a petition to the Common Council calling for the abolition of the talking machine at the five and ten-cent theaters in that city. It seems that business men located near the theatres cannot become accustomed to the talking machine "barkers" and they have declared them to be nuisances and a menace to the nervous system. The business men say that they would not object to the use of a music box by the theatres but that they have declared everlasting war against the talking machine.

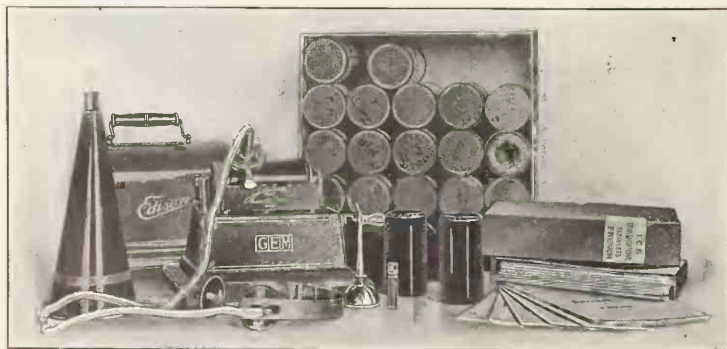
The "4 C" business college at Madison, Wis., is meeting with great success in the use of the Edison business phonograph. The machine is being used extensively in the shorthand department where fifteen students take dictation from it at the same time.

COLUMBIA FACTORY RUNNING NIGHTS.

All the departments of the Columbia Co.'s big plant at Bridgeport, Conn., are now working day and night up to nine o'clock. Bridgeport has often been called the industrial capital of Connecticut, and the Columbia Phonograph Co.'s factories constitute one of Bridgeport's busiest institutions.

If some salesmen would sell as many goods in the merchants' stores as they do in the hotel lobby, more would be making \$10,000 per year.

The New I. C. S. \$35 Language Outfit



One firm has ordered 300 outfits. Another firm sold outfits 24 hours after their receipt. They are ordering them all along the line wherever the outfits are shown. Why? Because they are sellers; they are profit makers; and they cater to a field that will quickly appreciate and purchase them. This outfit provides the very best method for teaching foreign languages in the world; a method that is indorsed by professors of the leading colleges and by the French, German, and Spanish Embassies at Washington. It teaches French, German, Spanish, and Italian to English-speaking people and teaches English to foreigners. The I. C. S. Outfit consists of an Edison Gem Phonograph made especially for language work, small horn, head-band hearing tube, oil can, and 25 conversational records teaching pronunciation that is guaranteed to be absolutely correct with native intonation and inflection. Accompanying these conversational records, there are pamphlet instruction papers teaching the theory of the language. Not only is this the most complete and by far the best language outfit on the market, but it is the cheapest as it sells for only \$35. If you are alive to your best business interests, you will write today for further particulars—for the sake of increased business write us today.

International Correspondence Schools
BOX 918, SCRANTON, PA.

LIVE HOLIDAY ADVERTISING.

Placed in New York Newspapers by National Phonograph Co.—Some of the Convincing Reading Matter—The Phonograph as an Educator—Dealers Should Profit by the Publicity and do Their Share at Once.

The Christmas advertising of the National Phonograph Co. in the New York evening papers is attracting a great deal of attention, not merely from the trade, but from all those who are interested in progressive publicity.

In the New York Evening Journal and The World recently they had strong announcements in the form of editorials with side captions which occupied the full depth of the page, three columns wide. The text was instructive and interesting and formed a strong argument for the phonograph from educational, musical and amusement viewpoints. We reproduce the text herewith, so as to give an idea of the kind of work the National Phonograph Co. are doing in New York to stimulate trade for their dealers:

Your Children and Their Musical Education.

Although New York City offers greater advantages in the way of a musical education than any other city in the world, and although every mother and father recognizes the importance of a certain knowledge of music in the development of a child's character, the great spectre of expense handicaps the children of New York City in gaining even a slight knowledge of good music.

"In Italy and Germany, everybody sings from childhood. Music is cheap over there, and people of all classes are familiar with the airs from the great operas. And it is a notable fact that some of the greatest singers of these countries have risen from the humblest circumstances. For instance, Campanini, the great Italian tenor, was discovered singing at his blacksmith's forge. Madame Schuman-Heink, the greatest Wagnerian mezzo-soprano of all time, was of humble birth. American Musicians Greatest in the World.

"Yet the great success of Mary Garden, Madame Nordica, Riccardo Martini, Alfred Spalding, the violinist, and Fanny Bloomfield-Zelsler, the pianist, proves that Europe has no copyright on genius—that American musicians rank as the equal, if not the superior, of those of all other countries.

Your son or your daughter may have the making of the greatest musical genius of the age. The sparks of genius may burn just as brightly in your own child as in Mary Garden or Riccardo Martin. You do not know—you cannot know until his or her musical appreciation has been brought out by instruction.

The Importance of Hearing Good Music.

"By instruction and musical education is not meant simply taking lessons and practicing. The important part is to hear and know good music. The fact is illustrated in the following story: A young girl went to Anton Rubinstein, the great composer, for advice regarding her musical education. She had \$100. Rubinstein advised: "Put \$10 into music lessons—put the other \$90 into hearing all the best music of the opera, concerts and oratorios that you can."

"You may not be able to give your children a technical musical education, and there is no reason that you should before they have shown sufficient musical talent to warrant it. But you should not withhold from them the advantages of hearing the best music that the Metropolitan and Manhattan Opera Houses afford—especially as this part of their musical education is nine times as important as the technical part, and when these advantages are within your reach, and well within your means, no matter what your circumstances.

There Is No Excuse for Any Home Being Without a Phonograph.

"The Edison Phonograph brings to your home the best music, played and sung by the greatest musicians of the age. And it brings to you and your children a knowledge and appreciation

of good music, which is the foundation of musical training. There is no excuse for your home being without an Edison phonograph when you consider that you can have an Edison phonograph at your own price—anywhere from \$12.50 to \$125—and on your own terms.

"There are Edison phonograph dealers all over Greater New York—go in and hear the Edison to-day. And take the children with you. If you don't know where your nearest Edison dealer is, write and ask the National Phonograph Co., 142 Lakeside avenue, Orange, N. J. If there isn't an Edison dealer just around the corner from you, there is one within a five-cent trolley ride.

"There should be an Edison phonograph in your home now—for your children's sake. There is no excuse for being without one."

Of course, the above announcement naturally suffers for lack of display, but the reader can get an excellent idea of how important and valuable is this campaign in stimulating interest in the phonograph.

It is really up to the dealers to take advantage of this work and make themselves known, so that the public will know where Edison phonographs can be purchased in New York. The dealers must not leave all the work to the manufacturers. They must do their share. It is through co-operation that success can be achieved, not merely this holiday season, but at all times.

BETTER THAN THE "SWEAR ROOM."

Editor Swears Into Phonograph and Realizes the Enormity of His Crime and Reforms.

(Special to The Talking Machine World.) Indianapolis, Dec. 3, 1909.

Some men can smother their feelings when things go wrong with them, but not so with James H. Adams, a Vincennes newspaper man. He likes to do things "up brown," when he does

them at all, and so with the "cussing" Adams was in town the other day, and one of his friends heard from him his own story of how he spent half a day unloading himself into a phonograph.

It was all after the last State campaign. He was among the most hearty of the Watson supporters. He was for Watson through and through, and when Watson was defeated he simply couldn't believe it. It made him so mad that for a day and a night he "brooded." It was on the second day that he took his spite out on the phonograph. He uses one at his office to dictate letters into. He took this home, locked himself in his room and began. He used nine records telling the phonograph what he thought of the political situation.

Then he listened to the instrument reel off the talk to him. He sort of liked it; and still it seemed to him there was something the matter. So he turned and dictated a statement into the machine, promising never to lose his temper again and never to say so much as a "cuss" word again as long as he lived.

FRANK SCHILLING GETS COLUMBIA LINE.

The Columbia line has been placed with Frank Schilling, the leading piano dealer of Oswego, N. Y. He placed a substantial initial order for immediate delivery. The goods have been forwarded, and Mr. Schilling promises to be one of the representative dealers of the Columbia Phonograph Co., General, in western New York.

Beginning with the January, 1910, edition, the size of page of the Victor record catalog will be increased to 5x7 1-4 inches, which is practically double the present size. The Victor Co. state that this enlarged page will enable them to materially increase the size of the type and pictures and to better arrange the listing of the records.

YOU MUST ACT QUICK AS LIGHTNING!

"3-IN-ONE" PRICES ADVANCE JAN. 1!

December is the last and only month you'll ever be able to get "3-in-One" at the old (the present) prices!

If you're as wise as hundreds of other good retailers have been during the last month, you'll order a big "3-in-One" supply for 1910 immediately!

Remember you can SELL HALF AGAIN AS MUCH "3-IN-ONE" IN 1910 AS YOU SOLD IN 1909!

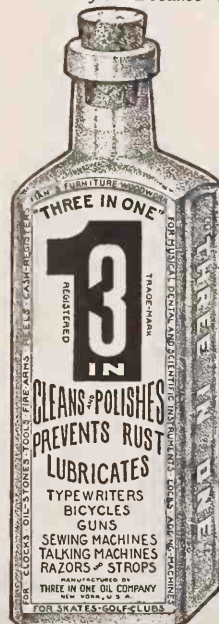
Why?—Because we have greatly increased our newspaper, magazine, billboard and circular advertising—because our unique plan of putting a generous "3-in-One" sample right into your prospective customers' hands will bring them through your front door with the money for bottle of "3-in-One" and then still more. We will sweep your counters clear of "3-in-One" in a hurry. We will sweep big, fat, EXTRA profits into your pockets, IF YOU STOCK UP NOW AT THE "OLD PRICES."

"3-in-One" is the fastest selling oil on the market—and the best oil, too. It's the only oil that lubricates, cleans and polishes and prevents rust. Has a hundred uses in every home, office, or factory. Needed by a hundred people where any other oil is needed by one.

Close manufacturing margin and heavily increasing manufacturing costs compel us to raise the price. We've given you ample notice. This is the last call.

Don't Forget.—Not an order at present prices will be accepted after Jan. 1, 1910. Jobbers in all lines are fully informed about the new prices and will maintain them.

3-IN-ONE OIL COMPANY
42 Broadway NEW YORK





EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: GEO. B. KELLER, W. T. DYKES,
L. E. BOWERS, B. BRITAIN WILSON, A. J. NICKLIN,
AUGUST J. TIMPE, R. W. SIMMONS.

Boston Office: ERNEST L. WAITT, 69 Summer St.

Chicago Office: E. P. VAN HURLINGEN, 156 Wabash Ave.

Philadelphia: Minneapolis and St. Paul:

R. W. KAUFFMAN.

ADOLF EDSTEN.

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Cleveland: G. F. PARSCOTT.

Cincinnati: BERNARD C. BOWEN.

London, England, Office:

69 Basinghall St., E. C. W. LIONEL STRUDY, Manager.

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ADVERTISEMENTS, \$2.00 per inch, single column, per insertion. On quarterly or yearly contracts a special discount is allowed. Advertising Pages, \$60.00; special position, \$75.00.

REMITTANCES, should be made payable to Edward Lyman Bill by check or Post Office Order.

IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

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

NEW YORK, DECEMBER 15, 1909.

BEFORE another issue of The Talking Machine World shall have appeared the curtain will have fallen upon 1909, a year which has been vastly superior to its immediate predecessor.

And yet through it all trade has been somewhat fitful.

Sometimes it has been surprisingly good, and then, without apparent cause or reason, the business springs apparently dried up so that no life was discoverable.

Then, again, they burst forth with geysir-like activity without the slightest warning.

It has been a fitful year, and there are still a few good days left in which to help bring up the average for December, and December is a month which is going to be particularly good in business circles, with its glad profit and inspiring hustle.

It is a season of activity and rush, and, quite naturally, there is a big influx of business and money, and it is those factors that make the merchant's prospects pleasant and gives him an incentive to continue definite plans.

It gives the salesman—that faithful army who are to execute the planned manoeuvres—a spur, and the wiser salesman—may their tribe increase—always do their best, anyhow, because it is the way to self-improvement and fits for higher place and higher pay.

There are some, however, who are apt to lie back in the harness when the pull is heavy and give themselves over to that tired feeling.

Now it is right here where a nice heart-to-heart talk in open meeting may do good, and yet will be doubly effective if the heads of the retail establishments themselves enter into the discussions.

1909 HAS been marked by continued legal strife in the talking machine domain, and thousands of dollars have

been used up in legal battles in this trade which might have been saved for their owners.

More than one-half million of money has been given to operate the legal machinery and untold thousands in energy and time have been expended in consultation with lawyers in discussing the pros and cons of cases.

There is no industry, so far as we know, and we have the acquaintance of a few, which can compare with the talking machine trade for legal encounters.

It is a young industry, and since its inception it has been one constant long-drawn-out legal battle, and the end is not yet.

The talking machine men have been good plucky fighters, and they have not hesitated to draw heavily upon their financial resources to defend what they have considered to be a right position.

That is good—it is the right kind of spirit, but at the same time one sometimes cannot help thinking how much would have been saved had there been some sort of adjustment so that we could have coaxed down the dove of peace upon the embattled scene?

The dove at times would have found trouble in finding a landing place.

THE Christmas spirit is abroad in the land and there is liberal purchasing in all lines.

Even the great cities of the East which have been in a state of somnolence, so far as retail trade is concerned, for the past few weeks have taken on surprising activity.

It is estimated that more goods will be purchased during the holiday season of 1909 than in any previous year in American history.

By this we do not mean to say that all trades will attain a record-breaking position, for they will not.

We know of some industries that will not reach the point gained in 1907.

We know of others that will far exceed it, but, taking the country as a whole, it may be safely estimated that more goods will be sold during the holiday season than in any previous year since Columbus traded beads with the Indians.

Our reports from the central cities of the West show that the talking machine men there are enjoying a magnificent business, particular emphasis being placed on the higher-priced machines.

Trade in this special field is improving in the eastern part of the country, and everywhere the spirit of Yuletide is made manifest in liberal purchases.

DURING the past year The Talking Machine World has made steady advance, and it has a host of friends in every part of the world with whom it is in close and regular contact.

We are in constant receipt of communications praising the policy of this paper and conceding its usefulness.

We cannot, of course, print the hundreds of letters which we have received from men who believe in The World and look upon it as a helpful force to their business, but it may not be deemed evidence of weakness on our part if we reproduce two or three excerpts showing how The World is appreciated in various sections.

In a lengthy communication, Edward Borgum, general traveling representative for the Eilers Music Co., of Portland, says: "I have traveled extensively on the Pacific Coast and have found

that all the successful dealers are readers of The World."

That is a point worthy of consideration.

R. T. Rhine, western representative of the Columbia Phonograph Co., Lincoln, Neb., says: "I believe The Talking Machine World is the best trade paper in existence to-day, and it should be read and appreciated by every talking machine dealer in the United States, for it not only furnishes valuable information, relative to patents, but every salesman will find just what he is looking for to help close that big deal he is so anxious about."

Then, across the water, Thomas Edens Osborne, one of the most progressive jobbers in Ireland, writes: "Your publication is indispensable. I use the word indispensable advisedly, for I do not feel there is any up-to-date dealer or jobber in the talking machine industry who does not look upon The Talking Machine World as a journal from which he will obtain probably more useful hints for the successful conduct of his business than all other periodicals connected with the talking machine trade."

We have hundreds of letters on file written in a similar vein, and in quoting the above we wish our many friends to know how deeply we appreciate their kindly sentiments.

It encourages us to hold to the lines which we laid down—it is gratifying, indeed, because it shows plainly that we have created what we started out to build—a helpful, instructive, elevating journal for the industry, and without the support and encouragement of our friends we should fail absolutely.

We need them, and when they say that they need us, it certainly sounds good, and to all of our friends in every part of the earth we wish a Christmas full of joy and cheer—chock full of business health and happiness, and a New Year which will bring still brighter and better things.

WHEN talking machines are sold on an instalment basis care should be exercised at all times in training purchasers so that they will meet their payments promptly.

It is certain if a customer feels that indifference is manifested towards him by the merchant from whom he makes a purchase he will very readily allow the regular instalment periods to swing by without a call at the wareroom to make his payment.

There is nothing like a perfect system which enables the merchant to rely with accuracy upon a certain amount of instalment money each month. He knows where he stands at all times.

The man who insists upon prompt payments on the part of his customers is viewed by the manufacturers who sell him as a safe and sound business man.

In order to make good collections it is not necessary to be offensive to customers, but a fixed policy in the collection department is certainly one of the best features which a business can incorporate in its working system.

Good collections invariably mean a good business and the man who compels his customers to live up to their obligations is adopting plans which will very materially ease for him the wearing strain of business.

Good collections mean a good bank account, and that's a mighty convenient asset to have.

There is no department of the business which requires closer scrutiny and consideration than that of collections—if a business is to succeed.

WHERE IGNORANCE IS BLISS.

Hazy Ideas of Daily Paper Writers Regarding the Talking Machine of To-day—One Paper Condemns Talker as Adjunct to Church Services in Manner That Betrays Pure Ignorance—Has Already Won a Place in Sacred Work—Dealers Should Make Subject Clear to Editors in Their Own Cities.

That there are still some editors and writers connected with the daily papers who have hazy ideas about the present-day talking machine is clearly evident from the remarks which come under our notice from time to time. For instance, discussing the progress of the talking machine editorially in a Western paper recently, the writer says:

"It has been suggested that the talking machine may be used also for public prayers, or for soloists in the church choir, and finally act as a substitute for the whole religious service. Think of a combination of diaphragms and revolving cylinders taking the place of sermon, hymns and players! The proposition sounds almost uncanny. There is something almost sacrilegiously suggestive about it. Is this the proper thing to be used in the worship of God? It is hard to resist the belief that a man who is converted under the influence of one of these screeching, sputtering machines had a mighty little soul to commence with. The talking machine might be used as a substitute for campaign speakers, for much of the stuff they tell the voter couldn't be worse; but when it comes to religious worship—but why say more to anyone who has ever been tortured by one of these public nuisances?"

This is the veriest kind of rot. The writer doesn't know what he is talking about, for if he made inquiries he would know that in hundreds of churches to-day the talking machine is utilized to good purpose. Instead of "torturing," or "debasement," it is elevating the human mind. As a matter of fact, there cannot be a comparison between the efforts of a lot of amateurs in the church choir and the magnificent singing of a sacred song, or hymn, by one of our great singers, through the medium of the talking machine. And, when accompanied by some musical instrument, either the organ, piano or strings, it is still more effective.

Talking machines are being employed to-day to supply music both instrumentally and vocally in a number of churches, and the congregations and ministers speak highly of them. Only last week we had the pleasure of conversing with the minister of a church in New York, who has used the Victor Victrola in his church services for over a year past. He, as well as his parishioners, are most enthusiastic over the splendid effects obtainable. By this means many famous artists are heard in vocal solos between the regular choral services of the church.

Contrary to the opinion of the editor above referred to, we hold that the talking machine is a proper thing to be used in the worship of God. We would much prefer to hear a good singer through the medium of the talking machine than to hear the efforts of so many ambitious amateurs in the choir loft. The former gives pleasure; the latter often inflicts torture.

As a substitute for the minister the talking machine has also been employed to good purpose in the church. There are several cases on record where ministers, having been confined to their homes through illness, have made records of their sermons and had them delivered in the church. One minister in Sullivan County, New York, whose parish extends for thirty miles, has been able on off Sundays to send records of his sermons to his parishioners in outlying districts, and in this way he has provided spiritual aid and help every Sunday during the year, where formerly he was only able to visit the country churches personally every third or fourth Sunday. So it will be seen that in the religious sphere, as in that of amusement, the talking machine has a *raison d'être*.

This kind of balderdash—maligning and underestimating the talking machine—which we read of from time to time in the daily papers, is becoming tiresome, and it would be hardly worthy of serious consideration were it not that comments of this nature have a tendency to misinform and mislead the public.

As we said last month, dealers should make it a point that whenever comments of this character appear to educate the editor or writer by inviting him to their store and demonstrate the remarkable development and merits of the modern talking machine for his benefit. Thus they can make him "eat the leek," as the Bard of Avon puts it.

GIVE EXCELLENT PUBLICITY.

Grinnell Bros., Detroit, Fit Up "Victrola Hall" and Give Noon Hour Concert Daily.

(Special to The Talking Machine World.)
Detroit, Mich., Dec. 6, 1909.

Grinnell Bros. have adopted a unique method to advertise the Victrola. They have fitted up a hall in the basement of their store that they have named "Victrola," and every noon between the hours of 11.30 and 1.30 o'clock they give a concert for the benefit of those desiring to hear good music. The hall is the best arranged of any similar place between New York and Chicago, the management of Grinnell Bros. say, and every effort is made by those in charge of the Victrola entertainment to give the audience a first-class concert every day.

Talking machine stores have not enjoyed as large a business this fall as other lines in the music field.

"Our wholesale business has been unusually good all fall, but our retail business up to a week ago has been poor," says K. M. Johns, the local manager of the Columbia Phonograph Co.

"Last week the retail business began picking up, and it now looks as though we were going to have our usual holiday rush. We have on exhibition two new styles of the Grafonolas, and we expect the third style any day now."

SOUSA RENEWS CONTRACT

With Victor Talking Machine Co. for the Making of Disc Records.

John Philip Sousa, whose band for the last nine years has made records exclusively for the Victor Talking Machine Co., has just re-



JOHN PHILIP SOUSA.

newed the agreement giving the Victor Co. the exclusive services of Sousa's Band for making disc records. Sousa's band records have always enjoyed large sales, and both parties to the agreement are to be congratulated on its renewal.

ONLY TWO WEEKS UNTIL CHRISTMAS

EDISON

Standard

Talking Machine Co.

Pittsburg, Pa.

Send Us Your Rush Orders We Can Ship At Once

VICTROLAS

Victor \$10.00 Machines	Victor \$32.50 Machines
Victor \$17.50 Machines	Victor \$40.00 Machines
Victor \$25.00 Machines	Victor \$50.00 Machines
Victor \$60.00 Machines	

EVERY VICTOR RECORD IN CATALOGUE

Edison Gem Machines

Edison Fireside Machines	Edison Home Machines
Edison Standard Machines	Edison Triumph Machines

EVERY EDISON RECORD IN CATALOGUE

Standard

Talking Machine Co.

Pittsburg, Pa.

EDISON

ONLY TWO WEEKS UNTIL CHRISTMAS

Amberola

*The
Newest
Edison*



A beautiful piece of furniture, a wonderful musical instrument—a Phonograph with the horn built in as a part of the cabinet.

Many a good sale has been lost by offering the customer something that cost less than he wanted to spend—by simply not giving him credit for wanting to buy the best.

The Amberola takes care of this class of customers for you—and besides its presence in your stores raises the standard of your stock in the appreciation of *all* your prospective customers.

As a Record “salesman” you’ll find the Amberola the best investment you ever made.

Write your jobber to-day.

National Phonograph Company, 59 Lakeside Ave., Orange, N. J.

What SLEZAK Means to You

We are featuring Slezak in all our double page magazine advertising, and in the 416 newspapers, in which we are advertising, throughout the United States, reaching 55,000,000 people—your own prospects and customers—and stirring up bigger interest in Grand Opera than has ever been shown before.

Many dealers look upon Grand Opera as the slow end of the business. Some dealers are stocked up with Grand Opera Records that they can't unload. That is just what these new Slezak Records are going to take care of. And not *only* that—they are going to raise the standard of musical appreciation so that in boosting your sales on these higher priced records they will make your business more profitable than ever before.

Among the other great Grand Opera singers, who have sung and are singing for the Edison, are Constantino, the Spanish tenor; Riccardo Martin, the great American tenor; Antonio Scotti, the famous baritone; Mme. Rappold, the Wagnerian soprano; Blanche Arral, the coloratura soprano, and Mme. Agostinelli.

We are certainly doing our part in this big Grand Opera campaign—and it's largely in your interest. We hope that you'll do your part. Order Slezak Records from your jobber to-day.

National Phonograph Company, 59 Lakeside Avenue, Orange, N. J.

WITH THE CLEVELAND TRADE.

Business Much Improved Over Past Couple of Years and Dealers Consequently Pleased—Demand for Higher Priced Outfits—Personal Notes of Interest—Business Outfits for Railroad Offices—What Dealers Have Report.

(Special to The Talking Machine World.)

Cleveland, O., Dec. 9, 1909.

There is a marked contrast between the conditions prevailing at present and those which obtained one and two years ago. While business has been less active than was expected, owing to unseasonable weather, most of the talking machine dealers express themselves very well satisfied, and all expect a good holiday trade.

Improvement in the retail trade is reflected in the wholesale business, which has been increasing steadily during the month, and jobbers have in some instances been unable to meet the demand, especially for the latest models of machines, as well as for some of the more popular records.

Demand is more marked for the higher priced machines and records, showing a growing partiality for grand opera music obtainable at will by the affluent. The return to the normal stage in the general industries of all kinds is replenishing the pockets of the industrial class, and they are increasingly renewing their acquaintance with the dealers, exchanging old for new machines and buying both new machines and records.

J. F. Collins, traveling representative of the Zonophone records, was a visitor to the city Nov. 29, "on speaking terms" with the dealers generally, but more especially with the Universal Talking Machine Co.'s distributors, the Bailey Co. He said he was well pleased with the business situation and the good outlook.

Sam Goldsmith, central territory manager of traveling salesmen of the Victor Talking Machine Co., was in the city Nov. 26. A visit to the various dealers satisfied him they were working in harmony with the manufacturers' efforts to push business.

The phonograph as an accompaniment of the photograph is becoming increasingly popular and their uses are being multiplied indefinitely. Their coexistence is assurance that posterity will know this age better than we know any age of the past. We have had bequeathed to us written words and sculptured monuments, but we will bequeath living pictures of ourselves, moving pictures of our deeds and the very expression of our voices.

Albert L. Irish, of Toledo, who, it will be remembered, engaged in the manufacture of talking machines in that city a few years ago and who by reason of infringement was compelled by decision of the Supreme Court of the United States to retire from the talking machine business, with a personal loss of \$300,000, his entire fortune, has re-entered the real estate business. Recently the president of the Broadway Bank of Toledo was indicted for embezzlement and misapplication of funds, and Irish is under indictment for abetting him.

Aside from his duties as editor and publisher of "the best Republican newspaper in Eastern Cuyahoga County," Frank A. Bowman, of Collinwood, Cleveland's largest suburban city, he not only draws pleasure but profit as well from the talking machine. In his printing office, at 808 Collamer street, he devotes a large space to the display of Columbia graphophones and records, where he enjoys, with his customers, demonstrations of all the latest productions. The music-loving citizens of the town afford him an excellent patronage.

Avery & Bemis, jewelers and opticians, in the nearby town of Amherst, also make a specialty of talking machines and are doing a fine busi-

ness. They handle the Victor line of goods.

At the talking machine store of the W. J. Roberts, Jr., Co. trade is reported very satisfactory. Manager Audley V. Biesinger says: "We have been compelled to engage additional assistants in our demonstration rooms. The demand for machines, the Victrola and Victor No. 5, with wooden horns, being headliners, is good and increasing, while our record sales are fine. We have booked big orders for Christmas delivery on that occasion. Cabinet sales are especially good and we are selling a great many complete outfits, machines, cabinets and records. We have just put out a twelve-page booklet, illustrated with cuts of our show, demonstration and testing and tuning rooms, with text demonstrating the talking machine as a musical instrument of the highest order, together with a special talk on the desirability of testing and tuning, and the importance of the sound box."

The Lewis-Welsh Piano Co., No. 5870 Euclid avenue, conduct a talking machine department in connection with their piano trade and are building up a substantial business in this line.

The Lake Shore & Michigan Southern Railway Co. has decided to install in its offices up-to-date business equipments, and have just placed a large order for Dictaphones for the entire system from Buffalo to Chicago. The contract was made through George J. Probeck, local manager of the Dictaphone Co. of America, who has also equipped a number of other concerns, the largest being twelve machines for the R. G. Dun Mercantile Agency.

The Eclipse Musical Co. are busy these days. "We are constantly receiving orders," said Mr. Towell, "from the surrounding country in such volume as to show a very healthy state of the trade, which also prevails in the city, judging from the local demand."

At the store of the George J. Probeck Co.—the Columbia headquarters—there is always a large degree of activity in both retail and whole-

The Following Prominent Edison Jobbers Are Using THE EDISON BUSINESS PHONOGRAPH to Advantage in Their Business To-day:

ALABAMA. W. H. Reynolds, 167 Dauphin St., Mobile.	NEW JERSEY. Stoll Blank Book & Stationery Co., 20 E. State St., Trenton.
ARKANSAS. O. K. Houck Piano Co., 311 Main St., Little Rock.	NEW YORK. William Harrison, 312 Columbia St., Utica. W. D. Andrews, 216 E. Railroad St., Syracuse. Finch & Hahn, 92 State St., Albany. Finch & Hahn, 504 State St., Schenectady. American Phonograph Co., 99 W. Fulton St., Gloversville.
CALIFORNIA. Peter Bacigalupi & Sons, 941 Market St., San Francisco. Southern California Music House, 332 So. Broadway, Los Angeles.	OHIO. Rudolph Wurlitzer, 121 East 4th St., Cincinnati. Klein & Heffelman Co., 222 Tuscarawas St., East Canton. The Hayes Music Co., 422-424 Superior St., Toledo.
COLORADO. The Hext Music Co., cor. 15th and California Sts., Denver.	OKLAHOMA. Smith's Phonograph Co., 318 W. Main St., Oklahoma City.
ILLINOIS. Chas. C. Adams & Co., 324 S. Adams St., Peoria.	OREGON. Graves & Co., Inc., 111 4th St., Portland.
IOWA. Early Music House, 818 Central Ave., Fort Dodge. Hopkins Bros., 618 Locust St., Des Moines. Harger & Blish, Dubuque.	PENNSYLVANIA. Louis Buehn & Bro., 45 North 9th St., Philadelphia.
LOUISIANA. National Auto. Fire Alarm Co., 614-618 Gravier St., New Orleans.	TENNESSEE. O. K. Houck Piano Co., 103-5 South Main St., Memphis.
MASSACHUSETTS. The Eastern Talking Machine Co., 177 Tremont St., Boston. Flint & Brickett Co., 437-441 Main St., Springfield. The Iver Johnson Sporting Goods Co., 247 Main St., Fitchburg.	TEXAS. H. C. Rees Optical Co., 242 W. Commerce St., San Antonio. The Houston Phonograph Co., 709 Louisiana St., Houston. W. G. Walz Co., 101 El Paso St., El Paso.
MICHIGAN. Grinnell Bros., 243-7 Woodward Ave., Detroit.	UTAH. Consolidated Music Co., 109 Main St., Salt Lake City.
MINNESOTA. Lawrence H. Lucker, 505 Washington Ave. South, Minneapolis.	VERMONT. American Phonograph Co., 34 Church St., Burlington.
MISSOURI. The Koerber-Brenner Music Co., 1006 Olive St., St. Louis.	WASHINGTON. Eilers Music House, 31 University St., Seattle.
MONTANA. Frank Buser, 509-513 Main St., North, Helena.	CANADA. R. S. Williams & Sons Co., 143 Yonge St., Toronto, Ont. R. S. Williams & Sons Co., Ltd., 121 Princess St., Winnipeg, Man. M. W. Waitt & Co., Ltd., 558 Granville St., Vancouver, B. C.
NEBRASKA. Nebraska Cyclic Co., 15th and Harney Sts., Omaha. Ross P. Curtice Co., 1125 O St., Lincoln.	
NEW HAMPSHIRE. John B. Varick Co., 809 Elm St., Manchester.	

THE BUSINESS PHONOGRAPH is coming into wider usage every day, in businesses of every size and character, in all parts of the country, on account of its convenience to both dictator and transcriber and because it reduces the cost of letter writing 50 per cent. or more.

We want one Edison Dealer in every city not now covered to handle the Edison Business Phonograph

Because the rapidity with which this great time and labor saving business appliance is coming into general use brings big profit to every man that handles it. **The whole business world is your market.**

The use of the Edison Business Phonograph on your own correspondence will convince you of its merits, as one of the greatest selling propositions you have ever handled. Besides, you will find it a big help to your regular Phonograph sales as giving an excellent demonstration of how records are made. Write to-day for full particulars and terms.

THE EDISON BUSINESS PHONOGRAPH COMPANY, 207 Lakeside Ave., Orange, N.J.

sale branches. As to the status of business, A. W. Robertson said: "The opening up of the holiday season this year is a little slow, due largely to adverse weather conditions. We have, however, many indications pointing to a large and active business. Inquiries are numerous regarding the 'Elite,' 'De Luxe' Grafonolas, as well as the new types of Columbia medium and lower priced machines. Both double disc and indestructible cylinder records are active and the demand is on the increase."

Manager Phil Dorn, of the Collister & Sayles talking machine department, jobbers and retailers in Victor goods exclusively, is gratified at the increasing demand for Victrolas, grand opera and the higher class records. He said the December records were the finest list yet produced and were selling well.

The fine display of Victor and Edison machines made by W. H. Buescher & Sons is daily attracting crowds to their store.

"While we could handle considerable more business than we are doing," said Mr. Robbins, of B. L. Robbins & Co., "still it is fair, and I am looking forward to a fine holiday trade. During the past month we made sales of several Victrolas and a number of lower priced machines, and are having many inquiries from people intending to purchase for holiday gifts."

The same report is made by Loretta H. Byrne, manager of the talking machine department of Brown Bros.

With their amplified facilities for exhibition and demonstrations, the talking machine and piano trade of the Bailey Co. is rapidly increasing to large proportions.

"Colder weather," said E. A. Friedlander, manager of the talking machine department, "would be better for trade, but notwithstanding, we are doing a fine business. During the past month we made sales of a number of Victrolas and other Victor machines, and Edison combination machines with Cygnet horns. Zonophones, with the wood horn, are proving very popular and good sellers. The new Caruso records are highly praised and are selling well. We have just engaged Sig. Olindo Marseglia, who will have charge and interpret demonstrations in Italian opera. He is a proficient musician and will add much to the attractions of our music departments."

E. McMillin said: "Business is fair in the talking machine department, principally for the higher grade goods."

Mr. Goodman, of the Goodman Piano Co., reports an active demand for Reginalphonos and normal for talking machines, with good sales of records.

The new enterprise of Charles I. Davis is proving eminently successful. Miss Elsie Wicks, in charge of the talking machine department, said business had opened up in the most satisfactory manner, and that the sales of machines were good, with a fine and increasing demand for records. Mr. Davis claims to have installed the most complete Edison and Victor talking machine department in the city. The sheet music department, with continuous demonstrations, attracts crowds daily from morning until night.

NOBODY WINS BUT MR. HUSTLE.

Walk fast; don't loiter. A slow gait is an expensive luxury.

The enterprising business man to-day—the average type—may be abnormal from a physical standpoint, but he gets there. About him there is an indication of nervousness, yet he commands the salary and sticks to the job. And he talks with the characteristic speed that marks his walking. What business man cares to listen to a slow, drawing solicitor?

"I have never employed a man before seeing him walk on the sidewalk," said the active head of a big jobbing concern to me the other day. "No man who either slouches along or progresses leisurely during business hours is fit to go out after the business, nor is he fit to serve inside.

It's a sign of that too general lack of interest in affairs.

"The man who walks briskly will talk to the point. He more likely is satisfied with the world and himself, more confident in his ability, and has more vim and stick-to-it-iveness. The plodder who goes at things slowly has been given the palm for ages. The man who was quick was considered unstable and hasty. Not so now. Times have changed. The plodder may get a chance to keep books, but he will never be able to get out and build up business in the face of strong competition.

"A man in my employ makes \$300 a month, and he has been in the business only a year. I hired him for the reason that he seemed to be boiling over with life and enthusiasm. He says four words to the other fellow's one, yet he tells his little story to the prospective customer in one word to the other fellow's four. He gets orders while the other fellow is unpacking his samples."

The doctors have ever been up in arms against haste, says Modern Methods. But there is a

difference between enthusiasm, speed and over-exertion. The medical men admit this, but they insist that there is one time, anyway, when a man should be leisurely—that's meal time.

At other times the best maxim is, "Get somewhere!"

The country editor kept nagging at his new apprentice and finding fault with his work, until the criticism became wearisome.

Finally the worm turned.

"D'ye expect to get a second Hor'ce Greeley fer five plunkers a week?" he demanded, sarcastically. "If you do you are barking up the wrong sapling. I can't set type or sling ink with Ben Franklin or Hor'ce Greeley, not on my present recompense, but you make the salary six simoleons, cash down every Saturday night, and I'll pitch in and set the journalistic pinwheels a-buzzing in Punkinville and vicinity, even if I have to stay up seven nights a week to do it.

"There's my offer, blast yer stingy hide! And now if you don't get out a half-way decent journal hereafter, it is the fault of your own meanness!"

A WORD TO DEALERS

Our Stocks of EDISON and VICTOR Goods are Complete.

GIVE US A TRIAL

WRITE FOR OUR Special Lists OF EDISON RECORDS

Published by us Exclusively

"MAGNETIC NEEDLES"

Are THE Best—Three Kinds MULTI-TONE—LOUD TONE—MELLOW TONE

Write for Free Samples and Prices

You Can Sell This VICTOR-O-OUTFIT For \$25.00 Retail

OUR MODERATE PRICE

Continuation Top Cabinets

HAVE MADE A BIG HIT

They Match the Victor Machines

They Match Your Customer's Pocketbook



Dealer's Prices of

Our special cabinets

FOR

- Victor-O \$5.50
- Victor I 5.50
- Victor II 6.75
- Victor III 7.75
- Victor IV 7.75

ORDER A SAMPLE LINE TO-DAY

VICTROLA PROTECTORS

Keep Your Victrolas in Good Condition

FOR VICTROLA XII, \$1.50 FOR VICTROLA XVI, \$2.00

SEND FOR SAMPLES

WE ARE THE OLDEST ESTABLISHED JOBBERS IN GREATER NEW YORK

SPECIAL BIG SALE OF HIGH-GRADE CYLINDER CABINETS

Write for Prices and Description at Once

S. B. DAVEGA CO.

126 UNIVERSITY PLACE : NEW YORK

SPECIAL GENUINE, \$2.50 "MEGA" Flower Horns Assorted COLORS .35 EACH



SOLID WOOD (NOT VENEERED)

Mr. Dealer

THE BETTER CLASS OF GOODS ARE SELLING

Convince yourself that the

MUSIC MASTER WOOD HORN

is the greatest improvement ever made in an amplifying sounding board for talking machines.

HAVE ONE SENT ON APPROVAL

Your choice of *solid* Oak, Mahogany, or Spruce, for any make or style of cylinder or disc machines.

If your jobber cannot supply you, we would be very glad to send you a sample line of our horns on approval, and if you are not entirely satisfied with the superior merits of the MUSIC MASTER, you would be at liberty to return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

WITH THE INDIANAPOLIS TRADE.

Business During Past Few Months Very Good
 —Weather Interferes Somewhat with Sales
 —Wulschner-Stewart Co.'s Fine Talker Department—Victor and Edison Lines Handled
 —Columbia Co. Men Active—Mr. Devine's Experience—Pushing Grand Opera Records Successfully—Other Interesting "Talker" News of the Month.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 6, 1909.

The talking machine business in Indianapolis and Indiana for the last month has not been up to a very high standard. The wholesale business, generally speaking, was better than during the previous month, but to say that the wholesale business was good in November, it would be necessary to compare it with some very dull months. The greatest drawback on the trade probably has been the weather. Up to this time there have been few cold days in Indiana. Most

of the days have been like spring days, and the dealers have found that the people are more anxious to listen to talking machines when they are compelled to sit around the fire at home during the winter nights.

The talking machine department is one of the most interesting departments of the new home of the Wulschner-Stewart Co., which has just been formally opened. It attracted the attention of the hundreds of guests who visited the handsome new home on the opening day. On that day three orchestras were used to furnish music and there was a profusion of flowers for the guests. The talking machines are arranged in the basement in five separate rooms, each opening into a long corridor. On the north of the corridor thousands of records are stacked away. The Wulschner-Stewart Co. handles Victors and Edisons. Mr. Souse, who has been in charge of this department for the company, has gone to Chicago, and Mr. Levy, late of the Lyon & Healy department, has taken up the work with the Wulschner-Stewart Co.

H. H. Myers, traveling representative for the Columbia Phonograph Co. in charge of northern Indiana, stopped off in Indianapolis last week. He reported heavy sales of the new Columbia four-minute machines, attachments and records.

The Columbia Co. here are giving hourly demonstrations of the new line of Grafonolas. The Grafonola Regent is attracting much attention because of its unique design and its exceptional tone quality. These machines are meeting with favor here for use in concerts and vaudeville houses.

Howard Crowe, traveling representative of the Indiana Phonograph Co., is getting ready to open up a talking machine store at Evansville. He expects to be associated in business with William Hollingsworth, who formerly was in the business at Evansville. It is the plan to have the new store opened in time for the best of the holiday trade.

"You never can tell just whom you are going to sell a talking machine to," said Thomas Devine, of the Columbia Co. To prove the truth of the statement, Mr. Devine told a little story, as follows: The other day he was playing a Grafonola for his own amusement. A man passing by heard the music through the transom and came in. He listened a short time and then asked Mr. Devine if the store would be open that night. Mr. Devine told him he would wait for him if he desired to look at the machine. About 10 o'clock that night the man drove up in an automobile, accompanied by some of his friends. To make a long story short, he bought the machine, which cost \$225, and had it delivered at his home that night. It was impossible to get a dray, so the machine was delivered in an ordinary top buggy. "He didn't look like he had money, either," said Mr. Devine.

Mr. Devine, as a good Irishman, is jubilant over the fact that the Columbia Co. are handling the records of John McCormick, Irish grand opera tenor.

A talking machine was used in one of the acts at the Colonial Theater, the new vaudeville house, during the opening week. The theater was well patronized.

One of the display windows of the Wulschner-Stewart Co. contains an elegant mission style Victrola.

The Musical Echo Co. are showing a beautiful Victor Victrola. This company also are pushing the Melba, Caruso and Tetrzinni records and advertising the fact that these singers sing only for the Victor.

The warm weather is proving a boon to the five-cent vaudeville houses and the penny arcades. While these places do a fair business all the week, their chief rush is on Saturday nights when the streets are thronged with people. Warm nights bring out the crowds.

The five-cent vaudeville houses are having no trouble now about keeping their places open on Sunday since their stand has been sustained by a court decision. Their contention was that the houses could remain open lawfully on Sunday provided a part of the proceeds was donated to charity. All of the charity organizations refused to take any of the proceeds, so the five-cent theater men organized a charity society of their own and have been getting along without molestation.

BALTIMORE DEALER MOVES.

D. J. Crowley, the well-known phonograph dealer of Baltimore, Md., has moved from 113 North Liberty street, that city, where he was located for several years, to larger quarters at 218 West Saratoga street. Mr. Crowley handles the Edison line and his normal stock consists of from eight to nine thousand records, as well as all styles of Edison machines.

SNELLENBERG & CO. ORDER COLUMBIAS.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 15, 1909.

N. Snellenberg & Co., the well-known department store of this city, recently placed a good-size order with the Columbia Phonograph Co., General, through the wholesale department.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Closing of Year Shows Good Record for Hand Workers—Weaker Element Weeded Out—Liberal Advertising Helps Business—Success of the Twin Records—Gramophone Co.'s Annual Report—Meeting of Lange Creditors a Farce—Record Piracy in Russia; Not England—Latest Gramophone Record List—New Merchandise Marks Bill—Send Photos by Telegraph—New "Pigmy" Machine—National Phonograph Co. of Australia Expand—National Co.'s Excellent List of Christmas Records—Columbia and Rena Companies Amalgamate—Other New Record Lists for Month—An Interesting Suit—Other Items.

(Special to The Talking Machine World.)

69 Basinghall Street, London, E. C.

By the time these lines appear the dawn of another year will not be far off, home and colonial traders will be mentally figuring up their profit and loss account, and speculating upon the prospects of the future. Those who have worked hard, shown enterprise in their methods of trading, and shown a sensible appreciation of the value of publicity, have the satisfaction of knowing their balance at the bank is on the right side, while on the other hand the timorous and dilatory methods or our dabble-in-everything dealer have brought them disaster and in a good many cases ruin. In these times of local trade depression and keen competition, the man that does one thing, and that one thing well, is the man to win out through it all. The trend of talking machine conditions, in this country particularly, during the year, is evidence of confirmation, and from the great provincial centers my reports all go to show that a process of weeding out is having the beneficial result of causing trade to flow in surer channels toward prosperity and stability. A welcome sign, too, is shown by the fact that cycle traders now recognize the necessity of doing things thoroughly or not at all, and although I am not so sanguine of the future as to suppose that cycles will come to be regarded as a side line to talking machines, I am fully convinced that many of our

cycle friends now look upon talking machines with more certainty as a commercial asset of great value.

Increased Amount of Talker Advertising.

Yet another welcome sign of recent years is the increased amount of newspaper and magazine publicity which some of the companies, notably the Gramophone, National Phonograph and Columbia put forth with more regularity and persistency. It's a great creating sales force, and dealers appreciate it as such by adopting local schemes calculated to double its value. Only this last week the Gramophone products were displayed in a treble-column space in a leading daily, while monthly lists of records are now frequently advertised in the chief provincial organs. The Edison goods, too, are brought under the notice of thousands of possible buyers, week by week, much to the dealers' advantage. The spirit of the times is progress all along the line.

London Trade Very Good.

Throughout London I find trade generally is on a sound footing, sales are good, and prospects of a booming December is apparent everywhere. Shops are donning their Christmas garb to attract the countless thousands who will want to buy new records or machines, and it is safe to assert that the year will close with expressions of satisfaction all around. In that regard I heartily wish all my readers a right merry and withal prosperous Christmastide and an even better New Year.

Popularity of the Twin Discs.

Several new discs have sustained a precarious existence during this year, but out of a number of failures—in a commercial sense—there stands forth one record which, although but fifteen months old, has made a great name for itself. I refer to the "Twin" double disc selling at half a crown. Wherever I go I find the Twins, who, unlike the human offspring, flood the world with peaceful harmony. The Twin is essentially a record of quality, not harsh or blatant, but of full and rich tonal volume, while only that which is best in the world of music is associated with its name. Some examples of the fine titles recorded I hope to publish next month, but in

the meantime, if you want any popular ballads, topical hits, selections from the current musical comedies, write The Twin Record Co., Christopher street, Finsbury, this city.

Annual Meeting of the Gramophone Co.

Presiding at the annual meeting of the Gramophone Co., Ltd., Trevor L. Williams said the accounts of trading (particulars of which I reported last month) showed a comparatively bad year. It was explained by the general trade depression and the greatly reduced profit in Russian territory. The business in England was sound and satisfactory. Competition in foreign countries had affected their profits by the manufacture of cheap records by mechanical means. The effect of this was very similar to what was the case in England in regard to sheet music when pirated cheap copies were largely sold in the streets. In Russia the reductions of their gross profits was serious, not because of any large decrease in actual sales, but principally through the wholesale mechanical copying of their records and the sale of those copies at any sort of price. The law of the land could not help them, and they had to spend a large sum of money to get rid of the mischief, despite the law. In Germany and elsewhere on the continent they could not contend with the prices put upon the cheaper machines and at the same time maintain their standard of excellence, which they did not propose to sacrifice. Upon the question of the trend of copyright legislation in European countries, Mr. Williams said that it was against the "record" trade, and they were therefore opposing any tendency in that direction. The shareholders were reminded that since the formation of the company nine years ago the directors had paid in dividends no less than 45 per cent. on the preference share issue and 160 per cent. on the ordinary shares, thus distributing in cash, less income tax, £845,000, which statement was received with great applause.

That Lange Successors Creditors Meeting.

I reported last month that a meeting of the creditors of H. Lange's Successors, Ltd., was to be held on November 5, when it was understood that a proposal for reconstruction would be submitted. The meeting, however, was nothing but a farce, and as to any question of reconstruction—the directors were as silent as the dead. It is true a certain statement was made by a solicitor on behalf of the Kaisers, but as will be seen hereafter, it proved to be most unsatisfactory. The meeting was convened by Messrs. Kaiser and Wilson, who had been appointed voluntary liquidators. A general statement of affairs was read out by the chairman (Mr. Wilson), who found it necessary to apologize to the meeting for his incomplete and unreliable figures. From the statement submitted I gather that the nominal capital of the company was £20,000. Only 7,050 shares were issued, made up as follows: 3,000 given to the vendor in part payment for the good will, received in cash, £3,932 10s., and £117 10s. owing by the late managing director, Karl Maurice. Of £4,447 1s. allowed to the vendors for the stock at cost price, only £731 14s. 9d. has been paid, and thus they stand as unsecured creditors for the balance. So far as can be ascertained the company's liabilities amount to nearly £10,000, apart from which there are other doubtful claims in respect of goods ordered (but not delivered) amounting to several thousand pounds sterling. The assets are estimated at about £7,305, of which £6,020 stands against the stock, at cost, consisting chiefly of talking machines. The majority of these machines are not made up, and we very much doubt whether they will fetch anything like this amount. For the seven-eight months the company have been in existence their trading account shows a loss of £5,000 odd. A large number of creditors were present, and considerable dis-

Sensational Success

OF THE NEW

Ebonoid Five-Minute Disc Records

(TEN-INCH DOUBLE-SIDED PHONO CUT)

Orders cannot be filled fast enough. This season's great triumph.

No better Disc Records were ever made.

Profitable to you, Mr. Dealer

Clarion Cylinders

(2½-minute)

Ebonoid Cylinders

(5-minute)

Clarion Discs

(2½-minute, double-sided)

The Premier Manufacturing Co.

THE POINT, WANDSWORTH, LONDON, S. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

satisfaction was manifest. Objection was taken to the lack of detail in the chairman's statement, and a creditor made a suggestion that their interests would best be protected under compulsory liquidation. On a resolution, however, that the liquidators appointed by the shareholders should be removed, Mr. Kaiser's solicitor rose to oppose. In the course of his remarks he made the extraordinary statement that under the present arrangement his clients had it in mind to offer part liquidation of the creditor's debts in shares in a new company, but—and here's the rub—if the present liquidators were removed, he had absolutely no proposal to make. Asked to make a definite offer, he said he was not prepared to, which, to say the least, is very remarkable. In the end Percy Mason was appointed liquidator by a majority of the creditors, in place of Messrs. Kaiser and Wilson. A committee of inspection, five in number, including Michael Kaiser, was appointed to act with Mr. Mason, after which the proceedings were rather hurriedly brought to a conclusion.

Death of Lionel Brough, Well-Known Actor.

I regret to announce the death of Lionel Brough, the renowned actor, who passed over on November 8 last, mourned by all who knew him. His popularity was gained not alone on the stage, for we find that no less than six Gramophone records remain to preserve forever the voice which has amused countless thousands of the present generation, as it will thousands in the generation to come. The titles comprise some of his best and most enjoyable stories, faithfully recorded, and are as follows: "A Curate Story," "Triplets," and "Dogs in Church," "A Christian Science Story," "Limberger Cheese," "The Pigeon Story," and "First Sunday After Ascot," "Sampling Beer" and "Cut 'Isself Shavin'." Two other good records he made were "Sea Story" and "A Lancashire Story" on Edison-Bell cylinders. A big demand has set in for these records, and dealers would be well advised to make a special showing of them.

Gramophone Co. Discontinues Victor Model.

The Gramophone Co. advise me that their cheapest model for the season is the "Intermediate Monarch" selling at £4 10s. The Victor model has been discontinued.

No Record Piracy in England.

Referring to the statement of the chairman, made at the recent annual meeting of the Gramophone Co., Ltd., as to the wholesale mechanical copying of their records in Russia, our esteemed contemporary, the London Music Trades Review has this to say: "It is somewhat curious to find that our statement to the effect that piracy in the talking machine trade is rife is being corroborated in spite of the emphatic denial in certain quarters. . . . We do not often blow our own trumpets, still, if you see it in the M. T. R., it is so." To make such a statement, in a paper circulating mainly in Great Britain, and without qualifying that statement with the name of the country referred to by the chairman, i. e., Russia, is likely to cause a misconception in the minds of possible investors, and give them a wrong idea of conditions in this country, apart from any other considerations. The emphatic denial, too, was made in this paper, and I repeat that record piracy in England is practically non-existent. I therefore feel called upon to correct my friends in this matter, and trust they will make good the omission at the earliest opportunity.

Gramophone Co.'s Fine Offerings.

Dealers in Gramophones have every reason to be proud not only of the product but of association with a company that fosters and promotes trade in all directions and by every available means. No expense is spared to create sales for the dealer, as witness the generous amount of daily newspaper magazine advertising space which the Gramophone Co.'s announcements occupy, to bring home to the public the merits of their goods. And then, too, they are supplied with the right goods at the right time. Record issues are always up to date, and particularly

reasonable are the latest selections of dance music by the famous Iff's Orchestra. There is included in this list excerpts from the current musical comedies, quadrilles, waltzes, reels, lancers, etc. In the ordinary monthly (December) list the following titles figure: "The Coon's Patrol," "The March of the Giants" and "Trafalgar March," by the Band of H. M. Coldstream Guards; "Hunting Scene," by the Black Diamonds Band; "Bells of Dawn," by the Metropolitan Orchestra, who also give us "The Phantom Brigade"; gems from "Our Miss Gibbs," Bohemian Orchestra; "The Ribbon, the Ring, and the Rose," and "I Dreamt of You," by John Harrison; "Hearts of Oak," Robert Radford; "The Enchantress," Miss Edna Thornton; "Arioso," Mme. Jones-Hudson; "It Was a Lover and H's Lass," duet by Miss Perceval Allen and John Harrison; "When the Budding Bloom" (Sullivan), quartet, Miss Perceval Allen, Miss Alice Lakin, John Harrison and Robert Radford; "The Bounding Bounder," Harry Lauder; "John Bull's Budget Song," Arthur Gilbert, and "Un-garische Weisen," violin solo, by J. Szgeti.

Imported Goods Must Show Country of Origin.

The text has been issued of the Merchandise Marks Bill introduced in the House of Commons by Staveley Hill. It proposes to amend the act of 1887 in two respects. As the law now stands it is permissible to apply to a foreign article the subject of an expired British patent, the name by which the patented article became known, without any qualification as to the country of origin. A patented article is frequently described by the name of its inventor, and if the inventor be a British subject the name as applied to the article becomes distinctive of British manufacture or production. It is sought by the bill to prevent the "passing off" of foreign goods as British by requiring that where there is applied to such goods the name by which a patented article has become known, such name shall be accompanied by a definite and prominent indication of the foreign origin thereof. The effect

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To H. M. the QUEEN



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To H. H. the KHEWIVE
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To H. M. the SHAH
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FROM OUR LONDON HEADQUARTERS—(Continued).



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would not be to limit the rights of the world in connection with the expired patent or the name by which it was known, but merely to protect the purchaser against possible fraud or misapprehension as to the country in which the article has been manufactured. The sixteenth section of the Merchandise Marks Act, 1887, provides that imported goods bearing English trade marks or English words tending to show that they were made in the United Kingdom have to bear a definite indication of the country of origin. The Select Committee of 1897 reported that this gave a gratuitous advertisement to foreign trade competitors and had done great harm. It is sought to replace it by the more general indication "Not British" intertwined and interlaced so as to avoid erasure of the word "Not," as recommended by the Chambers of Commerce and Manufactures and the Federated Trades Council.

New Premier Manufacturing Co. Records.
Great things are reported by the Premier Manufacturing Co., business having picked up so well that some very special issues of the two-and-a-half and five-minute "Ebonold" discs are promised during December, in addition to which the usual issues of the standard cylinders will be made. Some recent impressions of the latter, just to hand are the following: "I Can Picture Polly," by S. Kirkby; "The Girl in the Clogs and Shawl," "I Must Go Home To-night," and "Let's All Go Down the Strand," by Harry Fay; "You Don't Want to Keep on Showing It," by Charles Denton; "Do You Want to Buy any Lavender?" and "When Love Comes Knocking at the Door," both by Frank Miller; and "Two-Step Topeka," by the Premier Bijou Orchestra.

Telegraphing Pictures from New York.
In a lecture before the Royal Society of Arts, Thorne Baker said that Professor Korn was likely to find a practical solution of sending photographs by ordinary cable across the Atlantic, while he himself was endeavoring to perfect a wireless system for the same purpose. It had already given promising results in the laboratory.

Another Hornless Gramophone.
The latest development in the above direction is the introduction of a new model of the "Pigmy" type to give an improved rendering of 12-inch records. It is a beautiful machine and is described as being fitted with a double spring motor, 12-inch turntable, speed indicator, exhibition sound box, large taper arm, screw winding key, etc., while the massive fumed oak cabinet, with curved top and beveled edges makes an imposing piece of work. The retail price is 8 guineas, or in case complete, £10 3s. 6d.

Prosperity Evident in Australia.
The prosperous condition of things in the Australian market is evidenced by the fact that the National Phonograph Co. of Australia, Ltd., have found it necessary to make arrangements for the erection of a building large enough to permit of their transacting the business entirely under one roof. At present the company utilize no less than four separate warehouses.

National Co.'s Xmas Record List a Wonder.
Absolutely the Christmas list of cylinder records is that issued by the National Phonograph Co. The Amberol impressions are, of course, the

best, but of "Standard" records there is an unlimited variety of titles appropriate to the festive season. It would be useless to itemize each record now, owing to the date of issue of this publication, but I am fortunately in a position to go one better and place before my readers a full selection of the titles for January, which will be issued to the trade on or about the 15th of that month. As will be seen the Edison record caters for everybody's taste in music or songs, while the artists are, for the most part, drawn from the ranks of those only who have made a name in the people's estimation. Here is the list of Amberol titles: 12119, "The Bounding Sea" (Lauder and King), Harry Lauder; 12120, "Morning, Noon and Night in Vienna" (Suppé), and 12128, "Gems of England" (arranged by Basquit), National Military Band; 12121, "The Light of Day" ("The Blind Boy's Song") (Ainslow and Martin), Herbert Payne; 12122, "Pull Yourselves Together, Girls" (Castling and Murphy), Miss Florrie Forde; 12123, "The Dollar Princess," waltz (Fall-Keifert), Alhambra Orchestra; 12124, "Since Poor Grandfather Died" (Curran), George Formby; 12125, "The White Squall" (Barker), Peter Dawson; 12126, "Do You Want to Buy any Lavender?" (Hyde and Long), Miss Ella Relford; 12127, "A Tale of Paris" (Godfrey and D'Albert), Billy Williams; 12129, "A Divoent Knab" (J. C. Scatter), J. C. Scatter; 12130, "Jack and Georgie at the Smoking Concert" (Foster and Warrington), Eric Forster and Ernest Warrington; 325, "Washing ton Post" and "The High School Cadets March" (Sousa), Sousa's Band; 327, "Annie Laurie" and "Home, Sweet Home" (a bell solo), John F. Burckhardt; 329, "The Bird with the Broken Wing" (Beveridge), Edison Mixed Quartet; 331, "When You Were Sweet Sixteen" (Thornton), Manuel Romaine; 332, "Gobble Duet" from "The Mascot" (Audran), Miss Elizabeth Wheeler and Harry Anthony; 333, "Monte Cristo Waltz" (Katlár), Jorda-Rocabruna Instrumental Quintet; 336, "Pique Dame Overture" (Suppé), Edison Concert Band; 338, "Flow Gently, Sweet Afton" (Spilman), Metropolitan Quartet; 341, "Lead Kindly Light" (Dykes), Knickerbocker Quartet; 343, "Emmeline" (Jerome and Schwartz), Miss Ada Jones and Billy Murray; and 344, "Maria Theresa March" (J. F. Wagner, United States Marine Band.

Standard Records—13917, "I Must Go Home To-night" (Hargreaves); Billy Williams; 13918, "I've Loved Her Ever Since She Was a Baby" (Lauder and Beaton), Harry Lauder; 13919, "Baden Powell's Scouts March" (Barrett-Seymour), National Military Band; 13920, "I Can Picture Polly" (Rule & Pelham), Miss Rosie Elliott; 13921, "Thistle-down Schottische" (Ostler), Alex. Prince; 13922, "Come Up in My Balloon," Arthur Osmond; 13923, "I Do Like to Be Beside the Seaside" (Glover-Kind), Harry Fay; 13924, "Mary's Ticket" (Wells and Long), Miss Florrie Forde; 13925, "Nelly Bly" (Rick and Formby), George Formby; 13926, "Scotch Country Dances," National Military Band; 10277, "The Summer Girl" (Sousa), Sousa's Band; 10278, "It's Hard to Find a Real Nice Man" (Sherman), Miss Bessie Wynne; 10282, "From Greenland's Icy Mountains" (Mason), Edison

Mixed Quartet; 10284, "Medley of Irish Reels," John Kimmble; 10285, "Eiley Riley" (Hubbell), Miss Ada Jones; 10287, "I Wonder Who's Kissing Her Now" (Howard), Manuel Romain; 10290, "Meet Me To-night in Dreamland" (Friedman), Miss Elizabeth Wheeler and Harry Anthony; 10292, "The Portly Major March" (Rolfe), American Symphony Orchestra; 10294, "Wedding Bells" (Helf), Premier Quartet; and 10296, "Kaiser Friedrich March" (Friedemann), United States Marine Band.

An Important Consolidation.
An important trade amalgamation was announced last month between the Columbia Phonograph Co., General, and the Rena Manufacturing Co., in consequence of which the Rena disc ma-



LOUIS STERLING, BRITISH MANAGER OF THE COLUMBIA PHONOGRAPH CO., GENERAL.

chines and Columbia double records have been discontinued. The selling lines now on the market are Columbia disc and cylinder machines and Columbia single discs, in addition to which the Rena double-face discs, 10 and 12-inch, stand as before. Louis Sterling has been appointed British manager of the Columbia Phonograph Co., General, whose city offices and showrooms are now located at 27 Worship St., E. C. The beneficial effects of this amalgamation are likely



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FROM OUR LONDON HEADQUARTERS—(Continued).

to be felt in many directions, notably that of lessening competition in the trade, which is already overcrowded, and producing greater stability and confidence. Mr. Sterling is naturally proud of his new charges, and enthusiastically descants upon the qualities and good points of the various Columbia goods. They are too well known for me to particularize upon them here; suffice it to say that the splendid reputation achieved by the Rena and Columbia products is certain to be enhanced under the enterprising and able guidance of our old friend, Mr. Sterling. And if any confirmation of this was wanted we have only to glance at the company's record lists, in which intelligent anticipation is apparent, inasmuch as if you don't see it in the Columbia list it's not worth seeing at all. The December impression is teeming with good things, coming pantomime hits, Christmas titles and other up-to-date selections, which should prove good sellers.

New Edison Bell and Sterling Records.

A big list of Edison-Bell and Sterling cylinders, and Edison-Bell disc records, reaches me from J. E. Hough, Ltd., of Peckham. The lists are replete with titles suitable for Christmas use, classical, sentimental, comic and other selections, and I notice that there is a very fair sprinkling of the good old popular ballads which are always in demand. Topical and coming pantomime hits are also well represented. Such comprehensive and varied lists of titles should be in the hands of all up-to-date dealers.

The Cash-on-Delivery Parcel Service.

In a recent report the Postmaster-General of Egypt reminds traders that they should make more use of the cash-on-delivery parcel service which was established last year between that country and Great Britain. A similar service exists between Egypt and most European countries.

"Twin" Records for January.

The "Twin" list for January, containing the

usual goodly fare, is already in the hands of traders.

An Interesting Legal Case.

A recent court case of much interest to employers was adjourned for consideration by Judge Rentoul, K.C. The facts briefly were these: Plaintiff was employed by defendant to obtain orders on a commission basis. The agency was terminated after two years, and plaintiff now urged that he was entitled to be paid commissions on orders which came in after he left, because they were obtained by his influence. Counsel for defendant said that it amounted to this, that the plaintiff was entitled to a pension for life. Such a proposal was unreasonable in the great city of London, and if encouraged would spell ruin to any business house.

Quicker Transatlantic Mails.

After January 1 and during the remainder of the winter season, the Cunard mail steamers leaving New York on Wednesdays will sail direct from that port to Fishguard, omitting the call at Queenstown.

The Beka Co.'s Excellent Xmas List.

Teeming with a fine selection of the old favorite carols, hymns, and such like, is the current Beka (Christmas) list just issued. Other impressions worth noting are "Pantomime Hits" Nos. 1 and 2 (Beka London Orchestra) which introduces snatches from all the latest popular songs; "Manuela" intermezzo two-step, and "Carolina Brown," by the Beka London Orchestra; "There's a King in the Land" from "The King of Cardonia," and "Mighty Mother of England," both well sung by Harry Thornton; "There's a Green Hill Far Away," by Harry Thornton, with "O Rest in the Lord" (Elijah), by Miss Jessie Broughton on the "reverse side; "Lovely Night" and "The Long Day Closes," by Messrs. Virgo, Pembroke, Thornton and Pringle; "Levinsky Solving the Riddle" and "Serenade Medley" by the Big Four, quartet; "The Girl in Clogs and Shawl" and "Let's All Go Down the

Strand," by Bert Alvey (comic); and last, but not least, is the issue of a 12-inch Meister record containing "The Prologue from Pagliacci" by Harry Thornton, and "On with the Motley" from "Pagliacci," by G. Wigley, who by the way is rapidly making a big name as a tenor of the first water. There are other good titles in this list which altogether is an exceptionally good one.

Amberolas on Market by Dec. 15.

The National Phonograph Co. have announced to the trade that their new "Amberola" machine (which was fully described in a previous issue of *The World*), will be placed on the British market about December 15. An interior horn, cabinet phonograph is, to say the least, original, and for such instrument there has been an undoubted want. It will appeal, of course, only to the upper ten, but for all that a fair demand may be expected. In a later issue I shall no doubt be in a position to discuss this matter more fully.

The Holiday Zonophone Records.

One of the best Christmas lists of records is that issued by the Zonophone Co. It includes the usual Christmassy titles, favorite ballads and other selections, of which the following are good examples: 13th, grand opera record, trio from the last scene of "Faust" (Gounod), by Miss A. Yarrow, Messrs. Ernest Pike and Peter Dawson; "Abide with Me," 12-inch, beautifully rendered by Madame Edna Thornton (of Covent Garden opera), who appears for the first time on Zonophone records; "Little Empty Stockings," by mixed quintets; "The Mill Wheel," Peter Dawson and male quartet; "Lo, Hear the Gentle Lark" (soprano solo with double flute obligato), excellently rendered by Olga, Elga and Eli Hudson; while our old friend, Harry Lauder, sang "The Bounding Bounder," which he left with the Zonophone Co. as a legacy before departing on his American trip.

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

Agency for the Favorite Records.

The following circular letter, which is sufficiently self-explanatory, has been issued to the trade from 45 City Road, London:

Dear Sir—I beg to inform you that the agreement between Schallplattenfabrik "Favorite" with H. Lange's Successors, Ltd. (now in liquidation) for the sole selling rights of Favorite records in Great Britain and Ireland, together with the British colonies, has been terminated by the manufacturers, and I have been appointed as London manager for Schallplattenfabrik "Favorite" (Favorite Record Co.), 45 City Road, E. C., for the same places. I take advantage of this opportunity of informing you that my company is prepared to execute any remainders of orders which Messrs. Lange's have not carried out, provided, of course, they are at rates acceptable to my company. If there is a balance of Favorite records still to be supplied to you, and if you will kindly give me particulars, I shall be happy to give your wishes my immediate attention, and submit to you our terms for executing the same. Assuring you at all times of my personal attention, I am, Dear Sir, faithfully yours, SCHALLPLATTENFABRIK, "FAVORITE," (The Favorite Record Co.),

Albert F. Vischer, London Manager.

Interviewed by your correspondent, Mr. Vischer asks me to make known through the columns of The Talking Machine World that he has now a full and complete list, including up-to-date titles, ready for despatch, and that he is prepared to fill all orders not executed by Lange's Successors. The Favorite record is one of the best on this market, and in view of the greatly strengthened repertoire promised under the new regime in conjunction with an assurance of quick deliveries, dealers are justified in placing their orders forthwith.

Krebs & Klenk Also Give Notice.

A similar circular to the foregoing has also been sent out by Henry E. Heyder on behalf of Krebs & Klenk, the manufacturers and patentees of the Klingsor machines. Here again, orders unexecuted by Lange's will receive prompt attention upon particulars being furnished to Mr. Heyder at 45 City Road this city. Will all Klingsor traders—in any part of the world—please take note?

Odeon Co.'s McCormack Records.

It may not be generally known that John McCormack, the famous Covent Garden tenor, who has just recently made a stir in American musical circles, has recorded a number of his splendid selections for the Odeon Co., who hold the exclusive rights of reproducing his voice. The records are wonderfully natural, full in tonal quality, and have achieved enormous success on this side of the water. Foreign and colonial dealers are now offered a line of records which must appeal to all music lovers, and particulars should

be sought from Barnett Samuel & Sons, Ltd., of Worship street, London.

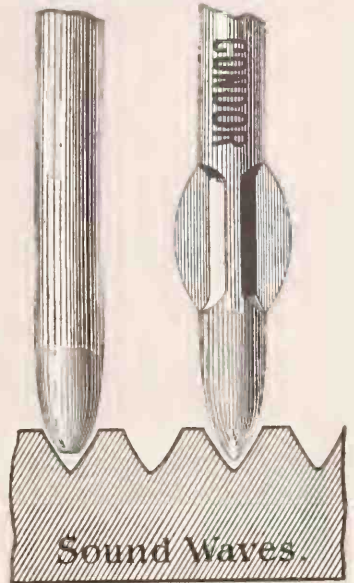
Premier Mfg. Co. Cutting Out Titles.

The Premier Mfg. Co., Ltd., have sent the following letter to the trade: "Gentlemen—We beg to advise you that we are cutting titles mentioned hereunder out of the catalog, being of the opinion that our present product is so much in advance in quality that it does not justify us supplying these numbers any longer. Those titles which we consider are sufficiently popular are being remade and will be reissued again at a very early date. 342, "Cinderella"; 338, "Ciri-biribin Waltz"; 344, "Take a Pair of Sparkling Eyes"; 345, "Save a Little One for Me"; 347, "Sweet Adeline"; 231, "The Old Rustic Bridge"; 231, "If I Could Plant a Tiny Seed of Love"; 307, "Noontide"; 35, "In Happy Moments"; 37, "The Heart Bowed Down"; 91, "The Coons Talk"; 134, "Mary"; 21, "The Whippoor Will"; 77, "Dat's the Way Yo' Live and Die"; 82, "Soon I'm Leaving Dublin Town"; 54, "When the Hills Are White with Heather"; 230, "Baby's Picture." Your kind attention to the above when ordering future goods will oblige."

Comments on Provincial Trade.

Owing to several trade-disturbing elements, talking machine business up North is far from satisfactory, and dealers' sales are very little, if any, in advance of same time last year. Yet the characteristics of our north country traders—their optimism and cheerfulness—are assets which will eventually help them over the stile to the fields of prosperity. They are workers and no mistake, and we can admire them all the more since they put up a good fight against such discouragements and loss of trade as results from the continued slackness in the cotton trade industry, for instance. In Manchester and other great cotton mill centers thereabout it is reported that looms are stopped in all directions, and that stoppages on a larger scale will take place before long. Other factories are working short time, and in consequence there is no surplus of spending money with the classes that talking machine and record dealers mainly rely upon. It is all the more unfortunate because, with the majority of English dealers, the month of December, above all others, is their bon temps, so to speak. As a dealer acquaintance said to me recently, "If we don't make money in December there is usually no balance worth speaking of at the end of the season." Whatever may be the condition of things, however, up North, I am fully convinced that the enterprising dealer can largely mitigate the evils of local trade depression by hard work and original methods in operating and extending his connections further afield. Coming South we find trade is much more flourishing in the Midlands, where, as will be seen by the following letter, a gradual weeding-out process is going on among dealers, a condition of things beneficial to factor and legitimate dealer alike. Frank S. Whitworth, manager of the Colmore Depot, Birmingham, writes me as follows:

"We are, of course, now in the very thick of the season, with trade increasing by leaps and bounds as the Christmas season approaches. Whatever may be the experience elsewhere, we are ourselves extremely gratified to find that each week shows an increase on the weeks of preceding years, the fact being that compensating influences are at work by which, though many of the other dealers is becoming more solid and



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

dealers are giving up the business, yet trade is regular, and, of course, the surviving dealers are those who have done the thing in the best style, and have always formed the backbone of the trade. We do not think any of that class of dealer is having much to complain about.

"The same trend of events is indicated at the other end of the trade, the smaller manufacturers, or, rather, the manufacturers of the lesser-known machines and records, have not done so well, but makers of what might be called the staple lines, should not, if our experience goes for anything, have anything to grumble about.

"Our sales on Edisons are very satisfactory, while the Amberol trade has grown enormously since last year. On the disc side the increased demand for Twins has been phenomenal, and this has not been in the least at the expense of its elder brother, the Zonophone; Zonophone machines and records are still as popular as ever.

"To sum up, we are glad to find that the trade seems to be settling more into a consistently even business, perhaps, with fewer handling it but with more regular profits for all concerned, manufacturer, factor and dealer, and with fewer alarms and excursions to excite and disturb."

UPHOLDS PATENT AGREEMENT.

German Supreme Court Hands Down Decision in Favor of American Concern and Orders Revoked Patent Renewed.

The Imperial Supreme Court in Leipsic on November 26 rendered a decision in a patent case in which it interpreted the patent agreement between Germany and the United States in favor of an American company, which has a branch office in Berlin.

This branch office secured letters patent under the German law on an invention, but it failed to place the invention on the market within three years, the time specified by the German statute for so doing. Thereupon a German brought suit to vacate the patent rights, and the Patent Office decided in his favor. The American firm, however, took an appeal to the Imperial Supreme Court, and while awaiting a decision transferred the patent rights to its parent company in the United States.

The decision of the court declared that the Patent Office had wrongfully revoked the letters of patent and must renew them, as the German-American agreement guaranteed reciprocal treatment of patents.

* * *

The German-American patent agreement was signed at Washington February 23 of this year by Secretary of State Bacon and Count von Bernstorff, the German Ambassador, and, having been duly ratified by the House of Representatives and the German Reichstag, was promulgated simultaneously August 1 by President Taft and the Kaiser. It became effective immediately.

Under the convention American manufacturers were relieved of the requirement of the German law that in order to sell their products in Germany they must manufacture them upon the basis of patents in Germany, which called for the investment of large sums of money in maintaining duplicate plants. American inventors also were relieved by the agreement from the German restriction which declared patents forfeited if not actually worked in Germany within three years after letters of patent were granted.

PRESERVING THE INDIAN TONGUE.

The Songs, Legends and Ancient Traditions of the Race Being Preserved by Miss Densmore Under the Auspices of the Bureau of American Ethnology—Uses the Columbia Graphophone in Her Work—Records of Noted Indian Chief Are Interesting.

Out in the western country, where a few of the old Indians are still to be found in their aboriginal state, the Columbia graphophone is playing an important part in one of the most interesting and valuable scientific movements of the present day. This is no less than recording and preserving in an enduring form, the music of the American Indian.

The Bureau of American Ethnology—a branch of the Smithsonian Institution at Washington—is its sponsor, and executing the work is Miss Frances Densmore, a musician of many attainments and a woman of capability and unflinching resolution, ideally fitted for the work by her scientific knowledge of the music of primitive tribes and races.

The Columbia cylinder graphophone, with its recording apparatus, was chosen by Miss Densmore as one well fitted for recording of such delicacy as this, the difficulty of which will be described later.

Realizing that it is only a very short time before the original characteristic songs of the

ancient traditions of the race, and that some well-defined steps should be taken for preserving and perpetuating these songs, the Bureau of Ethnology instituted the present movement, leaving the executive part of the work entirely in Miss Densmore's hands.

It was not an easy task, as may be imagined. The American Red Man is an uncertain quantity. He has no great love for the devices of the white man, and with some reason. Much diplomacy and ingenuity were therefore necessary, and these are exactly the qualities that Miss Densmore brought to the work. She went out to the reservations and studied the situation at close range, familiarizing herself with the language, customs and racial peculiarities, winning the confidence of the Indians and finally effecting the main object of the work, with the result that more than 400 graphophone records have so far been made, from which the songs and melodies are transcribed. Miss Densmore, who is scientifically trained in the theory and practice of music, and who went to the study of Indian music from the giving of lectures on the Wagnerian drama and the study of Brahms under one of the greatest living teachers of that master, does the transcribing herself.

Details of unusual interest are revealed in Miss Densmore's account of her work. Some of the most valuable records have been made by an old and celebrated Chippewa Indian, named Ojibwa, 89 years of age, who is said to be the last great warrior of the Chippewa and is the only surviving leader of the wars between that tribe and the Sioux. Many of the songs sung by this old warrior are probably known to him alone of all the Indians now living. More than fifty of Miss Densmore's records were made by him. The entire collection of records is now the property of the Bureau of Ethnology at Washington.

Accompanying this sketch are illustrations from two photographs of the old warrior, one showing him seated in front of the horn of the Columbia graphophone, during the making of a record, the other in full regalia as in the days when he used to strike out upon the war-path. To say that Ojibwa is blind and that this picture was secured only by taking him five miles by stage-coach and twenty-five miles by rail, is mentioning only one of the difficulties Miss Densmore has found and successfully combated.

As the work must, to a very great extent, be carried on with people whose voices have been weakened by age, it will readily be seen how important it is that the recording apparatus be most sensitive. In this connection, it is gratifying to note the excellent results reported by Miss Densmore in her use of the Columbia graphophone and Columbia recording process.

THE VICTOR CHRISTMAS POSTER.

The Victor Talking Machine Co. have sent their handsome holiday poster for the use of dealers. The poster is sixty inches long and twenty inches wide and shows the Victor artists, band-master, negro minstrel, Spanish, French and Italian singers, choir-boys and a violinist issuing from the horn of a Victor machine held in the arms of Santa Claus. The text reads, "Come in and hear the Victor. The best Christmas gift on earth." The color effects in the poster are bound to attract attention.



INDIAN CHIEF IN FULL REGALIA.



OJIBWA, A CHIPPEWA CHIEF, MAKING A RECORD.

American Indian will be lost forever, through the gradual dying out of the old members of the tribes—men in whom are still preserved the

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TRADE IN THE OAKER CITY.

Business for Closing Months of Year Proves Very Satisfactory to Dealers—Worried Over Threatened Shortage of Goods—Jobbers Blamed by Dealers—Lecture Recitals at Wanamakers Prove Strong Attraction—What the Various Houses Have to Report—Heppe & Son Divide Department—Interesting Personalities.

(Special to The Talking Machine World.)
Philadelphia, Pa., Dec. 8, 1909.

The last month of the old year has opened in a most satisfactory way for the talking machine people, and from every aspect of the trade there is only a bright side. The business in November was more than satisfactory, and the current month is expected to go the past month even some better. The only one dark cloud in the horizon is the fear that the men will not get all the goods they may need. They are getting assurances that they will be taken care of, and that there will be enough machines, cabinets, etc., to go around, but they are very slow reaching the jobbers, and stock which should have arrived here nearly a month ago is not yet on the way. Various excuses are made for this condition. The dealers claim the jobbers were late in ordering and that they were not justified in having a big stock on hand. They claim they called the attention of the jobbers already last summer to the advisability of placing their orders early. The jobbers admit this, naturally, but they claim that they are not exactly in a position to order goods several months ahead to any great extent, and have the collector come for his money in a few weeks, and they have to be without a big bulk for a number of months, with their heavy general expense going on just the same. The jobbers feel that the manufacturers should make sufficient stock during the dull season and keep it on hand when the busy season begins so that they will be able to supply all needs. They say the manufacturer has the place to store stock, he has the money and is better able to lay it out than the jobber. If he is not willing to do this, then the jobbers say why don't he sell us goods in the early fall, and date his bills the first of November or December when they will be getting in money to meet them.

Nothing in the way of advertising the talking machines has been more effective than the lecture recitals of the grand operas which have been given at the Wanamaker store ever since the season opened and which is referred to elsewhere.

The Penn Phonograph Co. report that November was a very satisfactory month with them. It was very much ahead of the same month of last year, and one of the largest Novembers they ever had. December has started in most encouragingly, and their wholesale orders are particularly heavy. They are looking for the largest December they have ever had in both their retail and wholesale departments. The general call for goods is for those of the higher prices. E. Smullem and T. R. Clark started, on Monday last, on their last trip of the year, to be gone up to within a day or two of Christmas.

F. K. Dolbeer, of the National Phonograph Co., was here on Tuesday of last week, and he says their business is picking up very nicely and in some departments they are working full handed at night.

W. H. Doerr, in charge of the talking machine department of H. A. Weymann & Sons reports that things are very much improved, and that it looks like a very big holiday trade. They are selling all the Victrolas they can get. No. 16 is the big seller. The new cabinet for the Victrola 12 has been meeting with general favor. It is ornamental, and very conveniently arranged. The new Cygnet horns are also selling well and they improve the appearance of the machine and its general tone very much. Mr. Doerr has just returned from a successful trip through New Jersey and Delaware, and Norbert Whitley is at present covering Pennsylvania for the firm.

W. J. Elwell, who is in charge of the retail

talking machine department of the C. J. Heppe & Son store; reports that his firm are gratified with the November showing in every department. D. D. O'Neill, who is in charge of the Heppe wholesale talking machine department, has just returned from a trip through the State, in which he was able to make contracts with a number of new dealers. Under a new arrangement the Heppes have made two separate departments, with Mr. Elwell and Mr. O'Neill in charge, instead of conducting the wholesale and retail as one department. Clarence Collins is at present traveling through Pennsylvania and is meeting with very good success. The worst trouble the Heppes are experiencing is the shortness of stock, and are sure that they will have to disappoint many of their customers. The retail department of the Heppe store has been very attractively arranged in the 1117 store, and their wholesale department is in the basement. Recently they had very large shelving built to store their stock, which is enormous, and the contractor had turned over the job as being complete. When the men reported to work one day last week they found that one of these large shelves had not been properly fastened, and during the night it had toppled over and had scattered 5,000 Edison records about the floor. It required some time to get things back in shape, and the records have not all been examined to find out just how many of them were damaged. Mr. Heppe will hold the contractor responsible for any loss. They had a record crowd last Friday night at their Auxetophone recital, which was in charge of Messrs. Abbot and Ferris—representing the artistic and the mechanical side of the instrument, and they were very successful. Last Saturday afternoon alone, on the floor of the store, they sold fifteen machine outfits.

L. Buehn & Bro. report that their business in November has been way ahead of anything they had expected, and they are almost entirely sold out on certain of the more popular instruments they handle. They have also been having a wonderful success with the cabinets, particularly their new pegless cabinets, with which they have made a great hit. Mr. Buehn says he is looking for a very good December, and the only sign he sees otherwise is that they will not be able to get the stock.

Thomas K. Henderson, in charge of the Columbia Phonograph Co., reports that their business in November has shown a very great improvement over last year. O. C. Dorian has just come to Philadelphia from the New York office to act as Mr. Henderson's assistant. He is a son of Marion Dorian and is a very successful man in this line. "He has brought his wife to Philadelphia to make this their home."

Mr. Henderson says that from the reports he is receiving from the dealers they supply, he is very much more optimistic than he has been for a long time as to the future of the talking machine trade. The increased business has been largely for the four-minute records and for the Grafonola. R. B. Robinson, who recently became connected with the Philadelphia office as traveling representative, has been doing splendid work and promises to become an active factor in the Pennsylvania trade. C. B. Woodhead, who was formerly connected with Kraemer & Gosorn of Norfolk, Va., Columbia jobbers, is now attached to the Philadelphia office. The new records made by John McCormick, the new Irish tenor who was brought to this country by Oscar Hammerstein and listed by the Columbia Co., are meeting with great success. The general demand for grand opera records has been wonderful and the condition of affairs has been helped very largely by the advent of the new Philadelphia Opera House, which recently started its second season.

TALKING MACHINE PLAYER MARCH.

Robert Russell and Miss Annie Haddon were recently married in the piano store of Kenyon-Shirley Co., Morristown, Tenn., while a talking machine played the wedding march.



Let us stock you up after Christmas

Don't monkey with that slow jobber any longer. You've lost enough money through his funeral-movement to build a house. Tell him, "Never again!" and turn your orders over to us.

We'll ship your goods the same day we get the order. We'll not get them all "balled up" either! We have the stock, and the men to get it right out.

Filling orders the same day we get them is the backbone of our business.

And it's made us mighty successful and popular, too! Our customers put confidence in us because we never disappoint them. And they don't have to carry heavy stocks, for they can get everything in the Victor line from us at a minute's notice.

Our quick service doesn't cost you an extra cent.

Send us your after-Christmas order, big or little, and we'll prove to you that you can't get better service anywhere.

Drop us a postal to-day for our catalogues, and for our handsome booklet, "The Cabinet That Matches."

New York Talking Machine Co.

83 Chambers Street

New York

Successors to

Victor Distributing and Export Co.



HOW JOHN WANAMAKER INTERESTS THE PUBLIC

In His Talking Machine Business—Couples the Opera Idea to His Victor Department and Reaches Vast Audiences Two and Three Times Each Week.

In addition to the four-page paper "The Opera" giving full information as to the operatic program for the week as well as a synopsis of the various works, John Wanamaker, at both his New York and Philadelphia stores, has taken advantage of the fast growing demand for opera and music of the better class, by providing lec-

ture to the audience a thorough understanding of the music that enables one to more readily understand and enjoy the actual performance.

The same is being done with equal success in the auditorium of the New York store, where the Rev. Henry R. Rose is the lecturer.

The audiences are always large and display

If any talking machine dealer is at any time in either New York or Philadelphia, it will pay him well to attend as many of these Wanamaker lectures as he can.

PATENT OFFICE CHANGES.

Changes in Classification Division of United States Patent Office Will Save Time and Expense in Examining Patents.

The classification division of the U. S. Patent



AUDIENCE AT OPERA CONCERT AT WANAMAKER'S, PHILADELPHIA (PHOTOGRAPHED FROM STAGE).

tures on each opera the day preceding the performance.

The Philadelphia lectures by Joseph M. Rogers, are given in Greek Hall and since their inception it has been impossible to obtain a seat unless one arrived before the appointed hour. The lecturer explains fully the theme and story of the opera, describing every little detail, and with the Victor and Red Seal records conveys

the deepest interest, and through these lectures they are materially increasing their sales of Victorolas and Red Seal records. This can best be judged by the photographs taken at one of the Wanamaker concerts in Philadelphia and reproduced herewith. Observe the keen interest and pleasure manifest in the faces of the audience and one can get an idea why these lecture-recitals have such a vogue.

Office at Washington is undergoing a number of changes which will work advantageously to the interests of inventors throughout the country. Commissioner Moore expects that when the work is completed the time and expense of examining patent applications will be lessened by thirty per cent., and that patents will have a greater degree of validity when issued.

There are now fifteen well trained examiners working on reclassification of patents. Progress is as rapid as is possible with the force available. There are 248 classes of patents, and ninety-three of these, representing about half of the 930,000 United States patents, have been reclassified. When applications are received for patents in any branches reclassified the value of the new classification is at once made evident in the saving of time and expense, and in the far greater accuracy with which the examiners can work.

VANDERBERG MUSIC CO. REINSTATED.

(Special to The Talking Machine World.)
Green Bay, Wis., Dec. 6, 1909.

The National Phonograph Co., Orange, N. J., have reinstated as Edison dealers the Vanderberg Music Co., Frank Vanderberg, proprietor, in this city. The same concern has a store at Marinette, this State, and Mr. Vanderberg is regarded as very enterprising. A full line of pianos, small goods and sheet music is handled in both places.

The traveling corps of the New York Talking Machine Co., 83 Chambers street, New York, are now all in the field and will remain out until Christmas. S. W. Williams started last week to call on his trade in New York State.



VIEW LOOKING TOWARD STAGE AT VICTOR CONCERT AT WANAMAKER'S.

THE SOUTHERN CALIFORNIA TRADE.

Decided Improvement Noted in All Branches of the Talking Machine Trade—New Victor Records Help Business—Big Holiday Shipments for Southern California Music Co.—Good Columbia Co. Report—Other Items of Timely Interest.

(Special to The Talking Machine World.)

Los Angeles, Cal., Dec. 3, 1909.

Los Angeles dealers and jobbers are advancing on the holiday trade with great expectations. Statistics indicate a great increase in all branches of the talking machine trade for the coming season. Favorable signs have already made their appearance, although the latter part of November was somewhat quiet, which is to be expected before the big business begins. Stock conditions are very favorable, the jobbers taking extra care to place early orders with the manufacturers.

Sherman, Clay & Co. have already moved some of their surplus stock of Victor goods in orders which are daily increasing. The splendid list of December Victor records will no doubt help the trade for such goods during the holidays. Their supply of Victor machines and Victrolas seems to be in splendid shape and sufficient to meet the growing demand.

The Southern California Music Co. are still receiving holiday shipments of Edison goods, and have a creditable supply of the same on hand. The Christmas advertising matter sent to the dealers for Edison machines and records is greatly appreciated by them. The appearance of the new Amberola has commanded more attention in the trade than any other new instrument in some time past. Demonstrations under the direction of C. E. Lyons, the National Co.'s representative, have been witnessed by most of the dealers in the section, whose approval of its merits seems to mark the era of the greatest advancement in the existence of the Edison phonograph. A great future is expected for this new idea in cylinders.

The Columbia Phonograph Co. are receiving a volume of business through the efforts of W. G. Farquharson, who has lately joined their traveling force in place of A. B. Kaufman, who has left the Columbia Co. to return to his home in Chicago. Although a stranger in the talking machine business, Mr. Farquharson has shown marked ability, and hopes to share a large portion of the Columbia Co.'s holiday trade. Wm. Stidham, manager of the local store, is pleased with the fall prospects and says the stock of machines and records is in excellent condition. The Grafonola "Elite" is expected to arrive at an early date, as well as a shipment of the "Regent." The new style disc graphophones are in great demand, as are the December double records. The recently announced four-minute Columbia Indestructible records are very much in demand, and many inquiries regarding them have been received.

Harry Club, of the Wiley B. Allen Co., reports several good sales of Victrolas, as well as the sale of an Auxetophone to an Arizona customer. He is now working on the perfection of his picture machine, for which he has several patents. Particulars regarding the same will be announced later. The Holmes Music Co. have had a good trade during November, and are ready for the holiday buzz.

All retailers are well supplied with goods and most of them have started the holiday advertising campaign. The recent recital given in this city by George Hamlin has increased the demand for the Red Seal Victor records.

Riverside, San Diego, Santa Barbara, Redlands and other Southern California cities are sending in orders which look as though they were preparing for a larger Christmas trade than ever. Many of the dealers have visited the jobbers to make selection of goods for the occasion.

C. E. Wilson, general manager of the National Phonograph Co., has visited Los Angeles and vicinity, together with Mrs. Wilson. His trip is one of business and pleasure combined, which he expects to continue up the coast to Washington.

The Victor-Columbia litigation is being followed by the local trade with some interest.

HARDY IS A HUSTLER.

Goes After Trade in His Territory and He Gets It Too—Pays Big Tribute to the Phonograph.

One of the talking machine hustlers in Michigan is H. A. Hardy, proprietor of Hardy's music store at Standish, Mich. He has worked up a splendid trade in talking machines, as well as pianos and organs, in his territory, by merely not waiting for trade to come to him, but seeking it. In this connection he utilizes a very bright and intelligent pair of horses and wagon and



HARDY'S EQUIPMENT.

canvasses his territory most assiduously. Mr. Hardy remarked to The World: "I never think of going out with a piano or organ without taking along a phonograph and a good assortment of records, and I seldom ever bring any of the goods back. In the last three years the talking machine business has brought me in more clean cash than all the rest of my business put together. Business this fall looks fine. I am selling more high-priced machines than I ever have before." The goods shown in the picture are eight phonographs and six hundred records, which Mr. Hardy is drawing from the freight office to his store.

The "B. & H." Fibre Manufacturing Co.

extends best wishes for

A MERRY XMAS and HAPPY NEW YEAR

TO YOU ALL

May the year 1910 be as good to you as 1909 has been to us!!

☞ Fibre Needles bring new customers and Prosperity to the wise dealer—they also make thousands of converts to the "Talking Machine" each year.

WE CAN PROVE IT.

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

33 W. KINZIE ST.

CHICAGO, ILL.

PROMINENT MEXICAN ARTISTS

Employed by the National Phonograph Co. During Tours of Recording Experts—Several Prominent in Spanish Speaking Countries, Little Known Here—Some Talented Singers of the "Zarzuela" or Light Opera Whose Voices Will be Heard in Edison Records.

Among the many artists employed by the National Phonograph Co. during the various tours of their experts to Mexico in quest of records are several sopranos who deserve special mention. Not a few are renowned throughout all Spanish-speaking countries, and several have delighted the music-loving public of the great capitals of Europe and the larger cities of the United States.

One of the most popular in Spain, South America and Mexico, although but little known in



EMILIA VERGUERI.

this country, is Emilia Vergueri. She has a fine soprano voice of remarkably clear, rich tone, and her intelligent and expressive interpretation of classical selections is very delightful. She is a lady of unusual personal charm, and her stage presence is quite suited to the fine quality of her voice and high artistic ability. Although primarily a singer of the higher class of music, she is equally famous in the lighter music of the "zarzuela," which may be compared to our light opera or musical comedy, although the music is generally of a higher class than the latter.

There are three classes of "zarzuela," one of three acts, among which are many that approach

grand opera in quality, and the others of one and two acts. The one-act "zarzuelas" are the most generally popular. They are very short, each complete in itself, and usually three are given the same evening. Tickets for all, or any particular ones, may be purchased. The music and action of each is entirely different from those of others, and as all the artists have very large repertoires, their versatility is taxed to the utmost.

Particularly famous as a singer of this class of music is Emilia Sanchez, who has a beautiful soprano voice of wide range and exquisite tone.

Of special interest as a singer of the higher class of "zarzuela" music is Sofia Camacho, soprano and elocutionist, well known in Mexico. As a young girl she attracted the attention of one high in authority in Mexico, and later received her musical education at the expense of the Mexican Government.

Another soprano of very wide fame is Soledad Goyzueta, who is well known wherever Spanish is spoken. She has a beautiful voice and possesses remarkable artistic ability.

Also of "zarzuela" fame is Prudencia Grifell, who, besides being a first class soprano, is a gifted comedian. Her husband, F. Martinez, is a comic tenor of note, and they are well known for their duet work. Senoritas Remón and Herrera are sopranos of the very first rank and large reputation, and both are unusually talented. Marie de Jesús Delgado is a soprano well known throughout all Spanish America, and Adriana Delgado is a mezzo-soprano with a voice of excellent quality and exquisite tone.

AMBITIONLESS DEALERS.

Too Many Retailers Show a Lack of Resourcefulness in Handling Trade Practically Brought to Their Doors by the Advertising of the Manufacturers—A Traveling Man's Views.

A traveling man for one of the manufacturing concerns in discussing conditions said: "The great trouble with the trade has been that there were far too many dealers that could not be considered as giving the proper representation to the line. As a rule, they were of no standing in their business community, and either lacked the means of pushing trade or are totally incompetent. These kind of people have lost money, and, in large measure, have been eliminated from the trade altogether. The dealers who have continued right along, holding their own and increasing their trade, have gone after it with energy and enterprise. They have 'broke in' to a better class of trade among people of means, who were either ignorant or indifferent to the possibilities of the talking machine as a source of endless and delightful entertainment. The hornless cabinet gave these dealers, the backbone and stay of the trade, their opportunity, and they are

making the most of it. The manufacturers are spending fortunes in advertising their products, which the little fellows cannot appreciate, nor would they aid and give application to this great campaign of publicity by local work. The resourceful dealer, with capital, of course, is doing all sorts of stunts to assist the selling and exploiting policy of the companies, and they are getting there with both feet. It is these concerns which are making the money, and among them are classed the aggressive music dealers.

MARKER OFF TO THE ORIENT.

Left Nov. 23 to Join John H. Dorian, the Columbia Representative in the Far East—Foreign Sales Active, Says Edward N. Burns.

On Nov. 23 Harry L. Marker, of the Columbia Phonograph Co.'s laboratory recording staff, sails from San Francisco, Cal., to China, where he will remain in the company of John H. Dorian, the company's representative in the Orient, for probably a year. Mr. Marker will record originals in the Chinese Empire, Japan, Siam, Burma and India, and gradually encircle the globe, following up his special line of work. He will probably be abroad a couple of years. Mr. Marker was for a while in Siam, where he became a welcome guest at the King's palace, making records of the voice of his royal highness and of a great number of the prominent noblemen and scholars of the country.

Mr. Dorian's health, which was none too robust, is now greatly improved. He is in the neighborhood of Hong Kong, and his reports of trade are very favorable.

Edward N. Burns, manager of the Columbia Co.'s export department, stated to The Review that foreign sales were splendid and increasing right along.

LEEDS & CATLIN CO. AFFAIRS.

Ten hearings before a master have been held in the office of Robert G. Perry, 60 Wall street, New York, trustee of the bankrupt estate of the Leeds & Catlin Co., machine and record manufacturers, of the same city, in the proceedings of the American Graphophone Co. for an accounting and damages over the Jones patent process of duplicating records. The last examination was held Monday. It is held the trustee has funds in hand as well as some property in Brooklyn, N. Y., belonging to the bankrupt concern. The trustee opposed this proceeding, claiming the firm, being in bankruptcy, an action of this kind would not lie, but the United States Circuit Court and the Court of Appeals directed otherwise.

The Southern Talking Machine Co., Memphis, Tenn., have incorporated with a capital stock of \$10,000. The incorporators are Garfield Fisher, John Holmes, William Pfeister, M. J. Walsh and John T. Schurmeyer.

JOHN F.

The Idol of the Covent Garden and Manhattan Opera Houses : : :

"OUR OFFER"

To bring our beautiful English made Odeon Records before the notice of American dealers we offer to send 12 assorted double records by this great artist to any part of the States, *case free, duty free and carriage free*, for \$9.50 (not less than 12).

He sings exclusively on

DOUBLE SIDED

ODEON



McCORMACK

The Great Irish Tenor with the wonderful Italian voice : : :

"OUR OFFER"—Continued

Remittances should be sent forthwith (while the Grand Opera Season is in full swing) to the Sole Agents for the English Made Odeon Records: BARNETT SAMUEL & SONS, LTD., Worship St., London, England.

10 1/2 INCH and 12 - 1 NCH

RECORDS

CINCINNATI'S BUDGET OF NEWS.

Talking Machine Dealers in a Happy Mood—Better Grade of Machines Have the Call—Big Victrola Sales—Wurlitzer Co. Aid Dealers—An Unique Electrical Display—New Columbia Goods Take Well—Edison Cygnet Horns a Hit—What Various Houses Report.

(Special to The Talking Machine World.)

Cincinnati, O., December 2, 1909.

Cincinnati dealers of talking machines and records are in a happy mood. The advance holiday business seems to be far beyond the expectations of a month ago, and there is every indication of all dealers getting a good slice of the general demand for these household necessities. The collections are reported to be above the average.

Cincinnati talking machine men are more intensely interested in the talking machine business than they ever were in the past, and Cincinnati can boast of some excellent talking machine salesmen. The cause of this enthusiasm is the appreciation that the public is showing for the Victor-Victrola, and the great number of sales which are being made. This naturally results to the profit of everybody engaged in the business, and with such good returns that they are encouraged to give the business strenuous and untiring attention. It is a noticeable fact to those who come in contact with these Victrola salesmen that the Victrola and Auxetophone are always in their minds day and night.

Several of the most prominent people in Cincinnati purchased Victrolas during the month of November and the showing for the month was extremely satisfactory. In reply to one of their circulars, the Rudolph Wurlitzer Company received a letter from the White House, thanking them for the offer to install an instrument in that place and advising them that they already had a Victrola. Several Victrolas were sold to rich Cincinnatians and shipped to Florida. The Rudolph Wurlitzer Co. have sent out a number of Victrolas to neighboring towns; some were made direct, while others were turned over to the local dealer.

The dealer ordinarily needs assistance from his jobber to make the first Victrola sale, and The Rudolph Wurlitzer Co. understanding this, have offered the services of their retail salesmen to dealers who are located convenient to Cincinnati. It is undoubtedly merely a question of time according to the opinion of the officers of this company, when every dealer will be able to carry a Victrola in stock. The Rudolph Wurlitzer Co. several weeks ago made arrangements with a dealer in a city which previously had not had any Victor representation. The person in question was induced to stock a Victrola which was duly shipped him several days ago. To-day the company received a letter acknowledging receipt of the Victrola and enclosing an order for two additional Victrolas—and a quantity of Red Seal records.

Last week The Rudolph Witzler Co. had a unique electrical display in the front of their building. The display was arranged to represent a bomb being fired from a motor and exploding in a mass of different colored stars, which finally formed the word "Victor." This week they have on display in a window a Moorish inlaid Victrola with Moorish arms and tapestry. It is attracting a great deal of attention and the price, which is plainly marked \$750, does much to make the \$200 price of the regular mahogany Victrola look insignificant and small, and there has been a noticeable absence of complaints as to the price of the mahogany Victrola, since this instrument was received by The Rudolph Wurlitzer Co.

The Rudolph Wurlitzer Co. have a big stock of Victrolas on hand, and in spite of this are awaiting very anxiously a further shipment from the factory, in view of the big demand which is now being made upon them, and the tremendous number of orders they expect to receive for Christmas delivery.

Manager S. H. Nichols of the Columbia Phonograph Co. reports excellent business for November, both retail and wholesale; in fact, the month's business ranks with the best November in the history of the Cincinnati store.

Retail business has been particularly good with the Grafonolas, the real serious question being to get the goods to supply the demand. While the retail business in Grafonolas has been excellent, the wholesale has been equally as good, and Grafonolas have been shipped all over the territory subject to the Cincinnati store.

Although the high grade goods have been in demand, an evidence of the return of good times is the general gradual return of the laboring classes as purchasers, and, as predicted before, the laboring classes will soon be a buying factor and the coming year promises to be the largest in the history of the company.

The holiday trade is starting off well, and there is no reason to doubt an excellent business.

The Columbia Co. have put new life into the business with new goods, and the four-minute indestructible records and cylinder graphophones to play the two-minute and four-minute indestructible records have certainly livened things up, and the demand for these goods is way beyond supply. Columbia dealers are reaping the benefit from the demand created by the present line of disc and cylinder graphophones and records.

The lively manner in which the cygnet horn, the new horn manufactured by The National Phonograph Co., has been received by The Milner Musical Co., is shown in the statement of General Manager Walter W. Timmerman, who says: "We disposed of every one of the new Cygnet horns received in our first shipment, within the first week after their arrival. It has been a great stimulant to our old customers, and the many pleased comments from our new customers indicate that the future for this type of horn is already made.

"The sale in the Edison line has been especially good, exceeding our expectations. The demand of records has been the best we have ever had, which speaks well for the November list. We anticipate a great deal more patronage in the month of December, and in view of all the other departments being on the increase, we hope to have our best month in the talking machine department."

The Milner Co. are daily looking forward to shipments of Edison Amberolas, and anticipating their arrival several sales have been made and many are in prospect of being cinched.

The Red Seal records of the Victor folks held the record for sales last Saturday at the Milner store.

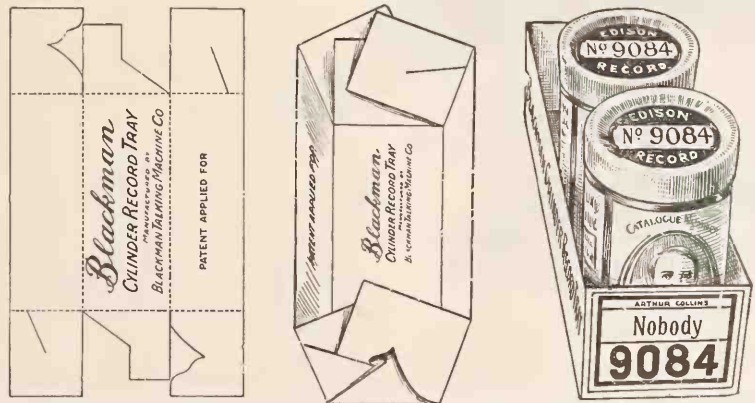
The risk attending want of success is not to be compared with that of neglecting the attempt. —Beacon.

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. 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	75 "
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 (2 min. and 4 min.)..... .22 Columbia Labels (Domestic), per set..... 3.50

FREE SAMPLE of Tray with Label to 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

THE BEST TRADE NOW USE Echo Record Albums

FOR TALKING MACHINE DISCS

ANY CABINET

CAN BE FITTED WITH THESE ALBUMS

Made for Both Single and Double Face Records

VICTOR, COLUMBIA-OR ZONOPHONE MAKE

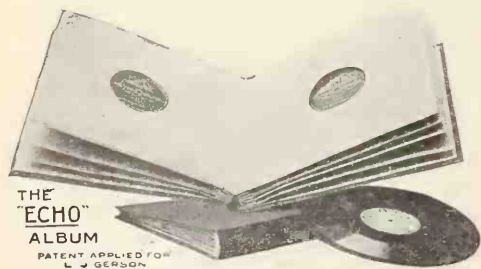


THE GERSON DISC RECORD CABINET FITTED WITH "ECHO" ALBUMS

They form a complete system for filing disc records, which can be added to, album by album, on the Library plan. Just the thing for

RED SEAL COLLECTIONS

Every Record Instantly Available



Ten-Inch Disc Albums \$1.25

Twelve-Inch Disc Albums, 1.50

"Echo" Record Albums preserve disc records against dust, careless handling, scratching or breakage.

DISCOUNTS TO THE TRADE

ECHO ALBUM CO.

Sole Manufacturers

926 CHERRY STREET, PHILADELPHIA

TIMELY TALKS ON TIMELY TOPICS

A manufacturer who had noticed the "topic" in last month's World about the scarcity of traveling salesmen pronounced it true in every particular. As additional information on the subject, he said: "What The World remarked cannot be denied. Good salesmen are not to be had for some reason or other. The big companies have room for a number of men of this stamp, but they are not found. There was a time when salesmen of ability were obtainable, but now, what has become of them? Why, when one of the companies launched a new jobber or even a prominent dealer took on the talking machine it was usually with the understanding that a manager would be provided who had a knowledge of the business from a selling point of view. Then one of the men who had traveled the territory where the new jobbing firm was located, and knew every dealer, what stock he carried, his financial, business and perhaps something of his social standing in the community, was the party to fill the bill, and he was drafted to take the position. This occurred not only a few, but many times, and a number of the most successful talking machine managers of jobbing houses and the larger department stores were road salesmen at one time or another for the factories.

"So long as these vacancies could be filled the loss was not felt keenly, though good men were parted with no little regret. As was generally the case the traveler secured an excellent place at a better salary and brighter prospects, besides getting off the road, which every man looks forward to ultimately. But so many of the 'boys' were transferred into managerships that it has become more difficult, if not well near impossible, to find acceptable substitutes. This is the condition at the present. Here is an opportunity for young men of steady habits, made of the right stuff and ambitious to get ahead. The talking machine trade is a fine line to be connected with. The goods are right and the people whom the manufacturers desire to get interested are above the average merchant. As a class, talking machine jobbers and dealers are active, enterprising and progressive, else they are 'in wrong.' The remuneration is also on a higher scale than that paid in other branches of trade to start, and if capability and adaptability are displayed advancement is rapid.

"I should think there were a surplus of traveling salesmen in the piano business who would find it to their advantage to look into this opening," said the manufacturer in conclusion. "Of course, they would be obliged to train themselves to the exigencies of the line and learn its peculiarities, which differ materially from selling musical instruments. At the same time they possess the preliminary experience; the remainder is a detail. Good roadmen are needed, and it has become a really serious matter where to look for them." These suggestions and the opportunity are offered in good faith. The future of the talking machine business is bright with promise and the right kind of men may adopt an honorable and profitable career that would doubtless give the same excellent chances for preferment as have occurred in the past.

Great things have been accomplished in the way of improved trade products—machines, records, horns, needles, etc.—and doubtless still more wonderful developments are to follow. A prophet who talked as with authority declared that sometime in 1910 one of the most marvelous surprises would be sprung by a company recognized the world over as the embodiment of the spirit of progress in all that pertains to the talking machine industry. As in the past, due announcement will be made when the proper time arrives to take the distributors into their confidence. Until that date arrives we must possess our souls in patience.

The so-called combined disc and cylinder machines have not made a popular hit, despite the claims of their inventors. The trade has withheld their approval by not buying in other than an experimental way. Perhaps the price may have had a deterrent influence. At any rate, whatever the reason the demand, if such ever existed, was so slight apparently that further improvements to simplify the device and lessen its cost are seldom heard from. Another combination machine of this type has recently appeared, however, in which a dealer of Brooklyn, N. Y., is interested. It is rather a crude affair, and it may answer for some purpose, but as a machine for a passably clear, not to say brilliant, reproduction of records, it leaves much to be desired. The device requires the service of a mechanical expert to adjust its parts, and this of itself is sufficiently condemnatory to create distrust on the part of the dealer, who is always skeptical of everything in an experimental stage, and properly. The old saying that experiments should be completed in the factory and not in the public eye, has lost none of its force, and applies particularly to talking machine appliances.

Elsewhere extended reference is made to the extraordinary demand this season, which grows more acute as the holidays approach, for the hornless cabinet machines. A great many in the trade believe that the several types of these machines now in the market will not cut into each other's business, as they occupy distinct and separate fields. It is now evident that the respective manufacturers of these splendid lines, actively engaged with their own jobbers and dealers, are working up such a tremendous volume of sales that the orders cannot possibly be filled for a long time ahead. Reports say that orders for 4,000 Victrolas are now on hand. Only samples of Amberolas have reached the entire trade as this issue of The World comes off the press, while the supply of Grafonolas is so inadequate that not even that much has been accomplished. Such a rush for goods of this kind is a reminder of the boom times of 1906, when the factories were so overwhelmed with orders for the regular line of machines and records that they did not hardly know which way to turn. This is auspicious. The public have not tired of the talking machine. Not by a long sight. Perhaps the prosperous years which have been enjoyed may not put in an appearance again immediately, but another happy cycle is on its way, as all signs unmistakably portend.

GEORGE HOWARD IN CHARGE.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 8, 1909.

George Howard, well known in talking machine circles, has been engaged to take charge of the talking machine and piano department of J. C. Groene's store at 424 Race street. The former will be on deck after to-morrow. He was formerly with Groene and was at one time with the defunct Cincinnati Talking Machine Co. Mr. Groene is enthused over conditions of the past month, the sales for November being highly pleasing. The piano department of Mr. Groene is an innovation which was just introduced this week. A wareroom has been fitted up on the third floor and on display are makes of Decker & Son, Schumann & Co., and the "Groene," which is a product of the Homer Piano Co., New York.

VISITED VICTOR PLANT.

Recently Lipman Kaiser, director of the talking machine department of the S. B. Davega Co., Victor and Edison jobbers, New York, was in Philadelphia, calling at the plant of the Victor Talking Machine Co. and the Excelsior Drum Works, Camden, N. J.

COLUMBIA CO. SIGN GIPSY SMITH.

The World's Greatest Evangelist Sings His Best Known Revival Songs Exclusively for the Columbia Co.

Gipsy Smith, the world-famous evangelist, has just made three double disc records of his six best known songs at the Columbia laboratory. These records are said to be highly meritorious musically and as sacred songs, apart from the sentimental value attached to Gipsy Smith's name. His voice is marvelously sympathetic and happens to possess wonderful recording properties, for every word in these records can easily be understood from beginning to end.

Gipsy Smith is known all over the English-speaking world, and these records are the same songs that have been associated with his work in England, Wales, Scotland, Ireland, Australia and South Africa.

It is safe to say that no evangelist since Moody



GIPSY SMITH, THE GREAT EVANGELIST.

has ever succeeded in attracting larger audiences than Gipsy Smith. He has spoken to over three million people during his recent American tour and it is the usual thing for him to address audiences of ten thousand people in a night. As a speaker and singer he is unique, and combines the ability of a Moody and a Sankey, with many of their combined personal characteristics and power. He is perhaps the only evangelist who needs no introduction to any person, or class of persons in the United States, for everybody knows him. These records by Gipsy Smith will be announced by the Columbia Co. at an early date.

Just before he sailed for England he wrote the following note to the Columbia Co., which tells its own story:

"After repeated requests in England and America, I have decided to place on record some of the songs of the Gospel, or as I call them, 'sermons set to music,' which I have found so helpful in my work in England, America, Australia and South Africa. The following songs: 'Saved by Grace,' 'He Lifted Me,' 'Kept for Jesus,' 'The Beautiful City of God,' 'Jesus Is My Light' and 'Pass It On,' will all be recognized as old favorites, and as sent forth by the Columbia Co. can be used and preserved long after my voice is far away or no more. My one hope is that they may in this form bring back blessed memories and give new inspiration wherever heard.

GIPSY SMITH."

We had an opportunity of listening to the first

record made by Gipsy Smith, and unquestionably these records will prove a tremendous hit.

The enunciation is so clear and the voice purity so marvelous that they will appeal to the people who have personally listened to the voice of the famous evangelist.

The Columbia Phonograph Co. have certainly scored a triumph in this latest acquisition to their star list.

BLACKMAN CO.'S PURCHASE.

Stock of Forsyth & Davis, Kingston, N. Y., Bought by New York Jobbers and Shipped to Headquarters—More Improvements in Store—Business Excellent.

The Blackman Talking Machine Co., 99 Chambers street, New York, announce that they have purchased the entire business, stock and goodwill of Forsyth & Davis, Edison jobbers and Victor dealers of Kingston, N. Y. The stock has been shipped to the Blackman headquarters and Forsyth & Davis have formally notified all their dealers of the change.

In line with the other improvements made in the Blackman store—bright blue front, redecorated interior, etc.—there has been installed a private switchboard connecting all departments and presided over by an operator. The new system will do much to facilitate the business of the establishment. Regarding present conditions, J. Newcomb Blackman declared that the chief difficulty was in getting goods from the factories rather than orders from the dealers, and that in Victor machines especially, only their regular dealers could be accommodated, and even they could not be supplied with sufficient Victrolas.

MUSIC IN AMERICA.

Oscar Hammerstein, Famous Impresario in Article in Saturday Evening Post Pays Tribute to Influence of Talking Machine and Player-Piano.

In a recent number of the Saturday Evening Post, Oscar Hammerstein, the famous Impresario, contributed an interesting article on his methods of securing operatic stars, and in which he paid the following tribute to American appreciation of music:

"By every possible instinct the native American is musical, and yet only a few people stop to realize it," said Mr. Hammerstein. "They are

willing to accept the bald statement that, because refined music—and by this I mean the best modern expressions of it—originated in Europe, the European leads the world in his appreciation of it. Let us see just why and how the American ear gets the prestige that I contend is its own. Go into the average American home and, with few exceptions, you will find some kind of musical instrument there. It may be a piano, or a mechanical piano player, or it may be a humble and complaining accordeon. But certain it is that you will find something with which to make some kind of melodious, or, as the case may be, unmelodious sound.

"Ask any piano manufacturer and he will tell you that more and better pianos are made and sold in the United States than in any two other countries. The phonograph dealers will tell you the same thing. Their instruments go to the farms as well as to the cities. Thus music is part of the home life of the American. An American family that does not boast of at least one member who can play on some kind of instrument, or sing something when a visitor comes to call, is lacking in social standing in the community, whether it be a city or a cross-roads village.

"On the other hand, this particular opportunity does not come to the average European, whose wage is smaller than that of the average American, and whose idea of home comfort and home culture is not so extensive as that of the American. He cannot afford to have a piano or a phonograph as readily as the American. Therefore, the European child, while growing up, lacks the effect of music in the home air."

FILES BANKRUPTCY PETITION.

Louis Rosansky, a dealer in talking machines, having his place of business at 379 Grand street, Manhattan, filed a petition in the United States Circuit Court, of this district, on November 24, to be adjudged a voluntary bankrupt. He gives his liabilities as \$3,714.80 and his assets as \$1,454.

TALKING MACHINE AT FUNERAL.

The phonograph was used for the first time in a funeral service in Vineland, N. J., at the funeral of the wife of Councilman A. F. Guttererson on December 7. Mrs. Guttererson in life always said the phonograph could render "Beulah Land" and "The Home Over There" in sweeter tones than any singers of her acquaintance.

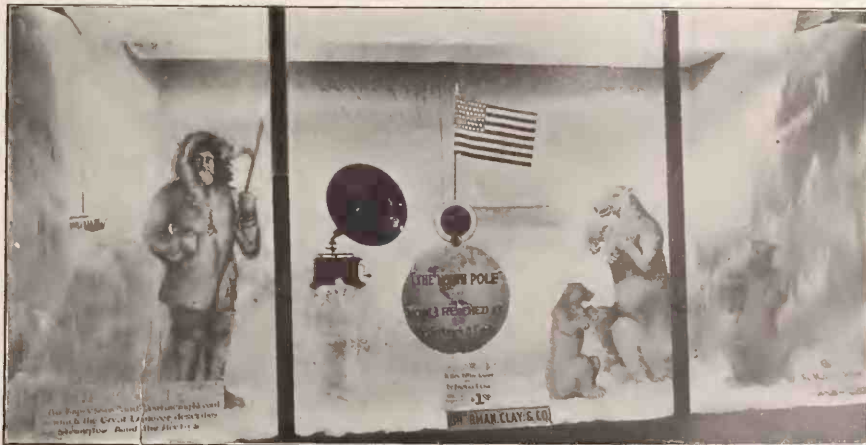
NOVEL WINDOW ADVERTISING.

Sherman, Clay & Co. Prepare Attractive Display Which Is Drawing Trade.

The illustration herewith was reproduced from a photograph received from our San Francisco correspondent. It shows the kind of advertising which the great house of Sherman, Clay & Co. is doing in connection with the Victor

records made by Dr. Frederick Cook.

The window was designed by Sherman, Clay & Co.'s window trimmer. The bears and Dr. Cook are cut out of card board, on which the scenery is presented. The cotton on the floor is sprinkled with mica, the sky border of blue cambric. The scenery is made in four pieces and pasted together. It is attracting a good deal of attention and the Victor records made by Dr. Cook are as a consequence in increased demand.



SHERMAN, CLAY & CO.'S COOK RECORD WINDOW.

The Greatest Hundred Dollars' Worth of Music in the World



THE COLUMBIA Grafonola "Elite" = \$100

We are pushing the third large run of these Grafonolas through our assembling rooms as rapidly as possible with product of this high character.

It is too late now to predict that this "smallest cabinet machine" will transform the high-grade talking machine business—for it is already a demonstrated certainty.

Exclusive Columbia dealers wanted—that is, dealers who can handle exclusive Columbia selling rights.



Columbia Phonograph Company, Gen'l

TRIBUNE BUILDING, NEW YORK



DELAY IN SHIPPING AMBEROLAS

Explained by Sales Manager Dolbeer—Doing Everything in Their Power to Satisfy Customers—Congestion Will Be Conquered About the Middle of Next Month.

The delay incident to the anticipated prompt shipment of the Amberola hornless cabinets by the National Phonograph Co., Orange, N. J., so as to meet the date of placing the goods on sale, is thus explained by Sales Manager Dolbeer:

"We have done everything that lay in our power to supply the heavy initial orders of the Amberola, have exhausted every resource that could be brought into requisition to accomplish that end; but we simply could not secure enough cabinets from manufacturers to take care of the unexpected volume of initial orders by the date at first anticipated—December 1.

"The plea of the cabinet manufacturers is the same as is heard among manufacturers everywhere, and bears out the prediction that was freely made at the time of the financial depression—that when the country began to recover its equilibrium the volume of the ensuing business would temporarily embarrass the manufacturing world. The remedy is in sight, but we regret to say that it will not materialize in time to supply the entire requirements of the holiday trade.

"The fraction of the initial orders that we have been able to fill, and can yet supply before Christmas, has been and will be distributed proportionately and without favor among our jobbers. It is but a small proportion of the total, to be sure, but it will at least permit of the securing of some holiday benefits from the new machine, in that the Amberolas that reach the trade in time can be displayed and orders taken from them for future delivery. We are promised a goodly supply of cabinets by the first week in January, which we will equip and ship by January 15. After that time we expect to be in a position to handle the situation more easily.

"The Cygnet horn situation is much the same in many respects as the Amberola, although for obvious reasons hardly as regrettable. We have supplied a great many orders and are shipping as fast as the horns can be rushed to us from the manufacturers, so that the market will be fairly well supplied for the holidays."

BIG DEAL IN BALTIMORE.

Sanders & Stayman Co., Well-Known Piano and Talking Machine Dealers, Buy Out Lertz.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 10, 1909.

An important deal was consummated in this city on December 4, when G. Wright Nichols, president of the Sanders & Stayman Co., secured control, through purchase, of the entire stock, good will and franchises of R. Lertz & Son. The entire stock of Lertz & Son is being disposed of at special sale, which is being widely advertised.

In addition to the agency for several of the leading lines of pianos, including the Steinway and Weber, Sanders & Stayman handle the Victor and Columbia lines of talking machines and records very successfully.

A CONVENIENT HOLIDAY VOLUME.

"Holiday Hints" is the title of a handy little booklet issued by the S. B. Davega Co., 126 University place, New York, in which they furnish an illustrated list of their talking machine and sporting goods specialties. Its style is terse and concentrated, and if a better grade of cuts had been used the otherwise neat booklet could be commended from a printing viewpoint. In it they declare their selling policy in the following paragraphs, excerpts from the preface:

"It has been our aim during the twenty-nine years we have been in business to handle only the best quality of goods and to give our patrons the lowest prices for the highest grade article. If you are not satisfied with the purchase made at our establishment return it to us at once and we will be only too pleased to exchange it or

return the money in case we cannot satisfy you. We want your friendship as well as your trade." The accompanying telegram idea is clever.

CHANGE OF OFFICERS

Of Ludden & Bates Southern Music House Announced to Take Place on January 1—Headquarters to be Moved to Atlanta.

On January 1 there will be considerable change in the affairs of the Ludden & Bates Southern Music House, Savannah, Ga. Leonard Carter will retire from the presidency and will be succeeded by W. P. Dorough, the present vice-president, which office will be assumed by John H. Carter. The other officers of the company are: E. T. Dorough, secretary, and H. P. Mulkey, treasurer. On the first of the year the headquarters of the company will be removed from Savannah to Atlanta. This concern handle talking machines and records very successfully at their various stores.

HOLIDAY TRADE IN FULL SWING.

Jobbers and Dealers Are Ordering Fair Stocks—Hornless Machines in Great Demand—Victor Co.'s Immense Business—Expansion of Manufacturing Resources Continues.

Holiday trade is in swing with the jobbers, and dealers, while not buying as freely as they should, still are in the market ordering a fair stock of machines, records, horns, etc., as well as engaging for a future supply, especially in the high-price hornless cabinets, Victrolas, Amberolas and Grafonolas. In these lines there is developing a serious shortage, despite the best efforts of the manufacturers. Despite the fact that the Victor Talking Machine Co., Camden, N. J., have enlarged their great plant with a view of grappling successfully with the demand—double that of a year ago—of the present season, they are far behind on orders, and there are about two dozen demands from jobbers and dealers for every Victrola turned out.

Of trade in general, W. S. Moffatt, at the head of the New York Talking Machine Co.'s finance department, said: "For three months past we have been doing a fine business. Dealers are placing their holiday orders and goods are going forward. So far we have met every requisition made upon our stock; in other words, giving 100 per cent. of the goods specified. The factory are slowing up a trifle on some types of machines, and we have no complaint to make about Victrolas.

"You see, the business of the Victor Talking Machine Co. has been so tremendous that new additions are constantly being made from sheer necessity to their already mammoth plant. Still, they seem to be unable at times to keep tully abreast of the demand for their line, which is conceded to be the greatest in the world. The Victor is the leader, and its pre-eminence cannot be successfully challenged.

"During the past year their export business has more than doubled under the capable management of Daniel O. Mitchell, with headquarters in Camden, N. J. Charles Ferree Lightner, who makes Rio Janeiro, Brazil, his home address, looks after the Victor business in the eastern cities of all the South American countries, and he is increasing the trade rapidly. He is certainly one of the most capable men in the foreign service. Mr. Lightner will start for the United States in April next, spending his vacation of several months here. Thos. F. Perry is the company's representative on the west coast, and as he works in connection (and on a reciprocal basis) with the agents of the American piano manufacturers traveling through that part of South America, he is not only held in high esteem, but is expanding the Victor sales also."

JACOT MUSIC BOX CO. TO MOVE.

The Jacot Music Box Co. have arranged to vacate their present quarters at 39 Union Square

about February 1, 1910, and will announce their future location at a later date. They report an excellent business in their Mira music boxes and Edison and Victor machines and records, which is improving with the approach of the holidays.

HOFFMAN SECURES COLUMBIA LINE.

The Well-Known Piano Dealers of Kansas City Will Give the Columbia a Strong Representation—General Manager Lyle's Views.

The Columbia Phonograph Co., General, have made another important connection in the music trade by signing up Carl Hoffman, the exclusive high-grade retail music house of Kansas City, Mo. The Hoffman concern is pushing the Columbia line with all the vigor and enterprise that has made this one of the finest and most successful music establishments of the Middle West.

George W. Lyle, general manager of the Columbia Phonograph Co., in speaking of this and other like incidents in the trade, expressed himself as follows: "The sooner every music dealer in the country makes a similar choice in the interest of his own individual business, the better it will be for his business, and the less he will have to regret. That live, up-to-date music dealers of the better class all over the country are joining the Columbia ranks all indications combine to show. The business qualities that have made music dealers successful in their own business have made them quick to appreciate the advantages of the complete Columbia line, especially since the introduction of the new and magnificent line of Columbia Grafonolas, and they are profiting by the unfailing source of income to be derived from Columbia double-disc and Columbia indestructible cylinder records. It was no accident that this wide-awake house of Carl Hoffman cast in its lot with the Columbia on the talking machine and record end of the business. It was a matter of deliberate choice, based upon sound judgment as to quality, and discernment of superior advantages in the way of profit to be gained in the future under the liberal and businesslike program of the Columbia Co."

NEW COLUMBIA 4-MINUTE RECORDS.

This week the Columbia Phonograph Co., General, notified their jobbers and dealers that "in addition to the twenty-four two-minute Indestructible cylinder records on our January list, we have added the nine four-minute selections" listed below: "Prologue from Paggiacci"; selections from "Madame Butterfly," (A) "Little Miss Golden Curls," (B) "A Little Ray of Sunshine Follows Each Dark Cloud," "Good-bye," "The Butterfly," "Though Your Sins Be as Scarlet," (A) "The Ghost of the Banjo Coon," (B) "Linder Green," "I Wish I Had My Old Girl Back Again," "Slip On Your Gingham Gown."

These records will go on sale December 24, the same as the other January records. Beginning with the February supplement there will be listed each month ten of the four-minute Indestructible records and twenty of the two-minute Indestructibles.

AN EDISON ANNOUNCEMENT.

In sending out on December 1 the list of "cut-out" and defective 300 two-minute or standard records, that become effective February 1, 1910, the National Phonograph Co. notify Edison dealers in Canada that "under no circumstances are any of these records to be returned to the jobber until you have received proper notification, at which time the regular forms will be sent you, giving instructions as to how the exchange is to be handled. Any records returned prior to the receipt of the papers in question will be returned to the dealer, transportation charges collect."

Dealers in the United States are also informed that "such of these records as you may have in stock may be returned to our factory, under the terms of our continuous exchange." They are cautioned not to ante-date shipments under the same penalty as the Canadian trade.

SIX MILLION

Will Buy the Magazines that Carry

There are surely two readers to each copy of a magazine purchased. Twelve million people will thus have Columbia Double-Discs, Columbia Grafonolas and Indestructible Records offered to them through the January magazines.

Hundreds of thousands of these millions of people will certainly *read* the Columbia advertisements, and on the most conservative estimate tens of thousands will act on the suggestion that the advertisements offer.

We have not made January an extraordinary month in our advertising either—it's just an ordinary, average, Columbia advertising month.

Occupying either the back cover in colors, or two pages in prominent position on the inside, Columbia advertising will in January be presented to the readers of Everybody's, Munsey's, Cosmopolitan, Saturday Evening Post, Collier's Weekly, Century, Scribner's, Harper's, the World's Work, the Review of Reviews, the Outlook, Hampton's, the Red Book, Success, the American, Good Housekeeping, the National, the Columbian, and the Theatre Magazine.

Some of this advertising features the Grafonola "De Luxe," with Double-Disc Records, some of it features the Grafonola "Regent," and some features Indestructible Records and Cylinder Graphophones.

Columbia
Double-Disc
Records

DAVID BISPHAM
America's Foremost Baritone
sings exclusively for the Columbia.
12-inch Double-Disc Records by Bispham, \$1.50

Your machine (Columbia or any other make) will play Columbia Double-Disc Records. Music on *both* sides—a different selection on each side. 65 cents by mail will bring you a sample and the name of a nearby dealer.

COLUMBIA PHONOGRAPH CO., GEN'L, Dept. H, Tribune Bldg., N. Y. Dealers Wanted—Exclusive selling rights given where we are not properly represented.
Prices in Canada plus duty. Headquarters for Canada—33 Confederation Life Bldg., Toronto, Ont.

Copyright © 1924 Columbia N.Y.

Exclusive Columbia Selling Rights

If it's only to provide against the future, why don't you get yours? Write in! In any case, it ought to be important to you to realize the Columbia Phonograph Company, and the restrictive and

Columbia Phonograph Company

N PEOPLE

the January Columbia Advertising

Grafonola

The COLUMBIA
Grafonola
 DE LUXE \$200.
 (With Regina
 Attachment \$225.)



Don't put \$200 into a musical instrument till you have made comparisons. There are "concealed-horn talking machines" on the market. But the Columbia GRAFONOLA is a musical instrument of marvelous "voice," embodying wholly new principles of sound-reproduction and tone-projection. Catalog free.

COLUMBIA PHONOGRAPH CO., GEN'L, Dept. H, Tribune Bldg., N. Y.

Dealers Wanted—Exclusive selling rights given where we are not properly represented.

Prices in Canada plus duty. Headquarters for Canada—Confederation Life Bldg., Toronto, Ont.

The readers of the great magazines nowadays simply cannot get away from the strong and insistently repeated Columbia advertisements. And every day it becomes clearer that the dealer who keeps in touch with the times and who looks a little way into the future, is in the same position—he simply cannot get away from the Columbia line.

What's the use of trying, anyhow?—the right time to take hold of a thing is while it is in the *ascendant*—not after it has climbed over the highest point. There never was a time in the history of the talking machine business when the dealer who has been putting his capital and his best energy into building up a business which would last, and which he himself could own, has had such a complete and comprehensive offer as that contained in our program of exclusive selling rights to Columbia dealers.

The completeness of the line and its rapidly growing popularity, together with the solid and fair policy of the Company behind that program, cannot safely be ignored either by you or your competitors.

If we, through our dealers, could offer the public Columbia Double-Disc Records *alone*, our position would be secure. If the Indestructible 2-Minute and 4-Minute Records were our *only* product the Columbia line would still be the biggest factor in the business. The standard of quality of the Columbia line of Disc and Cylinder Graphophones would *alone* maintain Columbia pre-eminence. But when you have added to *all* these, the magnificent three Grafonolas—the "De Luxe," the "Regent," and the "Elite," you have spread before you a merchandising campaign that is absolutely without equal in the musical field.

ay Be Still Open In Your Locality

ly posted on all that "exclusive Columbia selling rights" means?
 the difference between "exclusive selling rights" as granted by
 y competitive plan of selling "one line of goods exclusively."

1, Tribune Building, New York

TALKING MACHINE MEN INVITED

To Participate in the Music Trade Exhibition to be Held in Richmond Next May Under the Auspices of the National Piano Dealers' Association—Manager Green Gives Interesting Details.

A preliminary announcement made to The World by Chas. H. Green, manager of the Piano Trades Exhibition, to be held in Richmond, Va., commencing Monday, May 16, states that the talking machine trade is also invited to participate. The exhibition is not a private or money-making enterprise, but is given by the National Piano Dealers' Association in connection with its annual convention, which will be held May 16 to 19, 1910.

The exhibition will be in the Horse Show building, and the floor space has been divided by Manager Green, acting for the association, into 60 soundproof rooms, averaging 300 square feet of floor space. Thirty-six of these are ranged around the sides of the building, and 24 in the center, with a 10-foot continuous aisle or promenade between extending the depth of the floor. Each room or partition has lath and plaster walls, with a half inch of mineral wool sound-deadener between the plastered 10-foot partitions, so that the playing of instruments cannot be heard in the adjoining compartments. In front of each space, office room of between 60 to 80 square feet will be provided, enclosed by a substantial wood railing, with posts 7 feet high, surmounted by glass globes.

The decorative scheme will be gold and white, and the interior lighting effects of the rooms will be tungsten electric bulbs on a white bunting ceiling, making the illumination all that could be desired. The front of each room facing the separate offices will be a plate glass store front, which may be closed off into complete privacy by drawing a heavy shade. On the outside top of the rooms a heavy fancy balustrade is provided, also having the ornamental glass globes on the posts.

Above and behind the booths or soundproof demonstrating rooms seats run around three sides of the large hall, with a capacity of 3,000. It is the purpose of the management to have a celebrated band in attendance during the evenings only, when the public will be admitted by paid tickets. Thursday evening, May 19, will be known as "Society Night," in compliment to the people of Richmond, when the admission will be \$1, and in addition to the band a number of prominent vocal artists will take part in the special program. During convention days the exhibition will be open to the trade only from 2 to 6 o'clock in the afternoon.

The charge for space will range from \$300 to \$375, according to location, with an average price of \$350. This will be the entire cost to an exhibitor, excepting the carrying charges each way, and a small amount for unpacking and re-packing. J. D. Corley, the State commissioner, will take charge of all exhibits as they arrive

in Richmond, and will see that the cost of handling is kept at the lowest possible figure. The funds realized by the sale of space and admissions will be applied to defraying the expenses of the exhibition, and all over and above the actual cost of its maintenance will be rebated to exhibitors. The ornamentation of the hall will be on a lavish scale, white bunting with gold trimmings, with a thousand or more electric lights flashing from the ceiling. Manager Green stated he proposed inaugurating the finest and most elaborate trade exhibition ever held in this country, if not in the world; to demonstrate such a thing is not only possible and practical, but profitable for exhibitors in every branch of the music instrument business.

The prospectus, photographs of the building, floor plan and general literature of the Association will be mailed the trade on or about January 1 by Manager Green.

EDISON BUSINESS PHONOGRAPH

An Absolute Essential in Every Business Office.

Business men who recognize the value of system and time saving methods in the conduct of their business are keenly appreciative of the value of the Edison business phonograph, which is rapidly being installed by the managers of all the progressive institutions throughout the country. It has proven its worth time and time again, virtually acting as a valuable assistant to the busy man and taking the place of a large staff of expert stenographers which cannot always be at his elbow. Ministers and clergymen generally find the business phonograph a tremendous aid in getting out their sermons, while almost every progressive court stenographer finds it a necessary equipment. To all interested, Nelson C. Durand, manager of sales, will be pleased to send a copy of the Christmas number of "Tips," the bright little paper which the National Business Phonograph Co. get out occasionally, or any other information desired.

"THREE THINGS YOU OUGHT TO KNOW."

The Columbia Phonograph Co., General, under date of December 11, sent their trade a folder entitled "Three Things You Ought to Know," accompanied by an explanatory and argumentative circular letter in which they point out the profits of selling on the instalment plan, if properly handled. On these lines they say in part, as follows:

"We have proved over and over again that an instalment business carried on with 10 per cent. added to the list price, and with a reasonable first payment, is just as good as cash business at list price—and not only is just as good, but there's a lot more of it. This 10 per cent. not only makes room for a cash-in offer at list price, but covers the cost of collection. No theory—we are proving it every day. Of course, you have to keep in touch with the buyer, and the 10 per

cent. covers the cost of doing it. Moreover, don't forget that when you have a customer coming to the store every week to make payments, you can almost always sell him records."

NEW POSTAL CARD DESIGNS.

Approved by Postmaster General—More Convenient Sizes and Better Paper the Chief Features.

Designs for the new postal cards have been approved by Postmaster-General Hitchcock. They will be printed at the Government Printing Office.

On the ordinary card, the head of the late President McKinley will appear, as now, but a much better likeness has been chosen. On the new small card, intended for index purposes and for social correspondence, a picture of President Lincoln will appear. The two-cent international card will bear a portrait of General Grant.

On the double, or reply, postal card, will appear a portrait of George Washington, while the stamp on the reply half will have a likeness of Martha Washington.

The borders of the stamps on all the cards will be diversified in design. On all of the cards the words "Postal Card," required by the Universal Postal Union Convention, will appear on the borders of the stamp and not, as now, as a separate inscription. The paper to be used is the best for the purpose yet manufactured.

KUNDE BUYS COLUMBIA STORE.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 15, 1909.

Last week A. G. Kunde, 1316 Fond du Lac avenue, who has been doing a nice business, bought out the local store of the Columbia Phonograph Co., 413 Grand avenue, this city, taking over their good will, stock, fixtures, etc., and assuming the lease of the premises. He placed a substantial order for new goods with the transfer of the business. Mr. Kunde will continue both places and will handle the Columbia line exclusively as a jobber and dealer in control of the city of Milwaukee.

AN INTERESTING PUBLICATION.

The Christmas number of the Edison Phonograph Monthly is a most interesting publication. As a trade helper and stimulator this volume is of immense value. The latest issue is admirably balanced and reflects the greatest credit, both for its make-up and general contents, on L. C. McClesney, manager of the advertising department.

INCORPORATED IN NEWARK, N. J.

The Rawson Talking Machine Co., Newark, N. J., have incorporated with capital stock of \$5,000. Incorporators: Frank T. Rawson, Geo. D. Ackerman, and William R. Williams.

SYRACUSE WIRE RECORD RACK No. 2A WITH BOARD SHELVES



This illustration shows our 2A rack with board shelving so that the envelope system for carrying the records can be used. This rack is an exact duplicate of our 2A with the addition of the wood shelving. If you have our catalog compare it with our 2A; if you have no catalog get one to-day.

Price of the Rack as Shown \$5.25 (envelopes NOT included)

SYRACUSE WIRE WORKS, Syracuse, N. Y.

The R. S. Williams & Sons Co., Toronto and Winnipeg, Canadian Representatives

FILING RECORDS AN ART.

An Ingenious Method by the Use of Albums Has Been Successfully Worked Out—The Scheme Will Interest Dealers.

An ingenious method of filing disc records by the use of albums has been worked out by the inventor of the Echo record album, Louis Jay Gerson, buyer for talking machine departments for the Wanamaker stores, New York and Philadelphia, Pa.

The filing away of talking machine records is an art, and when developed to that happy condition where any particular record can be instantly found when wanted, and at the same time maintain a system of classification which will group records into classes of either composers, opera, singers, players, or style of composition, at the same time dispose of the records each in its particular place without confusion, this arrange-



ment becomes most remarkable and convenient. It is a boon and indeed fills a long-felt want. This is just what the Gerson disc cabinet does.

Any cabinet becomes a Gerson cabinet when the old style racks are removed, and the space on the shelves is filled with Echo record albums. The average record cabinet designed to hold 200 10 or 12-inch disc records will hold eighteen Echo albums, nine on each shelf. As each album holds twelve records, the total capacity of the cabinet is increased to 216 records.

The style VI, herewith, is similar to the usual type of cabinet, but is fitted with leaded glass doors through which the backs of the albums may be seen. Its utility is apparent, and its beauty is much enhanced by the glass effect. These particular cabinets were designed for the trade of the Wanamaker stores, where many are being sold because of the convenience of handling records that are filed in these albums.

Sometimes albums are numbered consecutively 1, 2, 3 and upward, and other times, A, B, C, etc. In some cases customers prefer the albums labeled on the back with the names of the talent, for instance: "Caruso," "Melba," "Williams," sometimes "Sousa's Band," "Dance Music," "Sacred Selections," "Rag Time," "Harry Lauder." The arrangement can be followed in innumerable ways. Some record customers whose collections of records are numbered in the hun-

dreds use the albums in connection with a card system. The albums are put in consecutive order and filed in the unit bookcase systems.

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., Dec. 10, 1909.

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

NOVEMBER 17.

Amapala, 2 pkgs., \$110; Belfast, 25 pkgs., \$150; Beira, 1 pkg., \$110; Berlin, 42 pkgs., \$784; Callao, 2 pkgs., \$113; Cape Town, 133 pkgs., \$2,649; Cardiff, 20 pkgs., \$150; Demerara, 8 pkgs., \$276; Havana 4 pkgs., \$252; Havre, 20 pkgs., \$415; Kingston, 10 pkgs., \$1,258; London, 35 pkgs., \$4,386; 5 pkgs., \$820; 338 pkgs., \$9,589; Montevideo, 1 pkg., \$101; Rio de Janeiro, 5 pkgs., \$477; St. Petersburg, 8 pkgs., \$107; 1 pkg., \$137; Sydney, 12 pkgs., \$253; Trinidad, 7 pkgs., \$333; Valparaiso, 14 pkgs. \$1,471; Vera Cruz, 8 pkgs., \$282.

NOVEMBER 24.

Berlin, 9 pkgs., \$195; Guayaquil, 13 pkgs., \$181; Havana, 4 pkgs., \$175; Havre, 2 pkgs., \$420; Kingston, 2 pkgs., \$272; London, 24 pkgs., \$2,051; 514 pkgs., \$11,839; 4 pkgs., \$600; Manaos, 7 pkgs., \$539; Melbourne, 2 pkgs., \$173; Progreso, 10 pkgs., \$253; Puerto Barrios, 13 pkgs., \$679; Rio de Janeiro, 5 pkgs., \$228; 15 pkgs., \$1,291; Savanilla, 24 pkgs., \$1,493; Sydney, 42 pkgs., \$1,125; Trinidad, 1 pkg., \$215; Vera Cruz, 92 pkgs., \$1,119; 289 pkgs., \$5,701.

DECEMBER 1.

Berlin, 15 pkgs., \$324; Buenos Ayres, 60 pkgs., \$1,630; Cape Town, 121 pkgs., \$4,813; Colon, 16 pkgs., \$558; Demerara, 4 pkgs., \$164; Havana, 5 pkgs., \$142; London, 512 pkgs., \$15,748; 2,708 pkgs., \$24,043; Manchester, 9 pkgs., \$900; Melbourne, 63 pkgs., \$473; St. Petersburg, 7 pkgs., \$123; Valparaiso, 21 pkgs., \$1,035; Vera Cruz, 7 pkgs., \$678; Vienna 1 pkg., \$198.

DECEMBER 8.

Belize, 5 pkgs., \$160; Berlin, 46 pkgs., \$933; Bombay, 1 pkg., \$100; Buenos Ayres, 85 pkgs., \$10,149; Cartagena, 14 pkgs., \$1,290; Hamburg, 35 pkgs., \$833; Havana, 14 pkgs., \$486; 2 pkgs., \$324; Havre, 25 pkgs., \$2,273; Kobe, 5 pkgs., \$386; London, 806 pkgs., \$12,336; 23 pkgs., \$2,145; 6 pkgs., \$104; 10 pkgs., \$1,200; Rio de Janeiro, 12 pkgs., \$1,240; Santos, 21 pkgs., \$514; Shanghai, 3 pkgs., \$164; Sydney, 58 pkgs., \$3,158; 16 pkgs., \$1,517; Tampico, 5 pkgs., \$325; Trinidad 2 pkgs., \$160; Valparaiso, 3 pkgs., \$213; Vera Cruz, 268 pkgs., \$8,222.

C. H. WILSON RETURNS FROM TRIP.

C. H. Wilson, general manager of the National Phonograph Co., Orange, N. J., who has been traveling through the West to the Coast with Mrs. Wilson since October 15, got back home December 10. The journey was one of business and pleasure combined, and in lieu of his customary summer vacation, which he was unable to take owing to the pressure of special business requiring his personal attention at the factory.

Such business as Mr. Wilson attended to was merely calling on a few of the prominent Edison jobbers as he passed through their part of the country to shake hands, feel the pulse of the trade, inquire about conditions, and size up the general phonographic situation. Mr. Wilson occasionally communicated with Orange by wire to tell the staff what a good time he and Mrs. Wilson were having. He went as far North as Winnipeg, Canada, and Tacoma, in the States, and South to San Diego, Cal. Coming East via the Santa Fe route they stopped to visit and view the wonders of the Grand Canyon in Colorado and other noted points of interest, and passed through Chicago, their last stop before reaching Jersey City, N. J.

Replying to an inquiry of The World regarding

his trip, Mr. Wilson said Monday: "We had a splendid time, saw everything worth seeing, and are feeling fine. I met a lot of good people among our jobbers and dealers in a social way only, but found time to talk business a little also. I found conditions not only satisfactory, but the outlook very bright. I have not much that is new to say, but things are all right from a business standpoint. Found the factory away behind on orders when I got home, and I am afraid we will not catch up until after the first of the year."

EXTENSIVE COLUMBIA PUBLICITY.

January Announcements to Appear in 6,000,000 Magazines Read by Nearly One-Third of the Country's Population—Great Aid to the Dealer.

As is well known, the Columbia Co. have been and are carrying on a national campaign of advertising of wonderful scope in the interests of their varied lines of machines and records. The extent of the campaign can be realized from the announcement in this month's World that during January the Columbia advertising will appear in magazines with a total circulation of 6,000,000 copies. As it is claimed that each magazine is read by at least five people, it means that between twenty-five and thirty million people, nearly a third of the total population of the United States, will see the Columbia announcements. Just what this vast amount of publicity means to the dealers handling the Columbia line can readily be appreciated.

THE TALKER IN POLITICS.

Both Parties in Great Britain Use Machines in Campaigning for General Election.

The coming general election in Great Britain is particularly interesting from the fact that both the Tariff Reform League and the Liberals are using talking machines to a large extent in their campaigning and are finding the machines almost invaluable allies. The League was the first to adopt the talker and the idea was laughed at by the Liberals for a time, but the latter soon appreciated the value of the inanimate adjunct to the meetings of their opponents, and adopted the innovation themselves. Records were obtained from the Prime Minister, the Chancellor of the Exchequer and the President of the Board of Trade airing their views in favor of the Budget, and were scattered broadcast. As the records (Gramophone) were excellent and reproduced the voices of the prominent men perfectly, they have found a ready sale in all sections of the country.

NEW CONCERN IN EVANSVILLE, IND.

The Talking Machine Shop is the latest addition to the retail trade in Evansville, Ind., having opened temporary quarters at 513½ Main street, where they handle a complete line of Victor and Edison goods. W. N. Hollingsworth is manager of the business.

BUSINESS FOR SALE

FOR SALE—Music Business with Exclusive sale of Victor and Edison Phonographs; city 12,000; also, Pianos, Organs and Sewing Machines; doing fine business. Reason for selling, poor health. A money-maker for the right party. Store 24 x 80; steam heat; rent very reasonable. Address "Bargain," care Talking Machine World, 1 Madison Ave., New York.

Manager Desires Position

Position desired as manager of Wholesale Talking Machine Department, either Edison, Columbia or Victor. At present in charge of one of the largest Wholesale Talking Machine Businesses in the West. Desires a change as soon as possible. Best of references from present employers.

Address "MANAGER"

Care of Talking Machine World, 1 Madison Avenue, New York



RECORDS BY

McCORMACK

The Great Irish Tenor

Announced for Sale in America Exclusively by the

COLUMBIA

PHONOGRAPH COMPANY

We announce herewith an exclusive series of Fonotipia records by the great Irish tenor, John McCormack, who appeared for the first time in America, November 10th, at the Manhattan Opera House, New York City, making an extraordinary impression. The records, which are with but one exception sung in English, are unmistakably the greatest of their kind yet issued.

McCormack is a native of Athlone, Ireland, and is the youngest of the really great tenors, being but twenty-five years of age. His success has been rapid and most pronounced. Leaping into fame in one night at a ballad concert in London, three seasons ago, he was at once thereafter engaged for operatic appearances in Covent Garden, and has been the idol of opera-goers in the British metropolis since that time. McCormack is an artist of exceptional versatility, having received his vocal training in Italy and singing Italian like a native, while at the same time it is said that there is no other living tenor

comparable to him in the singing of Irish songs. His voice is a pure lyric tenor of remarkable sweetness, flexibility and power.

McCormack is a man of magnetic personality, entirely unspoiled by the wonderful success that has come to him and by the attention shown him by King Edward, with whom he is a great favorite. He is Irish to the core, and nothing apparently can alienate his affections from his native country.

The profound impression made upon the occasion of his American debut has been steadily strengthened by his subsequent performances, and with each new appearance his fame grows apace.

The charm of this young singer's personality and stage presence, the pure lyric sweetness of his voice, and his absolutely perfect mastery of vocal technique, have created a furore of enthusiasm among opera-goers in New York.

Double-Disc Records (Fonotipia Series) 10³/₄ inch, \$2.50

- | | | |
|------|---|---|
| F117 | { | <i>Cavalleria Rusticana.</i> (Mascagni.) Siciliana. Sung in English. Orchestra accompaniment. |
| | { | <i>Tosca.</i> (Puccini.) "E lucevan le stelle." Sung in Italian. Orchestra accompaniment. |
| F118 | { | "I'll Sing Three Songs of Araby." (Clay.) Orchestra accompaniment. |
| | { | <i>Bohemian Girl.</i> (Balfe.) "When Other Lips." Orchestra accompaniment. |
| F119 | { | "Come Back To Erin." Orchestra accompaniment. |
| | { | "Killarney." (Balfe.) Orchestra accompaniment. |
| F120 | { | "Mary of Allendale." Arranged by H. Lane Wilson. Orchestra accompaniment. |
| | { | "Savourneen Deelish." Orchestra accompaniment. |
| F121 | { | "Like Stars Above." (Squire.) Orchestra accompaniment. |
| | { | "Roses." (Adams.) Orchestra accompaniment. |

Columbia Phonograph Company, Gen'l

TRIBUNE BUILDING, NEW YORK

THE TRADE IN THE HUB.

Entertainment for Employes and Friends of Eastern Talking Machine Co.—Library Style Grafonolas In Good Demand—New Caruso Records Provoke Enthusiasm—"The E. T. M. Associates"—A Case of Faulty Repairing—What Various Dealers Report.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 8, 1909.

The Eastern Talking Machine Co. Associates and their friends spent a very enjoyable evening on December 2. The entertainment committee of the Associates have for some time been planning a surprise for the remaining members and in its results it left nothing to be desired. The entertainment consisted of vocal and instrumental solos by the following artists: Joseph Daly, piano solo; Fred Bond, selected songs, accompanied by Mr. Butikan; Miss Florence Marble (of the office force), piano solo; moving pictures, courtesy of Mr. Downing; G. E. Reilly, comedian (enough said); Thomas Allen, of the Majestic Theater, and of "Lindy Lou" and "Any Rags" fame, contributed selections on the violin, and a few dialogue stories; illustrated songs, Joseph Kellar; Mr. and Mrs. Albert E. Brown in dramatic songs. Mr. Brown, by the way, is familiar to talking machine owners through the medium of the splendid recording of his fine "baritone voice." During intermission refreshments were served. The Victor Victrola entertained the audience with "I Wish I Had a Girl" and "The Hat My Father Wore," with incidental music by Mr. Allen and appropriate pictures by Mr. Downing. At the conclusion of the evening's entertainment it was unanimously voted to give the entertainment committee a wreath of roses spelled Success. W. J. Fitzgerald, chairman of the committee, was ably assisted by S. H. Brown, M. L. Read and E. A. Welch. The feature of the entertainment was the happy spirit that prevailed throughout the audience during the evening. The committee promises to be heard from in the near future.

Manager Erisman, at the Columbia warehouses, reports an exceptionally good business on the Grafonola Library style instrument, and says that the Grafonola cabinet style with Regina attachment is taking hold especially well. The Columbia's window display this month is rather odd, records and cabinets in it being frosted and the whole window arranged to represent a snow scene.

At the Oliver Ditson Co. Manager Winkelman is enthusiastic over the new Caruso records just received, and says the demand for them has taken a big jump this fall as the result of the opening of the new Boston Opera Co. He says that business as a whole is excellent.

The employes of the Eastern Talking Machine Co., who have formed what they call the E. T. M. Associates, had as their guest at the last meeting President William H. Beck, of the company. The old gentleman was greatly pleased with his reception and the enthusiasm of the members, and when he left Boston he declared with fervor that he had never before spent such a pleasant time in the city. He spoke particularly of the co-operation that exists among the employes. On the wall of the Victrola room, in which the meetings of the Associates are held, is shown the fine big moose's head that was presented to Manager Taft by a friend recently.

An evidence of the cause for failure on the part of some men in business was unearthed this week by the boys in the talking machine department of Houghton & Dutton's, when they were asked to locate the trouble in an Edison machine that had previously been repaired (?) by a small dealer in a suburban town. After much trouble and infinite pains, they found that the man had put in a weak faulty spring into the Edison machine, with the result that the owner had lost faith in the machine.

Business with the Eastern Talking Machine Co. is much improved over that of the corresponding month of last year. It has been found

necessary to increase the space for Victor Victrolas owing to the increase in the sale of this particular type of instrument. A handsome department for Victrolas exclusively has been arranged on the third floor, finished in Mission, where they display all the different finishes of Victrolas, which makes a very attractive display. They expect that this year will close much more satisfactorily than that experienced in 1908.

The C. E. Osgood Co., of Boston, report a very healthy growth in their talking machine business and look for the future to demand additional space for the talking machine department of their business. Mr. Sylvester has been working very hard, but is much pleased with his results.

The Jordan-Marsh Co. have increased their space for the talking machine department since the erection of their new building, and intend to go out more actively for the talking machine business.

The Iver Johnson Sporting Goods Co. report a very satisfactory Edison business and are quite satisfied with the addition of their Victor department.

The Houghton & Dutton Co. report a considerable increase in their talking machine business over that of last year and predict that this will be their banner year in the talking machine business up to the present time.

It is reported that the Henry F. Miller Piano Co., of Boston, intend taking on the Victor line of talking machines and intend making extensive alterations to meet the requirements of that business.

GINGER FOR EDISON DEALERS.

National Phonograph Co. Offer Some Valuable Suggestions Applicable to the Trade During the Holiday Season—Should Push the Amberol Record Line.

The National Phonograph Co., Orange, N. J., recently sent the appended letter to Edison jobbers and dealers, apropos to the current season: "To the Trade:—Edison dealers should now be alive to the fact that with the approach of the 'holiday season,' the possibilities of the Edison line are almost without limit, and while we feel assured our dealers will make an aggressive effort to obtain for themselves all the 'business in sight,' a few suggestions will doubtless be acceptable from us, in calling prominently to your attention a real money-maker—the 'combination attachment.'

"That numbered among your customers are possibly many who are still using the older type machines, adapted only for the two minute records, and we believe surprising results would be

obtained if the combination attachment was called to their notice, pointing out that it would not interfere in any way with the use of standard records, but in addition would permit of the use of Amberol records, which play, sing or talk twice as long as the standard records; in fact—longer than any other record made. That the strongest argument you can offer to effect the sale of a combination attachment is on the record proposition, as the Amberol record costs but slightly more than the two-minute type, and affords double the amount of amusement, and as 'value received' is what the public is looking for, this feature can be used with telling results.

"That the Edison Amberol record list embraces such eminent artists as Victor Herbert, Johann Strauss, John Philip Sousa, Harry Lauder, Nat M. Wills, Bessie Wynn, Constantino, Riccardo Martin, Slezak and a host of other high-priced stars of the operatic, concert and vaudeville stage. That the sale of an attachment means a new and lasting customer for Amberol records, which, as you know, afford a profit of over 78½ per cent. and which should be an incentive for your most strenuous endeavors."

SPECIAL MULTINOLA EXPOSITION.

Representatives of the Daily Press and a Number of Talking Machine Men Enjoy Hearing This Instrument as the Guest of the Inventor, Dr. Geo. S. Iddings.

A special exhibition of the Multinola, the automatic multiple continuous phonograph, was given by Dr. George S. Iddings, the inventor, of Cleveland, O., at the Hoffman House, New York, on November 16, from 3 to 6 o'clock, to the representatives of the metropolitan newspapers and a few invited guests from the talking machine trade. The machine was shown in the Moorish room, and about 125 people attended, including a half-dozen women reporters. The doctor acted as host and provided a liberal supply of the creature comforts for the benefit of his visitors, who pronounced the fine work of the Multinola in connection with the clear and brilliant reproduction of the records very enjoyable. Those from the trade gave expert opinions in praise of his invention that pleased the doctor.

TALKER PLANT FOR SOUTH AMERICA.

Plans are now under way for the establishment of a manufacturing plant in one of the South American countries by a member of the "big three" companies. The cost of the factory, equipment and installation of the machinery, etc., will be a duplicate of the parent American company's recording laboratory, pressing and machine departments.

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. It he won't supply you, write for name of one who will.

BLACKMAN TALKING MACHINE CO.

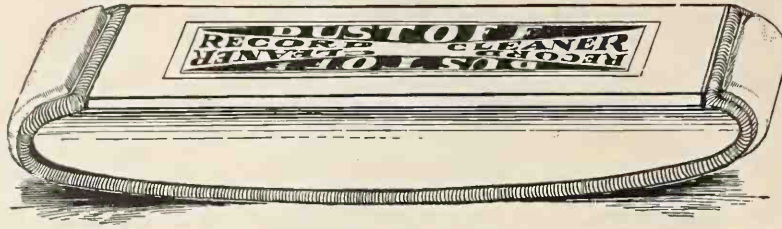
J. NEWCOMB BLACKMAN, President

97 CHAMBERS STREET

NEW YORK CITY

Here's Something New—A Necessity to All Owners of Records

Its use keeps the tone of the reproduction pure and clear, free from all blurs, scrapings and harsh sounds caused by the settling of dust in the sound grooves of the records. The use of the "Dustoff" adds life to records, for by keeping them absolutely clean, only the minimum wear occurs, while they are being played.



FREE CIRCULARS TO HELP YOU SELL "DUSTOFF" RECORD CLEANERS

We ship free circulars with your goods which tell all about "DUSTOFF" Record Cleaners and which will make many a sale for you.

TAKE HOLD OF THESE GOODS NOW THEY ARE PROFITABLE

THE VICTOR TALKING MACHINE CO. SAYS: "A piece of velvet carpet makes an excellent and cheap record cleaner, and should be used on all records before playing."

"DUSTOFF" RECORD CLEANER

A PROVEN SUCCESS - BIG SELLER EVERYWHERE

They retail at 15c. each and give you a good wide margin of profit. Send to us for FREE samples, then order through your jobber, as we do not supply the trade direct

STONE CONTROLLER COMPANY, - PROVIDENCE, R. I.

"Dustoff" Record Cleaners are made of especially selected high grade velvet carpeting, having a soft, fine texture and a high nap which accommodates itself perfectly to the surface of all records. It is the only record cleaner that fits into and removes the dust from every minute groove and crevice without wearing or scratching the record in the least.

CARUSO STILL THE WORLD'S GREATEST TENOR

After Caruso's engagement last year at the Metropolitan it was greatly feared that his voice was somewhat impaired, but the great tenor has given ample proofs that his voice is as great and as beautiful as ever in the five exquisite records which he has made for the Victor Talking Machine Co. and which were just issued.

and unequalled. These records were made immediately after the return of Caruso to this country, and before his appearance at the Metropolitan; therefore, they represent the artist at his very best. Nothing more beautiful, probably, can be imagined than his singing of "Mamma mia," a Neapolitan song. It is full of color

ANENT NEW EDISON RECORD PRICES.

Notification Sent Out by National Phonograph Co. to the Effect That New Prices Will Be In Force After Dec. 31, 1909.

According to a recent notification sent out to their trade by the National Phonograph Co., Orange, N. J., relative to the new record prices that become effective on the first of the year, "jobbers will accept for as complete shipment as their stocks will allow, all bona fide orders for records, received up to and including Saturday, December 18, 1909, at present prices, subject to existing terms and delivery. Orders received on and after December 20 will be accepted subject to the express condition that such numbers as it is possible for the jobbers to ship up to and including December 31 will be billed at present prices, with usual terms and delivery; all unfilled balances to be cancelled. Positively no Edison records of any kind will be billed at old prices after December 31, 1909."

The company have also announced the list of two-minute records that will be dropped from their next catalog on February 1, 1910. This will give dealers ample time to dispose of any stock of those selections they may have on hand. The company add there need be no hurry in sending back this stock of cut-outs, as they may be returned for exchange at any time they may feel inclined.



CARUSO'S ARRIVAL AT RECORDING LABORATORY.

Front seat—Comm. Enrico Caruso; C. G. Child, Manager Recording Laboratory.
Rear seat—Harry O. Sooy, Chief Recording Staff, and Walter B. Rogers, Conductor Victor Orchestra.

Indeed, his voice is not only absolutely unimpaired, but it possesses an added beauty and softness, which is the result of his complete rest during the summer.

The skeptics have only to listen to these records to have all doubts removed, and to be convinced that the artist's voice is still unique

and charm. In fact, discrimination is unfair for the other records—a ballad by Tosti, in French, and three superb operatic airs from "Forza del Destino" (The Force of Destiny), "Regina di Saba" (Queen of Sheba) and "Carmen"—are equally beautiful. It is not merely a pleasure, but a privilege, to have such a voice in the home.

We present herewith a picture of Sig. Caruso arriving at the Victor recording laboratory for the purpose of making these records. It may be well to state that Sig. Caruso has expressed the greatest satisfaction with the results of his latest efforts, and this is not to be marveled at, for they are indeed a revelation in the perfection of record making, both in the superb quality of voice and the freedom from imperfections of any kind.

The building of Cohen & Hughes, Victor and Edison dealers in Baltimore, Md., was damaged by fire on Sunday, causing \$50,000 loss.

LANDAY BROS. REMODEL QUARTERS.

Landay Bros., exclusive Victor distributors and dealers, 400 Fifth avenue, New York, have remodeled, refurnished and redecored their place in a manner that reflects credit upon the judgment and excellent taste of James B. and Max Landay. Their floor is made more accessible from the avenue, and other improvements introduced that will be of material benefit to the business.

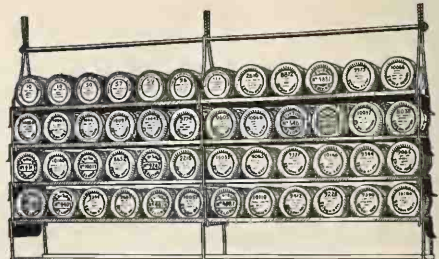
DISC RECORD STOP The Chambers Automatic Stop for Disc Records

Stops the Talking Machine instantly as soon as the record is finished. Simple in construction—Perfect in action. Fits any record—No springs or strings to get out of order—Absolutely guaranteed.

ASK YOUR JOBBER FOR IT

CHAMBERS AUTOMATIC STOP CO.

Factory, 1793 Weeks Avenue, Bronx, NEW YORK



PAT. JULY 28, 08

LIVE DEALERS

have learned that the **SCHUBERT EXTENSIBLE RACK** is one of the best methods to start patrons to take care of their records, because it can be started with as few or as many shelves as may be needed and then added to as records accumulate.

Shelves are made of sheet metal, nicely black enameled, forming racks of any size ranging from 1 to 20 or more shelves, holding from 12 to 240 or more records in the most compact, safe, convenient place, at the least cost. Write your jobber for particulars, or to **G. H. SCHUBERT, 818 Madison St., Chicago**

REVIEW OF DECEMBER RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

The new Victor list for January contains a number of magnificent Red Seal selections which are destined unquestionably to add to the artistic value of the talking machine. These include the great "Aida" duet in two selections by Gadscki and Caruso (89028-89029). These great artists are heard at their very best in these wonderful examples of Verdi's skill as a composer. Antonio Scotti, baritone, is represented by "Dio Possente" from "Faust" (88203). Scotti's "Valentine" is always a delight both vocally and dramatically, and this record presents him at his best. The latest and perhaps one of the most important acquisitions to the Red Seal galaxy is Nicola Zerola, the new tenor of the Manhattan Opera House, who is represented by two numbers, "The Barcarolle" (87036), and "La Rivedra Nell Estasi" (87037) from "Ballo in Maschera," and "Morte d'Otello" (88202) from "Otello." The list contains three new records by Gerville Reache, the famous contra'to, "The Slavonic Song" by Chaminade and the "Card Song" from Carmen (87035-87039), and a selection from "The Queen of Sheba" (88205). Evan Williams, the favorite tenor, is represented by an English song "Absent" by Metcalf (64109). Liszt and Saint-Saens are featured by Louise Homer, contra'to, in the "The Loreley" in German, and "Love Lend Me Thy Might" from "Samson and Delilah" (88204 88201). In the instrumental list two records by the Vienna Quartet are of special excellence—the favorite "Barcarolle" from "Comtes de Hoffman" (5754) and "Poeme Erotique" by Grieg (31760). Other instrumentals are the ballet music from "Faust" (58020) played by the Symphony Orchestra of Paris and a "Vision from Salome" (52023) by the Bohemian Orchestra of London. Two numbers from Pryor's Band which should interest are the "Festival Overture," Tschalkowsky (31759) and the Washington Gray's March" (5755). In the light operatic line there are potpourris sung by the Victor Light Opera Co. from "The Bohemian Girl," (31761) and "The Golden Girl" (31758). Reed Miller, the well known concert tenor, who has a big following in this country, is represented by "Roses in June," a charming song by Edward German (5753). The double faced record list for January contains many excellent numbers for orchestra and various special instruments. The list which appears elsewhere is worthy the close study of dealers. Taken as a whole it is an unusually strong one.

A feature of the Columbia Phonograph Co.'s record list for December is ten records by John McCormick, the famous Irish tenor, who has scored such a great success at the Manhattan Opera House, who is represented by a number of well-known Irish and English ballads, as well as selections from Mascagni and Puccini. These are Fonotopia double-disc records running from F-117 to F-121. Two other Fonotopia double-discs are those made by Ferruccio Corradetti (baritone), and Francisco Vignas (tenor). The first-named sings "Il balen" from "Il Trovatore" and Reyer's "Ave Maria" (F-122) and Walter's song from Wagner's "The Meistersinger," and "O Paradiso," Meyerbeer (F-123). The Columbia 12-inch double-disc list includes selections from "Tannhauser" (Wagner), parts one and two, by Prince's Military Band (A5139); "Tyrolean Echoes," a trio for violin, flute and harp, and "Idillio," Lack (A5140). Two Christmas numbers which should have a wide popularity are to be found in the 12-inch Symphony double-disc list: "Nazareth" (Gounod), and "The Birthday of the King," by Neidlinger, both sung by Kirk Towns, baritone, with splendid effect. In the 10-inch double-disc list are also to be found a number of favorites embracing many well-known

vocal and instrumental numbers which are in great favor these days. The double-disc list as a whole is up to the Columbia standard. In the Columbia Indestructible cylinder column twenty-four new numbers are listed, and represent many standard vocal numbers which will ever prove popular, like "The Last Rose of Summer," Mrs. Wheeler (1239); "Annie Laurie," quartet (1255); "Believe Me If All Those Endearing Young Charms," Mrs. Wheeler (1256). The list is well balanced between standard, popular and minstrel, or rag-time numbers. Nine special four-minute numbers have been added to the Columbia Indestructible list for January, two notable ones being the prologue from "Pagliacci" (3021), and selections from "Madame Butterfly" (3022).

* * * *

The National Phonograph Co. have started the New Year with an interesting budget of records. Their Amberol list for January contains three records in Italian: "Solenne in Guest Ora," La Forza del Destino (5002), by Francesco Daddi and Vincenzo Reschiglian; "Cribiribin" (5010), by Maria Avezza and Francesco Daddi; "Alla Stella Confidante" (5014), by Francesco Daddi. This well-known opera singer and his associates have produced three excellent numbers which are destined to have a wide popularity. Another vocal number which should prove a favorite, in view of the renaissance now so evident in light opera in this city, is the "Gobbie Duet" from "The Mascot" (332), by Elizabeth Wheeler and Harry Anthony. The same singers are heard in "The Ring o' Roses" from "The Dollar Princess" (328), "Lead Kindly Light" (341), by the Knickerbocker Quintet, affords an excellent record of this immortal sacred hymn by Cardinal Newman. Other Amberol records worthy of special commendation are Godard's "Berceuse" (339), played delightfully as a cello solo by Jean Schwiller; "The Monte Cristo Waltz" (333), played with rare abandon and finish by Jorda-Rocabruna Instrumental Quintet of Mexico. Victor Herbert's Orchestra is heard in the ballet music from "Mlle. Modiste" (330), which expresses the composer-conductor's idea of how this number should be played. Sousa's Band is represented in the "Washington Post" and "High School Cadets" marches (325), and the United States Marine Band have made a very excellent record in Wagner's "Maria Theresa March" (344). In the Standard record list there is also an excellent variety. The instrumental numbers which should meet with immediate consideration are a series of three numbers under the caption of "The Summer Girl" (10277), by Sousa's Band; "The Oriental March" (10280), by Victor Herbert and his orchestra; the "Kaiser Frederick March" (10296), by the United States Marine Band, and "Territorial March" (10288), by the National (London) Military Band. Mabel McKinley is in evidence with one of those ever delightful "mammy" songs entitled "My Lil' Sweet Sunbeam" (10289). Space forbids only a reference to some of the forty-five records listed, which include a medley of Irish reels as an accordeon solo (10284), by John Kimble, and two Edison Amberol records in Hebrew, made by Regina Prager (10000-10001).

* * * *

The list of zophone double record discs for January, issued by the Universal Talking Machine Mfg. Co., contains four instrumentals—that is eight records in all—among which are Herbert's famous "Algeria" march (5574) and Linck's polka, "Take Me Along" (5576). In the vocal list there is a strong representation of the popular favorites of the day, including Herbert's "Rose of the World" from "Algeria" (5582), a Christmas double "Holy Night" and "I Look to Jesus" (5587). The latter is a duet by Stanley and Burr. Two old favorites are "Mary of Argyle" and "Gentle Annie" (5583), which always have followers, and two character sketches by Ada Jones and Len Spencer—"Queen of the Ranch" and "A Rag Time Tragedy" (5584). The list, which appears elsewhere in full, is worthy of consideration.

BALTIMORE TRADE GLEANINGS.

High Priced Machines Have the Call—This Is True of the Hornless Machines of All the Leading Makers—Expect a Good Holiday Trade—Other Items of Interest.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 6, 1909.

High priced machines and records of every description have taken Baltimoreans by storm in recent months. Their increased popularity is shown by the reports of the dealers, all of whom declare that there has been quite a boom in the trade. In fact, the statements of the tradesmen are to the effect that the holiday business this year will surpass that of several years past. Already the buyers have made their purchases, while there are any number who have signified their intention of selecting one or the other makes of talking machines as presents for friends.

Manager M. Silverstein, of the local branch of the Columbia Phonograph Co., declares that business has been remarkably brisk for this particular season of the year. He has a number of the high priced Columbia machines—the Grafonola De Luxe, Grafonola Regent and the Grafonola Elite in stock, and these have attracted the attention of prospective buyers more than the lower priced machines, although Mr. Silverstein reports a good sale of the cheaper instruments. The Grafonola Elite machine has proved especially popular, and the local manager expects them to make a creditable showing during the holiday sales. Operatic records have kept the Columbia force busy. This is due to the fact that Baltimore for the first time in many years has been favored by the inauguration of a season of grand opera. Those who attend the performances become so enthused with the musical productions that they take advantage of the first opportunity to buy records of the operatic selections they have heard.

The Victor and Edison dealers also report big demands for these high priced records. Manager Grotendick, of E. F. Droop Sons Co., states that the business for the month has been encouraging both with the Victors and Edisons. It has shown such an improvement in fact that the store has started to keep open at nights until after the holidays earlier than in former years. Other dealers, also, have started in with the holiday night work. The Victrolas are in great demand.

Manager Albert Bowden, of Sanders & Stayman's talking machine department, gives similar encouraging trade reports concerning Victor and Columbia machines and records. The firm have just received an allotment of the Grafonola instruments, which have proved to be big attractions.

Cohen & Hughes report a good trade for the month in connection with the sale of Victor machines and records.

HOW EVAN WILLIAMS GOT A JOB.

An interesting incident that shows the immense influence of the Victor is told by Evan Williams in his characteristic manner, as follows:

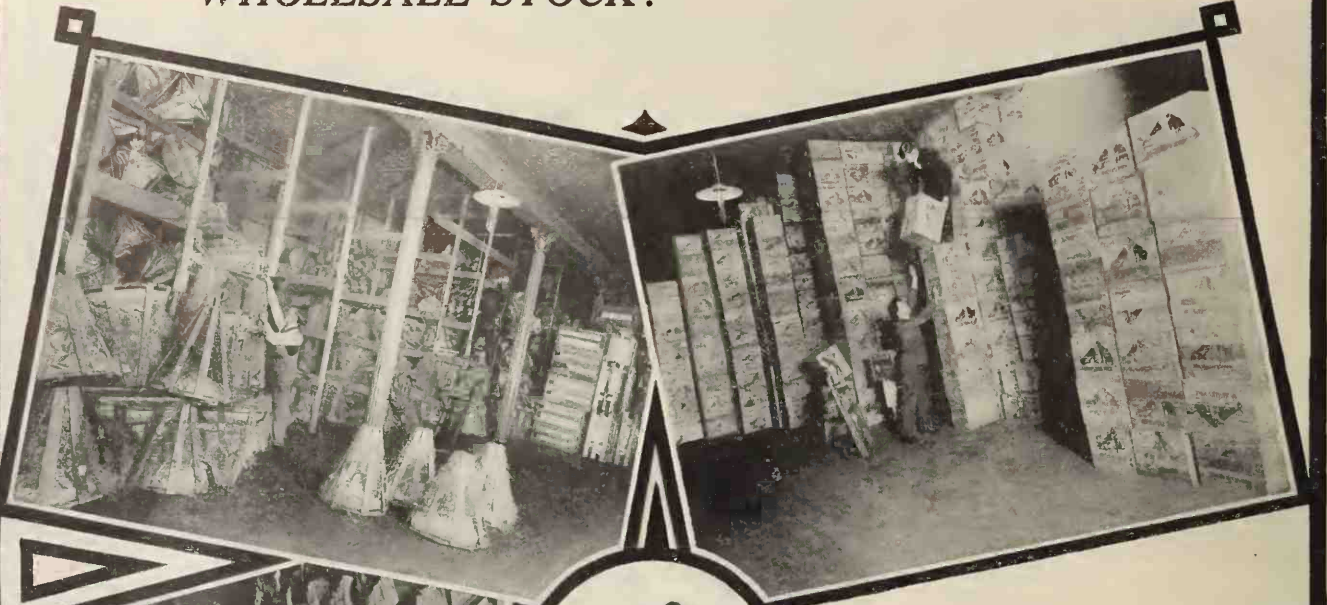
"While passing through a corridor in the Waldorf-Astoria, a man stopped me and asked if I was Evan Williams. He was the president of the Cincinnati Musical Festival, and he told me he was in search of a tenor. He brought Mr. Krehbiel, the musical critic of the Tribune, with him, and I sang 'Sound an Alarm' for them. On Sunday I went to Cincinnati, sang, and landed the festival."

Now follows the interesting part, which explains why they started after Evan Williams. He had been abroad to get a tenor, but returned without finding one. On his return, his son-in-law said, "Father, I have a tenor for the Festival—best in the world. His name is Evan Williams; come over and hear him." While abroad his son-in-law had bought a Victor and found for the Cincinnati Musical Festival the tenor they sought.—The Voice of the Victor.

"XMAS JUST A STARTER"

January, February and March our biggest months.
Wire us, "at our expense" *that order* you have been
delayed on.

Don't these views spell *S-T-O-C-K—clean stock—*
WHOLESALE STOCK?



The Reason:—

We sell our goods to *dealers*
only!

Not a dollars worth at retail!

If it is in the house, you can
have it!

The Talking
Machine Co.

72-74 Wabash Avenue,
Chicago, Illinois.

FROM OUR CHICAGO HEADQUARTERS

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

Volume of Business During November Proves Satisfactory to Jobbers—1906 Records Broken in Some Instances—Jobbers Report Increasing Demand for Higher Priced Goods—Geo. M. Nisbett Popular in Mexico—Various New Machines and Attachments Finding Ready Sale—Changes Among the Managers—Evan Williams a Lively Corpse—New Wurlitzer Quarters Attract Attention—B. & H. Fibre Needles Grow in Favor—Malecki & Co. Moving—Personal Items of Interest—Advance Orders for Amberolas—Sell Four Victrolas in One Day—Other News.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 8, 1909.

The November talking machine business with the jobbers is generally reported to have been of a goodly and satisfactory volume. The latter part of the year has each month been better than the preceding one and infinitely better than the corresponding period of last year. With this gathering momentum as a criterion, the year promises to round out in a manner gratifying to even the most conservative. In several instances business during November is said to have eclipsed that of the same month of 1906, which was an exceptional month of a peculiarly strong year.

Jobbers have constantly noted the ever-increasing demand for the higher priced goods, which this year has perhaps reached a degree never before realized. Especially is this true of the goods ordered for holiday use. In fact, it has been so great that these departments of the great Eastern factories have been tested to their capacity and the procrastinating dealer this year will probably meet with futile attempts in trying to secure goods at his usual buying period.

Local retail trade, especially the latter part of November, has been excellent. The slogan of the daily papers, "Do Your Buying Early," is having its effect on the talking machine trade and a large volume of this business has already been done, the goods in many instances being held for delivery until after the 20th of the month.

Bouquets for George M. Nisbett.

That the citizens of our sister Republic are not devoid of the faculty that recognizes genius is noted by the following article, which appeared in the "Mexican Herald" issue of November 21, under the caption, "Mexico's Leading Entertainer," the photo of George M. Nisbett accompanying the article.

"Mr. Nisbett's claim for distinction is due to the fact that he has devoted his life to the pleasant task of bringing joy into the homes of the nation by means of the phonograph, which has become an almost indispensable article in every home that ranks above the very poorest. Mr. Nisbett thinks of the phonograph by day, and at night his dreams are filled with visions of what Mexico will be when, from one end of the nation to the other, there will be heard the melodious strains of the Edison phonograph playing the latest sections from the operas of the world. His idea of the millenium is that every man, woman and child shall have an individual Edison phonograph, and, by the way, Mr. Nisbett works for the spread of his cherished instrument there is no doubt that he is sincerely convinced that the possession of a phonograph by the family is the greatest guarantee of happiness, good will, long life and freedom from vice that can be had in any land. Statistics have amply proved that wherever the phonograph has been installed in a family the father and sons stay at home at nights and the girls have no trouble in getting sweethearts.

"Mr. Nisbett is the general manager of the Mexican National Phonograph Co., of Fourth

Tacuba street, No. 33, this city. Just now he is very enthusiastic over the Amberol Edison records, which play twice as long as any others. Mr. Nisbett came to Mexico as general manager of the company last February. He has made lots of friends here, and he is looking forward to 1910 as the greatest banner year for the phonograph business. A notable instance of the pushing qualities of Mr. Nisbett was given when he secured the first and only record of the voice of President Diaz for the Edison phonograph, a feat which was accomplished a few months ago."

Immense Victrola Business.

Arthur D. Geissler, general manager of the Talking Machine Co., states that business the past month has been the largest in the history of the company. "Our Victrola business especially has been enormous," said Mr. Geissler. "The call for these goods, to an increasing degree, has been general from our trade throughout the country." As an instance of the territory covered Mr. Geissler cited a substantial order recently received from a prominent dealer of Newark, N. J.

Waters Succeeds Schofield as Manager.

The Dictaphone Co. of America, distributors of the commercial product of the American Graphophone Co., with offices in the Heyworth Building, whither they moved last spring, has just undergone a change of management. M. C. Waters, after a period of long and eminently successful service with the Cameron-Amberg File Co., of this city, succeeded Manager G. L. Schofield, who recently resigned to engage in the automobile business under his own cognomen. Mr. Waters assumed his new duties Dec. 1.

Lyon & Healy Figures Tell the Story.

Manager L. C. Wiswell, of the talking machine department of Lyon & Healy, when seen this month, had just received the figures of his department for November. He stated that the amount of business done last month was best realized by the fact that the total of the extraordinary November of 1906 was exceeded by a large margin. This increase, Mr. Wiswell says, was noted in both the Victor and Edison lines.

Alterations which have been in progress in the department for the past month are almost completed and the painters are now applying the finishing touches. The space occupied by the offices has been materially increased and Manager Wiswell now occupies a private sanatorium which has been fitted in an exceedingly attractive manner.

Ambassador McMenimen a Visitor.

Mr. McMenimen, sales manager for Sheip & Vandegrift, makers of the Music Master wood horn, spent a few days in the trade this month, leaving here for the West after booking a nice bunch of orders.

Columbia Indestructible 4-minute Records Liked

The new four-minute indestructible record of the Columbia Phonograph Co. is making quite a hit with the trade and sales to date have been very large. Wholesale Manager E. C. Plume placed one of the first orders for the product with the Schubert Drug Co., of Butte, Mont., who ordered 200 each of the first 20 records without even seeing them, so impressed were they by Mr. Plume's description of them. Substantial records from this concern have since been received.

Bissell-Cowan Co. Changes.

O. G. Searles has just succeeded E. R. Sues as manager of the talking machine department of the Bissell-Cowan Piano Co. Mr. Searles has been associated with the department since its opening and has shown himself to be ably fitted for the position. He made his debut in the talking machine business several years ago with the Talking Machine Co., leaving them to open a music store in his home town of Miami, Okla.,

which he disposed of a few months ago.

Arnold Off to Los Angeles.

A. O. Arnold, of the Arnold Jewelry & Music Co., Ottumwa, Ia., was in Chicago recently, and incidentally informed his friends that he had disposed of his interest in the company and would go to Los Angeles, where he would probably engage in the jewelry and talking machine business.

Rodgers Attends Freight Conference.

Mr. Rodgers, traffic manager of the National Phonograph Co., was in Chicago this month attending a meeting of the freight committee of the Trans-Continental Freight Bureau, which was in session here.

Evan Williams Hears Himself Sing.

Evan Williams, the noted tenor and Red Seal artist, called on Manager Wiswell, of the talking machine department of Lyon & Healy, the latter part of the month. He spent a very pleasant two hours and was very much impressed with the department and its employes. For Mr. Williams' edification, his well-known songs, "A Dream" and "Love Abiding," were placed on a Victrola. He subsequently left for the West, being booked for a recital tour.

He Is Not Dead but Singeth.

Mr. Williams, looking over the papers of his home city, Akron, O., about a month ago, was startled to see what appeared to be his own death notice, the name and initials being identical, the only discrepancy being in the age. Investigation proved that Mr. Williams' double unknown to him had lived at no great distance from the artist's own domicile. Others besides Mr. Williams had already taken cognizance of the notice, and the rumor circulated that the Victor artist had passed away. He still meets people who for the moment think they are in touch with the spirit world.

Good Reports from Wurlitzer Co.

The handsome new quarters of the Rudolph Wurlitzer Co. are attracting considerable attention in the trade. Manager E. H. Uhl reports business as exceptionally good. F. H. Siemon was found inspecting the first shipment of the new Amberol grand opera records to arrive, and the assistant manager waxed enthusiastic in their behalf. L. Kean Cameron, manager of the retail talking machine department, has just had the scope of his activities increased and he now looks after all the retail business of the house. He has a handsome private office on the first floor. Recent acquisitions to the forces of the talking machine department are Bert Conroy, who though new to the "Talkers," possesses good selling ability; Dwight Watson, formerly associated with his uncle in the music business in Guthrie, Okla., and Miss Heller as record clerk.

E. C. Plume Always on the Go.



E. C. Plume, Western wholesale manager of the Columbia Co., left this week for Milwaukee. He will call on H. E. Kundy, the exclusive Columbia agent there, who recently purchased the branch store in the Cream City. Mr. Kundy, by the way, paid a visit to the Columbia headquarters the first part of the month.

Great Sales of "B. & H." Fiber Needles.

The B. & H. Fibre Mfg. Co. have everything to congratulate themselves on the business done in 1909. They have sold more needles this year than in the two preceding years combined, which certainly is evidence of the increasing popularity of the meritorious needle. They have letters on file written by some of the largest jobbers and dealers in the country congratulating them on the success of the fiber needle as evidenced by the sales made in their departments. The company are continually making efforts towards further improvement and development of the product. F. D. Hall, president of the company, intends leaving shortly for the East and



There Are Excellent Signs

of continued prosperity after the holiday season, and you, Mr. Dealer, can assure yourself of more than full measure, if you look after the expense "cuts" in addition to your gross sales.

¶ If you sell both the Victor and Edison goods, you will find that buying from LYON & HEALY means a saving in freight costs alone, worth while. The additional saving in time and money made possible, by the elimination of an extra order, or an extra letter, an extra unpacking, and an extra checking up, is also a matter worth considering.

¶ The LYON & HEALY stock of Victor and Edison machines and equipment is complete in every detail. This enables us to fill every order without any delay of any kind.

¶ Whether your want is a hundred needles or a car load of machines, we can and will handle it quickly and satisfactorily.

¶ Let us have the next "hurry-up-out-of-stock" order, which means more big business for you if filled promptly, and without chance of your customers finding fault. It isn't even necessary to state that it is a "hurry-up," for it will be taken care of as promptly as is possible under any circumstances, and remember that "Time is Money" to you as it is to us.


Our methods are appreciated by those who try them, as is evidenced by the fact that the November just passed shows a 22 per cent. increase over our best previous November, that of 1906



*All Orders
are Shipped
on
Day of Receipt*

¶ Even if you don't place your orders with us, ask to be placed on our mailing list; you will see for yourself how we are continually on the alert to help our dealers garner the good things of life.

*Write for
our Liberal
Terms
to Dealers*



Lyon & Healy

CHICAGO

states that he will try to call on as many "B. & H." dealers as possible.

Starck Department Panning Out Well.

H. D. Bently, in charge of the talking machine department of the P. A. Starck Piano Co., reports business as coming to hand in a very gratifying manner and that the holiday trade is starting with a rush. The company are keeping up a rapid fire of strong advertising in the dailies. The two handsome demonstrating booths which have just been completed add to the already attractive appearance of the warehouses.

Malecki & Co. Moving to Ground Floor.

Louis B. Malecki & Co., dealers in musical instruments at 206 Wabash avenue, are preparing to move to their new ground floor location in the recently remodeled building at 272 Wabash avenue. Here they will handle, in addition to their regular line of pianos, a goodly outfit of Victor talking machines, cabinets and records. They expect to be in their new quarters in time to corral some of the holiday trade.

Oversold on Grafonolas.

Retail business with the Columbia Co. has been excellent this month and Manager Baer announces that they are heavily oversold on Grafonolas.

Arthur D. Geissler Enjoys Outing.

Arthur D. Geissler, general manager of the Talking Machine Co., returned this week from a ten days' hunting and golf trip in the vicinity of French Lick Springs, Ind. The country abounds with quail and 'possum, and Mr. Geissler enjoyed his first repast of the latter delicacy. It was a regular, old-fashioned Southern dinner, 'possum and sweet potatoes, but Mr. Geissler felt obliged to confess that it was not up to expectations.

Cooper & Co. Open New Department.

The new quarters of the talking machine department of Siegel, Cooper & Co. were formally opened on Saturday of this week. The main room, which is of substantial size, is flanked on either side by two sound-proof rooms, the Victor and Columbia on the left and the Edison and a recital hall on the right. The latter, by the way, will not be utilized for concerts until after the holidays, and in the meanwhile will be used as salesrooms for Victrolas, Grafonolas and Amberolas, a stock of each being kept there.

Louis F. Geissler on a Flying Visit.

Louis F. Geissler, of the Victor Co., was a Chicago visitor the first of the month, calling to see his grandchildren.

Orders Booked for 25 Amberolas.

Manager L. C. Wiswell, of the talking machine department of Lyon & Healy, says that they have already secured orders for 25 of the new Amberolas, which will be on sale about Dec. 15.

Has Recourse to Primitive Candle.

On Thursday of this week, about two hours before closing time, the quarters of the Columbia Co. were suddenly enveloped in a cloak of darkness, caused by the breaking of one of the electric wires. In spite of the fact that "Let the Lower Lights Be Burning" and "Lead, Kindly Light" were then being rendered, material rather than spiritual illumination was felt to be needed and recourse was made to the "primitive" candle, a substantial supply of the latter being hastily secured from a nearby store.

A Good Day's Sale.

An evidence of what is being done by the talking machine department of the Bissell-Cowan Piano Co. was noted this week in a single day's sales, which included two Victrola XVI., one Victrola XII. and one Victrola V. The company secured some strong publicity on the evenings of the 2d and 3d, when the Fine Arts Building, in which they are located, was thrown open for public inspection.

McCormack Records Will Be in Demand.

On the January lists of the Columbia Co. are a series of records by John McCormack, the well-known Irish tenor who, as recently as last week, appeared in recital in Chicago. Three of the winners on the list are "Come Back to Erin," "Mary of Allendale," and "Killarney."

NATIONAL CO.'S SALES FORCE.

List Printed in Full for the Benefit of the Trade.

In order to protect the trade by eliminating the possibility of any misrepresentation, the National Phonograph Co., Orange, N. J., announce an official list of their salesmen and the territory assigned to each as follows: J. H. Allgaier, Missouri; B. R. Barklow, Manhattan and all south of Albany, N. Y.; A. V. Chandler, Illinois; H. D. Clark, New Jersey, Delaware, Maryland and District of Columbia; A. H. Curry, Arkansas and Oklahoma; F. W. Ewan, Toronto and Provinces of Ontario, Canada; F. E. Gage, West Virginia, Kentucky and Tennessee; J. H. Gill, California, Arizona and southern New Mexico; G. A. Hedden, New Hampshire, eastern New York and Vermont; F. H. Hird, Iowa; W. P. Hope, Wisconsin, upper Michigan, Alberta, Manitoba and Saskatchewan, Canada; F. L. Hough, Minnesota; W. H. Hug, Ohio; W. A. Idle, northern Wyoming, Montana, Idaho and Utah; A. H. Kloehr, Kansas; M. G. Kreusch, Indiana; C. E. Lyons, Washington and Oregon; L. W. McDonald, eastern Provinces of Canada; E. A. Neff, Texas; C. W. Phillips, North and South Dakota; G. A. Renner, Nebraska, Colorado, southern Wyoming and northern New Mexico; J. W. Scott, Connecticut, Rhode Island, Massachusetts and Maine; H. R. Skelton, Michigan; F. H. Stewart, Mississippi and Louisiana; J. F. Stanton, Pennsylvania; C. P. Trundy, western New York; C. D. Warren, Virginia, North and South Carolina.

SAVING TIME A SUCCESS FACTOR.

Time saving, which means the intelligent use of time, is undoubtedly one of the great factors of success in any walk of life; and that is why inventive genius is kept busy devising means to multiply the values of a day. Anything that enables a man to do more with less effort saves time and energy, and permits him to undertake much that was impossible before. The steam engine, the telegraph, the telephone, the automobile, the electric motor, the typewriter, the perfected printing press, etc., are time savers that in fifty years have done more toward the devel-

opment of civilization and the increase of the world's wealth than had been accomplished in 1,000 years of effort before these economists of time were introduced. Whatever saves time increases convenience and limits the waste of mental or physical energy, adds to the money making power of the world and becomes a business necessity. And as new inventions are put upon the market, new needs arise and new methods must be introduced to utilize them.

THE PHONOGRAPH IN THE ORGAN LOFT.

"I hear that your church has installed a phonograph stuffed with sacred music."

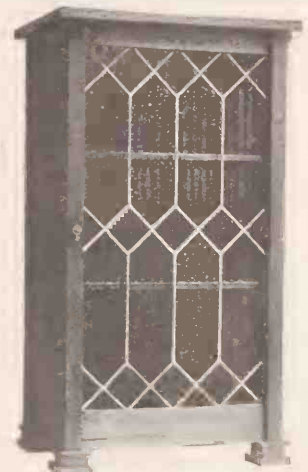
"Yes. Had to do it. Choir had struck."

"New scheme work all right?"

"It's beautiful. Never quarrels with itself, has no skirts to rustle, doesn't fret about the angle of its hat, refrains from giggling or powdering its nose, and if it gets out of order a mechanic can repair it."—The Edison Phonogram.

(TRADE

“COMPARTO L A”
MARK)



Disc Cylinder Record Cabinets

Quarter-Sawed Oak or African Mahogany, Art Glass Doors, Equipped with our Patent Compartments for Systematic Keeping of Records.



Sectional Record Cabinets for Disc or Cylinder

GET OUR PRICES

Compartment Filing Cabinet Co.

316-320 West 29th St. Chicago, Ill.



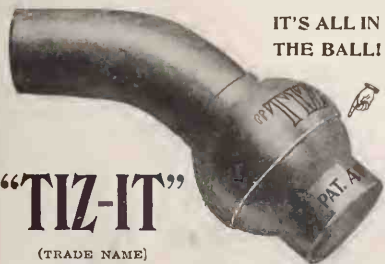
The Missing Link



WHICH ?

THIS is SUPPOSED to be the Missing Link between Man and Monkey.

This New All-Metal Ball-Joint Horn Connection is BEYOND A DOUBT the Missing Link between the Phonograph and Horn.



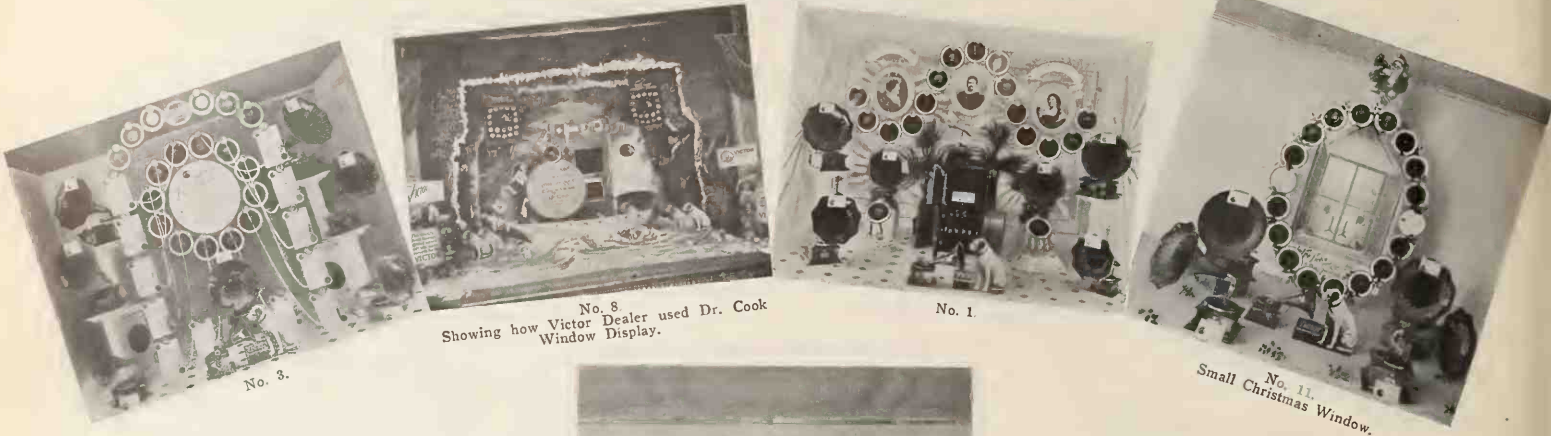
IT'S ALL IN THE BALL!

“TIZ-IT”

(TRADE NAME)

Retails at 50 Cents. Regular Discounts To Dealers, that cannot be supplied by their jobber, we will send this new connection in 1 dozen lots, PREPAID, at \$3.60.

Kreiling & Company
Inventors and Sole Manufacturers
1504 NORTH 40th AVENUE
CHICAGO, U. S. A.



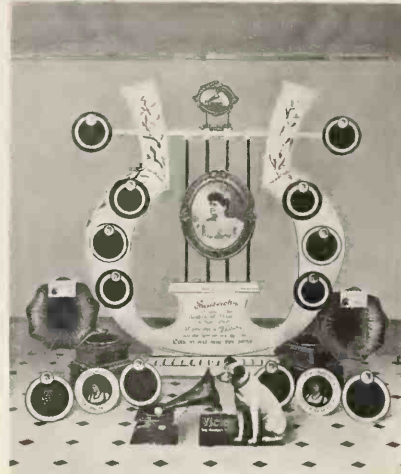
THE GROWTH OF AN IDEA.

How Victor Ready-Made Window Displays Jumped Into Immediate Popularity.

The great improvement in the art of window dressing is really remarkable. Like department store advertising in the daily newspapers it has grown steadily and artistically until it has come to be a most important adjunct of the up-to-date and modern retailer. To-day one may walk along the great retail streets in any city in the United States and see artistically displayed almost everything from a penny necessity to a collection of priceless luxuries. Even the big hotels and restaurants have the interior of their dining rooms exposed to passers-by as a temptation to indulge in the viands of their establishment.

It has always been generally accepted that the Victor Co. never do anything by halves, but particularly is this assertion applicable regarding the wonderful advertising that has, in so short a time, spread the fame of the Victor to every corner of the globe.

Realizing that the established and rigid policy of selling nothing direct to the consumer makes their success wholly dependent on the success



No. 14. Sembrich Window.

of their dealers, the Victor Co. have spared no expense or effort to give to every dealer a thorough knowledge of the Victor and of Victor records, and to lend to dealers every assistance possible in marketing the product of their factories.

Not overlooking the Victor Co.'s salesmanship lessons (now published in book form)—how to sell Victors on the instalment plan—their immense distribution of ready-made newspaper advertisements (electrotypes being furnished to all dealers on request), there can be no question but that the window display idea recently inaugurated is one of the biggest helps ever rendered the dealer. For it has well been said that almost every dealer's biggest opportunity is right at the front of his store—his show windows.

Less than a year ago they engaged Ellis Hansen—undoubtedly one of the best window dressers in America—and it was originally intended that Mr. Hansen should visit cities and towns and demonstrate to dealers the advertising value of their show windows by giving practical instructions in window decoration. In this way it was thought to develop and improve window dressing generally, with the hope that it would ultimately extend beyond the cities visited.

While preliminary arrangements were under way the possibilities of the proposition became more apparent and the original plans gave way to the more advanced idea of reaching the entire

Ready Made
Window Display
Department
of the

CARD WRITERS, STENCIL CUTTERS AND DESIGNERS

PACKING AND SHIPPING ROOM

PAINT SHOP

SCENIC ARTIST

COLORING ENLARGED PHOTOGRAPHS

Victor
Talking Machine
Co.

trade simultaneously and as a whole. Then it was a boy and a card writer was added to Mr. Hansen's workshop. Shortly thereafter, a carpenter and one painter brought the window display force up to five people. This proved to be only the beginning.

One week after the issuance of their catalog of the first ready-made windows, it was necessary to augment the working force materially and to add a packing and shipping department to handle window displays exclusively, and at the present time there are twenty-seven people employed in this window display department alone.

The rapid expansion of this branch of the Victor Co.'s publicity department is well understood on referring to the series of accompanying photographs.

The ready-made window display, issued in connection with the record made by Dr. Cook, demonstrated conclusively that the special window, devoted to one particular thing, or artist, or in commemoration of one particular time, such as Thanksgiving day or Christmas, is the true way for the dealer to gather the real profits from the show window display.

The group of windows Nos. 1, 3, 8 and 11 are examples of ready-made window displays that have enjoyed the largest demand. Hundreds of these windows have been shipped to Victor dealers, and each day many orders are received for the three special Christmas windows that were announced by a circular printed in colors. The cost of issuing this circular alone was in excess of \$500.

They are at present at work on a series of windows, covering the concert tours of Sembrich, Maud Powell, Mischa Elman, Whitney Bros.' Quartette, etc., to be brought to the attention of dealers one to two months in advance of the date they are to appear in each city, so that dealers may have ample time to obtain the material in advance of the concert, and make their display just at the time when the advertising of the concert has made it an event in each locality. The Sembrich window, No. 14, is a specimen concert artist window.

The success of the Victor Co.'s ready-made window display idea is assured, and the only wonder is that they are able to supply the demand. They certainly would not be if every dealer took advantage of this great opportunity.

The Victor Co. are maintaining at a big expense for the benefit of their dealers what is probably the most extensive and best-equipped window display department in the whole world; and dealers, for an almost insignificant sum, are enabled to secure all the benefits of this up-to-date window display department, just as though it was part of their own store.

Some of the plans the Victor Co. have under way for the show windows of their dealers will certainly attract widespread and universal attention, and it behooves every dealer to wake up and get next to this exceptional opportunity to make his show window return a lot of interested customers.

CHRISTMAS RECORDS.

A Specially Prepared List for the Benefit of Edison Dealers—Suggestion Worth Following Up—Will Benefit Customers.

The National Phonograph Co. have prepared a special list of records for the holiday season, which will be found most convenient for dealers desiring to offer suggestions to their customers as to what they should buy for their Christmas reunions. The list is as follows:

Amberol—62, Calvary, Harry Anthony; 124, Jerusalem. Edison Mixed Quartette; 188, Holy, Holy, Lord God Almighty, Edison Mixed Quartette; 305, Angels from the Realms of Glory, Edison Concert Band; 12,098, The Dawn of Light, Elite Mixed Quartette; 12,099, Nazareth, Peter Dawson; 12,100, Sweet Christmas Bells, Ernest Pike and Peter Dawson; 12,101, Christmas Morn, National (London) Military Band; 12,102, Star

of Bethlehem, Ernest Pike; 12,103, A Miner's Dream of Home, Peter Dawson and Mixed Quartette.

Standard—8,270, Santa Claus Song, George P. Watsin; 8,708, Old Jim's Christmas Hymn, Campbell and Harrison; 8,837, O Come, All Ye Faithful, Edison Male Quartette; 8,854, Ring the Bells of Heaven, Edison Chimes; 9,156, Star, Beautiful Star, Anthony and Harrison; 9,168, Silent Night, Edison Male Quartette; 9,410, Joy to the World, Edison Concert Band; 9,431, Down on the Farm, Ada Jones and Len Spencer; 9,703, Ring Out the Bells for Christmas, Edison Concert Band; 10,008, Christ Is Come, Edison Concert Band; 10,030, Christmas Morning at Clancy's, Steve Porter; 10,257, While Shepherds Watched, Edison Concert Band.

Apart from the publicity which these records will have through the usual printed matter sent out by the National Phonograph Co., it would be a good idea for dealers to send special letters to their customers, in which they could emphasize that the enjoyment of the Christmas season could be made still keener by having in their possession the list of Christmas records, of which a list might be enclosed.

NEWS OF THE TWIN CITY TRADE.

Best Talking Machine Season Ever Experienced in the Northwest Keeps Dealers Moving Lively—What the Various Houses Have to Report Anent Conditions.

(Special to The Talking Machine World.)
St. Paul and Minneapolis, Dec. 8, 1909.

Never in the chronicles of the Northwest have talking machines produced so much activity as at present. All those whose income depends wholly or in part on talking machines are extremely glad that they are financially interested in these contrivances. The busiest people in the Northwest, and this statement is made without

reservation, are those who devote a major share of their time to talking machines.

A few interviews obtained to-day will quickly substantiate any statement contained in the foregoing:

"Our talking machine force has been working overtime for some time," said W. J. Dyer, of W. J. Dyer & Bro., "and the month of November will easily show a banner record. Last Saturday, for instance, the cash business amounted to \$1,100. This may not be so much in the East, but it helps some in St. Paul."

"We have doubled our force, and still we can't keep pace with the business," said Lawrence H. Lucker, of the Minnesota Phonograph Co. "We can't begin to fill orders within the specified time. Both the jobbing and retail trade is good. There is considerable interest in the much-advertised Amberolas, and we expect to do a nice business in that line if we can ever get any."

J. H. Wheeler, northwestern representative for the Columbia Phonograph Co., says that the jobbing business is better than the retail business. The former is the greatest in the history of the home house in the Northwest. "There is only one complaint," says Mr. Wheeler, "and that is that we can't get certain supplies fast enough. The new four-minute indestructible records are having a great vogue here, but we could use 100 per cent. more than we are getting."

PETMECKY SUPPLY CO. ORGANIZED.

The Petmecky Co., of Austin, Tex., Victor distributors, have incorporated under the title of the Petmecky Supply Co., Inc., with a capital stock of \$50,000, with the following incorporators: President, Fred Petmecky; vice-president and general manager, B. F. Reeves; secretary and treasurer, E. E. Hill. The new company will devote their entire time and capital in exploiting and promoting the Victor line in Texas and Oklahoma.

Wurlitzer

53 YEARS LEADERS IN MUSIC



THE HOLIDAY SEASON finds us with every facility for taking care of your orders on Victor Talking Machines, Edison Phonographs, Regina Music Boxes and talking machine supplies of every description.

Now, when every minute counts, is a good time to get acquainted with the Wurlitzer Hurry-Up Service that gets your order out on time—every time.

We have accumulated a large stock of all types of Victor, Victrola and Edison machines and can "deliver the goods" promptly.

WIRE US YOUR RUSH ORDERS!

The Rudolph Wurlitzer Co.

VICTOR, EDISON AND REGINA JOBBERS
Cincinnati Chicago

Two points of supply; order from the nearer.

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.



TRADE NEWS FROM ST. LOUIS.

Reports Indicate That December Will Break Business Records—Columbia Grafonolas in Great Demand—St. Louis Talking Machine Co. Selling All Victrolas They Can Get Hold Of—New Caruso Records Liked—Johnson Giving Victrola Concerts—Recent Visitors—Black a Victor Hustler.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 8, 1909.

General trade conditions in the talking machine business are reported to be excellent, and it looks as if the month of December stands to break all previous records for a similar length of time. High-priced machines are selling well and the record trade is brisk.

Manager E. B. Walthall, of the Columbia Phonograph Co., reports that their wholesale trade all over the territory is very good, and that their retail trade for November was splendid, with a strong demand for the high-priced goods. He states that they have been unable to fill orders for the De Luxe and Regent \$200 and \$225 machines. Mr. Walthall also states that the trade outlook for December is very bright, and that they are figuring on having the banner month in the history of the local store.

F. G. Cook, traveling salesman for the Columbia Phonograph Co., has been taking some good orders on the trip he is now on.

The St. Louis Talking Machine Co. report the largest volume of business ever done in the month of November, both wholesale and retail. The demand was greater for the higher-priced instruments, the Victrola leading. Both the style XIV and style XII Victrolas were ready sellers, and orders were taken for special wood finishes in the style XVI. These were ordered for Christmas delivery.

O. A. Gressing, manager of the St. Louis Talking Machine Co., is enthusiastic over the outlook for the holiday season. Their dealers are ordering in a most liberal and gratifying manner. In spite of their tremendous stock, Mr. Gressing's only apprehensions are for lack of machines and records to supply their dealers, and no fears whatever for the volume of business that will be done.

The new Caruso records were received with a rush by the customers of the St. Louis Talking Machine Co. On the morning of the 27th, when their customers were in receipt of the regular monthly letter which this company issues, and in which the new Caruso records were announced, upwards of seventy-five orders were received by telephone before 11 o'clock.

The Victor Ready-Made Thanksgiving window display which the St. Louis Talking Machine Co. had in their window was one of the most striking ever seen on Olive street. These Ready-

Made displays have proven a great attraction and, no doubt, the most profitable of advertising. The displays are changed weekly by this wide-awake firm, and it seems that every new one outdoes the one which preceded it. Manager Gressing promises that their Ready-Made display for Christmas will outdo them all.

L. A. Cummins, traveler for this company, returned from one of the most successful trips he ever made with an order book filled to the brim, in which were included a number of Victrolas and an Auxetophone. Mr. Cummins will confine himself to the immediate neighborhood of St. Louis until the holidays.

S. H. Johnson, of this company, has been devoting a great deal of time after business hours to giving Auxetophone and Victrola concerts. Among those given were:—one to the St. Louis Credit Men's Association, at their regular monthly meeting; also the Missouri Pharmaceutical Association, and several of the most exclusive West End clubs.

Recent visitors to the St. Louis Talking Machine Co. were Joseph Hilliard, Hot Springs, Ark.; S. M. Field, of S. M. Field & Bros., Little Rock, Ark., who stopped off for Thanksgiving on his way home from a hurried trip to New York; W. W. Fisher, Murphysboro, Ill.; F. C. Cochran, manager of the Piggott Music and Novelty Co., Piggott, Ark.; Chas. A. Tate, Flora, Ill.; Mr. Thorne, of the Globe Mercantile Co., Moberly, Mo.; Mr. Robinson, of the Dale Hardware and Implement Co., Fayette, Mo., and C. M. Boyer, Pacific, Mo.

W. A. Brenner, of the Koerber-Brenner Music Co., returned recently from a ten days' business trip to Kansas City. This firm report that their talking machine business for November has been very satisfactory, and they look for a big trade through December.

The Knight Mercantile Co. report their trade to be fairly good. This firm recently filled an order from Panama.

The Thiebes-Stierlin Music Co. report an active trade in their talking machine department, and that it favors the high-priced machines.

H. J. Berlin, manager of the talking machine department of the J. H. Buettner Furniture and Carpet Co., reports that they are having a nice trade. They are giving recitals on high-class records from time to time and with good success.

Miss Sadie Rosenblatt, formerly in charge of the talking machine department of the May-

Stern Co., has resigned and is now with the talking machine department of the J. H. Buettner Furniture and Carpet Co.

J. Ed. Black, of Springfield, Mo., has proven one of the most wide-awake and enthusiastic exponents of the Victor that the St. Louis Talking Machine Co. has among their list of dealers. Mr. Black has been conducting a series of Victrola recitals and has been giving these before the most prominent club women, churches and schools in Springfield. On November 10 Mr. Black gave a concert for the members of the Drury Chapel. On November 15 he gave a concert under the auspices of the Delta Theta of the Teachers' Training Class. On November 17 he conducted a Victrola recital at the Bowerman School, and on November 19 Mr. Black gave a grand opera concert under the auspices of the Pilgrim Sunday School. Mr. Black has also arranged for several concerts during the month of December. He reports the greatest results imaginable, and is greatly pleased with his success.

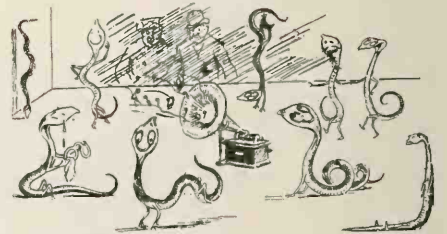
O. A. Gressing, manager of the St. Louis Talking Machine Co., returned recently from a week's successful business trip to Evansville, Ind., and other points.

D. K. Myers, the well-known Zonophone jobber, reports trade for November fair, and he looks for a good trade during the month of December.

PHONOGRAPH CHARMS SNAKES.

Curator Ditmars Gives the Cobras a Homelike Sunday Concert.

They had a real snake-charming party at the Bronx Park Zoo recently, and when it was over Curator Ditmars voted it a great success. Several months ago Mr. Ditmars, who has got together an animal and reptile circus, sent to Singapore and obtained several phonographic records of the music made by Hindu snake charmers in performing their tricks with reptiles. The records arrived on Saturday.



Mr. Ditmars gathered some of the keepers the next day, got out a few cobras and other poisonous snakes from the Far East, and turned on his music. The snakes began to take notice right away. One of the big king cobras raised his head high in the air and glided across to where the phonograph rested. The reptile eyed the machine curiously, and its head began to wave to and fro, keeping time to the weird strains of music.

Several of the other snakes joined him, just in front of the metal horn from which the music emerged. Mr. Ditmars turned on record after record, and after a while the snakes seemed to be in a hypnotic state. They did not wake up until they had been put back in their cages.

Sunday is usually a busy day for news in the reptile house, and the last was no exception. When the keepers arrived in the morning and started to enter a small annex to the east of the building, they drew back in alarm. On the floor of the annex was a heap of straw and shavings, which seemed to move up and down, as though some monster was beneath and breathing heavily. The woodwork in the room appeared to have been chipped, as though by a chisel. Here and there on the floor were chips of wood.

One of the keepers got a steel net. This was placed over the pile of straw and shavings. There was quite a commotion, and a big sabre-toothed rat, a pet of Mr. Ditmars, emerged from the heap. It had escaped from its cage during the night.

100% Service

is

Heppe Service

Our stocks of Victor and Edison goods are unlimited, and we make shipment same day. orders are received.

We have a department organized to coach you in making retail sales.

Worth writing us about.

C. J. HEPPE & SON

1117-1119 Chestnut Street

PHILADELPHIA, PA.

Established 1865

RECORD BULLETINS FOR JANUARY, 1910

EDISON AMBEROL RECORDS.

- 325 Washington Post and The High School Cadets March.....Sousa's Band
- 326 Redhead.....Ada Jones
- 327 Annie Laurie and Home, Sweet Home.....John P. Burkhardt
- 328 Ring of Roses.....Elizabeth Wheeler, Harry Anthony
- 329 The Bird with the Broken Wing.....Edison Mixed Quartet
- 330 Ballet Music from "Mlle. Modiste".....Victor Herbert and His Orchestra
- 331 When You Were Sweet Sixteen.....Manuel Romain
- 332 Gobbie Duet from "The Mascot".....Elizabeth Wheeler and Harry Anthony
- 333 Monte Cristo Waltz.....Jorda-Rocabruna Instrumental Quintet
- 334 Don't Be an Old Maid, Molly.....Byron G. Harlan
- 335 A Race for a Wife.....Ada Jones and Len Spencer
- 336 Pique Dame Overture.....Edison Concert Band
- 337 Down in Sunshine Alley, Sally.....Billy Murray and Chorus
- 338 Flow Gently, Sweet Afton.....Metropolitan Quartet
- 339 Berceuse De Jocelyn.....Jean Schwiller
- 340 From Time to Time.....Thomas Chalmers
- 341 Lead Kindly Light.....Knickerbocker Quintet
- 342 Selection from "The Dollar Princess".....American Symphony Orchestra
- 343 Emmaline.....Ada Jones and Billy Murray
- 344 Maria Theresa March.....U. S. Marine Band

EDISON AMBEROL RECORDS IN HEBREW.

- 10,000 Schenk A Neduwe (Perlmutter & Wohl).....Regina Prager
- 10,001 Arie aus die Zwei Tannin (Perlmutter & Wohl).....Regina Prager

EDISON AMBEROL RECORDS IN ITALIAN.

- 5,002 Solenne in gnest ora-La Forza del Destino (Verdi), Francesco Daddi, Vincenzo Reschiglian
- 5,010 Ciribiribin (Bolognese).....Maria Avezza and Francesco Daddi
- 5,014 Alla Stella confidente (Robandi), Francesco Daddi

EDISON STANDARD RECORDS.

- 10277 The Summer Girl.....Sousa's Band
- 10278 It's Hard to Find a Real Nice Man Bessie Wynn
- 10279 Sweetheart's a Pretty Name When It Is Y-O-U.....Manuel Romain
- 10280 Oriental March, Victor Herbert and His Orchestra
- 10281 Funny Nursery Rhymes.....Billy Murray and Chorus
- 10282 From Greenland's Icy Mountains.....Edison Mixed Quartet
- 10283 Have You Got Another Girl at Home Like Mury?.....Harry Fay
- 10284 Medley of Irish Reels.....John Kimble
- 10285 Elly Riley.....Ada Jones
- 10286 Ting Tang Sang.....Collins and Harlan
- 10287 I Wonder Who's Kissing Her Now.....Manuel Romain
- 10288 Territorial March, National (London) Mll. Band
- 10289 Ma Li'l Sweet Sunbeam.....Mabel McKinley
- 10290 Meet To-night in Dreamland.....Elizabeth Wheeler and Harry Anthony
- 10291 Wild Cherries—Coony, Spooky Rag.....Edison Meecker
- 10292 The Portly Major March.....American Symphony Orchestra
- 10293 I Said Hoorary.....Jack Pleasant
- 10294 Wedding Bells.....Premier Quartet
- 10295 Flanagan and His Motor Car.....Steve Porter
- 10296 Kaiser Friedrich March.....U. S. Marine Band

NEW VICTOR RECORDS.

- | No. | Size |
|--|------|
| ARTHUR PRYOR'S BAND. | |
| 5735 Washington Grays March.....Grafulla | 10 |
| 31759 Festival Overture.....Tschai-kowsky | 12 |
| L'ORCHESTRE SYMPHONIQUE, PARIS. | |
| 58020 Faust—Ballet Music, Nos. 5 and 6.....Gounod | 10 |
| SOPRANO SOLO BY ELIZABETH WHEELER, WITH ORCH. | |
| 5752 Ili's Buttons are Marked U. S. Bradford-Bond | 10 |
| VICTOR LIGHT OPERA CO., WITH ORCH. | |
| 31758 Gems from the Golden Girl.....Howard | 12 |
| BOHEMIAN ORCHESTRA, LONDON. | |
| 52023 A Vision of Salome.....Joyce | 10 |
| TENSOR SOLO BY REED MILLEN, WITH ORCH. | |
| 5753 Roses in June.....Bingham-German | 10 |
| THE VIENNA QUARTET. | |
| 5754 Barcarolle—Contes d'Hoffman.....Offenbach | 10 |
| 31760 Poeme Erotique.....Grieg | 12 |
| Double Faced Records. | |
| 16425 (a) Assembly March (Selzler).....Pryor's Band | 10 |
| (b) Ilavland's Harmonies.....Pryor's Band | 10 |
| 16427 (a) Snow Queen—Novelette (Selzer-Fulton).....Pryor's Band | 10 |
| (b) Serenade Elegante (Oslier).....Victor Orch. | 10 |
| 16431 (a) Throw Out the Life Line (Uford-Stebbins).....Macedonough and Haydn Quartet | 10 |
| (b) Onward Christian Soldiers.....Westminster Cathedral Choir (with band) | 10 |
| 35001 (a) Love Light Waltzes (Bloom).....Victor Orch. | 12 |
| (b) Reminiscences of Meyerbeer (Godfrey).....Pryor's Band | 12 |
| 16371 (a) Miserere from Il Trovatore (Verdi).....Trombone and Cornet | 10 |
| (b) Spring Song (Mendelssohn).....Victor String Quartet | 10 |
| 16433 (a) When I Marry You (Bryan-Gumble).....Wheeler, Macedonough and Quartet | 10 |
| (b) Swanee Babe (Drislane-Richards).....American Quartet | 10 |
| 16346 (a) Father Was Out (Hill).....Murray K. Hill | 10 |
| (b) Flanagan's Motor Car (Porter).....Steve Porter | 10 |
| 16437 (a) Molly Lee (Mahoney-Morse).....Murray and Haydn Quartet | 10 |
| (b) Little Miss Golden Curls (Drislane-Meyer).....Byron G. Harlan | 12 |
| 35093 (a) Fortense at Sea.....M. M. W. Hill | 12 |
| (b) The Tale of the Cheese.....Murray K. Hill | 12 |
| 16435 (a) Dublin Daisies March (Wenrich).....Pryor's Band | 10 |
| (b) Coon's Birthday—Cakewalk—Two-Step (Lincke).....Victor Orchestra | 10 |

- 35092 (a) Joyous Vienna Waltz (Fidelis Wien) (Komzak).....Victor Dance Orchestra
- (b) Flowers of St. Petersburg Waltzes (Reasch).....Victor Dance Orchestra
- 16428 (a) Dream After the Ball (Xylophone) (Broustet).....William H. Reitz
- (b) Brightest Days Gavotte (Bell Solo) (Michaels).....William H. Reitz
- 16434 (a) Amoureuse Waltz (Berger) (Concertina).....P. Frosinal
- (b) The Swiss Shepherd (Moriacchi) (Ocarina).....Mosè Tapiero
- 16429 (a) She Sells Sea Shells (Clifford) from "The Beauty Spot".....Billy Murray
- (b) Oh, You Candy Kid (Golden-Adams) from "The Candy Kid".....Ada Jones
- 16432 (a) Remembrance (Pinsuti) Heime and Lyons
- (b) March Lorraine (Ganne).....Victor Orch.
- 16426 (a) I Wonder Who's Kissing Her Now? (Howard) from "The Prince of Tonight".....Billy Murray
- (b) On a Monkey Honey-moon (Mahoney-Morse).....Collins and Harlan
- 16430 (a) Remember Me, O Mighty One (Soldier's Farewell, with sacred words).....Whitney Brothers Quartet
- (b) Gaillee.....Whitney Brothers Quartet

Red Seal Records.

- JOHANNA GADSKI—ENRICO CARUSO. Twelve-inch, with Orch.—In Italian.
- 80028 Aida—Finale ultimo. Part I—La fatal pietra (The Fatal Stone).....Verdi
- 89029 Aida—Finale ultimo. Part II—O terra addio (Farewell, Oh Earth).....Verdi
- ANTONIO SCOTTI, BARITONE. Twelve-inch, with Orch.—In Italian.
- 88203 Faust—Dio possente (The Bravest Heart Shall Swell).....Gounod
- NICOLA ZENOLA, TENOR. Ten-inch, with Orch.—In Italian.
- 87036 Ballo in Maschera—Barcarolle, "Di' tu se fidele" (The Waves Will Bear Me).....Verdi
- 87037 Ballo in Maschera—La rivedra nell'estasi (I Shall Behold Her).....Verdi
- Twelve-inch, with Orch.—In Italian.
- 88202 Otello—Morte d'Otello (Death of Otello).....Verdi
- JEANNE GERVILLE-REACHE, CONTRALTO. Ten-inch, with Orch.—In French.
- 87035 Chanson Slave (Slavonic Song).....Chaminade
- 87039 Carmen—En vain pour éviter (Card Song).....Bizet
- 88205 Reine de Saba—Plus grand dans son obscurite ("More Regal than a King").....Gounod
- EVAN WILLIAMS, TENOR.
- 64109 Absent.....Metcalf
- LOUISE HOMER, CONTRALTO. Twelve-inch, with Orch.—In German.
- 88204 Die Lorelei (The Lorelei).....Liszt
- In French.
- 88201 Lend Me Tby Might—Amour viens aider (Love, Lend Me Tby Might).....Saint Saens
- NEW SELECTIONS BY ENRICO CARUSO, TENOR. Ten-inch, with Orch.
- 87041 Regina di Saba—Maghe note (Magic Tones)—In Italian.....Goldmark
- 87042 Pour un baiser (For a Kiss)—In French.....Tostl
- Twelve-inch, with Orch.
- 88206 Mamma mia che vo sape? (Neapolitan Song).....Nuttie
- 88207 Forza del Destino—O tu che in sogno agli angeli.....Verdi
- 88208 Carmen—Air de la fleur (Flower Song).....Bizet

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- A766 All I Want is One Loving Smile from You-oo-oo (Meyers), Baritone and Soprano Duet, orch. accomp.....Stanley and Stevenson
- Games of Childhood Days (Robinson), Soprano Solo, orch. accomp.....Ada Jones

- A767 Wedding Bells (Helf), Vocal Quartet, Male Voices, orch. accomp.....Columbia Quartet
- A Bushel of Kisses (Helf), Baritone and Tenor Duet, orch. accomp.....Stanley and Burr
- (Two sides copyrighted, additional price, 4c.)
- A768 Lonesome Land (H. Blanke Belcher), Soprano Solo, orch. accomp.....Ada Jones
- The Postman (Patter) (Alf. Ellerton), Comic Song, orch. accomp.....Harry Bluff
- (One side copyrighted, additional price, 2c.)
- A769 The Island of Dreams (Stephen Adams), Tenor Solo, orch. accomp.....W. Francis Firth
- I Know of Two Bright Eyes (Clutsam), Tenor Solo, orch. accomp.....Henry Burr
- A770 Darling Nellie Gray (Hanby), Baritone Solo, orch. accomp.....Carroll Clark
- If I Could Gain the World by Wishing (Buckman), Tenor Solo, orch. accomp.....Harvey Hindermeyer
- A771 Mike's the Boy (Helf), Baritone Solo, orch. accomp.....Arthur Collins
- Arrah Wanna (Morse), Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
- (One side copyrighted, additional price, 2c.)
- A772 Sweet Genevieve (Tucker), Mezzo Soprano, Bonnie Sweet Bessie (Gibbert), Mezzo Soprano Solo, orch. accomp.....Merle Tillotson
- A773 Sans Souci (Bucalossi), Orchestra Bells, orch. accomp.....Charles Adams
- The Dollar Princess—Selections (Leo Fall).....Columbia Quartet
- A774 Come Where My Love Lies Dreaming (S. C. Foster), Vocal Quartet, Male Voices.....Columbia Quartet
- In the Gloaming (Annie E. Harrison), Vocal Trio, Mixed Voices, orch. accomp.....Prince's Orchestra
- A775 Serenata Amorosa (Leyton Potter), Violin Duet.....Stehl and Biederman
- The Birds in Springtime (Alfred Wiggert), Piccolo Duet, orch. accomp.....Henneberg and Fritze
- A776 Hong Kong Cake Walk (Raf. Gascon), Prince's Military Band
- The Teddy Bears' Picnic (John W. Bratton).....Royal Regimental Band

COLUMBIA 12-INCH DOUBLE-DISC RECORDS

- A5138 Down Where the Big Bananas Grow (Baron), Baritone and Tenor Duet, orch. accomp.....Collins and Harlan
- "Virginia" (Opening Chorus)—Solo by Arthur Collins with Quartet Chorus
- "The Humming Coon"—Smith and Bowman—Closing Chorus "Climb Up Ye Children Climb"—Minstrels, orch. accomp.....Rambler Minstrels
- A5139 Tannhauser—Selections, Part 1 (Wagner).....Prince's Military Band
- Tannhauser—Selections, Part 2 (Wagner).....Prince's Military Band
- A5140 Tyrolean Echoes (George Stehl), Violin, Flute and Harp Trio.....George Stehl, Paul Henneberg and Charles Schuetze
- Idilio (Lack).....Prince's Orchestra

COLUMBIA 12-INCH SYMPHONY DOUBLE-DISC RECORDS.

- A5141 Nazareth (Gounod), Baritone Solo, orch. accomp.....Kirk Towns
- The Birthday of the King (Neidlinger), Baritone Solo, orch. accomp.....Kirk Towns

COLUMBIA 10 3-4-INCH FONOTIPIA DOUBLE DISC RECORDS.

- F117 Cavalleria Rusticana—Siciliana (Mascagni), Tenor Solo, orch. accomp.....John McCormack
- La Tosca—E levevan le Stelle (Puccini), Tenor Solo, orch. accomp.....John McCormack
- F118 I'll Sing Thee Songs of Araby (Clay), Tenor Solo, orch. accomp.....John McCormack
- When Other Lips (Baife), Tenor Solo, orch. accomp.....John McCormack

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The Cabinet illustrated lists at \$223.501 in our Cabinet Catalog. You drop the first and last numbers and 50% of what is left gives you the price \$11.75. You can have the Cabinet in Quartered Oak all over or Mahogany Top, Front and Back. Swell Door. Every stock order has one (1) of these. We have Cabinets higher and lower in price.

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436 Cabinet with a capacity of 190 12-inch Disc Records. Height 34 inches. Width 24 inches. Depth 20 inches.

- F119 Come Back to Erin, Tenor Solo, orch. accomp. John McCormack
Killarney, Tenor Solo, orch. accomp. John McCormack
- F120 Mary of Allendale (Arranged by H. Lane Wilson), Tenor Solo, orch. accomp. John McCormack
Savourneen Deelish, Tenor Solo, orch. accomp. John McCormack
- F121 Like Stars Above (Squire), Tenor Solo, orch. accomp. John McCormack
Roses (Stephen Adams), Tenor Solo, orch. accomp. John McCormack
- F122 Il Trovatore—Aria del Conte di Luna—Il balen del suo sorriso (Verdi), Baritone Solo, orch. accomp. Ferruccio Corradetti
Ave Maria (Reyer), Baritone Solo, orch. accomp. Ferruccio Corradetti
- F123 I Maestri Cantori Di Norimberga—Canto di Walter—Dall'alba tinto (Wagner), Tenor Solo, orch. accomp. Francesco Vignas
L'Africana—Aria di Vasco di Gama—O Paradiso (Meyerbeer), Tenor Solo, orch. accomp. Francesco Vignas

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

- 1238 Blue and Gray Patrol (Dalvey).....Band
1239 The Last Rose of Summer (Moore), Soprano Solo.....Mrs. Elizabeth Wheeler
1240 John Anderson, My Jo (Pirani), Tenor Solo.....Henry Burr
1241 The Newly Weds—Can't You See I Love You? (Ayer), Soprano and Tenor Duet.....Jones and Van Brunt
1242 Ebenezzer Julius Caesar Washington Gray (Westman) (copyright number), Baritone Solo.....Arthur Collins
1243 The Star Spangled Banner (Francis Scott Key), Baritone Solo.....Frank C. Stanley
1244 Silver Heels—March (Moret).....Band
1245 Questions, or Things I Should Like to Know (Murry), Tenor Solo.....Ed. M. Favor
1246 Wedding Bells (Helf) (copyright), Tenor Solo.....Walter Van Brunt
1247 Dinah Dear (Larkins and Smith), Baritone and Tenor Duet.....Collins and Harlan
1248 The Isle of Man—Has Anybody Here Seen Kelly? (Murphy and Letters), Soprano Solo.....Ada Jones
1249 The Moose—March (Flath), Banjo Solo.....Vess L. Ossman
1250 Pennyland (Helf), Tenor Solo.....Byron G. Harlan
1251 Homage to the Ladies (Waldenfel).....Orchestra
1252 It Sounds Good to Me (Gideon), Vaudeville.....Fred Duprez
1253 O Morning Land (Pheips), Soprano and Contralto Duet.....Mrs. Wheeler and Miss Patterson
1254 Mike's the Boy (Helf) (copyright number), Baritone Solo.....Rob Roberts
1255 Annie Laurie (Geibel), Vocal Quartet, Male Voices.....Quartet
1256 Believe Me if All Those Endearing Young Charms (Stevenson), Soprano Solo.....Mrs. Elizabeth Wheeler
1257 March De Molay Commandery (Hall).....Gaud
1258 I Wonder Who's Kissing Her Now (Howard), Tenor Solo.....Henry Burr
1259 He Falls for the Ladies Every Time (Solman), Tenor Solo.....Adeline Francis
1260 King Arthur—Hunting Song (Bullard), Baritone and Tenor Duet.....Stanley and Burr
1261 Village Bells—Barn Dance (Kendall).....Band

ZONOPHONE 10-INCH DOUBLE RECORD DISCS.

- ZONOPHONE CONCERT BAND.
5574 (a) The Southerner March.....Alexander
(b) Algeria March.....Herbert
5575 (a) Peggy O'Neal—Waltzes.....Blanke
(b) Kerry Mills Ragtime Dance.....Mills
ZONOPHONE ORCHESTRA.
5576 (a) Honeysuckle.....A. Von Tilzer
(b) Nimm Mich Mit! (Take Me Along)—Polka.....Lincke
5577 (a) Popular Chorus Medley Waltz—No. 3.
(b) Danse Ecossais—Schottische.....Baker
VOCAL SOLOS WITH ORCH. ACCOMPANIMENT.
ARTHUR COLLINS.
5578 (a) Let Me Down Easy.....Farrel
(b) Nobody Knows Where John Brown Went.....Longbrake
HENRY BURR.
5579 (a) My World Is a Dream of You.....Morse
(b) I Know of Two Bright Eyes.....Clutsam
ADA JONES.
5580 (a) Redhead.....Franklin Green
(b) Life's Highway.....McGlennon
FRED LAMBERT.
5581 (a) Where Were You Last Night?.....Mills
(b) Perfectly Terrible.....Caldwell
ALICE C. STEVENSON.
5582 (a) Rose of the World—Song from "The Rose of Algeria".....Herbert
(b) A Little China Doll.....Williams-Van Alostync
WM. WHEELER.
5583 (a) Gentle Annie.....Foster
(b) Mary of Argye.....Nelson
ADA JONES AND LEN SPENCER.
5584 (a) The Queen of the Ranch—Character Sketch
(b) A Ragtime Tragedy—Coon Character Sketch
ADA JONES AND WALTER VAN BRUNT.
5585 (a) Take Me on a Honeymoon.....Meyer
(b) I Love You.....Mack
FRANK C. STANLEY AND HENRY BURR.
5586 (a) If I Had a Thousand Lives to Live.....Solman
(b) Hunting Song.....Bullard
MISCELLANEOUS VOCAL SELECTIONS.
FRANK C. STANLEY AND HENRY BURR.
5587 (a) I Looked to Jesus—Duet.....McGranahan
METROPOLITAN TRIO.
(b) Holy Night—Christmas Carol.....

HAWTHORNE & SHEBLE CO. AFFAIRS.

The meeting of the creditors of the Hawthorne & Sheble Mfg. Co., bankrupts, was held at the office of Joseph Mellors, referee in bankruptcy, 5-8 Walnut street, Philadelphia, Pa., on December 10 at 10.30 a. m., for the purpose of considering petitions of trustee for leave to sell a portion of the personal property of this estate at private sale.

LEO SLEZAK A SENSATION.

The National Phonograph Co.'s Prophecy Fulfilled—Slezak Stirs Metropolitan Audiences as Has No Other Tenor Since the Days of Tamagno—Records Will Be Big Sellers.

When the National Phonograph Co., in announcing that they had entered into an exclusive contract with Leo Slezak, the giant Czech tenor, predicted that his appearance in grand opera circles in this country would be in the nature of a sensation, very few of its dealers, or in fact of the trade in general, realized how much truth that prophecy held. Many, perhaps, attributed the statement to enthusiasm caused by

cisms will convey some idea of the impression he created upon his audience.

Out of the aggregation of singers, his gigantic figure looming high like a giant of mythology, emerged victoriously Leo Slezak, the most imposing dramatic tenor New Yorkers have heard since the days of Tamagno. In the intermission his name was on every lip and his appearance before the curtain at the end of each act was a signal for tumultuous applause.—New York Press.

His voice is tremendous in its dramatic moments, and when he employs it lyrically it is fresh and beautiful in its quality. He has been compared to Tamagno and his voice has some of the brutal dramatic strength of that famous tenor, but it is far more beautiful in moments of tenderness.—New York Herald.

His second appearance in the same role was the occasion of an even more remarkable demonstration than that which greeted his first triumph, while his singing of the difficult declamatory aria, *Di quella Pira*, in Verdi's "Il Trovatore" on the evening of December 1 effectually removed any suspicion of his being a one-part singer. Of his performance on that occasion the New York Globe and Commercial Advertiser said in part:

"As on the occasion of his first appearance here, he disclosed a full, powerful, vibrant and manly voice of fine dramatic quality, while both his phrasing and enunciation commanded something more than mere respect. He sang all the famous airs of *Manrico* with fine effect, concluding the 'Di quella pira' with a high C that brought the curtain down with a storm of applause in which even the members of the orchestra joined. Seven curtain calls followed this act."

The National Co. can feel justly proud of their enterprise in securing so magnificent a voice for their records, and the jobbers and dealers are to be congratulated on the fact that, through the company's admirable foresight, ten Amberol records, comprising some of the great tenor's best selections, became available on December 1. Their sale value will be immensely increased by reason of this opportune arrival. Six of the records are sung in Italian and four in German, two of the former being the famous *Morte di Otello* and *Ora a per Semper* from "Otello."

The National Co. state "These records are perfect in every essential of rendition and reproduction and they will undoubtedly command a heavy sale. Their appearance, coincident with the formal introduction of the company's handsome new machine, the Amberola, to the public, places the Edison dealer in a position to make an irresistible appeal to lovers of high grade music who cannot fail to be impressed by the superior tone quality and artistic appearance of the Amberola and by the fact that the Amberola grand opera records are the longest playing records on the market."

The National Co. holds a contract with Slezak, covering a number of years, by the terms of which it has exclusive right, for talking machine record purposes, to his entire Italian and French repertoire, as well as to all selections used by him on his present American tour.



LEO SLEZAK.

the flattering reports of his success across the water that accompanied the announcement. That the company knew whereof it spoke was most convincingly proved on the night of November 17, when he made his initial appearance at the Metropolitan Opera House, New York City.

The opera in which Slezak elected to make his American debut was "Otello," revived after an interval of seven years, and in which he sang the exacting part of the jealous Moor. When he strode upon the stage, his six feet five inches of stalwart manhood emphasized by his flowing robes, the audience fairly gasped its astonishment at a spectacle so prodigious. Being a tenor, it might have been expected that the high notes would emerge with almost ludicrous effect from so tremendous a frame, for more often than not the voice of a physical giant is thin and piping.

His very first notes, however, set all doubts at rest. He fairly electrified his audience as the performance proceeded by his magnificent presence, his splendid tones and perfect control. With equal beauty and facility his voice expressed the tenderest passion or dramatic intensity the part demanded, while his enunciation at all times was a constant delight. Dramatically his performance was pronounced superior to anything ever seen on the stage of the Metropolitan. The following extracts from the New York press criti-

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Dec. 10, 1909.

PHONOGRAPH. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,271.

This invention relates to phonographs and has for its object the provision of means whereby the traveling carriage which carries the reproducer or recorder may be fed at either of two desired rates of speed, so as to adapt it to operate, for example, upon records having one hundred and two hundred threads per inch, and said means are preferably designed so that they may be readily applied to phonographs of ordinary construction, such as are now in general use throughout this and other countries.

Figure 1 is a plan view of a portion of a phonograph to which the invention is applied; Fig. 2 is a section on line 2-2 of Fig. 1; Fig. 3 is a detail plan view of the rotary member which engages the feed screw of the phonograph, and Fig. 4 is a side elevation of the same.

PHONOGRAPH. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,272.

This invention relates to means adapted to cooperate with the feed screw of a phonograph for imparting a progressive movement to the sound box carriage and comprises interchangeable means for feeding the same at either of two desired rates of speed, as, for example, at speeds suitable for operating upon records having either one hundred or

two hundred threads per inch.

Figure 1 is a plan view of a portion of a phonograph showing the invention applied thereto, and Fig. 2 is a section on line 2-2 of Fig. 1.

PHONOGRAPH. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,265.

This invention relates to phonographs of the type wherein the sound box is carried on a traveling carriage to which a progressive movement is imparted by means of a rotating feed screw, so that the reproducer or recorder stylus traces a spiral path with respect to the record surface. It has been the usual practice for many years to provide a feed screw of fine pitch which advances the traveling carriage a distance of one one-hundredth of an inch for each revolution of the mandrel. More recently, however, it has been found possible to manufacture a sound record in which the record groove has two hundred turns or threads to the inch, so that it is desirable to provide a phonograph in which the feed of the carriage will be suitable for operating upon a record of this description. In view of the fact, however, that there are already thousands of phonographs in use in which the feed screw advances the carriage one one-hundredth of an inch per mandrel revolution, and a vast number of records are also in use having a pitch of one one-hundredth of an inch, it is desirable to provide means which may be readily applied to such

phonographs whereby the feed screw may be driven at one-half the speed at which it has heretofore been driven, such means also permitting the driving of the feed screw at its usual speed, so that the phonograph can be used interchangeably with

sound records having either one hundred or two hundred threads per inch, and the invention has for its object the provision of interchangeable means of this character which may be readily applied to a phonograph and in which, when so applied, the parts may be readily shifted with respect to each other, so as to drive the feed screw at the desired rate of speed.

Figure 1 is a plan view, partly in section, showing a portion of a phonograph constructed in accordance with the invention, and Fig. 2 is an end elevation of the same.

FEEDING MECHANISM FOR PHONOGRAPHS. John F. Ott, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,273.

This invention relates to useful improvements in phonographs, and particularly to mechanism by which a variable feed may be imparted to the carriage, whereby the instruments may be employed for the reproduction of records, for example, of the present standard pitch of one hundred threads per inch, as well as records of a different pitch, say, two hundred threads per inch, and designed for use with the Standard type.

Figure 1 is a plan view of a portion of a Standard phonograph with the present improvements applied thereto; Fig. 2 a cross-sectional view showing the parts in the position which they occupy when a differential feed movement is applied to the carriage, for instance two hundred threads per inch; Fig. 3 a corresponding view showing the parts in position to be fed directly by the feed screw; Fig. 4 an enlarged detail view illustrating the feed screw, worm, and abutment, in position to effect a differential feed; and Fig. 5 a corresponding view showing the same parts in position to effect a direct feed. In all of these views, corresponding parts are represented by the same numerals of reference.

PHONOGRAPH. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,269.

This invention relates to phonographs, and has for its object the provision of means whereby the traveling carriage which carries the reproducer or recorder, may be fed at either of two desired rates of speed, so as to adapt it to operate, for example, upon records having, respectively, one hundred and two hundred threads per inch, and said means are preferably designed so that they may be readily applied to phonographs of ordinary construction, such as are now in general use throughout this and other countries.

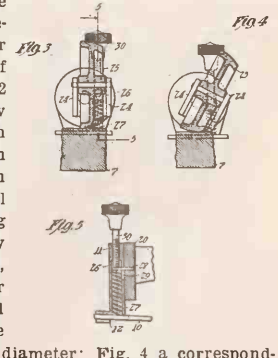
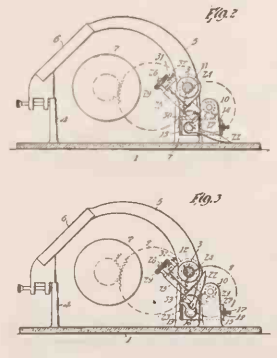
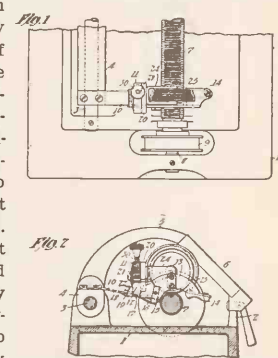
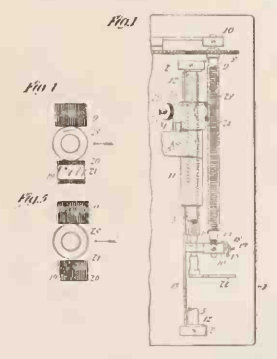
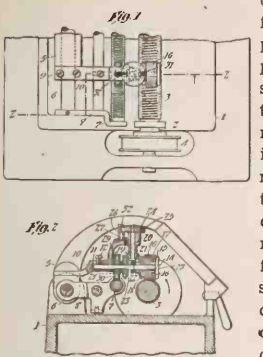
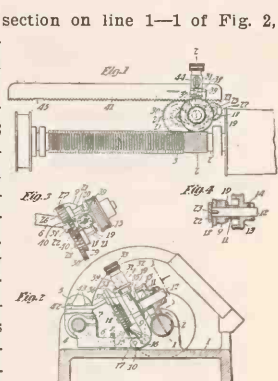
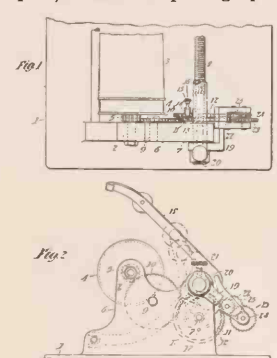
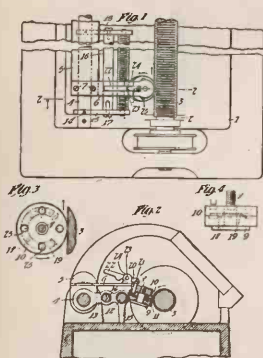
Figure 1 is a section on line 1-1 of Fig. 2, viewed in the direction indicated by the arrow; Fig. 2 is a section on line 2-2 of Fig. 1, showing the invention applied to a phonograph of well-known form; Fig. 3 is a detail view of the gears for feeding the traveling carriage, as viewed in a direction at right angles to Fig. 2, and Fig. 4 is a sectional detail of the worm gear and adjacent parts.

FEEDING MECHANISM FOR PHONOGRAPHS. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,274.

This invention relates to improvements in feed mechanisms for phonographs of the type disclosed in applications for Letters Patent, filed January 3, 1907, Serial No. 350,648 and Serial No. 350,649.

The present invention provides an arrangement by means of which variations in the diameters of the feed screws can be properly compensated and in a broad sense the invention consists in effecting this compensation by varying the diameter of the rotating nut. Preferably, this is effected by providing the nut with a convex threaded surface, the maximum and minimum diameters of which shall be sufficient to include the extreme variations in diameter of the screw encountered in practice, whereby the position of the nut may be adjusted to permit an engagement of its threaded part at the desired diameter to secure the exact feed required. This adjustment of the threaded nut is preferably effected by varying its angle to permit the convex threaded surface thereof to engage the feed screw at the desired point, corresponding to the diameter of the nut.

Figure 1 represents a plan view of a portion of the Home phonograph with the present improvements applied thereto, the guard which partially encircles the threaded nut being removed for the purpose of clearness; Fig. 2 a sectional view of the same with the guard in place; Fig. 3 an enlarged sectional view illustrating the feed screw and rotating nut, with the latter engaging the feed screw on the line of its maximum diameter; Fig. 4 a corresponding view showing the nut engaging the feed



screw on the line of its minimum diameter; and Fig. 5 a section of the line 5-5 of Fig. 3.

GEARING. Herman Wolke, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 936,264.

The object of this invention is the production of improved means whereby the carriage may be advanced, either directly by the rotating feed screw, as has hitherto been the practice, or whereby, at the will of the operator, the carriage may be advanced at each revolution of the feed screw, a distance bearing any desired ratio to the pitch of the said feed screw. This is desirable in order that a single instrument may be used for the recording or reproduction of records, the record grooves whereof have different pitches. The ordinary phonographs now in use are adapted for the reproduction of the ordinary standard sound record, the grooves whereof have a pitch of substantially one one-hundredth of an inch. As records can now be produced with a very much smaller pitch, preferably one two-hundredths of an inch, and since it is impracticable to manufacture feed screws with so small a pitch, it is an object of the invention to adapt the phonograph for the recording or reproduction of records of the sorts above mentioned, by means of a simple adjustment and with as little change as possible from the present form of this instrument.

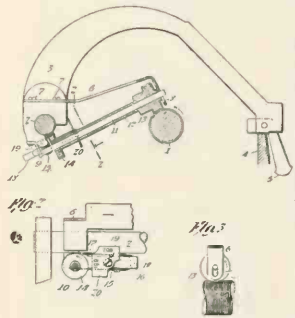
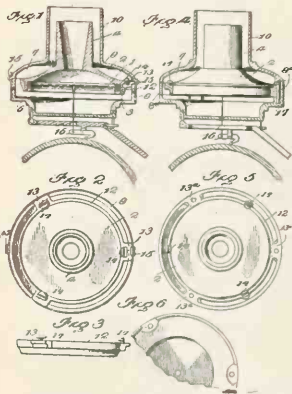


Figure 1 is a cross-sectional view of one form of device constructed in accordance with the invention, Fig. 2 is a cross-sectional view, taken at right angles to Fig. 1 and on the line 2-2 in the said figure, and looking in the direction of the arrow, and Fig. 3 is a detail showing the manner in which the worm gear is journaled in the carriage.

ATTACHMENT FOR PHONOGRAPHS. John Georigi, Philadelphia, Pa. Patent No. 936,115.

The primary object of this invention is to provide a simple device for increasing the volume of sound waves in reproducers of talking machines. Ordinarily the sound waves are collected only from above the diaphragm from which the stylus is suspended, sound from beneath the diaphragm being lost. By means of this invention the ordinary diaphragm and the sound wave collector are enclosed in a casing having a chamber for collecting the sound waves from beneath the diaphragm and transferring them independently of the sound waves of the upper collector to a common point where the conjoint sound waves of greatly increased volume may be transmitted through a tube or horn.

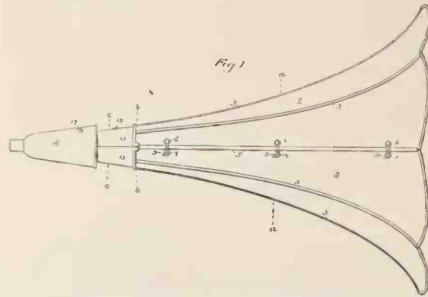


In the accompanying drawings Figure 1 is a vertical longitudinal sectional view. Fig. 2 is a plan view with the top and the ordinary reproducer removed. Fig. 3 is a detail. Fig. 4 shows a slight modification. Fig. 5 is a plan view of the form shown in Fig. 4 with top removed. Fig. 6 is an inverted fragmentary view of the top shown in Fig. 4.

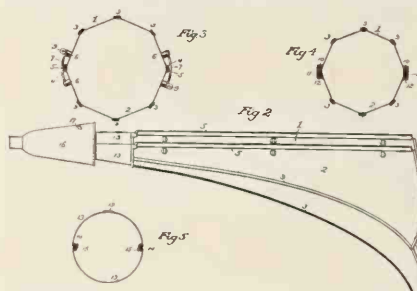
SECTIONAL HORN FOR TALKING MACHINES. Ellsworth A. Hawthorne, Philadelphia, Pa., assignor to Hawthorne & Sheble Mfg. Co., same place. Patent No. 935,980.

One object of the invention is to so construct such a horn that its parts can be easily fitted together and taken apart, and, when so fitted to-

gether, will be rigidly held in their proper relation one to another; a further object being to so construct the sectional members of the horn that when they are fitted together, the horn will present, both interiorly and exteriorly, a symmetrical appearance.



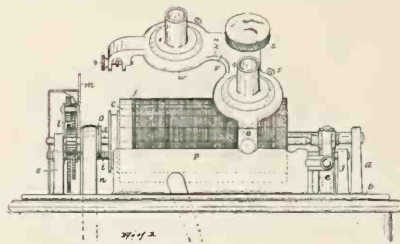
In the accompanying drawings—Figure 1 is a side elevation of my improved sectional horn showing the members of the same fitted together for use, but illustrating the mouthpiece detached from the bell portion of the horn; Fig. 2 is a similar view illustrating the sections of the horn



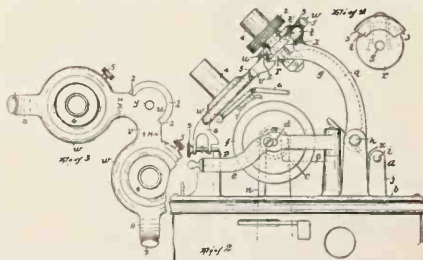
detached from one another, and fitted one within the other; Fig. 3 is a transverse section on the line a-a, Fig. 1; Fig. 4 is a transverse section on the line b-b, Fig. 1, but on an enlarged scale, and Fig. 5 is a transverse section on the line c-c, Fig. 1, likewise on an enlarged scale.

PHONOGRAPH MACHINE. Thomas J. Blanch, Highland Falls, N. Y. Patent No. 935,773.

This invention relates to phonograph machines, and particularly to that class of such machines in which are used cylindrical records, and it has for its object to provide a practical and novel construction of carriage or slide whereby either of two reproducers or "speakers" arranged therein may be quickly and readily thrown into, and the other out of, working position relatively to the record.



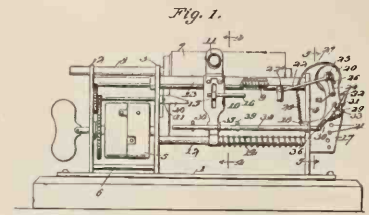
It being predicated that there are now in use two general kinds of records, to wit, one having one number of threads to the inch, say 100, and the other having another number of threads to the inch, say 200, and that these two kinds



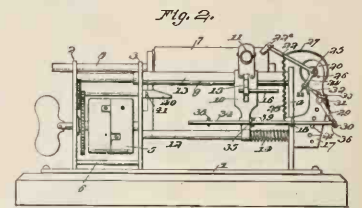
of records require distinct kinds of styluses, the advantages gained in associating the two different speakers or reproducers in a single structure so that the change from the one to the other may be accomplished quickly and conveniently will be apparent.

In the accompanying drawings, in which the invention is fully illustrated, Figure 1 is a front view of a phonograph machine constructed in accordance with this invention; Fig. 2 is a side view thereof; Fig. 3 shows the pivoted reproducer support in plan; and Fig. 4 is a plan of the end of the arm of the carriage or slide.

ATTACHMENT FOR PHONOGRAPHS, ETC. George F. Perrenot, Yoakum, Tex., assignor of one-fourth to Robt. William Easterling, same place. Patent No. 937,641.



One of the objects of this invention is the construction of a repeating device for phonographs which may be applied to cylindrical machines, which is capable of being automatically



operated by the reproducer moving arm of a phonograph, which provides means for returning a reproducer to its starting position and to automatically hold the reproducer out of engagement with its driving shaft.

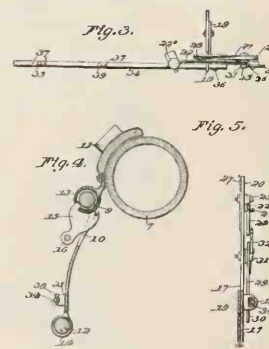


Figure 1 is a side elevation showing the improved mechanism in its normal position; Fig. 2 is a side elevation showing the improved mechanism in a raised position; Fig. 3 is a plan view; Fig. 4 is a transverse section taken on line 4-4 of Fig. 1; and Fig. 5 is a detail vertical sectional view taken on line 5-5 of Fig. 1.

RECORD FOR SOUND-REPRODUCING MACHINES. Rudolph M. Hunter, Philadelphia, Pa. Patent No. 937,680.

The object of this invention is to provide a construction of sound record tablet which, when operating in conjunction with the sound box and stylus, will, during the greater part of the time, cause a reproduction of the sounds without any feeding or propelling action upon the sound box and stylus or upon the record relatively to the sound box so that for about 95 per cent. of the time required to reproduce any piece the stylus simply responds to the reproducing of sound and is not influenced by lateral feeding across the record tablet.

The result of the above described method of reproducing sound is that less scratchy tones result and the reproduction is more accurate, because there are no continuous lateral strains caused by the transverse feeding or propelling of the stylus by the groove, and hence the lateral vibrations of the stylus are equally free in both directions.

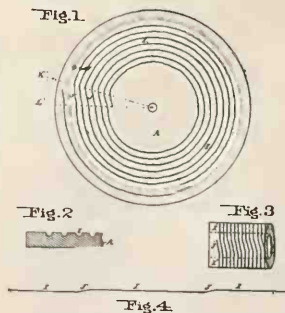
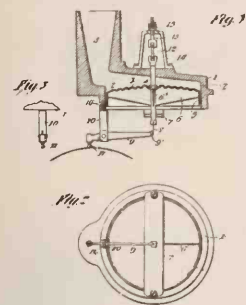


Figure 1 is a plan view of a disc record embodying the invention; Fig. 2 is a cross-section of a portion of the same but on a larger scale; Fig. 3 is an elevation of a portion of a cylindrical record tablet embodying the invention; and Fig. 4 is a diagram illustrating the arrangement of the grooves when stretched out.

PHONOGRAPHIC RECORDING AND REPRODUCING MACHINE. Thomas A. Edison, Llewellyn Park, Orange, N. J. Patent No. 939,992.

In an application for Letters Patent Serial No. 362,597 filed on even date herewith, there are described and claimed certain improvements in phonographic recording and reproducing mechanism, in which use is made of a vibrating piston which connects with the stylus lever and wherein an independent tension device is employed for maintaining the stylus in engagement with the recording or record surface. These are pointed out in said application, the advantages of a vibrating piston as compared to a diaphragm, and two specific forms of devices embodying the new improvements are illustrated, one form, specifically claimed therein, employing a compensating weight so that the fulcrum of the stylus lever will be

always maintained in proper relation to the record surface, notwithstanding mechanical variations or eccentricities therein, and the other employing no compensating weight, as may be done if the surface is fairly true. In the present application the device embodying the



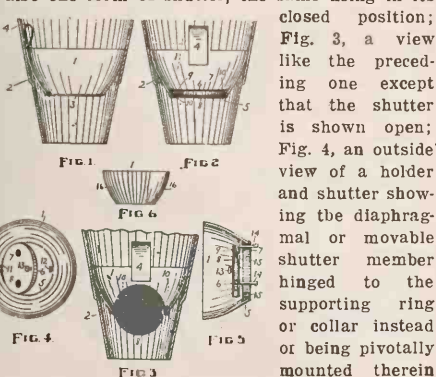
said improvements in which the compensating weight is dispensed with is claimed and described.

Figure 1 is a vertical sectional view of a reproducing mechanism embodying the improvements; Fig. 2, a bottom view of the same, and Fig. 3, a detail view of the hinge connection between the stylus lever and the casing.

SOUND-REGULATOR. William W. Young, Springfield, Mass. Patent No. 940,109.

The objects of the invention are to produce a device, especially intended for use in horns of talking machines and in the capacity of mutes in wind instruments, whereby the sound waves are more or less modified in their passage through a tubular member containing said device so that a softened and mellowed tone is given off.

Figure 1 is a sectional view of the neck of a horn and of one form of the improved holder in such neck; Fig. 2, a similar view showing also one form of shutter, the same being in its closed position; Fig. 3, a view like the preceding one except that the shutter is shown open; Fig. 4, an outside view of a holder and shutter showing the diaphragmal or movable shutter member hinged to the supporting ring or collar instead of being pivotally mounted therein



as in Figs. 2 and 3; Fig. 5, a sectional view of a holder and shutter showing the movable shutter member slidingly mounted relative to the collar, and Fig. 6 a side elevation on a reduced scale and partly in section of a slightly modified form of holder.

APPARATUS FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 940,631.

The present invention relates to an improved apparatus of the general type disclosed in said application, but wherein provision is made

whereby the material of which the record is to be made may be introduced within the mold in a solid condition, preferably in the form of a powder or small granules. Such a mode of operation is especially advantageous in connection with the molding of materials having a high melting point, or which are stringy or extremely viscid when molten so as to be difficult of manipulation in that condition, such as asphalt, shellac compositions, copal gum or compounds employing these ingredients. Even for the molding of records of ordinary wax-like compositions of the type disclosed in my Patent No. 782,375, dated February 14, 1905, it may in some instances be desirable to effect the molding from the solid state, owing to the ease with which a definite quantity of such materials can be measured and the inconvenience of working with the material in a molten state.

In carrying the present invention into effect means are provided for rotating a hot mold at high speed and for introducing a fusible material therein in the solid state, preferably in the form of powder or small granules, whereby the fusible material will be uniformly distributed over the bore of the mold by the centrifugal force developed and will be melted by the heat of the mold, so as to become fluid and take a very perfect impression from the record surface, at the same time displacing any air or gas bubbles and forcing the same inwardly; after which the mold will be cooled, so as to chill or set the material while the mold is being continuously rotated.

Figure 1 is a longitudinal sectional view of an apparatus constructed in accordance with this invention; Fig. 2, a sectional view on the line 2-2 of Fig. 1; Fig. 3, a plan view, showing the heating and cooling mechanism, and Fig. 4, an elevation of the complete mold.

PHONOGRAPHIC NEEDLE. Andrew J. Smith, Chicago, Ill., assignor of one-half to Frederick R. Baker, same place. Patent No. 940,486.

In the making of phonograph needles it is highly desirable that the substance from which

the needle is formed should be of sufficient strength and toughness to maintain a fine point adapted to register the most minute variations in the record line, and at the same time have a certain smoothness and pliability which will prevent the needle from scratching the record.

The needle of the present invention possesses qualities which render it highly satisfactory for phonographic purposes. It is of such tough fiber and consistency as to maintain a point for a relatively long period and at the same time will not scratch or wear away the fiber variations in a record line, nor will the point burn off when subjected to the heat of friction. Moreover, the present needle secures a tone which is ample in volume and of the finest quality, being free from all scratching or metallic noises and reproducing the finest variations of tone and quality in the record.

In the drawings illustrating the invention, Figures 1 and 2 are views showing cactus spines from which the needles are made; and Figs. 3 and 4, views showing the completed needles.

SOUND-BOX FOR TALKING MACHINES. Morris Keen, Philadelphia, Pa. Patent No. 940,161.

This invention has reference to sound boxes for talking machines and the object is to provide a construction of sound box in which the diaphragm is yieldingly supported in the box so that it has capacity for vibration adjacent to its perimeter as well as at its center and to otherwise construct the sound box as a whole that it will be inexpensive to construct, sensitive in action and easily and quickly repaired.

Figure 1 is an elevation of a sound-box embodying this invention; Fig. 2 is a cross sectional view of the same; Fig. 3 is an enlarged cross section of a portion of the same; Fig. 4 is a plan view of the clamping annular plate; and Fig. 5 is a plan view of the yielding lining before being applied to the box.

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Eight styles to select from, Mahogany and Oak. Ten styles of Cabinets for Disc Records. Our catalogue for the asking.

LOUIS BUEHN AND BROTHER

45 North Ninth Street Philadelphia

FROM THE CUSTOMER'S VIEW POINT.

Desirable Qualities in a Talking Machine Salesman as the Man in Front of the Counter Sees Them—Faculty of Judging Musical Taste, Knowledge of Records and Good Judgement the Three Prime Factors.

Zanesville, O., Dec. 2, 1909.

Editor of The Talking Machine World:

Dear Sir—I have noticed in The Talking Machine World various views and suggestions as to the most desirable and successful qualities in a talking machine salesman. They are evidently from the viewpoint of the dealer. Let me offer some views from a customer's side. In my limited experience as an amateur I have found the qualities most helpful to me as a buyer of disc records and the most profitable to the dealer-to-be:

First—Faculty of sizing up the preference and musical taste of the customer.

Second—Ready knowledge of the records.

Third—Judgment in playing them.

The first essential is to know as nearly as possible what kind of selections the buyer prefers and what his taste is in music; whether he wants vocal or instrumental selections; if the former, whether operatic, sacred or vaudeville; if the latter, whether popular, catchy pieces or music of a higher order, classical or semi-classical. A fair idea of this can be got by inquiry or by playing a few records.

Familiarity with records is not less important. I have found fine records and unsatisfactory records in the discs of each of the three well-known companies. In many instances the same selection is put forth by each, and in many I have discarded as unsatisfactory a record of one for a better record of another. In some cases two or more records of the same selection are issued by the same company. Now the business of a salesman is to know the best and let the customer know it.

The quality of a record is often shown and its sale determined by the way it is played.

Some selections call for a soft, sweet rendering; others are most effectively played with force and spirit. Of course, these qualities are observed in recording the selections; but they can be seconded or minimized in playing the record. Again, some records may be improved or minimized to taste by playing them in faster or slower tempo than that taken by the band or singer in making the record.

These changes, to a very material extent, are within the control of the player. In all horn machines the volume or loudness of sound can be regulated by the choice of needles—soft, medium tone or loud—and in hornless machines it can be further regulated by shutting or opening, partly or wholly, the doors from which the sound issues. Then, again, I find a difference among needles of the same class. Some are evidently imperfect or defective, with the result of giving a husky or otherwise unsatisfactory tone, while a clearer, better tone is secured by using another needle from the same lot.

Within moderate limits I can change the tempo and pitch by the indicator on my machine, and often do so with satisfaction. I presume the same is true of all disc machines.

To illustrate the importance of proper playing to both seller and buyer, I cite the fact that in my earliest experience as a buyer, when the salesman did the playing and I the listening, I rejected a number of records for what I afterward found to be unintelligent playing, learned to remedy it myself and then took the records.

The above views may seem commonplace; I have not found their practice so.

If this communication is not already too long or uninteresting, let me confess that nine months ago The World might have considered me, as well as some others I know, fully eligible to membership in what it styles the "Royal Association of Jackasses" in its criticism of a southern editor for characterizing the talking machine as a common nuisance. My idea of the "talker," then, was derived from the barking machines at the doors of cheap shows and the hideous

screaming of trashy records heard when passing some talking machine place.

Later on, hearing by chance a good record well played in New York, I was led to investigate and then to invest in a Victrola and many records. In what before I considered a nuisance I found a boon and am now a confirmed

PHONOPHIL.

3 IN ONE PROTECTS THE DEALERS.

Announcement has been made previously in this publication of the change in price of 3 in One Oil, which goes into effect January 1st, 1910. In this connection it might be observed that the 3 in One Oil Co. protect the interests of the retail dealer, as they always have. By directing the attention of the trade to this change in price sufficiently in advance, all dealers have the opportunity of stocking up in advance of the raise in price. In other words, you can order now a supply of 3 in One to carry you for six months of 1910, or longer, at the old prices. We learn that many dealers in all parts of the United States are doing this, thereby enabling them to make an extra large profit on 1910 sales.

The 3 in One Oil Co. are further co-operating with the retail dealer by increasing their big, general advertising very much. The most strenuous advertising campaign they have ever carried out is being inaugurated for this coming year, so that the demand will be much greater than ever before. This big advertising campaign will stop price-cutting so that all retailers can get the regular, established, advertised retail prices—small size, 10 cents; large size, 25 cents—thereby enabling them to make the very best margin of profit instead of throwing it away. Unfair competition will be eliminated and the dealer who pushes 3 in One can expect to reap the full benefits of his efforts.

A larger size package of 3 in One—8 oz. for 50 cents—will be placed on the market January 1st. This will have a ready sale in households, where 3 in One is used continuously, many factories and all business offices.

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NEW IDEAS THE LIFE OF BUSINESS.

The Man Who Can't Keep in Touch with Modern Developments Should Step to the Rear and Give the Other Fellow a Chance.

In the talking machine industry, and, in fact, every progressive business to-day, the man who "never did business like that" is gradually weeding himself from the mercantile field. When confronted with the problems of the present and having suggested to him certain courses to pursue, he puts up the plea that he has never done business that way, has heretofore been successful, and sees no reason why he should modify, change, or add to that which has placed him where he is. He keeps on for a while in the way he is going, and although he insists that he is doing good business, he knows that something is wrong, somewhere, but he still sees no reason for adopting new-fangled ideas.

If we can't make up our minds to do the things of to-day as the necessities of the day demand and shape our methods according to the particular requirements of the present, we'll sooner or later find that he who has a way of his own of doing things, and persists in doing things that way under any conditions, will get left far behind in the race for business. A man goes to bed with a clear conscience that he has fixed his business properly for the problems he has contended with during the day, but he wakes up to his business the next morning with some new series or sets of trouble confronting him that demand other treatments. Ignoring or passing over won't rid his business of the annoyances, and because he didn't have them to contend with 10 or 20 years ago, he fools himself expensively if he attempts to let them go unnoticed and unconquered. It doesn't make any difference how we did business some other day, the problems of to-day are the ones that demand our attention

to-day, and if we don't know how to handle them it is up to us to find out immediately.

NUGGETS FROM "THE WORLD" MINE.

Method goes far to prevent trouble in business; for it makes the task easy, hinders confusion, saves abundance of time, and instructs those that have business depending, what to do, and what to hope.

It is profitable wisdom to know when we have done enough; much time and pains are spared in not flattering ourselves against probabilities.

It is not enough that a thing be right, if it be not fit to be done. If not prudent, though just, it is not advisable. He that loses by getting, had better lose than get.

A wise man makes what he learns his own; the other shows he is but a copy, or a collection.

The TALKING AND NOVELTY NEWS MACHINE SECTION

NEW YORK, DECEMBER 15, 1909

HANDLING THE CUSTOMER'S KICK.

Failure to Handle the Complaint with Wisdom and Dispatch Shows a Lack of Confidence—An Apt Illustration Worth Studying.

Somehow the tendency of the selling unit to let the customer kick and not handle the kick with common sense, plus dispatch at the time—settling it, if possible, instead of passing on the kick to the office—appears to show a lack of confidence.

Every firm to survive must be built on a foundation of serving a satisfied trade. Remember this when someone says we are fighting our customers.

Surely, each salesman representing a business house of modern ideas and methods should be able to know enough about the goods, method of manufacturing, system of inspection and shipping, records, etc., to properly explain or adjust the complaint in such a businesslike way as will make a real friend of the kicker for himself and the firm.

To pass on the kick to the office reflects on the house and the salesman from some angle. To be right on the job with a

"I am glad you have brought this to my attention. Let me see your order and our invoice, also the goods; for, if things are as you say, we are wrong. You can well understand that we have the human element to contend with in our business. I shall, of course, see that my error is adjusted to your satisfaction, as I realize you are most fair and reasonable," etc.

The "our" feeling, when thinking of the house on the part of the salesman, is so necessary. So many, for the moment, fight the house for the customer. It hurts even to create the impression if you don't put it in words.

It's all in the confidence you have in yourself and what you know about business methods, your house and what you sell. Your, or, in fact, any salesman's experience gives a fund of knowledge that suggests what to do. It's like breaking a pony to the saddle to adjust a "kick." It's a serious proposition to the pony. He has a "kick" coming, and you know it.

I shall never forget the first time I broke a little Pinto by the name of "Black Jack," says Geo. B. Eberhard. He was a four-old who grew up man and fancy free on a lonesome-looking foothill range.

It all happened suddenly; the event was rather forced on me, like the usual "kick," and while the boys stretched, blindfolded and saddled the pony he seemed to be some put out. I finally recovered enough to grasp the reins and get astride.

Between my weight on the saddle and the cinch squeezing his gizzard, the excited little cayuse was encouraged to a method of action that made my eyes turn in and my system feel as though I were strapped to a "milk shake" machine busy on an old maid's order.

All at once it dawned on me I could stick, and with spurs and quirt I began to dig into the issue. It was a busy morning, but when I got back to

the corral the pony and I had hit a friendly basis of compromise.

I realized, also, that never again would I lack confidence with a horse who had a kick coming, though I didn't go out after them.

Black Jack afterward was my best friend on many a hard, tiresome ride.

You must dig into kicks and trouble. It's all easy once you ride a few down.

Make up your mind that your goods, the plan, the method, the company, the individuals, are right, then hit the saddle and stick to the game. Don't let the other fellow buck you off or tire you out with an unreasonable argument or demand. Hit hard and clean for a fair adjustment. Where fair to do so, compromise, and remember you represent the house!

POST CARDS FOR THE HOLIDAYS.

Some Very Artistic Creations Being Put Forth by Manufacturers and Dealers for Christmas and Easter Tides.

One would think that the limit had been reached in the matter of designs for Christmas and Easter post cards, but nevertheless some very novel ideas are again in evidence for the Christmas and spring holiday trade. There is not only a larger variety this season, but more skill and originality are displayed in the conception of these very welcome and now almost necessary seasonable publications. Many of them are printed in colors and are really works of art. The development of the post card business has assumed tremendous proportions, and while we have not yet equaled England or Germany in certain lines in the matter of output, yet we are fast approaching these countries in the artistic quality of our creations. It is now recognized that the high-class cards are mostly all of great educational value, and all fair-minded people are rapidly estimating them at their true worth. Even in the cheaper grades a higher standard is evident.

THE WORLD AS A STREET CAR.

Plenty of Room Up Front, but All the Passengers Try to Stand at the Rear—A Simile with a Moral.

A crowded street car often reminds one of life. You know in the cars the crowds stay near the door. There is always plenty of room up in front, but to get there takes initiative and push, and somehow or another the average person would rather stay in the crowd than take the trouble to work his way up to the front. The often repeated cry of the conductor, "up in front," falls on unhearing ears. To stay with the crowd is much easier than to strike out for one's self, says J. A. Murphy. The crowd seems to hold one magnetized, and though those vacant seats away up there near the motorman appeal to one's sense of ease, still they are a long way off! So we postpone the troublesome working-up-to-the-front process and willingly hang onto our strap near the door with the rest of the crowd.

So it is with life. The multitude hang around

the bottom of the ladder, fearing to go up a few rungs. Thousands and millions seek the \$10, \$15, \$18 and \$25 a week jobs, but few—very few, indeed—have the nerve, ability and enterprise to go after the \$5,000 and \$10,000 a year positions.

SLOT MACHINES OF HISTORY

Were in Existence in 100 B. C.—The Machine Used by Richard Carlile in England.

Even before the Christian era the penny-in-the-slot machine was in existence. Hero of Alexandria, who flourished about 100 B. C., has described a sacrificial vessel from which the water would flow only when money was dropped into a slot, the coin dropping on a lever which opened the valve. Richard Carlile, the famous English free-thinking bookseller, too, seems to have invented an early type of automatic machine. His shopmen were arrested so frequently that he sold his books by clockwork to prevent the buyers identifying the seller. The names of the books were inscribed on a dial and the purchaser, having turned the pointed to the one he wanted, deposited his money and the volume dropped down.

REIGN OF THE SAFETY RAZOR.

Boon to Every One but the Barber—The Gillette Sales Co.'s Enterprise—A Line Worth Looking Into By Talking Machine Dealers.

There is no doubt that the safety razor of today has won an assured position among the toilet articles of the gentleman, and about the only ones who have not welcomed the innovation are the barbers, who, to all appearances, have suffered considerably.

Before the day of the safety razor the man with the nervous hand or the tender face had to patronize the professional "shaver" or, in any event, give him the opportunity of turning his razor blade into a hack saw, under the guise of "hoing."

With the advent of the safety razor, however, we may say since the advent of the Gillette razor, the plan of having removable blades, which may be used oftener than the ordinary style of blade and with perfect freedom from cuts and gashes and then sharpened at the factory, has won over even the most skeptical.

When the Gillette razor was put on the market the features mentioned won it immediate success and placed it in a position a host of competitors and imitators have not succeeded in shaking. The wonderful advertising campaign carried on by the Gillette Sales Co. have reverted directly to the benefit of the dealer, and when the latest vest pocket edition was introduced the publicity given it resulted in a volume of sales that was surprising.

Dealers will find the Gillette razors and blades a salable, clean and profitable line, and that the proposition offered to the trade has many attractions.

Wit is fitter for diversion than business, being more grateful to fancy than judgment.



THE SIDE LINE SECTION

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NEW YORK, DECEMBER 15, 1909

EDUCATION BY MOTION-PICTURES.

A Remarkable Development Within Recent Years—Used in Varied Domains of Effort.

Upon the white screen is shown a stalk pushing its way up from the ground; leaves developing, bolls swelling, then bursting to reveal the white substance within, and in a few moments the whole life of a cotton plant has been in review of a hall full of people who never saw one growing.

Next may come a factory wherein some industry of national importance is carried on; every process appears in exact detail. Then a film taken by Chinese photographers, imported by way of San Francisco, showing how tea is grown, harvested and prepared. A Russian or Australian film may follow. Then a mountain-climbing scene, with rope and ice-axe in use; a battle; Wright's aeroplane in flight; a camel caravan.

The whole world is not only seeing, but making motion pictures. The photograph and the vitagraph have penetrated every continent and are pleasing or instructing all manner of man from the Zulu to the Berlin doctor of philosophy. Purely on the theatrical side the industry has become so great as to require subdivision. A distinct specialty has thus grown up in the making of "chasers," as those series are called, wherein policemen, nurse girls, grocers and other characters go through obstacle races at great speed.

Most recent and most marvelous are some of the scientific uses of motion pictures. Thus, the Merchants' Association of New York, convinced of the ravages the house-fly is doing, has arranged for educational motion films showing the enormous loss the nation incurs by it. More wonderful still, the most delicate and dangerous surgical operations are studied by camera and film. The operation itself, if serious, can have no spectators, or few at the most. The surgeons rehearse with a dummy to get "in the picture"; the operation is performed before the camera, quickly, deftly; later the film may be explained to a thousand students. The pictures can be run slowly so that the exact manner of using the implements may be seen. They can be repeated a thousand times and made in duplicate for many schools.

The formation of a voluntary commission for censoring motion pictures in the interest of public morality has received much attention. Quite as important as this praiseworthy effort of the manufacturers to prune entertainment of any objectionable features is the daily discovery of some new educational or business use to which pictures can be put, and educators the country over are actively aiding in suggesting new films. Trade, advertisements, surgery, commerce, the training of soldiers—what work will not the motion pictures yet be set to do?

COLORED PAPER FOR STAMPS.

Postal Authorities Aim to Make Them Easier to Distinguish.

(Special to The Talking Machine World.)
Washington, Dec. 4, 1909.

The Post Office Department is considering the advisability of printing some of the postage stamps on colored paper because of the confusion often experienced by the public and the

postal service on account of the printing of the stamps of different denominations in light ink.

The difficulty heretofore experienced has been due to the lack of sufficiently strong contrasting colors for so many denominations. This has made it necessary to use inks of different shades of the same colors. The result is that the green stamp is confused with the 8-cent olive, the 3-cent purple with the 50-cent lavender, the 5-cent dark blue with the 15-cent light blue and the 6-cent orange with the 10-cent yellow. It is believed that the use of colored paper will make the stamps readily distinguishable under artificial as well as natural light.

In pursuance of this scheme the 10-cent stamp will be printed experimentally in a rich brown ink on yellow paper. The effect is regarded as very pleasing, and the Postmaster-General considered this in selecting the combination, although his principal object was to make it easy to determine the denomination of the stamp at a glance.

The new 10-cent stamp will be placed on sale as soon as a supply of yellow paper bearing the usual water-mark can be manufactured and the stamps printed. If the experiment proves successful it will be extended to other stamps of the higher denominations.

IT PAYS TO KEEP IN THE PUBLIC EYE.

Some Observations on Modern Methods of Merchandising Which Will Prove Interesting to World Readers.

Not long ago the head of a large department store—an establishment of national reputation—was asked what he believed to be the proper distinction between old-time "store keeping" and "modern merchandising."

"Well," said he, "storekeeping looked only for a chance to make a sale and pocket the profit. Modern merchandising recognizes the existence of such a thing as human nature and adapts itself to it. Its function is mainly one of service and it aims to get the continued trade of its patrons. Consequently, modern merchandising reaps dollars of profit where storekeeping reaped cents."

There is, of course, a certain degree of exaggeration in a statement of this kind. Nevertheless it affords a great deal of food for reflection.

Modern merchandising makes a study of human nature. Let us therefore see what element it is in human nature which the progressive merchant should understand and avail himself of.

As nearly as we can figure it out, that element is the inborn demand and love of all mankind for variety. The man who first announced that "variety is the spice of life" struck the keynote of the situation.

If you would keep your store constantly "in the public eye," you must feed the public on a diet of variety.

One stunt won't last forever. Neither will a series of stunts all along the same line do the work.

There must be an element of "differentness" all the time to make people wonder what you are going to do next.

This does not necessarily mean a whole lot of expensive advertising. Neither does it mean a large outlay of money in other ways. A little brain work is more essential than anything else. Brains without money can accomplish much more than the opposite condition of affairs.

Your reputation, in so far as it is independent of your personality, depends upon your store.

The problem of the merchant is therefore to make the outside of his store so attractive that people will want to see the inside, and the inside so attractive that it will confirm the good impression made by the outside.

When a man goes into a store he usually expects to make an inquiry or buy something. Hence, the chief aim in the interior arrangement should be to present the stock attractively and have it clean and well arranged, so as to

make it as easy and convenient as possible for the transaction of business.

POST CARDS HISTORY MAKERS.

The Knowledge of Foreign Countries and Historic Places Disseminated by Means of Post-cards—Proving to be Liberal Educators—Worth Writing Manager Frazer.

It is now widely conceded that the post card has been a tremendous value in giving the people of moderate means a knowledge of historical spots in foreign countries. On the other hand, there is not a large city in the United States, or, for that matter, in any country where there are not buildings of historic interest, views of local, national or even international interest, or perhaps it may be just a view or views that are shown to the visitor only because of local pride.

While the foregoing is true in all large cities wherever located, it is just as true, only in a less conspicuous way, in every town throughout these United States, either in the North, South, East or West. It goes without saying that there are more historic views in the East than in the West; it is equally true that there are more scenes of local and national interest in the West than in the East, nevertheless our country is honeycombed with scenes of which we are all very proud.

More than twenty-five years ago it dawned upon the people of Germany, Italy and France that they, too, had a very large number of scenes, buildings and historic spots, and that it would be a very wise thing to make these known to the world in an effective but necessarily an economical way.

After repeated efforts and experiments it developed that a card could be printed showing the outlines of the building that they wished to describe, but not giving a very good view of the scenes in which they wished to interest the world.

From this feeble effort but earnest desire to illustrate these different subjects in an original way has grown the modern post card.

During the year 1908 the sale of these modern local post cards in the United States was larger than ever before, and the orders given for delivery during 1909 will make the actual sale for this year of record breaking proportions. This progress has been made in spite of the financial upheaval with which the country has been afflicted during the last two years.

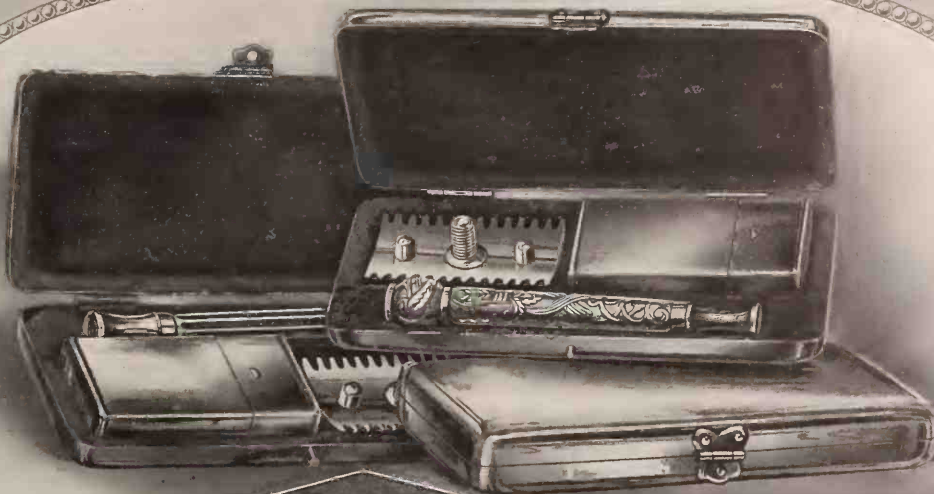
Many manufacturers have advertised themselves as publishers of these post cards, some of them have spent large sums of money in their efforts to bring their cards to the attention of the retail dealers, but usually orders have not been forthcoming without a large amount of correspondence or the visit of a traveling salesman.

Some time ago in this department we called attention to the fact that Wm. G. Frazer, manager of the post card department of the American News Co., New York City, had devised a plan that will cut off all the unnecessary correspondence and also the visits of salesmen, especially to the dealer who wishes only to supply himself with cards which will please his customers and yet offer them a reasonable variety of good quality at a fair price. If you will write Mr. Frazer you will receive by return mail all the necessary information condensed, so that you will be able to place your order at once without asking a single question.

This company are long and favorably known for keeping their agreements, and the dealer placing his order with them will take no risk as to quality, price or delivery on time agreed.

In addition to these matters in connection with your orders they will guard your photographs with zealous care and other cards will not be published from them, no matter what inducements may be offered this company.

Now is the time to arrange for a stock of cards for the spring and summer trade, so that there will be no chance of disappointment in deliveries.





 KNOWN THE WORLD OVER

The Gillette is one of the best selling Specialties you can have in your store. It is especially good at Holiday time. Now is the time to stock for your Holiday trade. The Gillette display will create interest—sales—profits—just as soon as you get it on your counter—but not a minute sooner.

Every Christmas buyer who comes into your store is a possible Gillette purchaser. Women are looking for just such articles as gifts for their men folks. Men want the Gillette for themselves, and to give it to their friends.

Few other displays will give you as many sales for the space they take as your showing of Gillette Safety Razors.

Gillette Safety Razor, standard set, \$5.00.

Pocket Edition, cases in gold, silver, or gun metal, with razor and blade box to match, retail complete from \$5.00 to \$7.50.

Gillette Combination Sets—from simple ones containing razor, soap and brush at \$6.50 up to elaborate sets with everything the most fastidious shaver could desire at \$50.00. Especially sought for gift purposes.

Canadian Office:
63 St. Alexander St., Montreal
London Office:
17 Holborn Viaduct

GILLETTE SALES CO.
519 Kimball Building, Boston
Factories: Boston, Montreal, London, Berlin, Paris

New York: Times Bldg.
Chicago: Stock Exchange
Building



 NO STOPPING NO HONING

QUALITY ALWAYS COUNTS.

No One Word in the Vocabulary of Merchandise More Pregnant with Significance Than This Word "Quality"—It Applies to Every Form of Activity in the Mercantile Field.

One of the hardest things in selling is to convince a customer that first cost is not last cost; to make him understand that while the price of some goods may be much lower in the beginning, they are invariably dearer in the end; to show him that almost always an article is worth just about what we price it; in short, to impress him with the meaning of "quality."

No word in the vocabulary of merchandizing is more pregnant with significance than that one word "quality." You may apply it to goods, to service, to ability, to salesmanship; this one truth is universally the same—no extravagant assertion of present advantage, no false logic of economy of representation, can long endure against downright merit.

Who are the greatest men in the world to-day?

They are the men who have recognized the value of attaining the highest standard of efficiency, whether it be in the manufacture of a commodity or the rendering of a special service. They may call themselves bankers, lawyers, salesmen, engineers or common laborers. As a matter of fact, they are selling for themselves or someone else, and the best salesman, or saleswoman, receives the highest price, whether it is for service rendered, or for merchandise. They have passed beyond the dividing line of quality that separates the great from the mediocre. They know that the truly great salesman sells his commodity at his own price, and that the "weaker" salesman sells his at the customer's price.

True it is that the great are few, the mediocre many, but the few who have scored highest are those who built on "quality."

LATEST CUSTOMS RULINGS.

Cinematograph Films Are Held to be "Photographs" Under the Tariff.

Cinematograph films have been held by the United States Circuit Court to be "photographs" within the meaning of that word as used in the Dingley tariff. It had been the contention of the Government that the films should be classified for purposes of duty as "manufactures, of which collodion or any compound of pyroxylin is the component material of chief value."

When the issue was before the Board of United States General Appraisers that tribunal held that the films are not "manufactures," as claimed by the Treasury Department. Under the interpretation made by the Government, the duty was at the rate of 65 cents per pound and 25 per cent. ad valorem. Sussfeld, Lorsch & Co. and J. V. Berst, the importers, regarded the Treasury's decision as practically prohibitive of importations, and, therefore, took appeals to the Board of Appraisers to review the return of the Collector.

Judge Martin, in his decision for the court, upholds the decision made by the board, which held that the merchandise is either "photographs" or "photographic films" specially provided for in the revenue law. The court remarks that much of the merchandise now imported as phonographs differs widely from goods commonly known as photographs when the act was passed in 1897. The judge says it makes no difference whether the photographs are entered in long strips or cut apart. Under the court's ruling the duty is only 25 per cent.

BUSINESS DEVELOPERS.

Inquiries Are the Seed from Which Business Sprouts and Grows.

It is very necessary that all inquiries should be recorded and followed up at regular intervals and thus receive from them every bit of business possible. The man who does not do that is not the man for the job.

To produce orders one must have the best of stationery, and if you do not send out personal typewritten letters you should take care that your imitation typewritten letters are perfect for the best are none too good.

Successful letter writing is like successful personal salesmanship. The plucky letter writer goes out after the business and gets it in a percentage of cases large enough to yield a profit.

If the letter is designed to sell goods, it should begin by showing its receiver why he needs the goods. Not how good they are or how cheap, or how far ahead of their rival, but stress must be laid on his needs for them or the prospective customer will never take the time to read all the other information.

A long letter to a busy man is an imposition unless it treats of a subject in which he is deeply interested.

You can't get away from the successful salesman and you can't get away from the successful letter writer, and you don't want to, if you

are up to date, for getting away may mean loss of dollars to you.

Now, as to your incoming correspondence, I will outline two systems.

Have a special ruled loose leaf page, giving space for name, street, town, state, received, answered, key, letters number 1, number 2, number 3 and remarks. With this form when a letter is received enter name, date received, answered, etc. Later, when you are sending out your second and third letters, enter record in proper space. With this system right under your thumb you can give your house and customer first-class service.

Another system that perhaps would appeal to the small dealer is the following: Get two long envelope boxes and a set of alphabetical index cards and monthly and daily guides.

When you receive letters you will have the man's business card in the corner of the envelopes. With a hand dater put on date received and date answered and any other data you may care to record, including amount received and date of goods sent. Having answered the letter, return it to the envelope with a copy of the answer. All correspondence received from one party should be put into his envelope.

After sending out your first letter file your envelope containing all data back of the date you will mail out your second letter, and later, after you have sent out your second letter, place it back of date for your third letter. For instance, you receive a number of letters and answer same November 1. Ten days from then you want to send your second letter, so you put your envelopes back of November 11. In that way you can tell at a glance how many letters you have to answer each day. When you have sent out your full set of letters or received an order from one of your letters, take your envelope from the box and put it in the box with the alphabetical guides back of the proper letter for future reference.—Louis L. Jerome, Copyright 1909, *Modern Methods*.

PIANOS AS A SIDE LINE.

Should Form an Excellent Accessory to the Business of the Talking Machine Dealer for They Appeal to Those Customers Who Appreciate Music—Coin Operated Electric Pianos Are Steady Income Winners.

Many talking machine dealers have realized the advisability of installing pianos as a side line, and the success that has attended such a move has been most pleasing. Pianos, as musical instruments, naturally appeal to those people who are regular purchasers of talking machines and records, for such people have an appreciation of music, and generally have a desire to get away from the machine-made product occasionally and make their own music by means of various instruments. Several lines of pianos have been exploited in the columns of The Talking Machine World, and dealers have shown marked interest in the possibilities of handling such a line.

Coin-operated electric player-pianos are a line that brings profit to the dealer two ways. He can sell them outright to amusement resorts, cafes, etc., at a good figure, and incidentally create a customer for additional music rolls, or make still more money by installing the pianos in various public places on a commission. The gross earnings of these instruments in a fairly good location make a surprising total, and the cost of the piano is soon cleared, the further receipts being gilt-edged profit.

ENSURE THE CORRECT ADDRESS.

Two precautions that will aid materially in the elimination of errors and disputes are that the salespeople invariably repeat to the customer the address taken for delivery of merchandise and also be particular to mention the amount of money received.

He that judges not well of the importance of his affairs, though he may be always busy, must make but a small progress.

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

THANKSGIVING, CHRISTMAS, NEW YEARS, FLORAL, COMICS, ETC.

MAKER TO DEALER

NATIONAL COLORTYPE CO. Department 9 **CINCINNATI, OHIO**

HOW A TALKING MACHINE DEALER'S BUSINESS WAS HELPED

A Dealer Who Is Noted for His Keen Business Insight and Progressiveness Tells The World How He Took on Side Lines and Made Them Prove a Most Valuable and Profitable Adjunct to His Business—A Moral Here That All Who Run May Read.

A successful talking machine dealer located in a fair-sized city, only a couple of hours' ride from Albany, N. Y., while in the metropolis recently, was asked how it was that even during the dull times his business continued to grow until an additional store was needed to properly handle the trade, while he kept adding to the several lines of goods which he handled. In answer to the queries the dealer said:

"When I started in business about five years ago I handled talking machines exclusively and carried complete lines of both disc and cylinder machines and records and quickly built up a good trade in those lines. My business, primarily, was that of a talking machine dealer, and I set out to learn all there was to learn about handling those goods.

"Though I was favored by fortune I began to wonder how I could utilize the time of my salesmen during lulls and how to keep waiting customers interested when there was a rush on, for when a customer left the store unsatisfied it meant business for my competitor. Then, too, there was a considerable space in the store that was not taken up by machines or record racks and for which I was paying good money in the form of rent.

"A little over two years ago, after giving the matter considerable thought, I came to the conclusion that the real opportunity lay in the installation of well-selected side lines, and I forthwith began to study the needs of my immediate neighborhood. My first venture in the new field was to put in a small but well-balanced line of stationery, including two well-known makes of fountain-pens and some promising novelties.

"I had hardly arranged the new stock before it started to sell, the first customer being a fussy old lady, who while waiting to select some records when the salesman was disengaged was attracted by an odd style of paper-weight, and when a salesman approached immediately purchased it, together with a rather expensive box of writing paper. That old lady's purchase settled any doubts I may have entertained regarding the side-line proposition, for if that particular customer had had to wait without anything to occupy her attention, she would have become disgusted and walked out. I therefore had not only saved a customer, but had beside made a profit on the side.

"It was not very long before I noticed that several of my regular customers were enthusiastic amateur photographers, and I forthwith put in a line of supplies, films, plates, developing and printing outfits, etc., and made arrangements with a large photographic supply house in a neighboring city to handle developing and printing work for me at a rate that left me a fair commission for myself. As the work was well done I rapidly gained patrons and it proved a good paying feature, with practically no effort on my part. Naturally, it was only a step to the handling of a large line of cameras.

"As the vicinity of the town in which I was located was rich in historical interest and attracted numerous visitors who appeared to desire some memento of their visit to take home with them, souvenirs seemed the order of the day, and I soon found that the large assortment of specially made knickknacks and post cards would have to be replenished at frequent intervals if the demand was to be satisfied.

"My side line grew in number and my store became more and more crowded until additional space was absolutely necessary if proper attention was to be given to my talking machine trade, which was still the real basis of my business. As general trade conditions at that time were not of the best I was able to secure the store adjoining at a very moderate rental and on several years' lease and I took advantage of the opportunity to expand. The extra room

permitted of my taking on a quite complete line of sporting goods—i. e., firearms, fishing tackle, baseball, football and tennis goods, etc. I had already been forced to take on an extra salesman and the expansion necessitated the hiring of two more for the side line department alone.

"Instead of handling the side lines as a necessary evil, I gave them as much attention as though I were a specialist in each of the several lines, and I have found that that attention has produced results. Meanwhile, many more people have been attracted to my store than there were when I handled only one line, and, as a result, the talking machine business has shown a remarkable increase, greater by far than the increase felt by any of my competitors who handled only that line. Fully one-third of the outfits sold recently have been purchased by those who came in originally to buy something in another line, stayed to hear a record or two tried out and were won over.

"At the present time you can find the latest thing in talking machines and records at my store, yet at the same time you will find the other lines handled up to date in every particular. I lay my success to the grasping of an opportunity, and any other dealer who is willing to work can do the same thing to-day."

SHOULD BE A LEADER.

A Merchant to be Successful Should Say to His Staff "Come Along" Instead of "Go Ahead"—Why Some Have Succeeded Where Others Failed.

Every employer—and the same is true of all who occupy executive positions—is at times inclined to blame those under his direction for what he regards as their shortcomings, yet often enough, if he were to view the situation in its right light, he might find himself responsible, at least in a degree, for the situation.

Thus, when a merchant finds himself continually complaining of slackness or laxity on the part of his assistants, it is high time for him to consider to what extent he himself is responsible for such a condition. And in like manner when he finds ever in his mind, or on his tongue, reasons or excuses for his own lack of satisfactory progress, such as unsuitable locations, increase of competition, a change in the methods of doing business, etc., he should take stock of himself and see whether—and, if so, to what extent—he is himself to blame.

As regards the employe's side of the question, it is as sure as death and taxes that only in rare exceptions will employes go far in advance of their employer.

The merchant who thinks all he need to do is to constantly urge his help forward in pursuing an injudicious course. Instead of "Go ahead!" his cry should be, "Come along!" In other words, he must be a leader, not merely a prodder. It is from him that the personnel of the store must, if need be, take its pace.

Under such conditions he will be in a position to more readily surmount the obstacles which now and then loom up so menacingly before him. He will remember that in every town or city some one merchant, at least, can do a successful business, and he will see no reason why he should not be that merchant.

Who does not know of storekeepers who have abandoned a certain field as being "no good," while other merchants, after careful investigation, have selected that very same vicinity as the starting point for a new enterprise and have built up therein a highly satisfactory trade?

To attempt to summarize the methods by which such successes have been reached would be like trying to put into a few words several

GET OUT OF THE RUT!

There are many men in special lines of trade who do not realize the many paying opportunities which are afforded them in handling lines of merchandise which blend harmoniously with that which they are selling.

Take for instance piano players.

Now there is nothing which will come into the life of the talking machine business that will compare in selling strength with piano players.

They will help the dealer to increase his profits without increasing his overhead expenses.

Now which player?

That's the question.

And it's easy to answer.

THE ANGELUS by all means.

It's the original piano player and has kept its position right to the front through all the years.

All the details incident to the Angelus agency can be easily explained and we can tell you—show you—the way to secure more business, but better still, paying business.

A word to the wise is sufficient.

Wilcox and White Company

MAKERS OF
PIANO PLAYERS **ANGELUS** PLAYER PIANOS
MERIDEN CONNECTICUT

volumes of history. Most of our readers, however, well know the cardinal principles which lead to success in retailing, and, when temporarily forgetting these, need only a word of reminder to get back to right methods.

The packing or wrapping department should never be allowed to work so short-handed as to be the cause of slipshod methods in the putting up of merchandise. It would be greater economy to have a competent and efficient staff in this department than to deliver merchandise damaged in wrapping, thereby losing at least part of its value. Moreover, it might mean loss of a customer.

ROLLER SKATING GAINING FAVOR.

Sport, After Slight Decline, Again Strikes the Popular Fancy—Quite the Fad All Over Europe—Foreign Capitals Well Supplied with Elaborate Rinks—German Manufacturers Combine.

Roller skating, which a year or so ago was thought to be on the decline in this country, is growing in favor again with great rapidity. The asphaltting of streets and avenues in all the leading cities of the country has afforded a splendid opportunity for young men and women to indulge in this very healthful exercise, and the demand for roller skates is steadily growing. In Europe roller skating has become quite a fad; in fact, in England for the past two years it has been greatly in vogue, and is now spreading to France and even to the Orient. Indeed, in England, where the people speak of "rinking" and "rinkeries," the roller skate has made its way in several unexpected directions. The Christmas pantomimes now in course of preparation, in many cases include some special skate act, and it also has become a standard feature in the programme of variety concerts and music halls.

The amount of money invested in rinks in England is enormous, much of it being spent on the conversion of old halls and buildings into skating rinks and much more on the erection of new buildings. In Spilsby one hardware dealer became so interested in the selling of skates that he has built a rink on his own responsibility.

In Paris "rinking" has also become a leading fancy, and from there it is spreading into Germany. A syndicate of German roller skate manufacturers is being formed with the avowed purpose of fixing uniform prices and of putting a stop to the import of skates from America and England.

FILM CONCERN IN DIFFICULTIES.

A petition in bankruptcy has been filed against the Consolidated Film Co., dealers in moving pictures at No. 143 East 23d street, by these creditors: George H. Abbott, \$652 for commissions as manager of a branch office at No. 202 East 23d street; L. E. Fromp & Co., \$141, and Joseph L. Confal, \$30. It was alleged that the company is insolvent, and July 3 transferred 800 reels of moving picture films, valued at \$24,000, which was substantially all the assets, to the Film Import and Trading Company, a creditor to the extent of \$9,000, for a consideration of \$4,500, to prefer the latter company; that the officers of both companies are the same and the effect

of the transfer of these films was to place all the assets in the hands of the Film Import and Trading Company, to the exclusion of other creditors, whose claims are \$7,000. The Consolidated Film Company was incorporated in March, 1907, with capital stock \$10,000 and succeeded the business of two other companies. George H. Abbott was secretary and treasurer. The company formerly had a branch in Rochester, N. Y. The company has not been active in business for several months.

WATCHES RANK HIGH AS SIDE LINE.

Popular-Priced Timepieces Sell Readily When Displayed by Talking Machine Dealers—Other Goods Which Experience Has Shown to be Profitable Offerings.

Of the various articles of small ware which talking machine dealers handle as side lines, one of the best selling and easiest to handle is the popular-priced watch. Sporting goods, hardware, cameras, safety razors, fountain pens, and post cards constitute the other mainstays for side lines, and low-priced typewriters appeal to dealers as goods for which they find it profitable to act as agents. It is doubtful, however, judging from reports from dealers of all parts of the country, whether any of the goods mentioned, in great demand though they are, and particularly suited to the needs of the talking machine dealer, are quite equal to the cheap but serviceable watches for fast selling. Some of the other lines, it should be added, have proved equally profitable, nevertheless, if not more so.

There are two or three makes of these cheap watches from which the dealer may take his choice. As a matter of record it must be stated that the Ingersoll watches are easily in the lead in point of sales. In fact, an officer of the company recently stated to The Talking Machine World that for several months the demand has been so large that they could not well handle it at present if it became larger. The company has been pushing its higher-priced output, therefore, this being handled by jewelers, many of whom in the smaller towns, by the way, also handle talking machines.

WAGES AND PRICES.

Some Interesting Facts Presented That Are of Importance.

A bird's-eye view of the tendencies of wages, prices and hours of work, covering the past ten years, makes it clear beyond doubt that as early as 1899 the drift of prices and wages finally parted company with the amount of time spent in exchange for wages.

"During the years 1897-'98 the relative number of hours per week spent at work by employes receiving wages was on the level of 100. But after that year it gradually fell. By the end of 1907 the time spent in wage occupations have fallen to a point between 94 and 96 per cent. of the original level. In other words, a man who in 1897-'98 worked a hundred hours for a given wage would have worked about 94½ hours ten years later in 1907, had wages remained the same in 1897 and 1898, to quote from no less an authority than the Wall Street Journal.

"But contrary to this assumption, wages did

not remain the same. Wages advanced, and that would have been very contrary to the tendency to shorter hours had there not been a counteracting advance in prices. Wages up to 1898 were at much the same level as hours of work. But by the end of 1907 they had gone to a level of 129 hours, making a rise of between 28 and 30 per cent. The equalizing influence came with the rise of prices, from a level of less than 97 in 1897 to a level of 121 in 1907, or an advance of 24 per cent.

"Although prices have not attained the same level as wages, the tendencies of the two have been fairly parallel, with the inclination of wages later to rise more rapidly and of prices to fall somewhat, making the margin in favor of wages still greater, while the downward tendency of time consumed in employment still continued.

"The wage earner in the effort to maintain his standard of living for himself and family occupies a difficult though not untenable position. Prices must follow the reduction in purchasing power. But the safest man is he who selects such a type of living so as to get what is best and enduring out of life, without wasting it in things that weaken and in ways that bring no enduring worth. The best living for most people is always that which selects the best things that civilization has, rather than that which spends in imitation of people richer than themselves."

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Men are superior or inferior just in the ratio that they possess certain qualities. Truth, honor, frankness, health, system, industry, kindness, good cheer and a spirit of helpfulness are far beyond any mental acquisition.—The Fra.

AFTER DINNER REFLECTIONS.

Loaf and grow fat.
Taste not want not.
Let sleeping debts lie.
Beggars cannot be boozers.
Money makes the mayor go.
"Still" whiskey runs cheap.
Lend me little lend me long.
Fine feathers make fine beds.
A horse untied waits for no man.
Every crowd has a silver lining.
None but the bald repine for hair.
Absence makes the heart to wander.
Charity covers a multitude of skins.
Discussion is the better part of valor.
We never know who we can do till we try.
Whoever's worth doing is worth doing well.
Never put off till to-morrow the man you can do to-day.

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