

The TALKING MACHINE WORLD

AND
NOVELTY
NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1910



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 Mm^e. 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.

Fourth and Race Streets

Philadelphia, Pa.

Distributors of Zon-o-phone Goods:

ARKANSAS

Hot Springs.....Joe Hilliard, 216 Central Ave.
Ft. Smith.....R. C. Bollinger, 704 Garrison Ave.

CALIFORNIA

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

CONNECTICUT

Bridgeport.....F. E. Beach, 962 Main St.

FLORIDA

Tampa.....Turner Music Co., 604 Franklin St.

ILLINOIS

Chicago.....Benj. Allen & Co., 181-141 Wabash Ave.
Chicago.....B. Olahanaky, 516 So. Jefferson St.
Chicago.....W. H. Sajewski, 1011 Milwaukee Ave.
Chicago.....Tresch, Fearn & Co., 73 Fifth Ave.

IOWA

Des Moines.....Harger & Blish, 707 Locust St.
Dubuque.....Harger & Blish, Security Bldg.

KANSAS

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

MARYLAND

Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 441 W. Baltimore St.
Baltimore.....Louis Maser, 1433 E. Pratt St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 91-93 W. 5th St.

MICHIGAN

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

MISSOURI

Kansas City....Webb-Freyschlag Merc. Co., 620 Delaware St.
Springfield....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 311 N. 13th St.
St. Louis.....D. K. Myers, 2889 Finney Ave.

NEBRASKA

Omaha.....Piano Player Company, 16th and Douglas Sts.

NEW JERSEY

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

NEW YORK

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 1218 Bedford Ave.
New York.....I. Davega, Jr., Inc., 125 West 125th St.

NORTH DAKOTA

Fargo.....Stone Piano Co., 614 First Ave., N.
Grand Forks...Stone Piano Company.

OHIO

Akron.....Geo. S. Dales Co., 138 S. Main St.
Cincinnati...J. E. Foorman, Jr., 629 Main St.
Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St.
Harrisburg....J. H. Troup Music House, 15 So. Market Sq.
Philadelphia...Harmonia Talking Machine Co., 1291 Arch St.
Philadelphia...H. A. Weymann & Son, 1010 Chestnut St.
Pittsburgh.....C. C. Mellor Co., Ltd., 219 Fifth Ave.

TEXAS

Beaumont.....K. B. Pierce Music Co., 603 Pearl St.

WISCONSIN

Milwaukee.....G. H. Eichholz, 1340 Fond du Lac Ave.
Milwaukee...Hoeffler Mfg. Co., 308 W. Water St.
Superior.....Russell Bros.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.
Vancouver...B. C. M. W. Wain & Co., Ltd., 552 Granville St.
Winnipeg, Man. Whaley, Royce & Co., Ltd.
Yarmouth...Yarmouth Cycle Co.

The Talking Machine World

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New York, July 15, 1910.

Price Ten Cents

TALKING MACHINE REPAIRING.

No Department of the Talking Machine Business More Important Than That Devoted to Repair—Following up Customers and Keeping Machines in Repair Tends to Make Friends for the House and Enlarge Trade—An Interesting Communication on This Subject from Andrew H. Dodin.

Andrew H. Dodin, of the repair department of the New York Talking Machine Co., in a letter to the Editor of *The Talking Machine World*, of recent date, makes an appeal to dealers regarding the importance of the repair department, and in this connection says:

"Writing from my experience during the past eight years spent in repairing talking machines, I request permission to speak, through your columns, to the dealers in general on the subject of 'talking machine repairing.'

"Too little attention has been paid in the past by the average dealer to the repair department. In order to maintain the high state of the business to keep your display machines in perfect order, and to retain the custom and further orders of your present customers, you must make a point of having your repair work carefully attended to.

"You may say that your present repair man is not capable of handling all cases which come to his department; that he has never had sufficient experience or training. This can only be a temporary excuse. All distributors employ trained men and are always willing to have them teach your man the approved methods of repairing. For some time past the Victor Talking Machine Co. has been giving the repair departments of their distributors special attention; their experts working, in some cases, a week at a time, with the repair man, giving them the benefit of the factory methods and training. This knowledge can in turn be given to your men, and the result will be better work and more satisfied customers.

"The repair bench is too often found lacking in tools. A hammer, a pair of pliers and a few screwdrivers are usually all that is given a repair man, and with these he is expected to do first class work. This is impossible. Help him along; it is your gain. Let him get in touch with the repair department of your distributor, have him ask for a list of tools for the class of work he would be likely to handle, and you will be surprised how much time he can save through their use, and how much better work he can turn out.

"In the last few years I have personally come in contact with any number of cases, where, by reason of a poorly repaired machine, sales to the friends of the party owning the machine have been lost. This is detrimental to the business and will become more serious in the future unless the dealer awakens to the fact that proper repairing is vital to his success.

"Give your repair department a show; help your man to do good work by giving him the proper training, and letting him have the necessary tools to work with, and thus enable him to bring out better results."

THE VALUE OF TACT IN BUSINESS.

Pulling for new trade ever and always is part of the live retailer's daily work. But he must never overlook the oft-proven truth that "a bird in hand is worth two in the bush." The customer he has must be so handled as to remain of the fold, since the business grows not by a change of faces, but by added ones. Wherefore, the wise are very careful to make old customers feel "cumfy" in their dealings and prompt to correct any unlooked for cause of complaint which in spite of every precaution may now and again crop up.

If the misunderstanding be due to the customer's error or ignorance, the store, by tactful courtesy and patience, can smooth it out and the daily widening policy of "money's worth or money back" usually holds the customer's confidence and good-will.

OUR EXPORT AND IMPORT TRADE

Of Talking Machines for May—Exports Show Strong Gain as Compared with Last Year—Some Interesting Figures.

(Special to *The Talking Machine World*.)

Washington, D. C., July 9, 1910.

In the summary of exports and imports of the commerce of the United States for the month of May (the last period for which it has been compiled), which has just been issued by the Bureau of Statistics of the Department of Commerce and Labor, the following interesting figures relating to talking machines and supplies are set forth:

The total exports of talking machines, records and supplies for May, 1910, amounted to \$358,265, as compared with \$200,524 for the same month of the previous year. The eleven months' exportations of talking machines, records and supplies amounted to \$3,496,091, as against \$2,613,084 for the same period in 1909.

The total export figures for the eleven months of the past three years are as follows: 1908, \$4,511,928; 1909, \$2,613,084; 1910, \$3,496,091.

The value in detail of exportations of talking machine records and supplies amounted to \$169,434 in May, 1910, as against \$200,524 for the same month of 1909, and for the eleven months ending in May, 1910, they amounted to \$1,326,698, as against 2,613,084 in 1909 and \$4,511,928 in 1908.

The value of all other parts relating to talking machines, phonographs, records and materials therefor sent abroad during May, 1910, amounted to 188,831; the total exports for the eleven months under this heading foot up \$2,169,393.

PROMPT DELIVERIES.

What They Mean to the Customer—An Excellent Way of Increasing Trade and Keeping Satisfied and Paying Patrons.

A prominent dealer recently said that the success of his business was largely due to the prompt delivery of goods. It had been the rigid rule of his establishment since its inception many years back to dispatch every order the same day as received, and that a customer, in sending for certain goods, must never be kept waiting, even if the time was six o'clock in the morning.

How many stores are conducted on the same rigid lines? It is true that conditions regarding traffic communications have altered, and that delay at the present time would not mean such an inconvenience to the customer as in earlier days, but all the same prompt shipping is just as essential if the good will of the buyer is to be retained. No man likes waiting for his goods. Even if he is not in absolute need of them, he is in a hurry to have them in his possession.

Besides, he does not like to be disappointed. It may be that the clerk said that he should have them at a certain time, and they did not arrive or possibly he sent a team to fetch them, and the man after waiting a couple of hours was told to come back later on in the day. He naturally loses confidence in the store when such things happen, and that is fatal. The dealer's word should be as good as his bond. And if he, or his clerk, says that the goods shall be ready or shipped at a certain time, then there should be no mistake about it, they should go.

In these days a dealer cannot afford to neglect any of those business principles that help to build up the reputation of the store. Competition becomes harder in almost every line. Only by

gaining the confidence of his community, and by acquiring a reputation for strict business methods can he hope to go ahead. By these means alone can he cement his friendship with his customers, and it is friendships that count in business.

MOVING PICTURES IN THE CHURCH.

Jane Addams Tells of Conditions in Chicago—How Churches May Be Made Popular.

Jane Addams says that on a Sunday night in Chicago one-sixth of the entire population is packed into 466 places of entertainment. Churches? No—moving-picture shows! The churches on Sunday night in Chicago, and, we fear, in many other places, are not conspicuously crowded. The problem is this: If the Chicago churches had presented an up-to-date moving-picture show, instead of a sermon, would the crowd have followed the films? Inasmuch as the church admission is free and the theatre admission is from 5 to 25 cents, it is a fair assumption that the churches would have filled. Now, if the object of the Sunday night service is primarily to reach the crowd on the street, and if, as has been shown, the moving picture is a much more vivid and attractive way of reaching that crowd than is a sermon, why, in all seriousness, don't churches give us the thrilling stories of the Old Testament, its beautiful tales of the New Testament, and its modern illustrations of Christian heroism in this and other lands, in the up-to-date form—in moving pictures? They may answer that they cannot get hold of the films and the machine, but this answer is not a good answer. Excellent sacred pictures are shown in the present professional entertainments, says a prominent writer, and many illustrations of modern heroism, self-sacrifice and virtue are in every program. Moreover, a demand for films for church use would enlarge the supply. Moving-picture machines are not expensive and can be easily operated. You can do it in your church. Why don't you?

H. O. SHUTTLEWORTH A VISITOR.

The Assistant Manager of the Western Talking Machine Co., Winnipeg, Speaks in Optimistic Vein of Trade Outlook in His Territory.

They are "raising" some bright, active, go-ahead young talking machine men up in Northwestern Canada, and an excellent sample in the person of H. O. Shuttleworth, assistant manager of the Western Talking Machine Co., Winnipeg, Manitoba, paid *The World* sanctum a visit recently. Mr. Shuttleworth had just come from the Victor factory, regarding the extent and equipment of which he was most enthusiastic. He also visited the leading retail talking machine stores in New York for the purpose of stocking away ideas, if there were any floating around, and he incidentally placed some orders with the wholesalers.

Mr. Shuttleworth spoke in glowing terms of trade conditions in Manitoba. His house represents the Victor—in fact is one of the two Victor jobbers in Canada, and they sell five hundred dealers. As may be inferred, this keeps the Western Talking Machine Co. busy, as they cover a wide territory—a territory, however, which is steadily growing in population and wealth. In fact the present year promises to be from the crop standpoint one of the best ever known in Canada, all of which means better business for the talking machine men.

On his homeward trip to Winnipeg Mr. Shuttleworth stayed over at Montreal.

Annual inventories should be taken if for no other purpose than to know the goods that would be destroyed in case of fire.

TRADE PROGRESS IN NORTHWEST.

Talking Machine Men in Seattle Report Great Activity with Large Shipments to Alaska—One Order Called for \$5,500 Worth of Victor Goods—Columbia Business Shows Increase of 55 Per Cent.—Many New Dealers Signed Recently for All the Companies—Berger to Sell from Special Wagon—Borgum Co. Add Recording Department—Other Items.

(Special to The Talking Machine World.)

Seattle, Wash., July 5, 1910.

With the opening of navigation in Northern Alaska waters the talking machine business in this section has certainly taken on a rosy hue. Thousands of dollars of "talkers" have been shipped on the first steamers out of Seattle already this month to the northern gold fields, and the jobbers are looking forward to a tremendous business from this section this summer. The largest order recorded so far was from the new Iditorod region, booked by Sherman, Clay & Co. This order called for \$5,500 in Victor goods alone, and George Guppy, who landed the deal, states that he expects to land several even bigger than this one before navigation closes in September.

Several large retail sales have been made lately for Alaska shipment, especially one by Mr. Kelly, of Eilers, for two Victrolas and 250 Red Seal records, amounting to \$850. Mr. Kelly states that this is the kind of business which is "made to order" for him.

Mr. Grimsley, manager of the Columbia Phonograph Co.'s store, reports that their business in June exceeded last June by 55 per cent. This fact is not at all surprising when one glances over the list of high quality of dealers who are now handling the Columbia line. There is no questioning the fact that the Columbia business has gained a strong impetus through the Regent Grafonola. The dealers simply cannot get enough of these beautiful instruments.

Tedeman and Woodburn, who had charge of the Eilers Music House at Everett, Wash., have severed their connections with this firm, and hereafter will go it alone. Eilers has bought out Clines Piano House in Everett, and will conduct a first-class talking machine department.

Hugh B. Dobbs, traveler for Sherman, Clay & Co., has returned to Seattle from an extended tour of the State. Quite a number of new Victor dealers were signed up by Mr. Dobbs on this trip, among whom are K. Knuteson, Stanwood; E. J. Elison, Poulsbo; B. F. Day Lumber Co., Big Lake; Mrs. Westphall, Ferndale.

William Long, who is connected with the wholesale department of Eilers Music House, Seattle, attended the big scrap at Reno, Nev. He will make a tour of California before returning to his duties.

Sam Berger, the dealer at Mount Vernon, Wash., is fitting up a special wagon which he is going to use in convincing the farmers in his section that they should purchase a talking machine this summer instead of waiting until fall. He reports a steady demand for Columbia disc records, especially "The Hired Girl's Dream."

E. Geissler, of the Geo. J. Birkel Co., Los Angeles, Cal., was a recent visitor in Seattle. Other recent visitors are G. W. Bates, auditor for Sherman, Clay & Co., San Francisco; Mr. Peterson, talking machine manager for Eilers Music House, Tacoma, Wash., and Ed. Lyons, representative for the National Phonograph Co.

The Borgum Music Co., 1207 Third avenue, have just added a special recording department. Any desired song or instrumental selection not listed by the National Co. will be made by the best talent in the city. Quite a number of phonograph owners have already taken advantage of this unique plan, and it has also served to stimulate the demand for blanks and encourage record-making at home.

Mr. Bendle, salesman for Sherman, Clay & Co., has just left for six weeks' vacation. Miss Coleman of the same firm has left for San Francisco for a stay of a few weeks.

Lauren Kidd has gone into the Edison business on a large scale in Pasco, Wash.

Edw. Borgum conducted a demonstration of the Edison Business Phonograph in the show windows of the Eilers Music House last week. He was assisted by Matt Corcoran and Miss H. Frenger.

A MODERN DON QUIXOTE

Is the Man Who Says Advertising Doesn't Pay
—Gets Personal Judgment Against Experience of Business World.

The man who conducts his business on the theory that it doesn't pay to advertise and he can't afford to advertise sets up his judgment in opposition to that of all the best business men in the world. Says an experienced advertising authority: "With a few years' experience in conducting a small business on a few thousand dollars capital he assumes to know more than those whose hourly transactions aggregate more than his do in a year, and who have made their mil-

lions by pursuing a course that he says doesn't pay."

If advertising doesn't pay, why is it that the most successful merchants of every town, large or small, are the heaviest advertisers? If it does not pay, why do the largest business firms in the world spend millions in that way?

Is it because they want to donate those millions to the newspaper and magazine publishers, or because they don't know as much about business as the six-for-a-dollar merchant, who says money spent in advertising is thrown away or donated to the man to whom it is paid?

Such talk is simply ridiculous, and it requires more than the average patience to discuss the proposition of whether advertising pays or not with that kind of a man. His complacent self-conceit in assuming that he knows more than the whole world is laughable, and reminds us of the man who proved that the world doesn't revolve by placing a pumpkin on a stump and watching it all night.

RECORDS TO FURNISH DICTATION

To Learners and Advanced Students of Shorthand—J. N. Kimball, the Stenographic Expert, Has Prepared Twenty-Five Edison Gold Molded Records for This Purpose—Should Prove a Valuable Aid in Perfecting Students in the Stenographic Art.

J. N. Kimball, the well-known stenographic expert, with years of teaching experience, has prepared twenty-five Edison gold molded phonograph records, each one a perfect copy of the "master" prepared and spoken by Mr. Kimball, for the purpose of furnishing dictation to learners and advanced students of shorthand.

It is a well-known fact that the rudiments of stenography and typewriting are easily learned, but proficiency in these professions can only be attained by constant practice from dictation, hence the value of these records to commercial schools and individual students in the home. These records represent exact (and adjustable) dictation speeds, perfect enunciation, large vocabulary, with tireless repetition. They contain over twelve thousand words, occupying but one-third of a cubic foot of space, and requiring over an hour for their reproduction. The complete list covers speeds from 75 to 225 words per minute, and each separate record can be run at speeds with a variation of from 30 to 40 words per minute. The records cover every conceivable form of dictation—business letters, addresses, political speeches, addresses in Congress, extracts from novels, jury charges and testimony in criminal and civil cases.

For class instruction or in the home these records will be a decided stimulus to perfecting one in speed and surety as well as in an increased appreciation of the business phonograph, as they increase the students' vocabulary and equip them for practical work in almost all lines. The Edison Business Phonograph Co. or dealers in phonographs will supply these records.

FITZGERALD DID NOT SELL.

Will Push Two Lines of Talking Machines.

In the last issue of *The World* there appeared an item from our Los Angeles, Cal., correspondent to the effect that the talking machine department of the Fitzgerald Music Co., Los Angeles, Cal., was taken over by the Columbia Phonograph Co.

This statement Manager Barnes, of the Fitzgerald Music Co., advises us is incorrect. He says: "We have taken the agency for the Columbia machine, but we have in no way ceased to push most aggressively the sale of Victor goods."

Daniel G. Williams, representative of the Udell Works, was at the convention of the National Talking Machine Jobbers' Association, at Atlantic City, after which he called on the trade in New York and vicinity. Mr. Williams is an old-time talking machine man, and he was quite "at home" at the convention.

EASTERN CO. SERVICE

IS THE KIND THAT GETS THE GOODS INTO YOUR HANDS WHEN YOU WANT THEM

Popular Records in the height of their demand, not after your competitor has supplied the demand. Try Eastern Service. Once Tried, Always Used.

Write us for samples, descriptive circular and prices of

Grand Opera Needles

The best needle on the market. Packed in patent boxes, with two compartments in lots of 300, 500 and 1,000, and in boxes of 100. Prices Right, Quality the Best.

YOU SHOULD HAVE "DUST-OFF"

For Edison Records

RECORD CLEANERS

For Victor Records

The largest selling accessory ever put out. Write for circular and price list.

THE EASTERN TALKING MACHINE CO.

177 Tremont Street

BOSTON, MASS.

DISTRIBUTERS OF EDISON AND VICTOR MACHINES, RECORDS, SUPPLIES



VICTROLA XII
Mahogany, \$125



VICTROLA XVI
Circassian Walnut, \$250
Mahogany or Quartered Oak, \$200

Now is the time to push the Victrola

Summer homes, country clubs, hotels, roof gardens, large restaurants and pleasure resorts all need a Victrola and need it right now.

Quick and easy selling for you—the Victrola readily sells itself if you bring it to the attention of the proper people.

And the sale carries with it a large sale of high-class records and is followed by many subsequent record sales.

If you haven't a Victrola so you can go after this desirable trade, write to your distributor for one today.

A Victrola in your store will be the best kind of advertising for you—the strongest "drawing card" you could possibly have in your store.

It not only sells itself but helps to sell the other styles of the Victor, and is one of the most profitable investments you can make.

So get a Victrola and go after this business right now and you're sure to reap a rich harvest.



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

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 Supply Co.
 Baltimore, Md. Cohen & Hughes, Inc.
 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.
 Burlington, Vt. Neal, Clark & Neal Co.
 American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Canton, O. The Klein & Heffelman Co.
 Charlotte, N. C. Stone & Barringer Co.
 Chicago, Ill. Lyon & Healy.
 The Rudolph Wurlitzer Co.
 The Talking Machine Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Son.
 Collister & Sayle.
 The Eclipse Musical Co.
 Columbus, O. Perry B. Whitsit Co.
 Denver, Colo. The Hext Music Co.
 The Knight-Campbell Music
 Co.
 Des Moines, Iowa. Chase & West.
 Harger & Blish, Inc.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish, Inc.
 Duluth, Minn. French & Bassett.

Elmira, N. Y. Elmira Arms Co.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bros.
 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.
 Knoxville, Tenn. Knoxville Typewriter & Phono-
 graph Co.
 Lincoln, Neb. Ross P. Curtice Co.
 Little Rock, Ark. O. K. Houck Piano Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Louisville, Ky. Montenegro-Riehm Music Co.
 Memphis, Tenn. E. E. Forbes Piano Co.
 O. K. Houck Piano Co.
 Milwaukee, Wis. Lawrence McGreal.
 Minneapolis, Minn. Lawrence H. Lucker.
 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.
 Landay Brothers, Inc.
 New York Talking Machine Co.
 Silas E. Pearsall Co.
 Benj. Switky.

Omaha, Neb. A. Hospe Co.
 Nebraska Cycle Co.
 Piano Player Co.
 Peoria, Ill. Putnam-Page Co., Incorp.
 Philadelphia, Pa. Sol Bloom, Inc.
 Louis Buehn & Brother.
 J. E. Ditson & Co.
 C. J. Heppe & 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. Cable Piano Co., Inc.
 W. D. Moses & Co.
 Rochester, N. Y. E. J. Chapman.
 The Talking Machine Co.
 Salt Lake City, Utah. Carstensen & Anson Co.
 The Consolidated Music Co.
 San Antonio, Tex. Thos. Goggan & Bros.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Phillips & Crew Co.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Talking Machine Exchange.
 Spokane, Wash. Eilers Piano House.
 Sherman, Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 The Aeolian Company of Mo.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 Toledo, O. The Hayes Music Co.
 The Whitney & Currier Co.
 Washington, D. C. E. F. Droop & Sons Co.
 Robert C. Rogers Co.



The new Columbia Grafonola "Mignon" at a hundred-and-a-half is a little Mint.



Columbia Phonograph Co., Tribune Building, New York.

AROUND THE MILWAUKEE TRADE.

Summer Business Reported Averaging Well in Both Wholesale and Retail Fields—W. P. Hope a Benedict—Milwaukeeans at the Convention—Kunde Renovations—Eicholz Removes—Hoeffler Concerts—New Idea Cabinet Co. Delayed in Making Up Stock.

(Special to The Talking Machine World.)

Milwaukee, Wis., July 9, 1910.

Despite the fact that Milwaukee and surrounding territory is experiencing the hottest weather known in thirty-nine years for this season of the year, indications are that the talking machine business is showing some improvement. The hot weather has meant that the summer resort season is now in full sway, and this has opened an excellent field for the retailer. Dealers say that there has never been a season when so many Milwaukeeans have purchased new machines for their summer homes, while the demand for records in all lines has been especially good. In addition to this, people have been in the market for supplies of all kinds. It is expected that the retail trade during the greater portion of July and August will not be especially brisk, since the summer resort business will have passed its best stage by that time and the general summer dullness will have arrived in all lines.

While the wholesale business is not as heavy as it might be, jobbers say that it is as satisfactory as could be expected. In fact, business during the latter part of June was better than is usually the case, owing to the fact that demand was good from country dealers. Farmers have passed through the busiest portion of their early season's work and seem to have found more time to buy talking machines and records.

Milwaukee was represented at the convention of the National Association of Talking Machine Jobbers at Atlantic City by Lawrence McGreal, Mrs. McGreal and Mrs. McGreal's sister, Miss Gertrude Gannon, owner of the McGreal retail store. The party planned later a visit to Boston, where they will meet P. Conroy, the well-known piano dealer of St. Louis, and an old friend of Mr. McGreal's. Mr. Conroy will then take the Milwaukee party on a tour through New England. Mr. McGreal hopes to spend a week or ten days at Rochester, N. Y., his former home, before he returns to Milwaukee.

William P. Hope, representative of the National Phonograph Co. in Wisconsin and upper Michigan territory, was married on June 29 to Miss Nellie Scott, of Marinette. The affair was conducted quietly at the home of William S. Baker, an uncle of the bride. Mrs. Hope is the daughter of a late well-known business man of Marinette. After a trip to Mackinac Island, Sault Ste. Marie and other points, the couple will be at home at Marinette, Wis., where Mr. Hope will make his headquarters in the future. Mr. Hope was in Milwaukee on business during the latter part of June.

Mr. Krege, of Krege & Co., of Berlin, Wis., was in Milwaukee recently and purchased an

Auxetophone from Lawrence McGreal for use in an outdoor skating rink. This was the last Auxetophone carried by Mr. McGreal, and he is now expecting a shipment of new machines.

L. Lambeck, Edison and Victor dealer at Beaver Dam, Wis., was in Milwaukee recently visiting his father, who is confined to his home by illness.

Albert G. Kunde, Columbia dealer, has completed arrangements for installing a new front in his store at 516 Grand avenue. Other improvements will be also made during the summer months. "Business is very satisfactory despite the hot weather," said Mr. Kunde. "We have just closed the sale of two \$200 machines and have several fine prospects in view." Mr. Kunde is now devoting his entire time to his downtown store since the closing of his Fond du Lac avenue branch.

George A. Eicholz, the north side talking machine dealer, has moved into his new store at the corner of Twelfth and Walnut streets. Larger and better quarters are available and the location is one of the best on the north side. Mr. Eicholz has enlarged his stock of both machines and records.

Frank P. Price, manager of the repair department at the McGreal store, is the father of a nine-pound son. Mr. Price already has plans for his son's future in the talking machine business.

In connection with an effective Victor July 4 window, the Hoeffler Mfg. Co. conducted evening concerts. During the entire week before the Fourth a varied program of national airs was presented by Mr. Becker, and people attended in large numbers, despite the warm weather. Mr. Becker reports that the new styles of the Edison business phonograph are taking especially well with the trade. The new foot-trip device on the machines is proving a popular innovation.

Roy Keith and F. W. Slowly, of the Talking Machine Co., of Chicago, called upon the Milwaukee trade recently. Both gentlemen predicted a big fall trade in all lines.

The New Idea Cabinet Co. recently incorporated to manufacture the "New Idea" disc cabinet, are experiencing some little delay in equipping a plant at Wauwatosa, a Milwaukee suburb. It is expected, however, that the plant will be ready for operation some time during the present month. Lawrence McGreal, one of the incorporators of the new company, reports the receipt of heavy orders for the new cabinet, and its success seems assured from the very start. A. H. Ellis will be superintendent. Present plans are that at least 200 cabinets will be turned out each month.

FOUR RECORDS POPULAR IN TEXAS.

The committee appointed by Robt. N. Watkin, president of the Southwestern Talking Machine Owners' Association, Dallas, Tex., for the purpose of selecting the most popular records for talking machines has turned in a report to the effect that the four most popular records are "Red Wing," "Dixie," "Rainbow" and "Turkey

in the Straw." In this connection they say these four records some doubtless have already, but every talking machine owner should have all four of them.

HOW GOLDSMITH'S CELEBRATED.

Henry Goldsmith, of Goldsmith's Music Store, Columbus, O., in carrying out the spirit of the Victor Talking Machine Co.'s idea for a safe and sane Fourth, issued a little package which in appearance was exactly like a small fire cracker, and when directions were followed and the package opened up it revealed a copy of the July Victor record catalog. It was issued, of course, before the Fourth, so that in timeliness and effectiveness it at once attracted attention.

Mr. Goldsmith also made use of the Victor's ready-made display window which he used to good advantage about ten days or so before Independence Day. This spirit of co-operation with the manufacturers is excellent, and we wish that dealers throughout the country would keep closer in touch with the excellent literature and suggestions issued by the companies in regard to the development of their business. It would prove mutually profitable.

THE NATIONAL MUSICAL INSTRUMENT.

The question of a national musical instrument has been discussed in correspondence in the New York Times and a number of other daily papers, and in this connection A. A. Leve, of Syracuse, N. Y., writes to the Times as follows:

"T. C. L.'s" suggestion about a national musical instrument is right in "tone." While the zither and all the other instruments he mentions may have some claim, more or less, to distinction, as a national instrument first, last and always what has any of the above got on the phonograph?" So say we all.

THE JOYS OF THE PHONOGRAPH.

A letter this week from one of our "shut in" friends tells us of his great pleasure when, at Christmas time, he was presented with an Edison phonograph and a number of choice records.

How much happiness can be carried within the circumference of one little record! And how blessed it is for those of us who are strong and sturdy and bounding with health and strength to be able to gather into our arms, as it were, the trilling lit of the birds in spring, the melody of the rippling brooks, the weird folk songs floating up from the blooming cotton fields, the grandiloquent discourse of the "Colored brother" as he "zorts" his crooning congregation concerning the "weighty matter of the law as proclaimed by Moses and the prophets," and boundless other bits of comedy, classics, triumphant crescendos, anthems and oratorios, and thrust out garnered treasures into the outstretched arms of our heroic, patient loved ones whose eyes look longingly into the alluring paths, but whose feet are held back by the hand of affliction.—The Golden Age.

OPTIMISTIC IN THE QUAKER CITY.

Dealers and Jobbers Pleased with June Business—Buehn & Bro. Open Special Rooms to Exploit Edison Commercial Machines—Opinions About Exchange Proposition—Columbia Mignon a Great Favorite—Business with Company Ahead of Last Year—More Room for Weymann—Other Happenings.

(Special to the Talking Machine World.)

Philadelphia, Pa., July 5, 1910.

The Philadelphia talking machine trade is very jubilant over the business done in June. They all say it was the best June that they have ever had. The same was true of the previous month, and there is no wonder that the dealers in the "little marvel" are in high spirits. The competition, which seems to be growing all the time, is not lessening the trade for any one house, but it seems to be building up trade in every direction, until the talking machine is in as many homes as are pianos in Philadelphia. The sale of a piano almost completes a transaction for a lifetime, but the business on the "talkers" goes on forever.

The Philadelphia trade was well represented at all the sessions of the convention at Atlantic City. Aside from the work at the shore they were kept busy entertaining the delegates going and returning from the convention.

Louis Buehn & Bro. report that their business for June was highly satisfactory, and the last week of the month, in spite of the hot weather, eclipsed all others, both wholesale and retail. "It is simply remarkable," Mr. Buehn says, "how business is keeping up. Robert J. Dungan is up the State this week for the firm, and is sending in some very satisfactory orders.

Louis Buehn & Bro., who recently opened rooms at 1105 Walnut street for the exploiting of the Edison commercial machines, have also been doing a very satisfactory business. Naturally this work is slow, but business men are fast realizing that the Edison commercial machine is a great time saver. J. Frank Smith is the manager of the store, and he is highly enthusiastic over the work, and understands it thoroughly, and will no doubt overcome all prejudices.

There seems to be quite a difference of opinion among the talking machine men as to the advisability of shutting off of the continuous exchange proposition by the National Co., as per their communication to the dealers dated June 17. As this proposition does not go into effect until the first of next year, the matter in the meantime can no doubt be adjusted in such a way that there will be no trouble or loss of business to anyone. On this subject Mr. Buehn says:

"I personally think it is a step backward. It was a splendid talking point. It gave our men an opportunity to enthuse the dealers; to show them how they could reduce their stock greatly of standard records which did not sell any more, and exchange them for Amberol records. By this new order the National Co. will remove the very strongest argument we had. However, the other concession they make may develop into something worth while, but this remains to be seen."

The Penn Phonograph Co. have also been enjoying an exceptionally good June, 50 per cent. better than last year, and their trade, particularly through the middle and northern part of the State, has been very heavy. All of their men were called in over the Fourth of July and start out again this week for their usual July trips. They believe the good business will continue during the summer. None of their representatives through the State has been in Philadelphia lately, but there were many visitors following the convention at Atlantic City.

In speaking of the Edison proposition referred to above, the Penn Co. rather take a different view of the situation than Mr. Buehn, and believe it is going to work to good advantage to the Philadelphia jobbers, in that it removes many troubles which this changing of records brought to the jobbers. Besides, the National

Co. will replace it with another exchange proposition, but just what it will be is as yet not known by the dealers. A member of the Penn firm said: "We are glad to see the National Co.'s exchange proposition dropped. We think a semi-annual exchange should be used in its stead, or something of that sort."

James Shearer has joined the staff of the Columbia Phonograph Co. in this city. He used to be the manager of the St. Paul offices of the company, and before that he was manager of the Glasgow (Scotland) branch of the company.

The Columbia have received the new Mignon machines, and they have been very well received here, so well that it has been almost impossible for them to keep them on hand at the Philadelphia store. The company gave a Columbia concert at the Acacia Club at Williamsport last Monday night, and Manager T. K. Henderson went to the Pennsylvania lumber city to conduct it. It was a most satisfactory affair, as the Acacia is one of the finest clubs in Pennsylvania, and they were so pleased with the instrument that they would not hear of its removal after the concert. It will no doubt be the means of selling many Columbia machines to members of the club.

V. H. Emerson, the recording expert of the Columbia Co., was in Philadelphia last week. Their R. B. Robinson is on a trip up the State, but he was compelled to return home on account of illness. He will take a week's vacation and then go back again on the road.

The Columbia have received several of the new B. N. W. M. machines, the same machine as the B. N. W. except that it is cut in mahogany and sells at \$50. It is an extremely handsome machine and they believe it will have a very good sale here. The total amount of business during the month of June was ahead of May. In records they report that the more popular music seems to have the call at present. The new operatic selections by the Boston Opera Co. are coming through at present, and they are very satisfactory to the trade of the firm.

H. A. Weymann & Sons have the same report to make as the other firms on the increase of their business in June. Norbert Whitely leaves to-day for his regular July trip. Their two biggest sellers are "One Little Girl" and "Moonlight in Jungletown," two of the compositions from their own sheet-music department. The firm are contemplating a complete rearrangement of their talking machine department in the fall, and will give more space to these goods next year than ever before.

COVER UP RECORD DEFICIENCIES.

Some Dealers Affirm Artists Are Dead When Out of Records Called For.

Editor, Talking Machine World,
New York, N. Y.:

Dear Sir—A malicious report has been circulated by unknown parties to the effect that Miss Ada Jones was dead. Unscrupulous dealers with low stocks of her records, frequently manufacturing damaging reports of this kind to cover up deficiencies in their stock. Patrons who call for their records are told the artist has died. Your readers will no doubt be glad to learn that Miss Jones is alive, well and daily employed in making records for good companies. Feeling sure that you will give this letter such publication as its importance would seem to merit, and thanking you in advance, I remain,

Yours very truly,

LEN SPENCER,
Len Spencer Lyceum.

Said a merchant: "Our remedies in avoiding losses are chiefly as follows: Do not carry too many of your business eggs in one basket. Consider character and ability before capital. If we take a large risk, it is based on character more than capital. We have had cases where we have given credit for nearly three times the amount of responsible capital, and not lost a penny. But in such cases the very inside of character must be known."



¿Quiere Vd.
que le dé
una lección
de inglés?

Es tan fácil aprender el inglés con el sistema I. C. S. y además el conocimiento del inglés es muy útil en los tiempos modernos.

El sistema I. C. S. para la enseñanza de idiomas por medio del fonógrafo facilita el aprendizaje de un idioma extranjero, y tiene que interesar notablemente a miles de personas. El vendedor de fonógrafos que no tiene los equipos I. C. S. para aprender idiomas, de seguro que está descuidando un medio rápido e infalible de aumentar sus negocios. El nuevo equipo I. C. S. para aprender idiomas, que cuesta \$35 oro, es una maravilla. Representa el arte más elevado en la enseñanza de idiomas y encierra un método que ha merecido la mayor recomendación de miles de personas competentes para hablar con autoridad sobre el asunto. Las Embajadas de España, Francia y Alemania en Washington, así como los principales Colegios han recomendado cordialmente el método I. C. S. para enseñar idiomas.

El equipo I. C. S. para aprender idiomas consta de un fonógrafo "Gem" Edison, hecho especialmente para estudio de idiomas; una bocina pequeña; un tubo auditivo con banda para la cabeza; una aceitera y 25 fonogramas de conversación para enseñar la pronunciación, que se garantiza ser absolutamente correcta con la entonación e inflexión propias. Además de esos fonogramas de conversación mandamos también cuadernos de estudio para aprender la teoría de los idiomas. El nuevo equipo es a la vez el mejor y más barato que se ha ofrecido, pues su precio es únicamente de \$35 oro americano.

Si Vd. desea aumentar sus negocios, escriba hoy mismo pidiéndonos detalles.

International Correspondence Schools
Box 918, Scranton, Pa.

You want to be able to say "Yes"

when your customer asks:

"Will this instrument play Amberol Records?"

"Will it also play Standard Records?"

"Is this the instrument that renders rag-time and vaudeville as well as the greatest music from the Grand Operas?"

"Is this the instrument with the sapphire sound-reproducing point that lasts forever and does not wear out the records?"



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

If you handle the EDISON Line

you can say "Yes" to all these questions

With any other instrument, you have to make excuses when these questions are asked—you have all these big arguments to fight against.

With the Edison all these arguments are on your side.

Write your jobber about the Edison line today.



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



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NEW YORK, JULY 15, 1910.

A COMMUNICATION from Len Spen-
 cer, appearing in another portion of
 this publication, touches upon an evil
 which has existed for some time in the talk-
 ing machine trade.

Mr. Spencer refers to the fact that certain
 dealers when asked for records which they
 have not in stock allege that the artist whose
 records are desired is dead.

This complaint is not the first one which
 has reached The World office, and it is obvi-
 ous that a certain class of dealers find it easy
 to make the statement to customers who de-
 sire certain records that the artist has passed
 away, or is not making records, simply be-
 cause they do not have them in stock.

It should be understood, however, that this
 course is not adopted by large and reputable
 dealers, who are very glad to embrace in their
 stock all selections of records of a salable
 nature, but it cannot be denied that among
 the smaller dealers there is a class who wil-
 fully deceive intending purchasers by claim-
 ing that a certain artist is dead.

They work considerable injury because the
 party who is informed that a favorite artist
 is dead is likely to impart the same news to
 a friend who might go to some of the larger
 stores and not ask for records which they
 desire simply because they had been advised
 of the demise of their favorite artist.

If readers of The World have specific
 cases and can locate dealers who make such
 statements as in the case of the party re-
 ferred to by Mr. Spencer, we shall be very
 glad to have them referred to this publica-
 tion.

STATEMENTS made by various dealers
 to World representatives in the princi-
 pal cities throughout the country would
 indicate that business conditions have been

particularly good for the summer season—in
 fact, surprisingly good when all things are
 considered.

The demand for the higher-priced ma-
 chines continues unabated and in some locali-
 ties the sales have reached far ahead of last
 year.

This is encouraging and shows that the
 talking machine still holds a strong position
 in the estimation of the public.

Comparing the sales of talking machines
 and pianos; during one afternoon we visited
 three piano establishments on Fifth avenue
 and three talking machine establishments.

In each of the piano stores there was an
 entire absence of callers.

The salesmen were all at their desks with-
 out even having the opportunity of inter-
 viewing a stray caller.

Fully a quarter of an hour was spent in
 each of the warerooms and an inspection of
 the three talking machine establishments fol-
 lowed.

In one there was a little entertainment be-
 ing given and sixty-four people were present.

In one of the other establishments there
 were six callers, all busily interested in ex-
 amining machines or listening to records.

In the other there were eleven.

The afternoon was exceedingly hot, and
 any entertainment product which could draw
 forth interest on the part of New Yorkers on
 such a day is certainly worth pushing in good
 form.

THE comparison between the entire lack
 of callers in the piano establishments
 and the goodly attendance in the talk-
 ing machine rooms is well worthy of em-
 phasizing.

It shows that the talking machines are in-
 teresting to a large portion of our people
 and that the fascination has not begun to
 wear off as some of us at times incline to be-
 lieve.

It looks now as if we were going to have
 a good summer in the talking machine trade
 and a fall which will be more than interest-
 ing on account of enlarged business possi-
 bilities.

The illustration named above is only one
 out of many and talking machine men should
 be encouraged with the sales possibilities
 straight through the heated term.

Unquestionably the interest in the talking
 machine does not languish during the hot
 weather.

On the contrary, it seems to take the place
 of the piano.

It supplies entertainment without effort for
 homes, clubs and lawn parties, and, we may
 add, yachting parties as well.

To-day it is almost impossible to take a
 trip through Long Island Sound without
 hearing the music of talking machines from
 the decks or cabins of numerous yachts.

If you do not believe this ask Metzger, who
 is a famous Sound yachtsman and is often-
 times lulled to sleep by the sweet sound of a
 talking machine.

Instead of lying dormant during the sum-
 mer months, talking machine dealers every-
 where should feel encouraged to press for-
 ward and impress upon the public the won-
 derful entertaining powers of the modern
 talking machine.

There is no use of sitting down and wait-
 ing for the hot weather to go by before
 strenuous effort is made to secure trade.

GOOD business can be had during the
 summer months—plenty of it—and we
 are fully aware that a portion of our
 readers have a keen realization of the situa-
 tion.

A number, however, are prone to look
 upon summer business with indifference, and
 they are the ones who will not reap the
 benefit.

The man who is not looking for business
 will not be apt to secure it, but talk with the
 live ones in the talking machine industry and
 you will find that on the whole there are very
 few complaints as to the trade situation.

It is true, collections have been slow, but
 then they usually are at this season.

Hence a greater need for activity—a
 greater necessity of compelling purchasers
 to live up to their obligations.

If a man once gets into the habit of meet-
 ing his monthly deferred payments promptly
 there is no trouble about keeping him up to
 the line in good form, but if he once gets
 behind he is apt to become indifferent.

It is up to the talking machine men to
 treat their customers the right way.

This can be accomplished through a good
 system and by impressing upon customers
 that it is contrary to business rules to permit
 payday to go by.

IT is really surprising to find how easy it
 is to keep customers up to good business
 practices when once they learn the lesson
 of system.

Nine times out of ten a man who has pur-
 chased a machine on the instalment basis
 will have a higher regard for the business
 institution which compels him to meet his
 payments with regularity, than for the one
 which permits him to pay as he chooses. In
 other words, any old time.

No man ever lost by introducing system
 into every department of his business, par-
 ticularly in the collection department.

A COMPLETE report of the Fourth
 Annual Convention of the National
 Association of Talking Machine Job-
 bers will be found in another portion of this
 publication. The outing at Atlantic City
 proved beneficial in many ways.

There were present one hundred and sev-
 enty-five representatives from eighty-five
 houses, and all the principal States in the
 Union were well represented.

Men came from as far away as Winnipeg
 and Texas to be present at the Atlantic City
 meet.

A noticeable fact in this year's gathering
 was the exclusive attendance of Edison and
 Victor jobbers.

In scanning the list we could not distin-
 guish a single representative who did not
 have a business alliance with either one of the
 above companies.

At the closed sessions many topics were
 taken up for serious discussion which have
 a direct bearing upon trade interests.

These matters will not be given out until
 later after the Executive Committee has
 finally passed upon them.

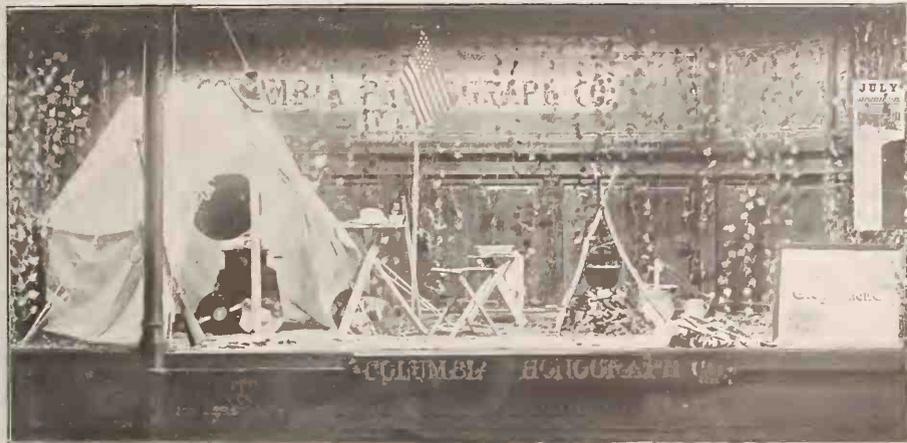
COLUMBIA PHONOGRAPH CO.'S SUMMER WINDOW

The Retail Store on West 23d Street, New York, Compels Attention and Admiration—Clever Work of Mr. Cleveland—It Is His Best Effort.

With a record as an expert designer of artistic windows, H. Cleveland, manager of the Columbia Phonograph Co.'s retail store, 33 and 35 West Twenty-third street, New York, has executed another masterpiece in this line. This splendid store has two great display windows and in one

rected with such scenes, are all in the picture and fill the entire window.

The best effect, so far as the lighting is concerned, is obtained at night and a crowd often numbering 30 to 40 stand for a long time admiring the unique and original display which is



A COLUMBIA WINDOW THAT SHOWS HOW SUCH SPACE MAY BE UTILIZED TO ADVANTAGE.

there has been reproduced a realistic camp scene. The tent, equipped, of course, with a graphophone, fishing rods, etc., and the surrounding detail of camp stools, crude thin-legged wash stand made from a soap box, a genuine camp fire, with the accompanying suspended kettle, wood pile and axe and other articles inseparably con-

true to nature. The other window shows a full line of the company's specialties, also effectively displayed, but more in accordance with conventional ideas. The camp scene, however, has made the hit, and Mr. Cleveland and his clever corps of assistants are to be complimented on this, their crowning effort.

MISTAKE SAVED THE DAY.

Nasty Letter Roused Merchant's Ire and Provoked Strong Answer Which Was Never Mailed—Cooler Judgment Next Day Saved Thousands of Dollars in Orders—An Experience Worth Reading and Profiting By.

"When I was much younger in business and experience than I am now," remarked an old merchant, from his favorite corner of the club, "I received a letter from a customer that was full of kicks, accompanied by the suggestion that we were not the gentlemen in business that we thought ourselves to be. It was the sort of a letter calculated to make one hot all through.

"Of course I answered it; sat right down then and there, and told the concern what I thought of it. Let off such an outburst of steam that I expected to see my stenographer open the office windows. I not only answered that letter, but told the writer what I thought of that, and of other letters I had received from him in the past, and of other transactions of his in his dealings with us.

"What if he was a good customer of ours? I was perfectly willing to cast him and his patronage overboard for the chance of telling him for once what I thought of him.

"The stenographer wrote it out immediately. I read it with glee, and said to myself, 'If that don't shrivel him up, the English language means nothing to him.' 'Don't forget, Miss Brown,' I added, 'to enclose a return envelope with a stamp on it. I don't want him to waste even a postage stamp more on us.' I banged down my desk top and went to my luncheon justified.

"The next morning I found a letter on my desk, in one of our return envelopes. I opened it, and discovered that Miss Brown, in the hurry of work, had mailed the letter in our own enclosure, and placed in it the one addressed to my epistolary critic.

"I read it through, and was ashamed of myself. In bold-type, with the anger and the lust for blood gone, I judged the epistle as another

would judge it. I looked at it from the standpoint of the man to whom it was addressed.

"I tore it up; thanked Miss Brown for her mistake, dictated another letter, received an apologetic answer, and have sold tens of thousands of goods to my correspondent in these years that have followed."

KRANZ-SMITH CO.'S VICTOR DISPLAY.

(Special to The Talking Machine World.)
Baltimore, Md., June 29, 1910.

The Kranz-Smith Piano Co. are making a very effective display of Victor talking machines and

records in their warerooms in this city. This house has a very select following, the purchasers having sold the Chickering piano for many years, and they expect to place the Victor instrument in the homes of many of their customers.

EDISON AS AN ART CENSOR.

His Men Say He Keeps a Critical Eye on the Moving Pictures.

One of the most regular patrons of moving picture shows in the Oranges is Thomas A. Edison. He goes as a critic and if the subjects do not suit him the men in charge of the department in his works hear from him the next day.

The inventor appeared in this city last night, says an Orange (N. J.) paper, with one of the men from his factory and quietly entered one of the cheapest halls here, paying his nickel at the door. He stayed the show out and went home with a fund of material for his talk to-day with the department over which presides Jim White, the best known moving picture man in the business.

"The 'old man' is a regular censor," said one of the men at the factory. "When he goes down South he found time at least twice a week to go to the moving picture shows and he sometimes used to give them the devil if the pictures were not what he thought they ought to be.

"He takes as much interest in the moving picture end of his enterprises as he does in anything else, and he is very critical about the subjects and the way they are worked out. Of course he can't see all of them, but he sees enough to know pretty well what is going on, and the men who select the subjects never forget that if they put out one that isn't what it ought to be he is apt to see it."

When Edison goes out on his visits of inspection of the picture shows he does not announce it in advance. He slips in as quietly as possible, trying to avoid recognition, and sometimes he succeeds. He admits that he gets real pleasure out of the shows, even while watching with critical eye.

Time was when the best salesman was the one who could tell the slickest lies. To-day the best salesman is the one who can tell the most truth.

Unless you are running a "junk shop" kind of store don't stack the goods up so high in the windows that no one can see the inside of the store. Let in a little light. The store will be more cheerful.

Purchase Quality Needles

BURCHARD needles naturally cost more than needles of an inferior quality, but they have advantages which will be plain to all.



They move noiselessly over the disc and each needle can be used at least six times. You can get more out of BURCHARD needles than any other on the market. Send for a sample order of these needles and you will use no others.

MANUFACTURED IN THREE STYLES



No. 1. For Soft Playing



No. 2. For Loud Playing



No. 3. For Strong Tone Music

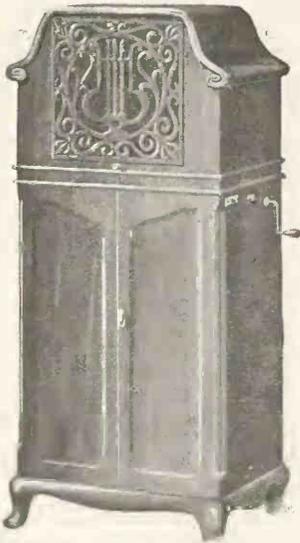
Write for samples. We are prepared to arrange for sole sales agency in the United States. Write

F. R. REINGRUBER, SCHWABACH, BAVARIA, GERMANY

The Phonograph You



This is U-S Phonola, Model B.
Purity of tone absolute—horn entirely concealed.



This is U-S Phonola, Model A.
Mahogany Cabinet—the very top-notch of sound reproduction is here attained.

The U-S Line of machines is complete enough to meet all needs and all purses, ranging from the less expensive Banner model to the magnificent Phonola. Every machine is the handiwork of the most skilled mechanics and cabinet makers in the business.

Like a ball rolling down an incline, gathering momentum as it rushes forward—is the U-S Phonograph and Record Proposition gaining in favor faster and faster as the wonderful musical and selling probabilities become better known. It is unquestionably the talking machine proposition the trade has been waiting for; and judging by the size and number of orders already pouring in there is left scarcely a doubt in even the most pessimistic minds, but that it is a question of time only when the U-S will be the most widely sold phonographs and records.

Reasoning from the plain, blunt, money point of view there is more real profit in dollars and cents for you in the U-S than in any other Phonograph or Record. There is a money value also in the co-operation that exists between the home office and its dealers.

But it is not so much the first profits, as the fact of your knowing that you are supplying the best machine in the world in selling the

U-S Combination Phonograph

The most prominent and distinguishing feature of the U-S is its ability to change instantly and automatically from two to four-minute records or vice versa by the simple turn of a shift key which engages both the proper speed and proper reproducing point. No other machine on the market has this desirable improvement.

Quality is really the mark of the U-S. You have only to hear it in comparison with any other phonograph to become aware how far in advance it is. There is an entire absence of any mechanical limitation in its burst of song or solo or speech. There is no scratching, no hissing or thumping or trembling, but a clear, even, mellow tone. All you need do is to close your eyes and see the operatic star thrill with her rolling cadenza; the violin sobbing its sorrowful plaint; the vaudevillian shouting his funnyisms.

Even is there something in the perfect human tones as they emanate from the machine which would make them seem to the slightly sentimental listener, to be almost bordering on the supernatural!

Its possibilities are enormous for all of U—
—you, your customers and ourselves.

There is no limit to the adaptability of the U-S to any situation—a bell solo, a stump speech, the ticking of a watch, all will be faithfully duplicated. The enlarged diaphragm and the super sensitive material of which it is made, bring out the music details such as has never been known before. Grace notes and harmonics are as pure and distinct as when they were first played. This is helped by the rounded sapphire point which fits exactly into the sound grooves. Together with this, the remarkably simple and powerful new type motor used in the U-S Machine does away with all noise of motion and operates the record mandrel with smooth, evenly balanced revolution insuring an unchanging tone pitch. As an added safeguard in this direction the U-S is fitted with a pulley balance wheel.



U-S Combination Phonograph—Opera Model—beautifully finished in either Mahogany or Oak.

U-S Phonograph Co.,

Have Been Looking For

While the U-S Phonograph stands unapproached for playing any cylindrical record, its power and richness as a musical instrument is wonderfully augmented by the new U-S Everlasting Record.

Mark the name—Everlasting—break-proof, scratch-proof, wear-proof. It is not a wax record,—cannot be injured by sudden change of heat or cold or by dropping. The fact that it may be sent through the mail in the original carton unprotected proves that. This is especially interesting to the dealer who carries on an out-of-town business or who would send records by mail to all his customers, if he dared. Also this means entirely doing away with one source of irrevocable loss.

Playing does not wear out a U-S Record or dim its brilliancy. One record, tested for the purpose, was played steadily 1000 times without any effect whatever upon its playing qualities.

Brilliancy of tone is the mark of the

U-S Everlasting Records

They include both two and four-minute records, and may be played on any phonograph that takes cylindrical records. There is a large, ever-increasing array of selections, ranging from the most classical musical pieces, played or sung by the most eminent artists to the most up-to-the-minute popular dash-aways.

Final word to the Dealer. From the very start we will prove to the world the difference between U-S Machines and Records and other machines and records. We are not going to **tell** people they are better: through actual comparative demonstrations at our dealers, we are going to **show them** they are better.

Keep before you the fact that the U-S proposition is **here to stay**. It is built on a big and broad foundation; it is the result of a thoroughly perfected business plan that has every resource, both in men and money, to achieve success. Any dealer, no matter how big or how small he is, will be warranted by both profit and increased sales to handle the U-S line. A steady, forceful advertising campaign of National character will soon be inaugurated; it will give new life to the phonograph business and make customers for you. Your first step toward getting ready is filling out and mailing of the accompanying coupon. Do so to-day.



The U-S Banner Model Combination Phonograph is one of the most popular of the varied styles.



This shows one of the 2-minute records.



This shows a 4-minute record encased in the regulation carton.

Fill out this coupon and receive full particulars; also learn about our unusual **SPECIAL OFFER**.

U-S
Phonograph Co.
1013 Oregon Ave.
CLEVELAND, O.

JUL

Gentlemen:

Please send full particulars concerning the U-S Line of Phonographs and Records.

Name

Address

City

State

Cleveland, O., U. S. A.

We are asking the "prospects" in your locality to make comparisons, believing that they prefer to be their own musical critics, and that there are good and sufficient, visible and audible reasons why they must choose a Columbia Grafonola if they have \$200 to invest in a musical instrument.



Columbia Phonograph Co., Tribune Building, New York.

REVIEW OF AUGUST RECORDS.

Issued by the Victor, National, Columbia and Universal Companies

Five grand opera Amberol records are listed in the National Phonograph Co.'s roster for August, and they are a valuable addition to their rapidly growing list of operatic specialties. Karl Jörn is represented by a selection from "Jannhauser" (40,018), which is a beautiful interpretation of this work of Wagner's. Giovanni Polese sings that famous selection from "Thais" in which Anathael apostrophizes Alexandria, the wicked city (40,019), and it is impressive, dramatic and polished singing, and makes an excellent record. That delightful Neapolitan song, "Torna a Surriento" (40,020), with its sad, dreamy music, is sung with delightful abandon and charm by Carmen Melis—it is a rare and delightful interpretation. Marguerita Sylva, who has been heard at the Manhattan Opera House, is represented by a selection from Massenet's "Le Cid," "Pleurez Mes Yeux" (40,021), which is a masterpiece both from the standpoint of good recording and musical value. Marie Delna, contralto, has made a beautiful record of "Ah, mon fils" from the "Prophet" (40,022). Her noble voice is revealed to great advantage in this aria. In the regular list of Amberol records for August, which are printed in full elsewhere in this issue of The World, a splendid array of vocal and instrumental artists is represented. The same may be said of the list of Edison Standard records. The variety is large, including selections from the popular and classical. Sousa's Band, the American Standard Orchestra, Victor Herbert and his orchestra, the U. S. Military Band, the U. S. Marine Band and Orchestra, and a line of stars in the vocal field are here represented. There are also records in Hebrew, Italian and Swedish.

The Columbia Phonograph Co. introduce some of their new operatic records in their twelve-inch Symphony list for August. A great record is the double disc by Jose Mardones, the basso of the Boston Opera Co., which includes the "Prologue" from "Mefistofele," and "Piff Paff" from the "Huguenots" (A5192), both of which are sung in Italian in full, rich, even, musical voice Eugenie Bronskaja, the celebrated Russian coloratura soprano of the Boston Opera Co., is represented by "Caro Nome" from "Rigoletto" and Gounod's "Ave Maria," with harp, organ and violin accompaniment (A5193). This is certainly a delightful double number, containing two great gems whose popularity will never wane. In the list of ten-inch and twelve-inch double disc records, which are printed in full in another part of THE WORLD, there are some very delightful double discs, admirably selected, including many of the popular numbers of the day, as well as selections from the operas. The list is well

worthy of careful study. The record especially by Kitty Cheatham—"Dixie"—with banjo accompaniment by Vess Ossman, and the reading of "The Wonderful Tar Baby" by Joel Chandler Harris make a delightful combination that will please youngsters and grownups. The list for August, taken as a whole, is well selected and so diversified as to please the general trade.

The Victor Talking Machine Co. have a very attractive lot of Red Seal records in their July list. "The Butterfly" duet by Caruso and Scotti (89,047) adds further fame to the splendid records made by these two great artists. Mme. Gerville-Reache, contralto, is represented by the old-time favorite "Stride Le Vampa" from "Trovatore" (87,065), which she sings in a voice that is full, rich and beautiful. John McCormack, the Irish operatic tenor, is heard in that famous Irish ballad, "The Snowy Breasted Pearl" (74,166), and the Romanza from "The Daughter of the Regiment" (88,245). In these two numbers McCormack augments his reputation, for they are capitably sung and as admirably recorded. Nicola Zerola, tenor, will satisfy his many admirers with a record of that stirring number, "Vesti la giubba" from "Pagliacci" (87,064). Evan Williams, whose tenor voice is a perfect delight in American songs, is represented in the August list with D'Hardelot's "Be-

cause" (64,133). The expression and feeling which Williams puts into this, as well as all his songs, is a delight. Fritz Kreisler, who is to make records exclusively for the Victor, is represented by four numbers, which, as may be expected, are played with rare charm and beauty of tone—Brahms' Hungarian Dance in G Minor (64,131) and Bach's Gavotte in E Major (64,132), The Swanee River (64,130) and Smetana's Aus der Heimath (74,172). In the Purple Label list there are two new Lauder records, a Scotch song, "Jean MacNeill" (60,021) and one of his latest compositions, "The Blarney Stone" (70,018). Jack Norworth is heard in "Sadie Brady" (60,022), and both Norworth and Bays sing "Rosa Rosetta" from "The Jolly Bachelors" (70,019). In the full Victor list, which appears elsewhere, there are also to be found some excellent numbers in the body of the list, notably two ballads (5,781-31,791) by John B. Wells, tenor, which are beautifully enunciated and sung and well recorded. Gems from "Mlle. Modiste" (31,970), sung by the Victor Light Opera Co., with orchestra, will also strike the fancy of the general purchasing public. In the list of double-faced records there are some splendid numbers listed for August. It is difficult to discriminate in looking them over, for the combinations are of unusual excellence, and certainly form a very attractive proposition.

MUSICAL EXPORTS TO CANADA.

Consul Deedmeyer, of Charlottetown, in a Recent Report Offers Some Interesting Information Regarding the Volume of Musical Instruments Imported Into That Country from the United States, Equalling Nearly Eighty-five Per Cent. of the Total.

Consul Frank Deedmeyer, of Charlottetown, says that Canada's music is distinctively American. A new American popular air is at once in favor there. This leads him to discuss its effect on the purchase of instruments as follows:

Last year printed music and music for mechanical players was imported to the value of \$154,073, of which the United States supplied \$125,088. In 1909 the Dominion imported musical instruments at a cost of \$845,831, while in 1900 these imports were only \$390,407. Of the total imports in the last fiscal year those from the United States amounted to \$705,033, Germany coming next with \$76,544.

A table follows showing the kinds of instruments imported and their values:

Articles.	Value.
Brass band instruments and bagpipes.....	\$41,332
Cabinet organs.....	13,696
Parts of organs.....	17,192
Pipe organs.....	3,271
Phonographs, gramophones, graphophones and finished parts thereof, including cylinders and records.....	224,129
Mechanical pianos and organs.....	52,562
Pianofortes.....	199,061
Parts of pianos.....	149,190
Keys, strings, wires and other parts.....	48,427
All other musical instruments.....	96,971
Total.....	\$845,831

In the Province of Prince Edward Island, as in all other portions of the Dominion, the introduc-

tion of pianos, organs, phonographs and graphophones is becoming quite general. Mechanical instruments are in great favor. In the homes of the farmers the organ is being displaced by the piano. The high class American piano finds a ready sale.

GLAD TO GREET MR. BEECROFT.

The World had a pleasant chat recently with Clement Beecroft, manager of sales of the Tea Tray Co., Newark, N. J., who is building up a very successful business in fire apparatus. The standard of the goods may be considered from the fact that the Tea Tray Co. are supplying the fire departments of many leading cities of Great Britain and Ireland, as well as leading cities in the United States, with their apparatus. While in a large measure out of the talking machine field, Mr. Beecroft, however, keeps in close touch with developments, and occasionally drops in to see his old friends, who are glad to greet him.

The literature issued by the Victor Talking Machine Co., Camden, N. J., comes in for much deserved praise on the part of their dealers and distributors. One that is particularly commended, and recently issued, deals with machines and parts. Each part, down to the tiniest nut and screw, is illustrated, described and numbered, and, being interchangeable, there is no trouble in having anything missing supplied at once. The catalog is well written, clearly printed on good paper, and is regarded as a valuable contribution to the long line of valuable publications pertaining to the Victor product.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN LONDON.

Trade Has Shown a Marked Improvement in the Past Few Weeks in London and the Provinces—Export Trade Is Also "Looking Up" and the Outlook Is Also Satisfactory—The Tresor Motor Is Popular—Important Copyright Decision—Klingsor Works Getting Into Shape—British Sonogram Co. Affairs—Gramophone Co. Progress—New Amberol Styles—Louis Sterling Off to the States—Fairy Tales on Records—Some Cheering News from All Provincial Centers Regarding the Outlook for Talking Machine Trade—Conditions Show Substantial Improvement—All the News of the Month in Detail.

(Special to The Talking Machine World.)

London, E. C., July 2, 1910.

This last few weeks London and provincial trade has shown a material improvement generally, and not more so than in this industry. A few of the smaller companies are experiencing a quiet time, but in other directions quite unusual activity for the time of year is apparent. Perhaps this is not a little due to the introduction of a real summer line of machines—the hornless type, which being so convenient of transit either by hand or on the back of a cycle, etc., have won instant popularity. They are selling in thousands, making new converts all along the line, and generally doing more for the dealer's summer record trade than any other invention or new departure seen this last two or three years. Yet some traders—cycle dealers, for instance—remain deaf to the possibilities of this new source of business. Think they are going to bother about talking machines in the summer? No, not while cycles are selling! That's their way of looking at it, but cycle purchasers are few these days of wet and gloom experienced this last week or so. Then, of course, they wish they hadn't so much neglected the record business. Just such an instance came my way the other day. I sympathized, pointed out his mistake, and in the finish he adopted the good policy of making a window display of machines and records there and then. All cycle dealers would be studying their best interests by following this example.

The home manufacturers and agents are finding the present a good time for export business, and it is worthy of note that more attention is being devoted to the local conditions of colonial markets. Only by studying the buyer's interest, however vexatious it may appear at times, can manufacturers here expect to hold their own with our continental friends, who, it must be admitted, but reap the reward of hard work and enterprise. Export trade generally is rapidly

increasing each week, and there is now a splendid opportunity to invest money in advertising, with every prospect of good returns.

New Companies.

Clarion Record Co., Ltd., phonograph record manufacturers, etc.; capital £100 in £1 shares. Registered office, The Point, Wandsworth, London, S. W.

Grandiphone Syndicate, Ltd., capital £12,000; 11,000 preferred shares of £1 each and 20,000 £s. preferred.

Cenar (Ltd.), musical instrument dealers. June 28; £500, in £1 shares. 2 Imperial buildings, Dale End, Birmingham.

Messrs. Lockwoods' Offer.

In our columns this month Messrs. Lockwoods offer to colonial and foreign talking machine traders a new all-British needle of the finest tone-reproducing quality. It is of the bull nose pattern and may therefore be relied upon for that full and loud reproduction so much desired by our friends over the seas. A time-saving convenience is the quoting of prices for quantities, and a line to the sole shippers, Cullum & Best, 91 Finsbury Pavement, London, E. C., will receive prompt attention.

What Is the Cinch?

A good deal of comment, not to say curiosity, is ripe in trade circles concerning the above. "Look out for the coming of the cinch." Just those words only comprised the announcement and it is really extraordinary what a lot of interest they have aroused. Almost every acquaintance whom I have met this last day or so put the query, to which I promptly replied, "Wait and see." But that wasn't good enough, so, rather than outrage the memory of our old friend G. W., who himself might have found the situation embarrassing, I—well, there was always someone to call upon, you know.

Another Amberola Model.

In referring to the satisfactory trade reception of the new Amberola machines, the National Phonograph Co. have announced their intention of introducing another model, which is, they say, of even more handsome appearance than the oak or mahogany styles. The cabinet of the new model will be constructed of Circassian walnut, the retail price of which is to be 50 guineas. In connection with the marketing of Amberolas, the company lay special emphasis in urging factors not to send any of these high-grade instruments to dealers on approval. It is against the best interests of traders, as a machine which has been returned is usually in a more or less damaged condition, and its sale value depreciates with each time it is sent out. Special attention is drawn to a source of trade untapped by a good many dealers, who, if they only cultivated a trade in foreign records issued by the

National Co., would probably be surprised at the result. The usual monthly (August) list of records, as will be seen, contains some particularly fine selections of a popular nature: "Valse des Fleurs" (Tschaikowsky), National Military Band; "Those Lovely Bells," Geo. Formby; "Killarney" (Balfe), Miss Violet Oppenshaw; "Simon the Cellarer" (J. L. Hatton), Peter Dawson; "Druid's Prayer" (Dawson), Alexander Prince; "What's the Good of Sighing?" (Arthurs and Leigh), Ben Albert; "My Sweetheart When a Boy" (Wilford Morgan), Ernest Pike; "They Can't Find Kelly" (Merson), Miss Florrie Forde; "Ha! Ha! Ha!" Arthur Osmond; "Les Cloches de Corneville" (Planquette), Alhambra Orchestra; "Kuskuska—Russian Peasant Dance" (Lehar), Sousa's Band; "Who Will Care for Mother Now?" (C. Carroll Sawyer), Will Oakland and chorus; "Favorite Airs" from "The Arcadians" (Lionel Monckton), Edison Comic Opera Co.; "The Post in the Forest" (V. Schaffer), Gustave F. Heim and Waldhorn Quartette; "Blue Danube Waltz" (Strauss), American Standard Orchestra; "I'm Afraid of You" (Albert Gumble), Manuel Romain and chorus; "Sunshine in My Soul" (John R. Sweeney), Edison Mixed Quartet, and "March Religioso—Gospel Hymns," Edison Concert Band. Amberol grand opera records: "Thais—Alexandria!" (Massenet), in Italian, Giovanni Polese; "Torna a Surriento" (Curtis), in Italian (dialect), Carmen Melis; "Le Cid—I leurez mes yeux" (Massenet), in French, Marguerita Sylva, and "Prophète—Ah! mon fils" (Meyerbeer), in French, Marie Delna. Standard records: "Sexton Blake" (H. Christine), National Military Band; "The Dawn" (Guy d'Hardelot), Miss Amy Evans; "Cheer Up, My Highland Lassie" (Bennett Scott), Peter Dawson; "Sequels" (Lipton and Hargreaves), George Formby; "Salut d'Amour" (Elgar), cello solo, Jean Schwiller; "That Broke Up the Party" (David and Lee), Arthur Osmond; "Two Eyes of Gray" (Daisy McGeeoch), Ernest Pike; "Have a Bit on the Girl," Miss Florrie Forde; "I Wonder If You Care" (Bennett Scott), Stanley Kirkby; "The Navy Two-Step" (H. E. Pether), National Military Band; "Knights of Columbus March" (Harry C. Buser), New York Military Band; "Austrian Army March" (Ellenberg), United States Marine Band Orchestra; "Daisies Won't Tell" (Anita Owen), Manuel Romain; "Mack's Lullaby" (Andrew Mack), Will Oakland; "There Is a Fountain" (Lowell Mason), Edison Mixed Quartet; "If You Love But Me," Victor Herbert's Orchestra; "Mr. Editor, How Do You Know?" (Edna Williams), Miss Ada Jones, and "Dear Old Moonlight" (Tom Lemonier), Peerless Quartet.

Delightful Odeon Records.

In connection with the series of delightful

DULCEPHONE

British Manufacture Throughout.

Finest Tempered Sheffield Steel.

The Best Needles on the Market,
Elegantly Packed

(Blue, Orange and Gold Metal Boxes
for each 200)

Write for lowest inclusive quotations, stating quantities required

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NEEDLES

World-Wide Reputation.

Sold in Every Quarter of the Globe.

Dealers and Jobbers Purchasing Quantities can have their Names Printed on the Metal Boxes

British Needles are the Best, but be sure they are British

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FROM OUR LONDON HEADQUARTERS—(Continued.)

Odeon records made by "The Follies," Barnett Samuel & Sons, Ltd., have issued some most attractive window posters in colors, in addition to other effectively printed publicity matter upon the subject. I have also received the latest lists of Fonotipia, Odeon and Jumbo records—for which this enterprising firm have the sole selling rights—and notice therein some very up-to-date selections of a popular character. It ordered in not less than quantities of 30,000 dealers will be accorded the privilege of having their name and address, or other matter, printed on the boxes of Dulcephone needles free of any additional charges. Instructions should be given now to insure delivery at the beginning of the season. Barnett Samuel also draw attention to the fact that all genuine Odeon needles are packed in colored metal boxes, each of which is enclosed in a patent transparent paper casing sealed with a red seal. Purchasers are thus assured of what they buy.

Call Meeting of Creditors.

With liabilities of £1,468, estimated assets £760, Payne Bros. (J. Lock), of Boreham Wood, have had to call a meeting of creditors, whereat it was decided to wind up the estate under a deed of assignment to Mr. Corfield, of 119 Finsbury Pavement, E. C. Others in trouble are Arthur H. Watts, of King street, Great Yarmouth and Church Road, Gorleston, and Robert William Newson, talking machine dealer, Old Market Plain and Tennyson Road, Lowestoft.

A New Disc Record.

A new disc record, emanating from a well-known London house, will shortly be submitted to my colonial and foreign readers.

Anent the Tresor Motor.

The "Tresor" motor, particulars of which I gave last month, has won instant popularity among talking machine factors and dealers in all parts of the kingdom. Heavy orders have been placed, and this is the quiet season; is index of good things to come. The "Tresor" is also in

much favor with colonial and foreign traders. Its construction is different from any other motor, and that difference is the foundation of its success!

H. J. Cullum Returns from America.

H. J. Cullum, of the well-known factoring house of Lockwoods, is back again in harness after a seven weeks' trip abroad. Visiting Barbadoes, Trinidad, Cartagena, Colon and Jamaica, he finally completed the journey home via New York. Seen by your correspondent, Mr. Cullum expressed great enthusiasm regarding the talking machine trade situation in the States. He said: "I find trade conditions there altogether different from what prevails on this side. The exclusive system of trading in conjunction with a general desire to maintain prices enables dealers and factors to work upon a profitable basis, with considerably more independence of feeling than is the case in England. After visiting several stores in different centers, my impression is that a general state of prosperity exists in the American talking machine trade, and I only wish that their conditions of trading, which to a great extent makes for that prosperity, were the same in this country. Whereas in the States it is common to find storekeepers making a profitable living solely out of machines and records, here I do not suppose there are half a dozen dealers in the whole country who can exist by this industry alone."

Ruling on Copyright.

According to a Telegraph correspondent from Paris, no author's copyright in the case of plays acted in dumb show by the cinematograph apparently existed until the other day, when the Court of Cassation, for the first time, laid down the legal precedent on the point. Henceforth to "produce a play on the bioscope without the dramatist's authorization" will be an infringement of copyright. It was not so, it seems, before. One peculiarity of the decision of the Supreme French Court is that the particular playwright who was the plaintiff loses his case,

while the rights of playwrights in general are protected. M. Georges Courteline thus suffers defeat himself, but wins a victory for his profession. The author had observed at a cinematograph show a series of pictures which, to his mind, were a reproduction of a famous farce of his called "Boubouroche." He brought an action against the proprietors of the show, and alternately won and lost it in successive courts. It has come up to the highest court, and he finally loses it there, but on the ground of fact only, not in the matter of principle. The Court of Cassation non-suits him because, in the eyes of the law, the bioscope scenes were not a reproduction of "Boubouroche." The likeness which appeared to the author failed to strike the judges. But, on the other hand, had the resemblance been sufficient in the court's view, M. Courteline would have won his case. While rejecting his claim, the judges decided that every author is entitled to protection against the reproduction of the scenes of his work on the cinematograph without words. The plot and its situations belong to him obviously, as well as the dialogue, and to tell in dumb show, by means of moving pictures, a story which is his property will henceforth be as flagrant piracy, legally, as stealing his words.

The New Home of the Klingsor.

The new home of the Klingsor Works, in Tabernacle street, this city, is rapidly getting into shape for the systematic handling of a large business, and indeed so far advanced was the work of fitting up the interior that I am now able to give a short description of the premises. Situated upon the ground floor are the show-rooms and offices. Here there is ample room for an effective display of the many Klingsor models, of which one or more of each were on view. Their imposing appearance is bound to create a good impression in the minds of trade visitors. The first floor is devoted entirely to the purpose of a workroom. Ascending, we find

ROYAL APPRECIATION

of the

GRAMOPHONE



To H. M. the KING OF ITALY

BY APPOINTMENT
To H. M. the QUEEN MOTHERTo T. M. the KING and
QUEEN OF SPAINTo H. H. the KHEWIVE
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To H. M. the SHAH
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SCANDINAVIA . . Skandinavisk Grammophon Aktieselskab, Frihavnen, Copenhagen
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RUSSIA . . The Gramophone Co., Ltd., Krasnaja Ploschjad; Mittlere Handels-Reihen 312-322, Moscow
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SPAIN . . Cie. Francaise du Gramophone, 56 Balmes, Barcelona
INDIA . . The Gramophone Co., Ltd., 139 Belleghatta Road, Calcutta

FROM OUR LONDON HEADQUARTERS—(Continued.)

the second floor nicely arranged as recording rooms, while further up, on the top floor, is apportioned out the stock rooms, which, by the way, were crowded with machines, motors and accessories. I should have mentioned that for convenient handling of the records large racks have been fitted up on the ground floor. The premises are really two buildings in one, and though of spacious extent, there is little or no room to spare. Before leaving I had the pleasure of hearing a few of the new "Polyphon" records, the price of which has now been fixed at 2s. 6d. My impression is that the all-round quality of these discs is excellent. Great care had been taken in the recording, as was demonstrated by the clear enunciation of the vocal selections, and of the instrumental—good volume and brilliancy. Next month I shall hope to give a list of titles and artists. Traders in all parts of the world should in the meantime send a card to the Klingsor Works for particulars.

The Bankrupt British Sonogram Co.

In giving notice of his intention to apply for release, H. Brougham, senior official receiver and liquidator, has sent me a statement of affairs to date, from which it is shown that according to the company's statement the assets should have realized £8,555 11s. 1d. The actual receipts amount to only £334 5s. 4. Of this sum £149 17s. 3d. represents total costs of the liquidation; £11 12s., from claim for telephone charges, payable in full, £172 10s. 10d. among 10 preferential creditors—dividend of 16s. in the £ on £215 13s. 11d., with balance 5s. 3d., makes a total of £334 5s. 4d. As stated in the official receiver's observations, the company never completed the purchase of the letters patent or the license for the exclusive use of Hans Knudsen's recording machine, which stood at the valuation of £3,000 and £5,000, respectively, in the statement of affairs. These properties were not therefore available as assets in the liquidation. The result of the official receiver's investigation was reported to the court on December 4, 1908, when an order was made for the public examination of the directors. The evidence obtained disclosed grounds for claims against the directors, but as three of them were impecunious and the address of the fourth could not be ascertained, it has not been possible to recover anything. As the amount realized is only sufficient to satisfy the costs and expenses and to pay a dividend of 16s. in the £ on the preferential claims, there is nothing for the unsecured creditors, and the official receiver proposes to close the liquidation, and thus ends one of the most novel attempts to introduce the co-operating system of trading in this industry. The idea was not entirely without merit, but as in other instances warped enthusiasm won the day against lack of sufficient capital, with the inevitable result—bankruptcy. Out of the ruins there shines a moral. May it act as a deterrent to others, for in the talking machine industry an important part of the foundation of success

is an extremely long purse.

Gramophone Publicity.

In addition to their many publicity schemes for dealers, the Gramophone Co. show a persistent enterprise in advertising their goods through the medium of large spaces in the best newspapers. One does not expect to find manufacturers taking whole pages in June, the so-called off season, and it was therefore all the more a pleasure to see the whole front page of the Daily Mail—the paper with the largest circulation—occupied by the Gramophone announcement. The company evidently mean their agents to have a good time, and needless to say, Gramophone sales are excellent. The next balance sheet will surely gladden the hearts of the shareholders.

Special 10-Inch Rena Records.

The Columbia Co. announce a special issue of a ten-inch Rena record of "Flanagan" and "Bridget McCue," two big song hits of the music hall stage, and which will no doubt figure prominently in the 1910-11 pantomimes.

Desired Name Restored.

A recent application in the courts had for its object the restoration to the register of the name of the Indestructible Record Co., Ltd. The registrar had struck out the name only after compliance with the regulations as to notices and publicity of the same in the London Gazette. An order was made in the Palatine Court for the sale of the whole of the company's assets, consisting mainly of American patents. The purchaser had difficulty in making good the validity of the assignment, and the judge was asked to restore the name to the register so that the company could be wound up, and thus legalize the purchasers' title to the patents. An order was therefore made declaring valid the assignment of the patents.

Gramophone Co. Cleanings.

A new Gramophone needle outfit, comprising 200 each of the loud, medium and soft tones, has just been issued. In July the company promise to issue some wonderful new records by Mme. Melba, made by the new recording process.

Foremost among manufacturers to support their agents in every possible way, the Gramophone Co. have just recently formulated an interesting little sales scheme which should prove of incalculable value to dealers at this time of the year. In a letter emphasizing the fact that summertime is Gramophone time, the company not only suggest but offer the practical means whereby dealers may respectfully approach possible would-be customers in their district. Tactfully written specimen letters to send out, attractive window cards, booklets, and other forms of publicity literature are all at the service of Gramophone agents free of charge. As a direct result of this liberal policy it is not surprising to learn that Gramophone business is progressive "all the time." The new monthly impressions—for July—comprise the usual variety of quality selections, and are as follows: By the Band of H. M. Coldstream Guards—12-inch rec-

ords: "Falka," selection 2 (Chaussaigne); "Genevieve de Brabant," selection (Offenbach); and "Golden Legend," choral epilogue (Sullivan). Dance music—If's Orchestra, "Way Down Colon Town" (Hoffmann); "La Petite Bonne Femme"; "The Girl in the Train," waltz (Leo Fall). 10-inch—Radic's Tzigane Orchestra, "The Girl in the Train," waltz (Leo Fall); "The Girl in the Train," march (Leo Fall); "The Girl in the Train," "On the Trail" (Leo Fall). 12-inch records—Viennese Orchestra, "The Girl in the Train," selections 1 and 2 (Leo Fall). 10-inch records—"Because" (Guy d'Hardelot), John Harrison; "Auld Lang Syne," Evan Williams; "I Hear You Calling Me" (Marshall), John McCormack; "Ho! Jolly Jenkins!" (Sullivan), Harry Dearth; "Come Over the Ferry," The Minster Singers; and "The Waterfall Polka" (Stobbs), xylophone, W. H. Reitz. 12-inch records, "Rejoice Greatly" (Messiah) (Handel), Hubert F. G. Langley; "Swallows Waltz" (Del Acqua), Miss Lucy Marsh.

A Subject of General Interest.

A matter of great interest to traders generally cropped up in the courts the other day. Plaintiff, it appeared, posted a letter with a postal order enclosed for 7s. 6d., but somehow it miscarried in the mails, and was subsequently traced to defendant, who had accepted it bona fide from a person unknown in exchange for goods. In giving judgment for plaintiff, the magistrate said that it did not appear to him that any general practice had grown up to give postal orders the character of negotiability, and that persons dealing with these orders as if they were cash should take note of the risk they ran in case the person from whom they were accepted should prove not to be the true owner, as in this instance.

Louis Sterling Visiting America.

To the accompaniment of hearty good wishes from a host of friendly traders who were on the platform at Euston to bid him bon voyage, Louis Sterling, British manager of the Columbia Phonograph Co., left for Liverpool to catch the boat sailing June 21 to the States. The northern factors, too, assembled in force to add their quota of wishes for a real good time. It is over seven years since Mr. Sterling saw his people, and his trip is therefore mainly private. But for all that he intends to look up his old friends in the trade, and it is more than probable a visit to Columbia headquarters at Bridgeport is contemplated. Mr. Sterling will make New York his headquarters, and is expected to arrive home again in a month to six weeks' time. I join my friends in wishing him a speedy and safe return.

Latest List of Rena Records.

Some fine titles appear in the July list of Rena records, of which the following are characteristic: 12-inch—"Star of Love" (Tellier), and "Scenes That Are Brightest" (Wallace), violin, flute and harp trio; "Praeludium" (Jarnefeld), and "Chant Sans Paroles" (Tschaiakowsky), Court Symphony Orchestra; "A Sergeant

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FROM OUR LONDON HEADQUARTERS—(Continued.)

of the Line" (W. H. Squire), and "Four Jolly Sailormen" (Edward German), Robert Howe. 10-inch, "Don't Be Alarmed!" (Geo. Formby), and "Take a Wife" (Geo. Formby, Arthur Peel), and "Cubanola Glide" (Harry Von Tilzer), Prince's Orchestra, and "I've Got Rings on My Fingers," two-step (Maurice Scott), Court Symphony Orchestra; "selection from "The Girl in the Train" and waltz from "The Girl in the Train" (Leo Fall), King's Military Band; "Rock Me to Sleep, Mother" (Ernest Leslie), and "When All Was Young," from "Faust" (Gounod), A. Stewart Holt; "God Be with You" (Tomer), Trinity Glee Singers, and "Is It Well with My Soul?" (Bliss), Stanley and Gillette; "Red Clover" (Theo. Morse), Stanley and Gillette, and "My Wife's Gone to the Country, Hurrah! Hurrah!" (Snyder), Collins and Harlan; "If I Had the World to Give You" (Clarendon), and "I Wonder If You Care" (Bennett Scott), Arthur Blackwell.

Steamers to Call to Southampton.

Interest has been aroused by the announcement that the steamers of the Thomson Line to Quebec and Montreal will in future call at Southampton outward bound. The service will be inaugurated in August by the new liner "Tortona." Hitherto there has been no direct communication between Southampton and Canada.

Fairy Tales for Children.

In addition to the usual monthly list, the Twin Record Co. have issued a splendid selection of fairy tales for the children by that versatile entertainer, Albert Whelan. These comprise just the stories children love to hear over and over again, "The Three Bears," "Puss in Boots," and "Little Red Riding Hood" being fair samples. Harassed mothers, and fathers, too, for the matter of that, will now find the "Twins" more than ever a blessing, despite the name, and we can imagine the eagerness with which these records will be purchased. Another entertaining series by the same artist includes two selections—"Death of Little Nell" and

"Little Emily," from the works of Dickens.

Some Recent Zonophone Numbers.

The following special titles from the current Zonophone list are particularly worthy of mention as being of that nature which are likely to prove real good sellers: 12-inch—"Even Bravest Heart" (Valentine's song from "Faust") (Gounod), sung by Harvey Dearth. 10-inch—"All's Well!" (Braham), Ernest Pike and Peter Dawson; "When the Lights Are Low" (comic), Mark Sheridan; "The Grenadiers' Waltz," the Peerless Orchestra; "Twickenham Ferry" (Marzials), Madame Deering; and a superb grand opera record, "La Habanera," from "Carmen" (Bizet).

Why Organ Thumpers?

How organists came to be called organ-thumpers was explained by T. Crawford during the course of his speech to the Incorporated Society of Musicians. It appears that in the early days organ keys were made to a width of five or six inches, and were played by a blow with the clenched fist. Hence the description organ thumper.

How Scott Heard His Own Song.

A somewhat novel experience has to be related in connection with the Rena record of "I've Got Rings on My Fingers." The composer of this merry jingling ditty, Maurice Scott, is an Englishman, but he wrote it for the American market. It was duly introduced into a very popular musical play on Broadway, where it became a leading number. The result was that the composer himself had never heard the song sung since it was written. Receiving American advice that the song was a big hit, the Columbia Co. promptly made it on a Rena record and invited the composer to hear it. In this way it occurred that Mr. Scott first heard his own composition sung in this country on the now exceedingly popular Rena record of it. This is probably the first instance of its kind.

Song from Fall's New Opera.

"The Girl in the Train," the new Vaudeville

Theater production by the composer of the music of "The Dollar Princess," is said to be as tuneful a play as Leo Fall has yet produced. On Rena records this month we observe the "Girl in the Train" waltz and a selection from the play listed on one double record, played by Kings Military Band.

Anent Radio-Telegrams.

The following official notification has been issued by the post office: "Radio-telegrams intended for transmission to ocean liners through post office coast stations in the United Kingdom are now accepted with simplified addresses, consisting of the name of the addressee and the name of the ship, with the addition of the word "wireless," thus: "Jones, steamship "New York," wireless."

Under Exclusive Contract.

Albert Whelan, one of the popular favorites on the vaudeville stage, and who makes a specialty of singing Lauder's songs with great success, is under exclusive contract to sing only for Jumbo records.

PROVINCIAL NOTES.

From information to hand talking machine trade conditions in the chief provincial centers indicate a most promising outlook for the coming season. General business is improving very considerably, and as a direct consequence the various trade unions are able to report a satisfactory decline of unemployment. Labor disturbances, too, except in a few directions, are practically non-existent. This happy state of affairs naturally has particular interest for all those handling musical instruments, dealers are more optimistic, and while the present demand is not over active, there is a welcome return to that feeling of confidence which encourages a man to fight competition more determinedly than ever.

In the Midlands trade for the time of the year is regarded as being in a fairly satisfactory condition. Zonophones, Twin, Rena and Beka records are in good demand, while on the cylinder

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☞ A satisfactory machine without good records is not much use and therefore you should stock our

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☞ A cheap needle spoils a record and the reproduction is unsatisfactory. For good results and a saving of the record you require

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FROM OUR LONDON HEADQUARTERS—(Continued)

side Edison business is keeping up exceedingly well.

In Yorkshire there is room for improvement. Unfortunately some little labor trouble is being experienced in the woolen industry owing to the mill hands demanding an increase of wages and better conditions of working. This is, however, of not very serious importance, and no doubt matters will soon blow over, although it must be confessed that talking machine traders are not enjoying the amount of business that should exist.

Lancashire way trade is improving, despite the fact that a good many cotton mills are not working full time. The more enterprising Manchester and Liverpool factors manage to maintain a fair trade, and are now considering their plans for next season; indeed, some of the London manufacturers are already in receipt of advance orders. Christian Duwe, of High street, Manchester, has been devoting special attention to mainsprings for all kinds of machines. In his new catalog there is listed over 40 models of different sizes, in addition to which information is given respecting prices of governor springs.

Another enterprising Manchester firm of factors—Robinson's, of Deansgate—in order to cope with their increasing trade in towns and villages outside, have found it necessary to open a new branch in Stockport, at 53 Princess street. In addition to every kind of accessory they hold a good stock of Beka, Favorite, Zonophone, Twin, and other records, and make an effective display of the Reprophone and Klingsor disc instruments. Rema records would appear to be selling well in Lancashire, and I learn that a special issue of "Pretty Little Girl from Nowhere" is in great demand.

In the little principality of Wales, Edison records are being especially featured by the dealers, who show practical appreciation of the company's enterprise in issuing recently 12 new Welsh selections on the Amberol by distinguished

artists. Charles Kinshott, the popular Cardiff dealer, has been conceded by the city council the privilege of giving two-hour concerts on the

Majestic Pathèphone in the parks this summer. It is much appreciated, judging by the large audience always attracted.

DECLARE GRAMOPHONE IS A GENERIC TERM

As Applied to All Disc Talking Machines—Decision Handed Down by Justice Parker in Suit of the Gramophone Co. to Compel the Registrar to Issue a Trade-Mark—Hearing Lasted Six Days—Important Witnesses Heard on Both Sides.

(Special to The Review.)

London, Eng., July 6, 1910.

This was an action in the High Court before Justice Parker, who had to determine whether or not the word Gramophone is generic to all makes of disc records and machines. The Gramophone Co. claimed the exclusive right to use the name, and sought to have it registered as a trade-mark. This was refused by the registrar, on the ground that the word gamophone is in general use as applied to all talking machines. Hence the company's action to enforce their alleged right. The hearing lasted fully six days, during which time the court was crowded by manufacturers, factors, jobbers and dealers from all parts of the country, who displayed a keen interest throughout the whole proceedings. Today, July 6, Justice Parker rendered a decision sustaining the registrar and against the Gramophone Co.

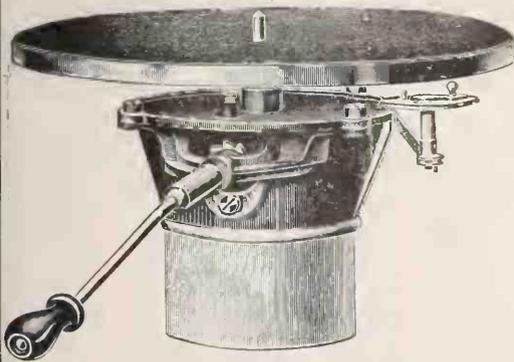
Counsel—For the Gramophone Co., Walter, K.C.; Mark Romer, K.C., and Hunter Gray. For the registrar, the Solicitor-General, Sir Rufus Isaacs, K.C., M.P., and C. H. Sargant. Opening the case for plaintiffs, Mr. Walter entered into a lot of historical details and gave quite a biographical sketch of the talking machine trade since its commencement. It is unnecessary to go into his remarks, as all the interesting points were raised in the evidence, of which the following is a brief summary, as the full text would occupy a dozen pages of The World.

PRESIDENT WILLIAMS TESTIFIES.

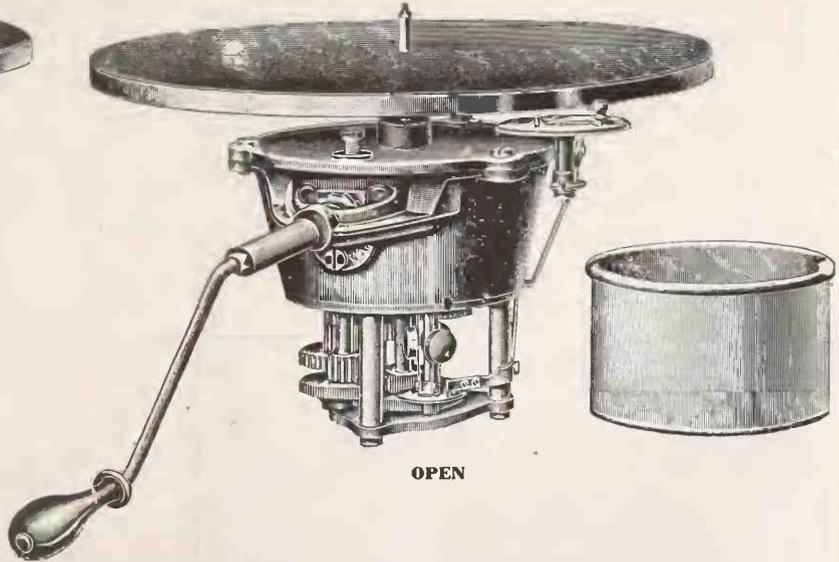
Edmund Trevor Lloyd Williams stated he was chairman of the board of the Gramophone Co., and had been associated with the talking machine business since 1897, in which year he acquired, in conjunction with Barry Owen, the European rights in the Berliner patent of 1887. He identified an article in the Sound Wave on the phonograph, as the original form of sound recording machine. It was the first ever known, and was that of Leon Scott. The next thing in this line was the original Edison phonograph of Edison's in 1876. That was a tinfoil indentation. The next was in 1886, when Edison and Tainter invented a further modification, a "graving" on wax. That was a cylinder, but he believed the patent was for disc or cylinder. The phonograph then was practically that of today, and was put on the market by Edison and his assignees—American companies.

Mr. Williams said the invention acquired in 1897 was that of Emile Berliner and was for tracing in non-resisting semi-fluid a thin line representing a sound wave. The patent applied to both disc and cylinder. Prior to 1897 a few machines were imported, sent by the American Gramophone Co., which was the licensee of Emile Berliner. There was no substantial business in those goods. A considerable business of a certain nature was being done in phonographs, but not the cheap machines of later date. They were dealt with by the Edison Bell Phonograph

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FROM OUR LONDON HEADQUARTERS—(Continued).

Co., who were the assignees of the Bell-Tainter patents, which were the Edison patents. They were sold in cylinder form only. Witness' company commenced to trade at once on securing the European rights of the Berliner. The business grew, and in 1899 was converted into a limited liability company—the Gramophone Co. In 1900 the company was reconstructed and made into the Gramophone & Typewriter Co., after they had acquired the Lambert typewriter. In 1900 they abandoned the Berliner principle and adopted the original Edison scheme of graving in wax. Since then they had never made discs by any other method, or machines for the graving method. Witness had never been able to discover that anyone had since used the Berliner method. The original phonograph patent expired in 1900, and then the Columbia Phonograph Co. came here and sold their graphophones in cylinder form only. Absolutely every machine put on the market was characterized by its own name. Obviously all are graved in wax, some with the phone-cut—hill and dale—and others, like the gramophone record, side-ways or zigzag cut.

When Mr. Williams was shown an advertisement in a trade paper in 1903, announcing that the Gramophone Co. intended to institute legal proceedings against any person using the word "gramophone" for goods not manufactured by the company, with particulars of an injunction against a certain firm, he said their company always took proceedings or got apologies for this class of trading. Among their company's advertisements was one: "There are many talking machines, but only one 'gramophone,'" which had been a stock advertisement for many years. No dealer of any note had prior to May, 1910, advertised other makes of machines under the word or in connection with that of gramophone. In one or two cases complaint had been made and the practice at once stopped.

On further examination Mr. Williams said

the word phonograph was generic, and naturally that would apply to all makes. He would not accept the suggestion that gramophones was also. Gramophones refers only to their own make. All makes referred to phonographs, graphophones, gramophones, etc., not necessarily to gramophones only. In a small number of cases Mr. Williams admitted that the word gramophone was used in the same way as phonograph. Occasionally, at the early stage of their business, his attention was called to the fact that there were other machines or manufacturers' instruments being called gramophones. He had not been managing the business. He was chairman of the company and things were brought to his notice at board meetings. The information given in his evidence was in the main derived from information supplied to him. At present there were two joint managing directors. At the time of putting in the application the managers were Barry Owen and then Theodore Beerbohm. The latter had retired and left the company. He remembered an application for the registration of "gramophone" for matches.

His company opposed the application, but he could not carry his memory back to say whether it was on the ground that they were entitled to the use of the word. Mr. Williams did not remember that the registration of the word was allowed, or did he know that their opposition was unsuccessful. Their previous application to register was under the old act. He did not think there had been any other applications, but would not say positively. He believed they had tried to register the word abroad, but did not know in what country. He believed in several. He did not remember the advertisement in a trade paper in 1903 headed, "Warning, the gramophone is not a generic term," and had nothing to do with it.

ALBERT W. GAMAGE'S OPINIONS.

Albert Walter Gamage, managing director of A. W. Gamage, Ltd., said they dealt in talking

machines among numerous other articles. The first disc talking machine he heard of was the gramophone. He had heard of the phonograph, but this was the first disc. It would be about ten or eleven years ago. It was the only disc machine in the country. He thought the next was the Columbia, which was called the graphophone. After that other disc machines came on the market in large numbers. They had all distinctive names, except some that were left for the buyers to put their own names on. He had never heard of the word gramophone applied to any disc talking machine than those of the applicants. He had done a large business in them, as well as in talking machines also. In the case of a dealer, if he understood his business, he would be under no misapprehension as to what the word gramophone meant. Gramophone records meant those of the applicants, and he had never heard of that word being attached to any other make. Their machines were the best known in the market. The gramophone was the first disc machine.

The Solicitor-General said it was dishonest to use the word gramophone on machines not made by the Gramophone Co. He had seen a great number of other firm's lists, but they are grouped under different names.

To the Judge—They still had gramophone needles, but they are made by the Gramophone Co. He had no knowledge of any other firm other than the Gramophone Co., who had by publicity and advertisements brought the name prominently before the public.

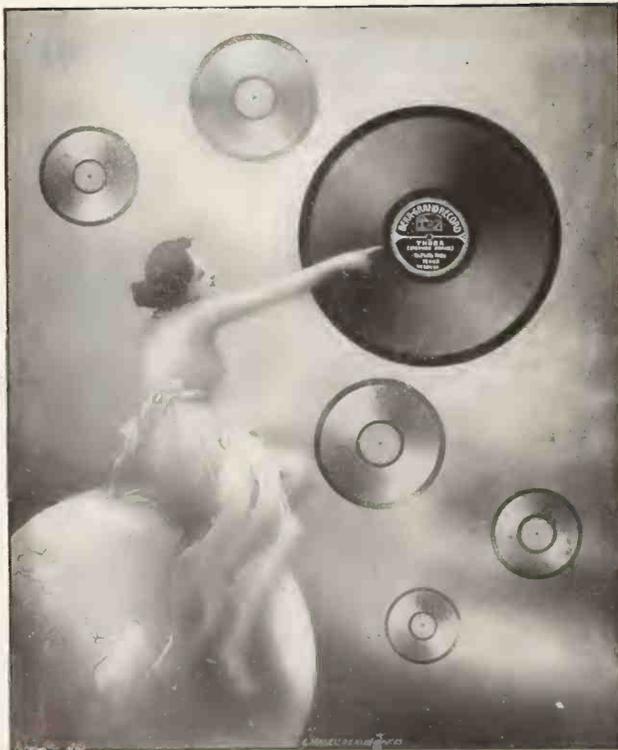
GEO. MURDOCK'S EVIDENCE.

George Murdoch said he was a director of J. G. Murdoch & Co., manufacturers of musical instruments and talking machine distributors. They had traded with the Gramophone Co. since 1898. That name had not been used by any other firm to describe their goods to his knowledge. As a rule distributors like themselves liked to register their own names. All the trade knew ex-

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actly what they want when they order a gramophone. A number of other witnesses were examined to the same purport, and at the conclusion Justice Parker said: "It looks at present as though the evidence is that as far as the trade is concerned the meaning of gramophone is a particular instrument made by a particular company, but as far as the popular way of using the word is concerned it is not confined to it."

EXAMINATION OF LOUIS STERLING.

Louis Sterling, chief manager of the Columbia Phonograph Co., said he first heard of the Gramophone Co. in the States, before he heard the word. He knew nothing about the patents, as he was not in the talking machine business. He knew it was a similar type to the Victor sold in the States with a disc instead of a cylinder. About the year 1900 the word used to denote talking machines, he should think, was phonograph. The term could be applied to a disc machine in the same way as graphophone, which is made up of "grapho" and "phone." The two words, as far as their derivation went, were very much the same, he supposed. He only heard in court that day that the word gramophone had got into ordinary use in the English language. He did not agree with the dictionary definition of the word. He took it as a brand of machine, not a type, in the same way as a Broadwood piano is a Broadwood, even though it looks like a Chappell. In his view a cylinder machine manufactured by the Gramophone Co. would be a gramophone if they desired to call it so.

VIEWS OF OTHER WITNESSES.

Another witness said he had never heard any other word than talking machine used by the public to denote disc machines. In reference to Mr. Gamage's statement that "he had heard that people speak of gramophones when they meant ordinary disc machines, but there had been people who did not know the difference between one machine and another," witness said that was practically his experience. The best class of people know exactly what gramophone they want, but with regard to the man in the street, he may call it a gramophone, not knowing what the instrument was. It may have been a phonograph cylinder, disc, or anything, and might be made by any manufacturer.

WHAT AN EDITOR HAD TO SAY.

A newspaper editor observed, under the examination of the Solicitor-General, that there seemed to be some confusion in his mind as to what a phonograph is, what a gramophone is, and what a disc. It is not a form of phonograph, and he could not understand how one could be called a gramophone. He could not really get as far as a professor of psychology. The description of a gramophone was quite right. He could not have done it better himself. They were all constructed on the general principle of the phonograph to a certain extent, so as to come first. The Berliner patent came later. They were all more or less on the same lines. He would not call it a phonograph. The public would be more likely to make a mistake in calling a thing a gramophone which was not

made by the company than the trade. The latter could not make a mistake. He knew the Columbia machine, and also that there was an eternal controversy raging between the rival dealers. To refer to the controversy by calling it phonograph and gramophone was a very useful and convenient form, but he could not understand why they should not have said phonograph and disc machine. It was about the year 1903-4 that he became acquainted with the neutral term talking machine. He did not know any other machine than that made by the Gramophone Co. He had never heard the Columbia disc machine referred to as a gramophone.

A number of affidavits were submitted to prove the specific use of the word graphophone, including quotations from trade paper advertisements, circulars, etc.

GRAMOPHONE AS DEFINED BY SAMPSON SAMUEL.

Further along, Sampson Samuel, assistant manager of the phonograph and gramophone department of Barnett Samuel & Sons, Ltd., said: "From a pedantic standpoint the phrase 'disc graphophone' was an absolute misnomer for gramophones that they sold. If they were asked to supply a disc graphophone they would treat it as a request for one of the Columbia machines on account of that misnomer. Witness was giving the trade use and not speaking as regards the public. If he was asked as a trader for graphophones he would sell cylinder machines of the type he described. At all events it would associate his mind with cylinders. In these matters of terminology one had to find out what the man wanted really. There was a difficulty in the trade to know what the trader meant. The trade in cylinder machines had been almost monopolized by the Edison Co. It is just conceivable that there was only the Columbia Co. using the word 'graphophone.' It was a word which the public had never taken to or liked, and anybody could have it for the asking. Shown a document addressed to his firm, 'Kindly send per bearer one or two copies of price lists of your graphophone records and machines,' witness said it did not convey anything to him. There were a number of different constructions that one might put upon it. On counsel asking for the 'authorized version from Mr. Samuel,' witness said it might have been from a dealer who had been told that the word gramophone was the registered trade-mark of the Gramophone Co. It was not from a person who in the ordinary way was asking for a catalogue of gramophones or graphophones. It might have been someone who had in mind the goods of the Columbia Co." Then Mr. Samuel went into details as to buying and selling of gramophones, which is superfluous to repeat.

MR. BALCOMB AND THE AMERICAN TRADE.

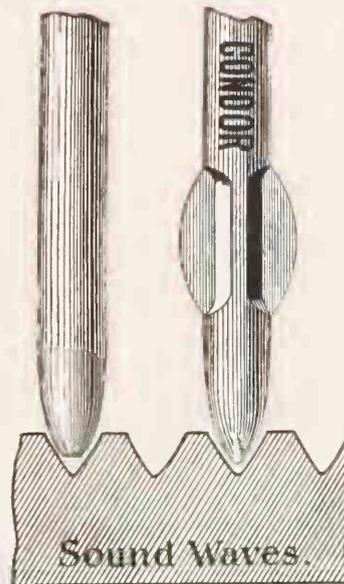
A. Balcomb, also of the same firm, said: "During the period, June, 1903, to January, 1904, Barnett Samuel & Sons purchased from C. & J. Ullman (London and Paris) a large quantity of records called Zonophone, manufactured by the Universal Talking Machine Co. The two records, 9-inch and 7-inch, produced were replicas with regard to the branding of many records of both sizes which his company so purchased, and which were impressed with the words 'Zonophone records, the National Gramophone Corporation,' some with and some without the words Universal Talking Machine Co. The National Gramophone Co. was an American company, and at the date of the said purchase had been apparently acquired by the Universal Talking Machine Co. of America, as was evident by the use of the sub-title of the said company. The Universal Talking Machine Co., who, as he stated, were the manufacturers of the said records, and who impressed the word gramophone on the records they manufactured, to the best of his knowledge were competing with the Gramophone Co.

About Needles

One of the most important matters in connection with the development of the talking machine business to-day is the sale of a talking machine needle that is correctly made—made by the greatest authority in the world—a needle, the POINT of which is warranted and which insures the best reproduction for each individual quality of tone—a needle that doesn't wear out the record; that preserves its life, and always gives forth the very best quality of tone that is contained in the record. Such a needle is the

CONDOR

It has the highest and most perfect finish, the smoothest grain, and gives unexcelled satisfaction.



Why not get the customer who purchases a high-grade and a high-priced talking machine to buy needles of the highest quality, such as the Condor?

One cannot be satisfactory without the other.

We shall be pleased to give the fullest information to all interested. Address

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the best existing recording material for Berliner- (Gramophone-) cut? If not, write for free sample to

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


The new list of Columbia Grand Opera records is going to give a new point to the whole record market.


Columbia Phonograph Co., Tribune Building, New York.

and its sister companies. Numerous records of the same brand were largely dealt with in this country.

Mr. Walter, of counsel, said the words "National Gramophone Corporation" had been covered over. They were American, and had warnings about American patents on the back of them.

Witness said he had one without any pattern numbers on. It was handed to Mr. Walter. It had on the back, "Conditions of lease. This record is leased upon the express condition that it shall not be copied or duplicated, and that the full rights of property and possession immediately revert to the Universal Talking Machine Co. upon breach of the above contract."

By the Judge—It was an American system, but he did not think it was on the Gramophone Co.'s records. It was on the Columbia and Edison.

Cross-examined by Mr. Walter—He believed the Universal Talking Machine Co. were dealing in this country. He knew they were certainly manufacturers of Zonophone records. They were manufactured in America. Nearly all the records made in America were of American manufacture. The Zonophone Co. or the Universal Talking Machine Co. was a company which was in all countries. They bought them in London from C. & J. Ullman, who were their agents. He did not know if the Gramophone Co. had exclusive rights in this country. He was speaking of the Universal Talking Machine Co.

Justice Parker—It was in 1903 that is mentioned here, and I think the patent was in 1887.

Witness—I bought these records in 1903.

Mr. Walter—An American patent lasts 18 (sic) years.

Justice Parker—I was thinking of the Berliner patent. Was not that in 1887?

Mr. Walter—Yes; that patent expired in 1901.

Justice Parker—Yes; then they would have no exclusive right in this country?

Mr. Walter—Not at all. It was a matter of private dealing. These questions were not put to Mr. Williams.

Justice Parker, at the close, said that in view of the importance of the case he would reserve his decision.

Mr. Sargent, for the Board of Trade, in opposing the application, said that this powerful Gramophone Co., with its large capital, had un-

doubtedly deliberately set itself to work to change the meaning of the word "gramophone" and appropriate it for its own purpose from the English language.

At the close of Mr. Walters' summing up speech for the Gramophone Co. his lordship expressed the view that, on the trade part of the evidence, the company had a good case. What rather bothered him (his lordship) was this: It seemed to him that while the company had been, on the one hand, impressing upon the trade that the company had got a monopoly in a trade mark to distinguish their goods; on the other hand, the company had been admitting to the public, and telling them in quite strict language, that the word "gramophone" was an instrument, and the two things combined might enable the company to get a monopoly.

As stated on page 19, Mr. Justice Parker decided against the Gramophone Co.

F. L. DYER DISCUSSES COPYRIGHT.

President of the National Phonograph Co.
Writes an Illuminative Letter to Board of Trade Which Is Making a Report on Amending England's Existing Copyright Law.

(Special to The Talking Machine World.)
London, Eng., July 2, 1910.

The Board of Trade, which is making a report on the question of copyright, is in receipt of the following interesting and illuminative communication from Frank L. Dyer, of the National Phonograph Co., Orange, N. J., which is published through the courtesy of the secretary:

Sir: The attempts which are now being made to amend the existing copyright law so as to extend the protection of musical copyrights to talking machine records and perforated music rolls are of vital interest to the phonograph and other manufacturers whose output is to be affected by the proposed changes. The Berlin Conference recommended this extension of copyright protection, and if our interests are properly safeguarded we should welcome and support whatever recommendations the committee may make to His Majesty's Government. It is to be remembered, however, that the proposed new right which is to be granted by statute never before existed in this country, it is the creation of a new class of property, and it is

to be created at the expense of industries which have developed along certain narrow lines and in which millions of pounds have been invested. The phonograph industry is now about twenty years old, and since its very birth phonograph records have been made of the current popular music, so that users of the phonograph have been kept in touch with the various musical publications as they came out, just as readers of newspapers are kept in touch with items of current news interest.

The phonograph business, in fact, bears a much closer analogy to the newspaper business than to the music publishing business. Phonographs are of many types, some using cylinders of various diameters, and others discs, but no matter what kind of machine a user might have he has heretofore always been able to obtain for use with his machine the record of any current popular musical work. To materially change the situation—to say to the phonograph manufacturers that they shall not use current music as it may be published, or to so modify the law that one favored manufacturer might be able to monopolize the best part of musical compositions to the exclusion of his competitors—would work a very great hardship on these industries, which have been permitted to develop along this particular line and under the protection of law. Not only have the industries been permitted to develop along this line, but they have actually been importuned to so develop by the music publishers themselves, who, almost without exception in the past, have been only too glad to permit the phonograph manufacturers to use their sheet music and thereby make it popular. If the law had always been broad enough to include and be infringed by the publication of phonograph records, it is clear that the various talking machine manufacturers, in electing to develop their business along this particular channel, would have done so at their peril; but such has not been the law, and, as we have said, this particular development has taken place in a perfectly valid and lawful manner.

Evidence has been presented to the committee showing that attempts have been made on the part of one powerful manufacturer to monopolize a large part of the musical compositions by contracts with various important publishers; a similar attempt was made in the United States, and the recent law in that country was therefore

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

Manufacturers of the cheapest and most popular

Disc Talking Machines and Phonographs

PUPPEL MACHINES INSURE BEST RESULTS

EXPORTED TO ALL COUNTRIES OF THE WORLD

Catalogues sent post free on application



Our "Elite" 9 Machines One of the Best.



Our Famous "Puck" Phonograph.

TELEGRAPHIC ADDRESS: "PUCKAWO"

so drawn as to protect the talking machine manufacturers from the evil consequences of monopolization, by a system of compulsory license. Whether the committee may or may not be satisfied with the sufficiency of the evidence on this point, the fact cannot be denied that such a scheme would not be very difficult to carry into effect. A compulsory license is not repugnant to British institutions; but is included both in the British and Canadian patent laws. The musical composers ought not to object to it, because they will derive a substantial income by the award to them by the Government of a newly created property right. The manufacturers, on the other hand, are vitally interested in the question of compulsory licenses, because otherwise there is grave danger of their industries being irreparably injured.

The necessity for a provision for compulsory license being recognized, the question of the amount of the royalty arises. In the statement of May 20, 1909, presented to the committee by the Gramophone Co., Limited, with practically all of which we fully agree, it is suggested that the amount of the royalty should be 1d. for each record. Such a royalty can be readily paid by the Gramophone Company, whose records sell from 2s. or more up to 12s. or more, but in the case of Edison records, which sell for 1s., the royalty is prohibitive. These Edison records sell to the public for 1s., but they are sold to factors for 6d. The actual cost of the records, including the expense of the artist employed, material used, making molds, obtaining copies therefrom, with advertising, selling and other expenses, is not far from 5d., so that a tax of 1d. per record would be equivalent to a tax of 100 per cent. on the manufacturers' profit. A tax of 1/4d. per record would be equivalent in the case of Edison records to 25 per cent. of the manufacturer's net profit. We see no reason why this tax should not be increased in the case of records selling for higher prices either proportionately or on a maximum and minimum sliding scale.

The United States law provides that the

royalty of 2 cents or 1d. per record shall be paid on all records manufactured embodying copyrighted music, whether sold by the manufacturer or not. This was obviously an oversight on the part of the American lawmakers, due to the fact that the American Copyright Bill was passed through Congress in the evening of March 3, 1909, a few hours before adjournment on the following day at noon. Undoubtedly this error will be corrected at the next regular session commencing next December, because it is now recognized to be a most harsh and unusual provision, since all manufacturers carry very large stocks of records in anticipation of sales which frequently never materialize, and a considerable portion of which are consigned to the scrap-heap.

We would respectfully submit that there should also be a provision in the law to provide for records which, although sold to factors or dealers, are later returned to the manufacturers as being unsalable, and for which full allowance has to be made, because it is obviously unfair to require the manufacturers to pay royalties on records which they are forced to take back. It has been found in practice, so far as the National Phonograph Co., Limited, is concerned, that these returned records amount to 10 per cent. of the total sales, and a fair arrangement, therefore, would be to require manufacturers to account monthly to the copyright owners for 90 per cent. of the royalties payable to them, the balance, if any, being adjusted annually.

We are heartily in favor of the suggestion which has been made to the committee of including in the proposed law a provision for copyrighting the phonograph records themselves, so far as they may evidence originality in production or special artistic quality. Such a provision in the law would put a stop to the piracy of records by unscrupulous and dishonest persons who might thereby seek to evade the payment of royalty.

With these suggestions, so far as our interests

are concerned, we believe the new copyright act would represent a fair and reasonable compromise between necessarily conflicting interests, which on our side are in the nature of vested rights.

NATIONAL PHONOGRAPH CO.,
FRANK L. DYER, President.

INCREASE DUTY ON SAPPHIRES.

National Phonograph Co. Appeal Against Increase of Duty from 10 to 50 Per Cent.

A contention has arisen over the dutiable value of sapphires as used for the stylus or reproducing point on cylinder records, and also on discs with the vertical cut. The special case in point is the importation of a lot of sapphires from England by the National Phonograph Co. Heretofore they have been coming in on a 10 per cent. basis, according to paragraph 449 of Schedule N. The customs officials recently re-appraised the sapphires and classified them under paragraph 112 of Schedule B, which provides a duty of 50 per cent. The case is now before the Board of Appraisers on Appeal. The importers claim the sapphires should be assessed at the rate of 45 per cent. ad valorem, according to paragraph 468 of the tariff law, which says that "phonographs, gramophones, graphophones and similar articles and parts thereof, 45 per cent." Among the expert witnesses heard early this week in behalf of the National Phonograph Co., was Fred Lee, of Fred Lee & Co., jewel and watch manufacturers, Coventry, England.

INCREASE CAPITAL STOCK.

The Knoxville Typewriter and Phonograph Co., Knoxville, Tenn., have had their charter amended increasing their capital stock from \$50,000 to \$113,000.

Anyone can write a long advertisement, but to write a short one and have it effective, that's another story.

TALKING MACHINE SUPPLY COMPANY

MANUFACTURERS OF

High Grade—Made by
Skilled Mechanics

High Grade English Steel,
each Needle Warranted as
to Point and Finish

SPECIALTIES

BELTS

For Commercial Phonographs. STITCHED.

REPAIR PARTS

NEEDLES

put up in Lithographed Envelopes
and Tin Boxes in Cartons

SAPPHIRES

FOR DICTATING MACHINES
ALL MAKES

For all Kinds of Phonographs
or Talking Machines

We are Sole Agents for
the Largest Needle
Factory in EUROPE

SPECIALTIES

FEED NUTS

For All Makes, Made of
the Best Steel

NOTE: WE SELL TO JOBBERS ONLY. WRITE FOR CATALOG TO-DAY.

400 FIFTH AVENUE, NEW YORK, N. Y.

With the Columbia DISC line you can't be "in wrong"; with the Columbia CYLINDER line you can't be "in wrong"; with BOTH you are "in right" and no mistake.



Columbia Phonograph Co., Tribune Building, New York.

TRADE NOTES FROM BOSTON.

Business Showing for the Past Six Months Most Satisfactory—Big Sale of Cheap Machines to Campers—Geo. W. Lyle's Splendid Report—Live Edison Dealers in Lynn—Ditson's Handsome Victrola Display—Boston Cycle and Sundry Co. Progress.

(Special to The Talking Machine World.)
Boston, Mass., July 8, 1910.

For the six months ending June 30 the writer has yet to find a discouraging expression. Talking machine business on the jobbing end has increased materially, with everybody ahead of last year, while with the retail distributors similar conditions exist. With the jobbers you hear an occasional complaint about collections, one in particular being quite popular, and that is: "I have just purchased an automobile and I can't pay my bill now." The puzzle confronting the jobbers is why they should buy motor cars for the dealers. Retail collections have been excellent, and have been maintained so by persistent efforts.

The feature of the past month in retail circles has been the tremendous sale of the cheaper styles of talking machines, which are extremely popular with summer home owners, campers and pleasure seekers. Records have been included in this rush, and, altogether, a gratifying amount of business was transacted both during the past month and for the six months period ending the 30th ultimo.

At this writing General Manager E. F. Taft, of the Eastern Talking Machine Co., Edison and Victor jobbers, is answering the convention bell at Atlantic City. He may push a few other bells there (for ice water), and for a combination business and pleasure trip it will be his best journey. On his return he will spend a week in the Maine woods with a party of friends.

H. R. Skelton, minister plenipotentiary of the National Phonograph Co., has been in and around Boston for the past several weeks calling on the trade. He is on a "fine tooth comb" trip, and before returning will cover nearly every point in this field. Mr. Skelton is a very popular figure with the talking machine fraternity, and is always welcome.

Manager Holmes, of the talking machine department of the Jordan, Marsh Co., attests a very substantial June-July business, which has grown considerably since he undertook the management.

A most distinguished visitor to Boston recently was George W. Lyle, general manager of the Columbia Phonograph Co., New York and elsewhere. Mr. Lyle was accompanied by Mr. Sheble, manager of the Bridgeport factory, and together they spent several days in consultation with Manager Arthur Erisman, of the Boston headquarters. Mr. Lyle expressed himself to The World correspondent as being very much pleased at the rapid growth and importance of the talking machine industry, and particularly of the part that the products of the Columbia Co. are taking. "Late Columbia developments—the Grafola and the Mignon—are epoch makers in the field. Both these models alone have caused an

inrush of business and new agencies that have been phenomenal, and we look to a still larger growth with the ensuing few months. For business at large, indications point to vigorous activity, and 1910 will prove a very profitable year with Columbia distributors, I am positive," added Mr. Lyle.

Here are two live Lynn Edison dealers that are making money with the Edison line: H. M. Curtis, of 60 Andrew street, and G. W. Lord Co., of 34 Central square. Both are Edison enthusiasts and mighty fine fellows, the usual combination.

Thomas F. Nally, manager of the Edison department of D. B. H. Power, 51 Central square, Lynn, reports a good retail trade.

Mr. Haines, manager of Nelson's department stores in Lowell, was a visitor here last week. Nelson's stores are exclusive Columbia dealers, and in several cities the furniture and Columbia lines occupy the same floor space, but they make more money on the Columbia phonographs than they do on the furniture. That's rather a significant statement, and is worth thinking over!

Arthur Erisman, manager of the Boston Columbia offices and warerooms, reports a strong machine and record demand, a great deal in excess of any past June-July. They have also added a number of new exclusive agencies.

Senator Henry Cabot Lodge may expect an interview soon from Fisher Bros., 34 Munroe street, Lynn, who will bring with them one of the new Edison Residence Dictation machines, just introduced. There are a number of prominent people at Nahant who are interested in this Edison machine, and a good sized business ought to be booked.

A very handsome display is seen by pedestrians who pass the windows of the Oliver Ditson Co. It consists of four Victrolas in Circassian walnut, early English, Flemish and fumed oak, and Manager Winkleman asserts that the elaborateness of this showing has been prolific of many sales. The Ditson Co. always possess a stock of at least one of each of the different woods, including the eight finishes of quartered oak, Circassian walnut and Santo Domingo mahogany.

Charles R. Cooper, head of the Edison jobbing and retail talking machine department of the Boston Cycle & Sundry Co., states that trade is very good for this season of the year. As announced heretofore, one of the reasons for this exceptional rush is their "special summer service," to which he has devoted a lot of time, with an aim of giving the trade sort of a specialized service, one, as the first letter of each word in the phrase indicates, that will mean \$\$\$ to the dealer. Mr. Cooper regrets that the present conditions won't permit his attending the convention.

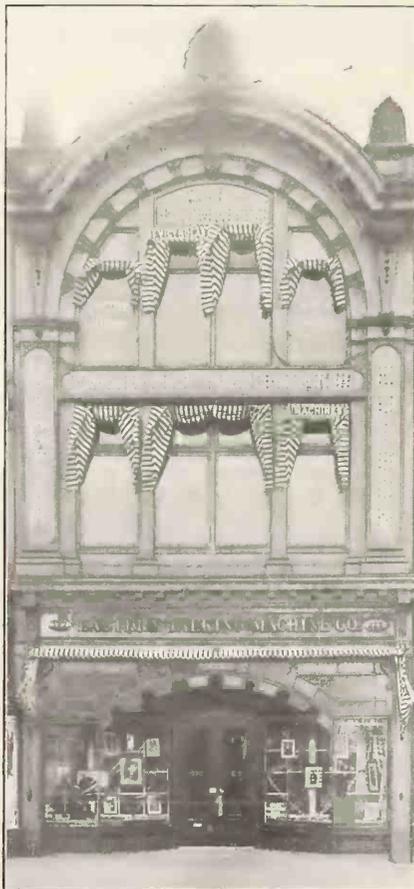
F. K. Dolbeer was one of the big trade visitors in Boston last month.

M. Steiner & Sons Co., Victor jobbers, advance nothing but prosperity when it relates to business conditions. This applies to wholesale and retail trade, the latter being purely local. Herbert L. Royer, the manager, is with the brethren at Atlantic City, so the City of Steiner is without a Mayor.

Samuel Katz, operating the Conclave Phonograph Co., has taken on the jobbing agency for Zonophone goods, it is understood. He will also feature them liberally in his two retail stores.

On this page will be seen the "summer garb" of the Eastern Talking Machine Co., jobbers of Victor and Edison machines. This is one of the most attractive buildings in the city, and with the new awnings, electric bulb signs and other modern features of store-policy makes the Eastern spot a credit to Boston. It is a "live" concern, managed by a "live" man.

The Conclave Phonograph Co., at 199 Tremont street, recently opened with the three lines—Columbia, Edison and Victor—has been discontinued, and no attempt will be made to further their business in that field. Two reports are offered as to "why." One that the Victor and Edison companies, believing that the territory had sufficient representation now, requested the move,



HEADQUARTERS EASTERN TALKING MACHINE CO.

The Fibre Needle

THE NEEDLE OF

Tone! Quality!! Elegance!!!

AND

Perpetual Enjoyment

For the Talking Machine

It has made:

FRIENDS vs. ENEMIES

SATISFACTION vs. DISCONTENT

ENTHUSIASM vs. INDIFFERENCE

For the Wise Dealer

IT MAKES THOUSANDS OF FRIENDS AND

Thousands of Dollars

“B. & H.” FIBRE MFG. CO.

33 and 35 W. Kinzie Street, Chicago, Ill.

and the other is that the Hotel Touraine objected to the "noise," and offered a sum of money for its abolition. Take your choice; it's gratis!

F. T. White, of the Victor department of Henry F. Miller & Son Piano Co., was married recently. They passed their honeymoon at Atlantic City.

F. B. Emerson, of Chelsea, is an enthusiastic Edison dealer, having adequate quarters for the best promotion of Edison machines.

One of the New England dealers visiting Boston recently was Mr. Stone, of Berwick, Me., who is a hustling Edison dealer. Mr. Stone gladdened the hearts of the Boston jobbing trade by leaving some substantial orders for his extensive summer trade.

Henry Siegel Co.'s talking machine department is now managed by Mr. Bennett, buyer for the sporting goods end. This concern features Columbia products.

F. W. Peabody Co., of Haverhill, are becoming quite a factor in the talking machine world, and are selling a large amount of Edison goods. Cliff Poor, manager of the company, expresses himself as very pleased with past results, and is aiming for a still greater future. Joseph McFarlane is now manager of the talking machine department, being formerly associated with M. Steinert Sons.

The Eastern Talking Machine Associates had a pleasant field day on the 17th of June, with a trip to Providence, ball game, athletic stunts and other joys. As announced in the last issue, the winning ball team was the Edisons, who trimmed the Victors 9 to 3. Even the right field mascot of the Victors didn't save the day, who was none other than General Manager E. F. Taft. The Associates are very grateful to the management for their hospitality, through whose means it was possible to have so enjoyable a day.

SOME SUMMER HINTS.

Is your store going to be cool and comfortable this summer, so that people will hate to leave it on a hot day, or is it going to be close and stuffy?

S. F. HYMAN GETS BIG FEE.

Judge Keogh Signed Order on July 7 Directing Payment of \$32,204.66.

Justice Keogh, of the Supreme Court of Westchester County, N. Y., holding court at White Plains on July 7, signed an order directing the Empire Trust Co. of New York City to pay to Samuel F. Hyman, a lawyer, \$32,204.66 as legal fees. The money is on deposit with the company to the credit of John C. Tomlinson, Jr., as trustee. Mr. Tomlinson at one time was an officer and counsel for the New York Phonograph Co., of the same city, but now defunct. A suit to define and enforce certain contract rights was brought by the concern against the National Phonograph Co., Orange, N. J., which dragged along in the United States Court for nearly ten years.

Hyman, also an attorney for the New York Phonograph Co., commenced a suit for the same purpose, in the State courts, and every decision rendered was adverse to his contention. A part of his case included action against every Edison jobber and dealer in the State, with S. B. Davega, of the S. B. Davega Co., New York, as nominal defendant, the National Co. taking care of the legal end. When the Circuit Court of Appeals of the United States, second circuit, upheld the suit of the complainants the suits were settled by the latter without Hyman's knowledge. He then entered a claim for his law services for \$131,625 and sought to enforce it through the courts. After many hearings, it was found finally that the only money available was the above sum, which the court now directs to be paid to Hyman.

SCHAAD VISITS VICTOR CO.

H. B. Schaad, with the Aeolian Co., returned to New York late last week after a two days' visit at the plant of the Victor Talking Machine Co., Camden, N. J. Speaking of it, Mr. Schaad said:

"I went over from New York with Arthur D. Geissler, of the Talking Machine Co., Chicago, and, in company with his father, Louis F. Geissler, general manager of the Victor Co., I had the pleasure of going over the plant. I certainly appreciated the organization that has built up and conducts such a wonderful business, and Louis F. Geissler is the presiding genius. No, I did not attend the jobbers' convention in Atlantic City. I did not meet Mr. Johnson, the president, as he is in Europe.

McMENIMEN'S GREAT TRIP.

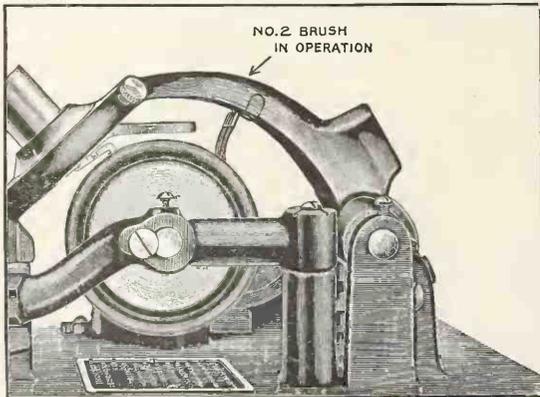
Will Visit Every City of Importance in the United States and Canada on Behalf of the Music Master Horn.

H. N. McMenimen, general manager of Sheip & Vandegrift, Inc., manufacturers of the Music Master horn, leaves on August 1 for a visit to every important city in the United States and Canada. He will journey southward and around to the Pacific Coast, thence up to Canada, visiting the trade of Canada and British Columbia, and returning through the Central West. This will be one of the greatest trips ever undertaken in behalf of the Music Master horn, and, in view of the merits of the goods he is exploiting and his own personal popularity, results of a most satisfactory nature are bound to accrue.

At the recent show of the Royal Ulster Agricultural Association, held at Belfast, Ireland, Thomas Edens Osborne, the enterprising talking machine dealer of that city, had the pleasure of dictating a speech concerning the merits of "Fedol" which was reproduced through the Edison Standard phonograph fitted with Cygnet horn. This particular novelty in advertising proved to be most effective and was much talked about among the thousands of visitors. Mr. Osborne has very aptly described the phonograph not merely as an "automated salesman," but a "mechanical orator."

SAVE THE LIFE OF YOUR RECORDS
 BY USING **THE PLACE AUTOMATIC RECORD BRUSH**
 FOR EDISON PHONOGRAPHS AND VICTOR TALKING MACHINES.

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



NO. 2 BRUSH IN OPERATION



NO. 1



NO. 2



NO. 3

PRICE, 15 CENTS

CAN BE USED ON ALL PHONOGRAPHS

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

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



THE PLACE No. 10

DISK RECORD BRUSH
 FOR
VICTOR EXHIBITION SOUND BOX
 PRICE, 25 CENTS

NO. 10 PLACE BRUSH IN OPERATION

PRESERVES THE LIFE OF DISK RECORDS

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

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

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.
 97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN
 President
 "The White Blackman"

Fourth Annual Convention of the National Association of Talking Machine Jobbers

Atlantic City, N. J., July 5, 6, 7, 1910

The fourth annual convention of the National Association of Talking Machine Jobbers opened at the Chalfonte, Atlantic City, N. J., July 5, the first session being called at 2.30 p. m. Owing to the fact that the opening day had been preceded by practically a three-day holiday, a large number of the jobbers and their wives and families arrived on Saturday and made the occasion one of combined business and pleasure by spending almost a week at this popular resort.

There were in attendance 178 representatives from 85 houses throughout the trade, showing the widespread interest in the organization. We may say that representatives were present from Winnipeg, Canada, and from Houston, Tex., and all intermediate territories.

The association, however, is practically composed of Edison and Victor jobbers, and a close analysis of the personnel of the association will show that no member was present save that he was affiliated with either the Edison or Victor companies, so that the association as it stands to-day is composed of the men who represent the interests of the Edison and Victor houses.

As this was the third time the association had met in convention in Atlantic City, the members were perfectly at home both with the location itself and their associates, and as a result the social side of the convention was decidedly prominent.

Each morning saw the majority of the talking machine jobbers and members of their party disporting themselves in the surf or enjoying the pleasures of ocean sailing. The sessions took up the afternoons, while immediately after dinner there was a general exodus from the Chalfonte for the various piers, where dancing and diversions were indulged in. As the midnight hour approached the various parties assembled at Old Vienna and other similar Bohemian resorts, where they joined heartily in the general reign of joyousness. At Old Vienna the talking machine men owned the balcony each evening, and suspended over their heads was the word Victor in electric lights.

On Thursday morning, of course, there was nothing that could interfere with the attendance of all upon the much-heralded ball game at the Atlantic City Ball Park, where the West won over the East by one run. The fans were numerous and in excellent voice, and got excited over every hit and run.

The jobbers were fortunate in being at this resort during a part of the aviation meet, when Curtiss, Hamilton and other "bird-men" did hair-raising stunts with aeroplanes to the edification of the Boardwalk crowds. It took only the cry "Curtiss is flying" to empty the meeting room and cause a grand rush for the boardwalk. From a social viewpoint the convention reminded one of a party of close friends meeting again after a year's separation and doing their best to make the occasion a memorable one.

OPENING SESSION ON TUESDAY.

The opening session of the convention was called to order at 2.30 p. m. Tuesday, and it was found that a large proportion of the members of the association were in attendance. President Perry B. Whitsit stated that while he was decidedly pleased at the progress made by the association during the past year he had not prepared a formal report to present at the con-

vention in view of the fact that the points he would emphasize appeared in full in the reports of the secretary and treasurer. Secretary J. C. Roush then presented his report, which was as follows:

Secretary J. C. Roush's Report.

Gentlemen of the Jury—I am about to make a report.

The secretaryship of such an association as this calls for a little more versatility than is usually found in the ordinary and average secretary.

In the first place, this association is an unusual affair, and it would quite naturally follow that unusual conditions prevail, especially in the secretary's office.

During the past year numerous occasions have arisen wherein it seemed that the secretary was not only to act in his official capacity, but, in addition, render the services of official

full apportionment of secretaryship, but to see that, by suggestion to those who are less favorably situated with the exact work, they cooperate each with the other in every way.

As more sorrow is expressed in a good place from the loss of one soul than joy is exhibited over a hundred found, it is quite natural that we, as a body, should consider more closely our omissions than commissions; bring to bear more closely our applied efforts on what is to be done this coming year. While, with all possible jubilation, we review with satisfaction the various accomplishments of our past three years, we are specifically here to arrange plans and specifications for future accomplishments.

Incidental to this, it is necessary that I read my report, so let's get it off our hands as quickly as possible.

It is no small satisfaction to say that we now have, July 1, 117 members.

During the past year there have been three executive meetings, upon call of President Perry B. Whitsit. At the Pittsburg meeting, September 19, last year, at the offices of the Standard Talking Machine Co., the following committees were appointed:

Press Committee—J. N. Blackman, L. C. Wiswell, B. F. Pierce, Ben Lee Crew, A. G. McCarthy and E. F. Taft.

Grievance Committee—E. F. Taft, H. H. Blish, and J. F. Bowers.

Resolution Committee—Louis Buehn, Rudolph Wurlitzer and Lawrence McGreal.

Membership Committee—J. C. Roush; balance of committee to be selected by the president and Mr. Roush.

The second meeting of the Executive Committee was a special meeting, held in Philadelphia, February 5, upon a special call by the president. This meeting was deemed expedient by way of taking up, without delay, the matter of the immediate exchange proposition with the Victor Co.

There were present at this meeting Perry B. Whitsit, Louis Buehn, J. N. Blackman, L. C. Wiswell (for J. F. Bowers), and J. C. Roush.

The third and last executive meeting was held at the offices of the Perry B. Whitsit Co., Columbus, April 17, at which every member of the executive committee was present.

At this meeting a special committee, composed of J. N. Blackman, Louis Buehn, E. F. Taft and Lawrence Lucker, was appointed to call on the Victor Co., on their way East, and ask that they discontinue the practice of calling attention to the new system of making records, etc., and also take up the matter of obsolete cut-out records, of which there are about 50,000 outstanding among the various jobbers. Also, to point out to the two factories the advisability of allowing the jobber to return his cut-out records thirty days in advance of the dealer, in order that he may have his stock filled in by the time the dealer's returns begin to come in. Also the subject of sending out the special "hits" starting where they are popular in the East, and gradually working West.

The real object of our association is known to us all. We are organized for a specific purpose—that of bettering our trade conditions, more firmly and harmoniously co-operating in



L. BUEHN, TREAS. J. C. ROUSH, SEC.

J. N. BLACKMAN, VICE-PRES. P. B. WHITSIT, PRES.

hypnotist, clairvoyant, seer, prophet, spiritual advisor, sheriff and office boy. I do not want to be construed as complaining, but in reviewing the woeful needs and necessities of our organization, and the summing up of the available facilities, I have many times come to the conclusion that if it was done—and it must be done—that the only way was to "Let George do it."

Understand again that I am not suffering from the summer complaint, but speak as an observing man would from a standpoint unusually close to the association. Perhaps no member has equal advantages in seeing the wants and needs of our organization. And I know that no one of us feels a more personal conscientious regard for our future than I.

Apologizingly, I will say that the method in this mild form of madness is my extreme ambition and whole-soul desire to not only do my

our work, more thoroughly and expeditiously transacting our business.

In union there is always strength, and now that we have become united, some results should show for the effort.

That we are strong and increasing in strength is fully evidenced by the work accomplished during the past year.

Tersely summing this up, it is as follows:

The recalling of all 8-inch Victor records at full price.

The Victor renumbering system, which is working out to the entire satisfaction of every jobber.

The granting of sixty days' time to jobbers on last Victor exchange in which to purchase sufficient records to balance the cut-out returns. On future Victor exchanges the jobber will be allowed to return his cut-out records thirty days in advance of the dealer, and will not be compelled to order the same serial number of renumbered records as he returns.

The promise of recalling shortly all obsolete cut-out records that were not included in the various exchanges.

The promise by both factories to meet with the insurance companies toward the adjustment of partial losses by fire and water, and replacing the jobbers' stock, record for record and

greatly abused in the past two years, it being known that a great many dealers are in the habit of allowing full price for old obsolete types of machines, in exchange for better ones.

At our suggestion the National Phonograph Co. has agreed to devise some plan whereby a certain allowance can only be made for very old-type machines, a better allowance for the gate type, and full price for all machines of the newest type in good condition, bought within, say, six months of time of exchange.

This matter has also been brought to the attention of the Victor Co., but no reply received.

Another very important matter is the recent announcement of the National Phonograph Co. concerning the revision of their exchange plans. As this has been very recent, nothing has been done other than to merely call the attention of the factory to the injustice of this exchange, and asking them to take it up with us at the open meeting.

At a recent date it was unanimously decided by the executive committee to take a mail vote on the advisability of requesting both factories to limit the jobbers to only one or two sets of sample records, which were to be played over only in his place of business and not allowed to be either sent out by freight or express, or carried by the road men. Up to date the secre-

with your knowledge of his fondness for the filthy lucre, you can see that these superimposed and arduous duties must be something beyond the ordinary. Silence does not give consent—it is just as important to know that the member does not care to vote as it is that he votes either for or against the proposition. Here is a grand good chance for the secretary to soldier on his work, and if he was built of a mean character he might also stuff the ballot box and twist the returns, but while we are a politic concern, it is our religion and creed that nothing which savors of politics shall enter our royal domain.

I notice that several feet are wiggling like their corns hurt—if the shoe fits, don't let a penny postal card stand between you and a clean conscience—next time.

Does it pay to attend our annual meeting?

I would much prefer to ask this question now than four days later—now that you are all fresh and green from the country, full of exuberance, life and anticipation. The future is all a blank and we have great ideas about the pleasure and fun and amusement ahead of us, say nothing about the many important business matters of which we shall dispose.

Ella Wheeler Wilcox was once written by a young lady subscriber to a paper to which she contributed, asking whether or not she advised a young lady to wear corsets. Ella replied, "By all means, yes—it's such a pleasure to get them off."

By all means we should come to the convention—it's such a pleasure to get back home.

The convention last year proved conclusively that it pays every jobber to attend our annual meeting. It not only brings us closer together on a friendly business basis, but it promotes that underlying business asset, good feeling, fellowship and friendly co-operation.

The writer belongs to the Elks and the Christian Endeavor, and has thought of joining the Eagles (has been rejected from the Moose Club), and can honestly state that his connection with the Jobbers' Association has, in a friendly, social way, the preference. During the past year he has made friendships from practically coast to coast, the result of acquaintances formed at the convention. This applies to every member that attended our last year's meet, and has proven of immense benefit to every individual.

It is a well-known fact among us that the policy of this association is one rather of suggestion than compulsion—that we choose and adopt the position of hypnotists rather than have the slightest tainted suspicion that we have formed a jobbers' trust.

In the first place, we all know that for politic reasons this is the best attitude to assume, and from our early Sunday-school training we know it is the best.

We have not on record a single example of where we have the ill-will or have antagonized or made any attempt to subjugate anyone with whom we disagreed on business lines. Our every attained point has been on the basis of a plea or request, and our "Come, let us reason together" spirit has been amicably accepted in every quarter. Both factories have received us with kindest attention, and we know, to a certainty, that to-day we stand closer to the Victor and Edison companies than ever before.

Our association has also improved slightly in moral tone, as there is only outstanding at present \$127.50 in unpaid dues.

For fear that some members in the future may take advantage of this liberal statement, I will knock wood.* * * It is to be hoped that you will not take any advantage of a generous nature. In case there might be any misdirected, strong-minded individual so tempted, I will state that the secretary is on the best terms and in the closest touch with one of the strongest collection agencies in the country, with unlimited service and a "frank" at his disposal. The amount mentioned is the smallest the association has ever had the painful necessity of charging to delinquents. It consists of the dues of eleven members, one of whom owes the sum



A GROUP OF CONVENTIONERS AFTER A "DIP."

machine for machine, and then adjusting same with the insurance companies.

A new financial statement blank has been carefully compiled, being as concise as possible, and may be secured from the secretary at a nominal cost.

There has been a change made in the semi-annual delinquent report, classifying the various dealers by State, as well as alphabetically, and which is revised completely every six months.

Another very important—in fact, the most important—matter which the association has accomplished, is the securing of the promise from the National Phonograph Co. in regard to "dead beat" dealers.

The arrangement is that if a dealer has been reported by three or more members of the association, the secretary is to write each jobber reporting said dealer, getting the amount of the account, when sold, and what steps he has taken to collect same. This data from the three or more jobbers will be sent by the secretary to the factory, and the factory will then notify the dealer that he has thirty days in which to make good. If at the end of that time he has not made some satisfactory arrangements with the jobbers whom he owes, he is to be suspended.

This matter has also been taken up with the Victor Co., under date of June 9, but as yet we have secured no decided answer.

Another matter that has been taken up is the allowance in the exchange of old-type machines. The second-hand license proposition has been

tary has received 107 replies, 97 of which were in favor of abolishing the present system of carrying samples, and ten against said plan.

The request for a vote was mailed, not only to the members of the association, but to every jobber in the United States and Canada.

Right here is my opportunity to say it to your face. To bear out my contention that the tendency has been on some points and in some quarters on the "Let George do it" plan, I am going to say that the secretary of the association needs your better support in replying promptly to his communications. On even the munificent salary received by the secretary it is impossible to attempt the carrying out of the almost endless chain of letters in endeavoring to get members to merely write on a postcard "Yes" or "No," when certain questions are put up to them that require a vote. It seems to have been harder to secure from certain members a mere wave of their hand than it would be to collect a matter of \$100 or more, and yet the request could have been granted by about the same effort and labor as the signing of a check. Some members received no less than six communications asking them to reply, voting either "Yes" or "No." It is quite possible that some of these members have replied, but that their answer has been routed over the Erie and will arrive in due course of time. This involves, on the part of the secretary, an immense amount of extra and unnecessary work, to say nothing of the expense. The secretary would personally prefer to pay the expense part out of his own pocket rather than do the work, and



OFFICERS AND MEMBERS OF THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS

total of \$37.50. Two are on the wrong side to the extent of \$15 each, and eight have backslidened to the amount of only \$7.50. As I came to the convention with the express and vowed intention of collecting these delinquent amounts, I will state that the secretary's room number is —, and all communications containing remittances will be acknowledged under seal, marked "Personal" and with the least possible publicity.

This is giving the backsliders the benefit of arrangements, but the aforesaid mention of the collection agency must not be forgotten. The secretary intends going back to Pittsburg either with his shield or on it.

With less effort than has been expended upon the delinquents, the secretary has collected and turned over to the treasurer \$1,750 in dues.

In this connection it is well to state that the expenses for the next year will be quite proportionately less, as there are no old accounts to meet and it will not be necessary for the incoming secretary to have so much printing done. Very many of our printed forms are completed, with enough on hand to supply the next year or two. The item of the filing case will not be necessary for some years to come, for the one recently purchased will be available for quite a period.

For the benefit of the newer members, and to refresh the memories of the older, and for those who are otherwise not thoroughly in touch with the work of this organization, I will say that all matters of importance should be sent direct to the secretary, as through him they will be brought most expeditiously before the executive committee. This committee consists of the president, vice-president, secretary, treasurer and five members, making all told a body of nine. The five members are chosen to represent, as widely as possible, the different sections of the country. They are representative jobbers in every sense of the word, their qualified requirements being no more a matter relating to Dun's or Bradstreet's than the Blue Book. The avowed personnel of this executive committee must be up-to-date, progressive, active, enthusiastic and devoted unquestionably to the interests of our association, for it practically represents our success. The committee meets three times a year, on the call of the president, in a central location, and all jobbers are not only invited but requested to be present, as the meeting is an entirely open one.

In executive session, the committee discusses thoroughly the matters that have been presented to it; a resolution is adopted and a mail vote

taken, if possible. If the matter be an urgent one, and the time too short, the resolution is sent direct to the factory concerned, either by mail or in person, by members of a committee appointed by the committee.

The secretary is the only paid officer, receiving a salary of \$300 a year. Members of the committee are allowed their mileage and berth to and from the point of meeting only. Hotel bills and other expenses are borne personally by the committee members.

The secretary extends his most hearty thanks to the various members of the executive committee for their efforts and hearty co-operation during the past year. The attendance at all meetings has been good; at the last one the entire nine members were present.

Supplementing all that the secretary has previously written and said regarding the ten members and their delinquent dues, the secretary will announce, for a short time, a truce, which will enable these delinquents to see him without undue publicity, and to square their accounts. I do not anticipate a rush so great that cannot be accommodated between now and bedtime; however, I may be mistaken. You know that story about the country editor who inserted a little four-line notice which read something like this: "Will that prominent business gentleman who was seen through the window of his office hugging his typewriter immediately pay his subscription or stand exposure in our next issue." Arriving at his office the next morning at 8 o'clock there were awaiting him 37 delinquents with the money in their hands.

Treasurer Buehn's Report.

Next in order came the report of the Treasurer, Louis Buehn, which showed the financial condition of the association to be better than at any time in its history. The Membership Committee, of which J. C. Roush is chairman, had a very pleasing report to make, as follows:

Report of Membership Committee.

The chairman of the membership committee has less to do than the secretary. I feel sorry for the secretary.

The secretary took so much of your valuable time that we will make this report of the membership committee short and to the point. If a personal canvass was made of all the talking machine jobbers in the country, it is a safe prediction that every one would approve of our association, its course and its methods. But we want more than approval—we want actual, bona fide, warm-blooded, spirited members.

No small effort has been put forth since our last annual meet to secure recruits, and the

result might have been a great deal worse.

Twenty new converts announce their avowed acceptance of the faith. Every one of these additional members represent an added personality to the association, of which we should be justly proud. Their names are as follows: Jas. I. Lyons, Chicago, Ill.; Elyea-Austell Co., Atlanta, Ga.; Petmecky Supply Co., Austin, Tex.; Consolidated Music Co., Salt Lake City, Utah; Knight-Campbell Music Co., Denver, Col.; W. A. Myers, Williamsport, Pa.; Wulschner-Stewart Music Co., Indianapolis, Ind.; A. Hospe Co., Omaha, Neb.; Chase & West, Des Moines, Ia.; His Master's Voice Gramophone Co., Toronto, Canada; Robt. C. Rodgers Co., Washington, D. C.; Western Talking Machine Co., Winnipeg, Canada; Smith Phonograph Co., Oklahoma City, Okla.; Cohen & Hughes, Baltimore, Md.; Price Talking Machine Co., Newark, N. J.; Pacific Phonograph Co., Oakland, Cal.; Putnam-Page Co., Peoria, Ill.; Aeolian Co., St. Louis, Mo.; Lit Bros., Philadelphia, Pa.

Into each life some rain must fall. It is with keen regret that a report is necessary of the following resignations, but our feelings may be somewhat pacified when the reason of these withdrawals is known. Boston Cycle & Sundry Co., Boston, Mass., withdrew owing to their intention of going out of the jobbing business as soon as they can dispose of their stock. We have also lost as members the following firms, who have sold their talking machine jobbing business: Mackie Piano Co., Rochester, N. Y.; Flint & Brickett Co., Springfield, Mass.; Forsythe & Davis, Kingston, N. Y.; P. Bacigalupi & Sons, San Francisco, Cal.; Regina Music Co., New York City; Utica Cycle Co., Utica, N. Y.; John F. Ellis & Co., Washington, D. C.; C. C. Adams & Co., Peoria, Ill.; St. Louis Talking Machine Co., St. Louis, Mo.; Bruce & Brown, Seattle, Wash.; Jones Piano Co., Des Moines, Ia.; A. J. Pommer Co., Sacramento, Cal.

We have practically gained 19 new members, as none have withdrawn for other than purely business reasons. We have, at present, a membership of 117.

Outside of the fold there are, at the present time, 57 jobbers. Of this number, 14 are branches of jobbing houses who are now members of the association, which leaves practically 43 live prospects.

During the past year at least ten letters, carefully prepared, have been sent to the non-members, and the following State commissioners have called personally and have written many times to these 43 jobbers not included in the membership: W. H. Ross & Son, Portland, Me.;

E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; Max Landay, Landay Bros., New York City; Mr. Silverman, Pardee-Ellenberger Co., New Haven, Conn.; Edison Co., Newark, N. J.; Dan O'Neil, C. J. Heppe Co., Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; Carl Droop, E. F. Droop & Sons, Washington, D. C.; Thos. Towell, Eclipse Musical Co., Cleveland, O.; Montenegro-Rheim Co., Louisville, Ky.; Ben Lee Crew, Phillips & Crew Co., Atlanta, Ga.; W. H. Reynolds, Mobile, Ala.; C. C. Koehring Bros., Indianapolis, Ind.; L. C. Wiswell, Lyon & Healy, Chicago Ill.; Max Strasburg, Grinnell Bros., Detroit, Mich.; Lawrence McGreal, Milwaukee, Wis.; Lawrence Lucker, Minneapolis, Minn.; H. H. Blish, Harger & Blish, Des Moines, Ia.; Burton J. Pierce, J. W. Jenkins Sons Co., Kansas City, Mo.; National Auto Fire Alarm Co., New Orleans, La.; Houston Phonograph Co., Houston, Tex.; Ross P. Curtice Co., Lincoln, Neb.; Montana Phonograph Co., Helena, Mont.; Knight-Campbell Co., Denver, Col.; Consolidated Music Co., Salt Lake City, Utah; Southern California Music Co., Los Angeles, Cal.; F. W. Graves, Graves Music Co., Portland, Ore.; Eilers Piano House, Spokane, Wash.

Every member present must certainly feel the duty involved upon him to use his influence on any of these jobbers that might be thus brought into our organization. If we act as a unit, and without faltering or ceasing, sooner or later our organization will number within its fold the entire list of jobbers in the country. This is surely coming. It is merely a matter of time, and faithful work on the part of every member is the way to bring it about at the earliest possible date. It is clearly the duty of every member here to ask me, chairman of the membership committee, after this session, for a list of the non-members. All I want is your request, and I will mail from Pittsburg a list complete.

No Grievances to Report.

The grievance committee, through Chairman E. H. Taft, reported that, pleasing to say, there had been no grievances reported during the year.

J. N. Blackman's Report.

J. N. Blackman, chairman of the press committee, then made his report. He stated that the committee had made special efforts to secure all the publicity possible for the association without conflicting with the factories. He particularly mentioned the amount of space given to association matters by The Talking Machine World and the Music Trade Review, and expressed the appreciation of the committee of Edward Lyman Bills' generosity in that matter.

The factory committee, of which Mr. Blackman is also chairman, which was appointed recently to take up various matters with the factories personally and directly, reported that their efforts had met with great success, and that they had received a most courteous reception from the factories on every occasion when they had some special matter to present.

Old Officers Re-elected.

Other committees then reported, after which the election of officers was in order, and it was a handsome tribute to the excellent and unselfish work of the officers for the past year that they were re-elected in each instance to carry on the good work for another twelve months. The officers are as follows:

Perry B. Whitsit, of the Perry B. Whitsit Co., Columbus, O., president.

J. Newcomb Blackman, of the Blackman Talking Machine Co., New York, vice-president.

J. C. Roush, of the Standard Talking Machine Co., Pittsburg, Pa., secretary.

Louis Buehn, of L. Buehn & Bro., Philadelphia, Pa., treasurer.

In the course of the meeting some members for the first time learned of the death of little Jack McGreal, who was elected mascot of the association last year, and a resolution of sympathy for his parents, Mr. and Mrs. Lawrence McGreal, was promptly passed and a short adjournment taken in his memory.

WEDNESDAY'S SESSION.

On Wednesday afternoon the second session was held and a number of matters of interest to the association members and the trade at large were discussed at length and acted upon where necessary. These subjects were all of vital interest, bearing on the improvement of the trade and the advancement of the interests of the jobbers, and the discussions were participated in by representative men from all parts of the country.

In the course of the session a committee representing the Eastern States Talking Machine

Dealers' Association, consisting of President Frank C. Storck, Red Bank, N. J.; Irving Mosier, Hamden, N. J., and B. S. Brown, Dover, N. J., were received. Mr. Storck made an interesting address in the course of which he offered a number of suggestions which were afterwards discussed and favored regarding matters on which jobbers and dealers might co-operate for trade betterment.

The meeting as a whole was given over to the serious discussion of trade problems, and as a result much was accomplished of a nature to benefit association members.

THURSDAY'S OPEN MEETING.

The closing session of the convention was held on Thursday afternoon, when occasion was taken to decide a number of questions that had not been reached during the previous sessions. Among the resolutions adopted was one thanking the manufacturing companies for the manner in which they had entertained the jobbers during their stay at Atlantic City. President Whitsit proposed that, in view of the fact that all of the officers of the association had been re-elected for another year, the present executive committee be also held over. The association thereupon ratified his action. The various other committees will receive the president's attention at a later date. No final decision was reached regarding the meeting of the next convention place, and that matter will be put to vote at a later date. Those in favor of Milwaukee did some mighty active campaigning, and went away feeling confident that their city would receive consideration.

At the close of the business session the doors were thrown open and all guests and non-members of the association in attendance were invited to participate in the open meeting, which was then called to order. J. Newcomb Blackman, vice-president of the association, acted as chairman, and first took occasion to call upon Frank L. Dyer, president of the National Phonograph Co., for a few remarks.

Mr. Dyer expressed his pleasure at again meeting collectively his friends in the jobbing business, and said that he would not speak at any length for the reason that he was to be one of the speakers at the banquet, but would leave to F. K. Dolbeer the pleasure of speaking on behalf of his company in reference to questions of sale and policy.

F. K. Dolbeer's Remarks.

Mr. Dolbeer was greeted with prolonged applause, and said he would speak on two subjects, namely, "Discontinuance of Sample Records" and "Record Exchange." He said that he realized from the result of the mail vote taken by the association on the question of discontinuing sample records, which was 105 in favor of discontinuance and 11 against, that the jobbers were in favor of doing away with the present system; that two years ago, when the matter was brought up, he was opposed to discontinuing, for the reason that he feared that if it were done some of the jobbers would be likely to recall some of their salesmen; but that since discussing the subject with some of the leading jobbers his opinion had changed somewhat. Mr. Dolbeer read a letter which he had written under date of May 25, 1910, to C. H. Wilson, outlining his views in regard to the matter and telling of a plan being tried out by some jobbers, of sending samples by express to a dealer, with the understanding that the dealer is to play them over, make up his order and forward the samples to another dealer, the shipping tag being furnished by the jobber and the samples finally returned to the jobber; the letter concluding with the statement that the writer is "convinced that the jobber will eventually decide that the playing over of these samples is unnecessary, and, consequently, they themselves will stop sending samples, whether we do or not." Mr. Dolbeer then

read an additional communication from himself to Mr. Wilson, under date of May 25, in which he said: "If jobbers consider it a good plan to discontinue displaying sample records to the dealer, claiming that the dealer can order intelligently from the regular list which is sent to him, it would appear that the jobber himself could also do without the samples, ordering only from lists, which would obviate the necessity for our sending samples. If this is the case, is it not possible for us to cut down one month on our present plan of producing advance lists, thus bringing our work up closer to a selling date than we are now doing?" The speaker then made the announcement that if the other manufacturers will



F. K. DOLBEER.

agree to cut out samples, the National Phonograph Co. will do the same.

On the question of record exchange, Mr. Dolbeer referred to the exchange of May, 1909, as being the most liberal exchange ever offered, which he considered practically a consignment of goods; he spoke of the fact that it seemed unjust to the manufacturer to produce goods valued at hundreds of thousands of dollars and eventually send them to the scrap heap. This exchange has proven unsatisfactory, and now the jobbers must have faith in the company to formulate some plan which will be satisfactory. The present exchange is intended only as a temporary expedient. Mr. Dolbeer read figures showing comparative sale of Standard and Amberol records from Aug. 1, 1909, to May 1, 1910, showing the average sales to be in favor of the Standard, 55 per cent., as against the Amberol, 45 per cent.

W. B. Fulghum, office manager of the sales department of the Victor Co., was next called on, and replied in a few words, saying that he was not authorized to speak as to the policies of his company, and spoke of the difficulty which his company was having in filling their orders.

Henry C. Brown, advertising manager of the

Victor Co., was announced by the chairman, and stated that his position with regard to an authoritative outline of the company's policies was the same as that of Mr. Fulghum; he spoke of the great additions being made to their factories, laboratory and executive offices, and expressed his pleasure at the thought of seeing the jobbers in Camden Friday.

The chairman asked L. C. McChesney, advertising manager of the National Co., for a few remarks, in response to which Mr. McChesney stated that there would be no appreciable change in the advertising policies of his company next year.

Edward Lyman Bill, publisher of The Talking Machine World and The Music Trade Review, was called on and spoke for a few minutes, expressing his appreciation for the support extended him by the trade in general and the friendship of the individual manufacturers, jobbers and dealers which he enjoyed. He took occasion to pledge his further support to any movement for trade uplift, and expressed his unflinching belief in the bright future that was in store for the talking machine trade.

D. G. Williams, representing the Udell Co., Indianapolis, next addressed the meeting, and after telling a humorous anecdote regarding President Whitsit in the role of a Newlywed, proceeded to extend some information regarding conditions in the cabinet trade, especially referring to what his company were doing in producing new styles to meet the demands of the trade. Mr. Williams is a veteran cabinet man and knows his business thoroughly.

Frank C. Storck, Red Bank, N. J., president of the Eastern States Talking Machine Dealers' Association, delivered a most interesting address on "What I Would Do If I Were a Manufacturer," wherein he offered some suggestions well worthy of more than passing thought. Mr. Storck in his address said:

WHAT I WOULD DO IF I WERE A MANUFACTURER

By FRANK C. STORCK

I would naturally do business on such lines as would bring me the greatest amount of business, always keeping in mind the Sheldon motto, "He profits most who serves best," and upon second thought I would also invert it to read, "He serves best who serves the most." So in order to serve the most we should serve the best goods through the best dealers in the best manner.

I would not make cheap goods, as it is very largely the cheap, squeaky, scratchy toy which the prospective buyer refers to when the hustling dealer endeavors to sell, and gets a reply something like, "I would not have one in the house." I would put all efforts on making the best article I could produce in order to interest the most critical prospective buyers, simply varying the style of cabinet work and the motive power to meet the customer's pocketbook.

On the selling end I would be extremely careful to market my goods only through capable and experienced merchants of good standing who would be in a position to sell the best goods to the best class of buyers. By best class of buyers I do not mean the rich class, but also the class who desire to buy good goods, and we find no end of people in limited circumstances buying \$300 and \$400 pianos on the installment plan. A merchant of good standing should have sufficient capital to sell goods, and the best of them, on the installment plan to this class of buyers. If talking machines were sold by capable and experienced merchants with sufficient capital to handle cash or time sales, then the plane of this industry would be rapidly elevated from the five and ten cent barber shop and curb-stone agents. That this is so has been demonstrated during the past two years or so, and that manufacturers are realizing this was evidenced by four large displays at the Richmond, Va., Piano Dealers' Exposition, showing

that the manufacturer to-day is catering to the more capable merchant, capable as well in ability as in capital. The increased amount of advertising by manufacturers at present in the piano trade papers also proves this.

Protection and Profits.

But if I were a manufacturer I would bear in mind that the capable, hustling merchant can sell almost any merchandise, and if the manufacturer does not give him the proper protection in his territory, and if he does not give him the necessary margin of profit to enable him to advertise, canvass and take installment risks, that then this desirable merchant will leave the talking machine industry severely alone, as he can make more money selling sewing machines, pianos and other kindred lines, where the dealer invariably doubles, and usually more than doubles, his money on installment sales.

I would also arrange my product in such a manner that the dealer could carry a complete stock without any hardship. I would eliminate all slow selling stock as quickly as it became dead, thereby encouraging merchants to carry complete lines, which would represent more satisfaction for the consumer and dealer, as well as more profit for the dealer and manufacturer. I do not refer to the jobber, as he is the middleman, whose profits or losses will depend entirely upon the profits and losses of the dealer and the manufacturer.

It stands to reason that if I turned out the right kind of goods, sold to the right kind of dealers and on right business methods, as referred to, that I would be able to do more business and also a more satisfactory quantity of business than if this policy were not adhered to.

What Different Manufacturers Have Done.

Now, gentlemen, if you will permit a little digression from the subject, I would like to make a few pertinent remarks bearing on the past, and which, perhaps, will give us cause and hopes for material improvement of present conditions. It took the Victor Talking Machine Co. to introduce the high-grade, high-priced artistic records which many people thought could never be sold at the prices; although popular records sell temporarily, most of the best dealers will sell more of the \$7 Sextette the year around than any other record in the Victor catalog. Quality will certainly count if it is properly placed before the public through the proper medium, but the curb-stone agent cannot expect to sell Sextettes or Victrolas unless he sells them at cut prices to trade which has been practically built up by the progressive merchant. It also took the gumption and confidence of the Victor Co. to market the first hornless machine, and, mark me, the time is not far hence when all popular priced machines will be hornless. From the high-grade point of view these two introductions of the Victor Co. have been the greatest features and help to the industry that have been put on the market.

However, it took the systematic National Phonograph Co. to introduce their simple and business-like method of cataloging records. By cutting out the dead wood and keeping their catalog down to a reasonable number so any dealer could carry a complete stock, they created many live dealers and facilitated keeping customers' interest constantly going.

To the Edison people also is due the credit of

introducing the four-minute cylinder record which tells its own tale and tells it completely.

The Columbia Phonograph Co. deserve credit for getting the cost of cylinder records down to a popular price, so machine customers can now afford to keep up their stock of records, thus bringing to the dealer steady record trade as well as new machine buyers who are interested by hearing their friends' "up-to-the-minute" outfits. Another welcome addition to the industry, although temporarily it was a bitter pill for a great fraction of the trade to swallow, was the Columbia's introduction of double-faced records. Apparently this venture has gone through the experimental stage, and to-day we see more and more double-faced records being marketed, and with most dealers the double-faced records increase the old as well as the new business, both in machines and high-class single-faced records.

Watching the Dealers' Interests.

If I were a manufacturer I would watch the dealer's interests very closely, as, after all, he is the one who must market the goods to the consumer, and the easier it is made for him to market goods the more business I would obtain. If I had a very large catalog I would cut down the duplicates and slow sellers in a most thorough manner. To-day in some catalogs the same record is done eight or ten times, in some cases by five or six different singers, and this is a hardship for jobbers or dealers, as customers hardly know what they want. If a customer wants one record and five are sung he will probably want to hear all five, and wind up by buying the best one he can obtain for the money. If there were only one or two records sung of this particular selection, the dealer and jobber would not have to waste the space, the investment, nor try as many records for the customer. That this has been tried out and evidenced is shown by the fact that most of our manufacturers to-day are keeping their catalogs in much better shape as to quantity than was done a number of years ago.

About Cut-Outs and Exchanges.

Considerable has been said and done in this industry regarding cut-outs and exchange propositions. If I were a manufacturer I would not be afraid, as said above, to cut out dead wood, but I would not cut out a great big bunch of goods and compel the dealer on a week's notice to get out his cut-out list and return to the factory on even exchange within another week's time. This, it would seem to me, means considerable work for the dealer, for the jobber and for the manufacturer, all piled into a short period of time, and all at a loss. It makes business to a large degree come to a standstill, and a lot of work is done without profit, while if this cut-out list were sent to the trade several months before they are actually cut from the catalog, it would give the dealer a chance to reduce his stock. If the dealer were permitted to exchange these cut-out records at his pleasure it would give him an opportunity to sell many of the cut-out records, particularly those that are good numbers but slow sellers. Under the old method the dealer would not take any risk of not selling the record, but would send it back. One manufacturer for many years extended a continuous exchange proposition on a basis of five to one, and this worked out very satisfactorily, as at no time could the dealer return



ANOTHER GROUP OF CONVENTIONERS ON THE SANDS.

an unlimited amount of records, as he was compelled to buy and pay for four every time he exchanged one. This method insured a constant income to the manufacturer and jobber, while the dealer had an opportunity to exchange his cut-outs at his pleasure, and the fact that he could do this without any particular annoyance while he was going along caused many dealers to invest more freely in the new records.

Anent Exchange Propositions.

In traveling about and at the meetings of the Eastern Talking Machine Dealers' Association I come in contact with a great many dealers, and when they open their hearts and talk about their drawback I find that the exchange propositions are of considerable annoyance to them, causing complaints about records that are cut out from the catalog and on which no exchange proposition is offered for a couple of years or more. The next strongest objection by the more progressive dealer is that no difference is made in the catalog prices on cash or time sales. All progressive dealers sell goods on time, but no difference is made between cash and time price, which is not fair to the consumer who buys for cash, and which is not fair to the dealer who has to carry installment accounts, and it is not fair to the jobber who has for that reason to carry a good many dealers' accounts. One manufacturer has gone so far as to furnish his trade with circulars covering certain types of machines with records as outfits to which 10 per cent. is added to the cash price, and if I were a manufacturer I would unquestionably print the regular cash prices in my catalogs, followed with the word "cash," and I would state that the installment prices are 5 per cent. to 10 per cent. higher, varying according to the terms on which they are bought. Then if a dealer sold for cash the consumer would get the cash price. If he desired more than the thirty days he would have to pay the 5 per cent. additional, and if he desired to buy on longer terms than extended by some the dealer could, according to his own judgment, vary the installment price from 5 per cent. to 10 per cent. I would then find that many dealers would increase their business because this additional 5 per cent. or 10 per cent. will pay them for carrying accounts and for collections. This would aid materially in obtaining good, substantial dealers for my output. Out of 335,000 pianos sold in the United States last year, 85 per cent. were sold on installments, and all, no doubt, at an advance over the cash price.

How Output Should Be Sold.

And now, gentlemen, I would like to have your close attention for just a minute while I state to you point blank that if I were a manufacturer I would sell my output through jobbers, but mark me, under no circumstance whatever would I sell any individual firm or department store unless they were actual jobbers, not jobbers on the letterhead, but jobbers in the full sense of the word. The country merchant does not feel the department store competition nearly as much as the city and suburban dealer. It is he who creates the desire on the part of customers to purchase, and then gets the response that the consumer can do this and that and the other thing with the department store which the dealer cannot afford to do because he gets a short line of discount, while to-day practically every department store gets a jobbing discount.

Now, gentlemen, I would like to have you take me to New York and show me a department store that will sell me a bicycle or sewing machine, or practically any other line of goods on the installment plan with the exception of talking machines and pianos. You do not buy a bicycle on time from Mr. Department Store at any price, but you can buy any talking machine they handle at almost any department store at the cash price and have no end of time to pay for it. One of the New York stores sells \$200 machines for \$10 down, the balance in twenty monthly payments, all at the cash price, and you must remember that the \$200 machine by some makers is sold at a shorter discount than any other line, and if I were a manufacturer I

would certainly stop such unfair competition and such unbusiness-like methods as to sell a department store as a jobber when they are not jobbers. There is nothing fair in it, and it is only a question of time when this method of selling will be gradually eliminated. In fact, some manufacturers are eliminating it now, and trade is appreciating this elimination very thoroughly.

Educating the Dealer.

Now that I have called your attention to the dealers' view of a number of things, I would like to give you one dealer's view as to what I would do if I were a manufacturer from an entirely different point of view. Every manufacturer has genial salesmen who look after the general welfare of the factory's business. They are salesmen, and as a whole do good work, or otherwise lose their jobs, but if I were a manufacturer I would employ a few thorough business engineers who could spend a day with every dealer, whether he is progressive or a dead one, so that he could show the different dealers what methods are pursued by other dealers to increase and hold the business. A practical business man could show the dealer who does not sell on installments how he can make installment sales pay. He can show the installment dealer how to improve his collections. He can show the advertising man how to improve his advertising. He could show the dealer who has heard about recitals and church work just how to get at this inexpensive and yet profitable manner of advertising his talking machines. He could give him no end of points as to the best method of carrying records. He could show him that if he sold a cabinet with each machine whenever possible that the consumer would get more service out of his machine and have his records kept in better shape and have a desire to fill up that cabinet with a selection of records. By the time this business engineer had shown the dealer a few good points and inspired him with a bunch of optimism, Mr. Business Engineer would be likely to walk away with a much fatter order than the genial salesman with his two for a quarter cigars.

It will take the legitimate dealer and merchant to plough up the surface of this industry which is to-day hardly scratched, when compared with its possibilities.

Storck Chats of Dealers' Association.

After the close of his address Mr. Storck took occasion to request that the jobbers and their travelers covering the Eastern States should bring to the attention of dealers in their territory the fact that an allied association existed among their fellows, and urge them to become affiliated with it. Mr. Storck stated that many excellent dealers hesitated to join, under the impression that there were already plenty of members to do the work, but, as a matter of fact, every additional man enrolled served to strengthen the association to an appreciable degree.

McMenimen's Remarks.

H. N. McMenimen, general manager of Sheip & Vandergrift, Inc., manufacturers of the Music Master horns, was next called on by the chairman, who dwelt upon his extensive experience, gained through many years of connection with different branches of the trade. Mr. McMenimen took occasion to emphasize his belief in the great future for the talking machine industry, which, he stated, was simply in its infancy, and in many instances suffering from the usual run of troubles peculiar to infant life. He also emphasized the great value of advertising, and stated that his firm had doubled their appropriation for the coming year in that department.

Gift for Mr. and Mrs. Whitsit.

After the various speakers had been heard from James F. Bowers arose, and in the most eloquent and touching manner presented to the president and Mrs. Perry B. Whitsit a magnificent dinner set of china, together with an immense cut glass punch bowl, a necessary adjunct. The gift was an expression of the deep esteem in which the members of the association, individually and collectively, hold Mr. Whitsit, and

that gentleman was so surprised and affected by the gift that he was totally unable to express his appreciation in words, but there are times when actions are more eloquent than language.

Other papers to be read were by James F. Bowers and J. N. Blackman, but owing to pressure of time it was necessary to pass them. Both papers are published herewith.

THE DUTIES OF AN ASSOCIATION MEMBER.

By JAMES F. BOWERS.

I have been asked to address this association on the topic which heads this paper. I take it that the committee which assigned me this topic had in mind the duties which members owe to the association, to the trade which they represent, to themselves and to the manufacturers whose goods they handle. This trade is especially and particularly fortunate in having for a mouthpiece the remarkably ably conducted trade journal known as the "Talking Machine World," edited and directed by one of the foremost men in the newspaper profession—Col. Edward Lyman Bill—and I could not possibly present anything more forceful and interesting on this topic than to quote from a recent editorial in this paper.

"There are some jobbers who are not doing



JAMES F. BOWERS.

their full duty to the manufacturers and to their constituency by adhering to too conservative a policy. They are not working their territory as they should. They are not spending the money for developing their trade. Now, many dealers are unacquainted with talking machine possibilities. They entered the business with little or no knowledge of the peculiar environment of the talking machine. They simply looked upon it as a good thing and their very ignorance of the trade situation is holding back their own development. Now, it is the jobber's business, because the jobber stands between the dealer and the manufacturer, to aid them. It is the jobber's business to enthrone—to educate and to train his trade, and he cannot do this if he hides his business light under the bushel of indifference. He must be up and doing. He must exploit his product and let the talking machine men in his vicinity understand that he is in business and that he knows the talking machine trade from A to Z, and that he has got special attractive features.

Big Future for the Talking Machine.

"There are thousands and thousands of people in this country who have no adequate conception of the evolution of the talking machine

and its present position as an entertainer and instructor. Now, they are the people to interest, and an association, whether composed of jobbers or dealers, can forward the interests of all members if it simply injects a little trade enthusiasm into the business. The dealers of the East have recently formed an association, and it seems to be in excellent working order and is taking in new members all the time. Now that's the kind of work which counts, and organizations which bring men of a particular trade into healthy contact will be beneficial. They will help the manufacturing department and they will help themselves. In fact, all will be benefited by the adoption of modern, progressive and up-to-date ideas, and there is no question but that there are some men in the talking machine trade who need some of the ginger spirit.

"There is a good opportunity for talking machines. Excellent. A widespread publicity in every line has created with the consumer new wants, because advertising has brought about a change of conditions. It has changed luxuries to necessities. Not only is this true of the city dwellers, but the farming communities are demanding the best of everything. The farmer must have his automobile, his player-piano, and why not his talking machine? To our minds, continuous advertising has brought about the actual demand for these things, and it has helped to raise the standard of living. It has impressed upon the people the necessity of having certain articles in their household which formerly they viewed as luxuries. Why should not the talking machine men have their share of the increased demand? Why has the great consuming public come to make these demands? By education; and who has been a greater educator than the national advertiser? Who has taught the world that progress is possible only by elevation to a higher standard of living? The public is taking to itself the best of music and good pictures. The public is reading more and better books than ever before in the world's history, and this means a greater consumption of paper, ink and other accessories. The average man and woman are better dressed than ever before. We ride in better carriages, in automobiles, and our railroad coaches are better appointed as regards the comfort of the traveling public."

It is hard for me to offer anything better than the extract from the Talking Machine World here given. Papers read at such gatherings as these are, as a rule, trite and often dull, and since brevity is the soul of wit and of common sense, too, there seems to be no need for a rambling list of platitudes and commonplaces.

There are other duties as well owed by the members to the association, and particularly to its hard-working officers. Prompt, cheerful and courteous attention should be given to communications and requests from the secretary. Prompt remittances should be made to the treasurer for all dues and liabilities. These are somewhat homely, but are immense factors in the smooth and satisfactory working of this or any other organization.

REASONABLE REGULATION OF COMPETITION

By J. NEWCOMB BLACKMAN

This subject as applied to the sale of Edison phonographs and Victor talking machines, treats particularly of the establishment of additional dealers and jobbers. The manufacturer has, generally speaking, for several years been attempting to supply a demand in excess of the supply. The situation, however, in the last two or three years, with the exception of certain special goods, could hardly be thus defined.

Most of those jobbers and dealers who have large investments and consider the business as profitable have greatly helped the manufacturer to stand a business depression. Should they not be rewarded for this by a reasonable pro-

tection from additional competition when the business they have been waiting for has returned?

Effect of Weeding Out Process

The weeding out process has removed, in most cases, representation which probably never was very desirable. If those remaining can feel that they are fairly protected against further competition it will greatly encourage them to in every way improve their facilities and extend their business.

I attribute the falling off in the sale of low priced goods, not only to the fact that the public who purchased same were most affected by hard times, but the fact that the dealers capable of selling low priced goods only never did represent the qualities necessary to permanently produce good results. In other words, they were carried along by a wave of prosperity and created but little business of their own effort.

High Grade Goods and High Grade Dealers.

The situation has changed—the manufacturers seem to realize that we must have high-grade goods, and it takes dealers and jobbers



J. NEWCOMB BLACKMAN.

of financial standing and ability to give successful representation of the product to-day.

There is no question but that the standard of the goods has advanced much faster than the representation. The system of requiring an application for the further establishment of dealers has been the strongest factor in retaining those who are a credit to the organization. I think the greatest care should be used in handling applications for dealers' and jobbers' privileges. Those in the field should have first consideration and unless there be no question about additional representation being necessary would it not be a better plan to first give those in the field a chance to meet the requirements called for?

There are, no doubt, cases where the trade have the capital and the ability, but for some time have simply lost the necessary confidence to enable them to produce the desired results. On the other hand, if they cannot possibly be enthused, the business cannot stand still and they must then make way for successors more in keeping with the progress of the industry.

Agent Kinds of Representation.

Suppose we consider what is satisfactory representation among jobbers and dealers and how this can be determined. We will consider first the jobber. There are several kinds—one represents the jobber who is doing a real jobbing business and fulfilling the purposes of his mission. He carries a representative stock, enabling him to give prompt and satisfactory service to dealers; has invested in the business a large amount of money, represented in stock on hand and credit given dealers. This type of jobber has been one of the strongest factors in helping the manufacturer withstand the business depression.

Then, we have the jobber who is simply a large dealer—his main or perhaps entire business is retail. Perhaps in a few cases the manufacturer may be justified in giving him the jobbing discounts, but what does he do during a business depression?

Then, take as another class the jobber who handles talking machines exclusively. Here we have different kinds of representation, but each entitled to protection in accordance with what he produces for the business as a permanent industry. The one handling talking machines exclusively gives his entire time and attention to the business, which should be an asset in his favor. The jobber whose main business is wholesale is supporting hundreds of dealers and even though he were to discontinue the business his good work would continue through the dealers he has established and supported.

In the case of the jobber operating for retail purposes only, he would leave behind very little, but some retail customers should be discontinued. Then, again, is he not more likely to desert the organization at a time when he is not needed? This is also true of the jobber who handles the goods as a side line, as compared with the one who handles same exclusively. Now when the acceptance or rejection of the application is being considered are these conditions not worthy of careful analysis? We should encourage the old standby among jobbers and dealers, especially if he is still enthusiastic and willing to keep step to the march of progress. The cloak of protection against competition should be removed in the case of the dealer who can be classed as a "dead beat."

Why should a dealer be protected from further competition and continue to enjoy dealers' privileges when uncollected judgments are recorded against him by jobbers, because he has his resources unjustly safeguarded against his creditors? He will continue to find victims, but in any event he is receiving dealers' privileges and enjoying the benefits, even though he may thereafter pay cash for his goods.

I don't refer to the unfortunate but honest dealer, but the "professional dead beat."

Factories Can Regulate.

The factories can regulate this by a suitable clause in their agreements reserving the right, upon satisfactory proof, to suspend such dealers, as they would in the case of price-cutting. The manufacturer who first takes this action will be heartily commended by jobbers and thousands of dollars charged to profit and loss each year will be saved and make the line that much more profitable. Among the "dead beats" you can usually find the price-cutters. Stand by the honest, faithful, enthusiastic jobbers and dealers. Protect them to the limit against unreasonable competition and the "dead beat," with whom they cannot compete. Look over the present list of suspended dealers and analyze their standing among jobbers.

Facilities for Handling Business.

The time has come when I think a great deal depends on the facilities for getting and handling business. If the new applicant is willing to build record booths, carry a complete stock and in every way conduct his business in keeping with what might be termed an up-to-date talking machine establishment of to-day, it is certainly time for the present dealers in that locality to measure up to this important feature of the business, if they are to be protected.

The day of a single demonstrating machine with each one waiting his turn is about over. Prices are restricted and service is what will get the results.

The manufacturers are to be commended on the wonderful campaigns of advertising and it is only fair that the trade should be so equipped, both by facilities and salesmanship, to turn the prospect into a sale. As the jobbers are now furnishing detailed information to the factories regarding the purchases of their dealers it should be a simple matter, with this information and a report on the representation in other ways, to make a fair decision on every applica-

(Continued on page 36.)

Columbia Dealer, Columbia Distributor

All Linked Together to



The Exclusive
...ing points an
Columbia ea
protection.

The One Con
...instruments an
buying from
shipping.

Quality:—The
...throughout th
makes it a p
quality is *three*

Complete Stock
...prepared to fi
small and br
promptly.

Protection:—
...protected ag
exclusive Ccu
against *any*

Profit:—The
...compare pr
competing in
side of the c

Prestige:—Th
...original line
the longest is
world over.

Convenient De
...is located, an
Columbia da
shipping cer

COLUMBIA PHONOGRAPH CO.

Dealers Wanted: Exclusive Columbia selling rights

ater, and Columbia Manufacturer

heir Mutual Advantage

ty:—All Columbia distribu-
clusively Columbia, and the
is sure of co-operation and

Line:—Disc and cylinder,
records—you can do all your
house, and save money in the

Columbia dealer can argue quality
whole line—and prove it if he
to make comparisons. The

The Columbia distributor is
the Columbia dealer's orders,
from a complete stock—and

Columbia dealer is *always*
price cutting—and if he has
selling rights, he is protected
in his territory.

Columbia dealer can sit down and
and discounts with those of
and find himself on the right
every time.

Columbia dealer handles the
talking machines and records—
famous and the best known the

Distributing Points:—Wherever he
is in the United States, the
order goes to a convenient
and gets quick attention.

Columbia Distributing Points East, West, North, South

ATLANTA, GA., Columbia Phonograph Co., 82-84 N. Broad St.
BALTIMORE, MD., Columbia Phonograph Co., 204 W. Lexington St.
BOSTON, MASS., Columbia Phonograph Co., 174 Tremont St.
BUFFALO, N. Y., Columbia Phonograph Co., 602 Main St.
CHICAGO, ILL., Columbia Phonograph Co., 210 Wabash Ave.
CINCINNATI, O., Columbia Phonograph Co., 117-119 W. Fourth St.
CLEVELAND, O., G. J. Probeck & Co., 420 Prospect Ave.
DALLAS, TEX., Columbia Phonograph Co., 315 Main St.
DENVER, COLO., Columbia Phonograph Co., 505-507 Sixteenth St.
DES MOINES, IOWA, Columbia Phonograph Co., 704 W. Walnut St.
DETROIT, MICH., Columbia Phonograph Co., 242 Woodward Ave.
INDIANAPOLIS, IND., Columbia Phonograph Co., 27 N. Pennsylvania St.
KANSAS CITY, MO., Columbia Phonograph Co., 809 Walnut St.
LITTLE ROCK, ARK., Hollenberg Talking Machine Co.
LIVINGSTON, MONT., Scheuber Drug Co.
LOS ANGELES, CAL., Columbia Phonograph Co., 518 S. Broadway.
LOUISVILLE, KY., Columbia Phonograph Co., 207 Fourth Ave.
MEMPHIS, TENN., Hollenberg Talking Machine Co., 32 S. Second St.
MILWAUKEE, WIS., A. G. Kunde, 413 Grand Ave.
MINNEAPOLIS, MINN., Columbia Phonograph Co., 424 Nicollet Ave.
NASHVILLE, TENN., Phillips & Butterff Mfg. Co., 223 3d Ave., N. (College).
NEW HAVEN, CONN., Columbia Phonograph Co., 25 Church St.
NEW ORLEANS, LA., Columbia Phonograph Co., 126 Carondelet St.
NEW YORK CITY, Columbia Phonograph Co., 89 Chambers St.
OMAHA, NEBR., Columbia Phonograph Co., 1311 Farnam St.
PHILADELPHIA, PA., Columbia Phonograph Co., 1109 Chestnut St.
PITTSBURGH, PA., Columbia Phonograph Co., 101 Sixth St.
PORTLAND, ME., Columbia Phonograph Co., 545 Congress St.
PORTLAND, ORE., Columbia Phonograph Co., 371 Washington St.
" " Eilers Piano House.
ROCHESTER, N. Y., Columbia Phonograph Co., 38 South Ave.
SACRAMENTO, CAL., Kirk, Geary & Co.
SALT LAKE CITY, UTAH, Daynes-Beebe Music Co., 45 Main St.
SAN FRANCISCO, CAL., Columbia Phonograph Co., 334 Sutter St.
SEATTLE, WASH., Columbia Phonograph Co., 1311 First Ave.
SPOKANE, WASH., Columbia Phonograph Co., 412 Sprague Ave.
ST. LOUIS, MO., Columbia Phonograph Co., 1008 Olive St.
TOLEDO, O., Columbia Phonograph Co., 233 Superior St.
WASHINGTON, D. C., Columbia Phonograph Co., 1212 F St., N. W.

, Gen'l, Tribune Building, New York

granted where we are not properly represented

(Continued from page 33.)

tion. Undue haste in a decision is probably as much responsible for a mistake as anything else. The trouble with a good many of us jobbers seems to be that we don't want competition where the territory represents our dealers, or where we don't have the order of the applicant.

Let's try and get right down to the cold facts of each case and leave out the selfish part. The size of the first order should not be given too much weight, especially when it may have been padded to influence the decision and the stock will probably be allowed to run down below

what should be expected. The dealers who are carrying in stock the high-priced goods and going after the better trade should certainly be encouraged, and this fact considered one of the main points of good representation.

In summing up this situation, let us consider it as follows: The manufacturer has a large factory, representing a big investment, and expects a reasonable return on the money. This is often the case with the jobber and the dealer, but let us avoid "robbing Peter to pay Paul." Ferret out towns and cities that are not represented and put the greatest effort there,

rather than encourage the attempt to take "two bites out of a cherry."

Let us all remember that regardless of our own personal ideas or selfish ambitions we must make allowances for the other fellow, and the fact that the talking machine business is constantly growing, broadening and reaching higher standards. If the jobber and dealer cannot keep up with this steady march of progress is it not time that he make room for those who can? Suppose we all try to be reasonable in that knotty problem of competition. I think the ultimate result will make it worth while.

The Jobbers' Banquet Was a Pronounced Success

The fourth annual banquet of the National Association of Talking Machine Jobbers was held at the Shelburne on Thursday evening, July 7, with about 125 members, friends and guests seated around the festive board. The following was the special menu prepared for the occasion:

Martini Cocktails		
Canape Shelburne	Relishes	
Sauterne		
Little Neck Clam Cocktail		
Cold Tomato Broth en Tasse		
Sea Bass Saute, Meuniere		
Cucumbers a la Shelburne		
Sirloin of Beef Pique a la Printaniere		
Louis Roederer, 1900		
Potatoes Fleurette		
Fried Tomatoes, Cream Sauce		
Oyster Bay Asparagus, Butter Sauce		
Oriental Punch		
Cigarettes		
Hearts of Lettuce.		
Roquefort and de Brie Cheese		
Genoise Ice Cream	Cakes	
Cigars	Coffee	

The diners were seated at individual tables, and this arrangement added much to the enjoyment of the dinner and took away from it the sense of stiffness and formality. At the speakers' table were seated Perry B. Whitsit, president of the association; J. Newcomb Blackman, vice-president; J. C. Roush, secretary, and Louis Bueh, treasurer, together with Frank L. Dyer, president of the National Phonograph Co.; Louis F. Geissler, general manager of the Victor Talking Machine Co.; Edward Lyman Bill, publisher of The Talking Machine World, and James F. Bowers, who acted as toastmaster, a position which he filled to perfection.

Toastmaster's Introductory.

After the varied courses had been finished and cigars lighted, Toastmaster Bowers rapped for order and said:

Ladies and Gentlemen—We have now reached that stage in the proceedings when a solemn-faced gent rises up on his hind legs and assures you that he is the toastmaster. He begins by telling funny stories. I am not going to do any of those things. As a matter of fact, I do not belong here; I am an interloper. I should be merely a looker-on in Vienna. The gentleman who should be here, if he could combine in his personality his brains and my nerve, would be in my place; but he is a diffident man and asked me to go to the front for him, and here we are, such as we are.

We have reached that stage of the proceedings known as the flow of soul and feast of reason, and as a preliminary to the flow of soul and to the feast of reason, I propose that you ladies and gentlemen rise in your places with your glasses in your hands, and that you drink a toast to the health and long life of the greatest of living Americans and one of the world's few great men, Thomas A. Edison.

Letters of Regret Read.

We have received during the preceding months several communications of importance to this gathering, which I will present in their chronological order.

A letter dated June 8 from Camden, N. J.: "J. C. Roush, secretary National Association of

Talking Machine Jobbers. My Dear Mr. Roush—Your favor of April 28 has just reached me. I thank you for your kind invitation to attend the convention of Talking Machine Jobbers. I greatly regret that I will not be able to attend, but I assure you that the honor you have done me in naming me as one of the guests of honor and making me feel that I have not been forgotten by my old friends during my long absence is appreciated more and made me happier than words can express. Yours very truly, L. F. Deuglass."

A letter to Mr. Roush: "Dear Sir—I regret to have to inform you that on account of important business developments which cannot be otherwise arranged, it will be necessary for me to be in Europe on the date upon which your association holds its annual meeting at Atlantic City. I can assure you that I would not allow any ordinary matter to interfere with my acceptance of your courtesy. If you understood the circumstances, I am quite sure that you would feel perfectly satisfied that my course in this matter is best for the general interest of the talking machine business all around, and as that is the purpose of your association, I have no doubt that everyone will be satisfied in the long run. Yours very truly, Eldridge R. Johnson."

Letter dated June 23 to Mr. Roush from Camden: "Dear Sir—Your letter of June 22 reached this office just after Mr. Johnson had left to start on his European trip. He has prepared a letter to the Jobbers' Association which, on account of its nature, should be read by one of the officers of the Victor Co. I shall, therefore, hand it to one of our officers, who will communicate with you at Atlantic City, so that you may know whom to call upon at the proper time for the reading of Mr. Johnson's letter. Yours respectfully, R. L. Freeman, Private Secretary."

That brings us quite up to the matter in hand. Mr. Johnson is most fittingly and ably represented on this occasion by a gentleman highly esteemed and highly venerated and honored by all of the trade who know him, the distinguished general manager of the Victor Talking Machine Co., L. F. Geissler, whom I have the pleasure of presenting. (Applause.)

LOUIS F. GEISSLER'S REMARKS.

Ladies and Gentlemen—I want to take advantage of this opportunity to express my personal thanks for your invitation to be present, and to congratulate you upon the success of your organization, as evidenced by the largely increased attendance this year. I think that you are under great obligations to your officers and their assistants for their interested and disinterested and altogether good work in increasing your membership and in increasing the enthusiasm which you evidence in your association. I think you are accomplishing a great deal of good, a very great deal of good, and getting together this way annually cannot help but instill in you a little more enthusiasm. I believe you will go home and try harder to sell the goods from which you derive your profits.

I want to reiterate Mr. Johnson's regrets at not being with you. Usually at this time of the year he is compelled to go away, sometimes on account of health, but always on account of business, and it calls him to Europe just about

the time of your association's gathering. Last year he intended positively to be here, and had figured on that until some six weeks ago, when he found it impossible to attend, and I will try to read to you the letter to which Mr. Bowers refers, and in so doing congratulate you on escaping further remarks from myself.

Eldridge R. Johnson's Letter.

Gentlemen—Your secretary, J. C. Roush, has suggested that I prepare a paper to be read before your convention. To prepare a paper really worthy of such an occasion is a task



ELDRIDGE R. JOHNSON.

requiring more time than is at my disposal; therefore, I will make but a short review of the situation in a general way.

In preparing my paper for your convention last year, I had ample time and a virgin subject, and I feel that I am justified in again referring to the generalities covered on that occasion.

If you will remember, the paper showed the talking machine business not to be a passing fad. I think I succeeded in substantiating my claim that although it was a new art, it is a permanent industry.

The paper also pointed out strongly the possibility of an original and progressive policy on the part of manufacturers, and the advantages of close co-operation and confidence between the manufacturers, jobbers and dealers. I am proud to say to-day that I feel fully vindicated in the forecasts that I made at the time and I feel that the policies outlined are being followed with ever increasing confidence by the trade in general to our mutual benefit.

The Victor Co. is enjoying a wholesome growth. We feel that we have impressed the trade with the honesty of our purpose and we know that there is a better feeling and a more general understanding of our motives than ever before—which has brought us a more generous support in general from the trade than it has ever been my pleasure to even read about.

This position, while very gratifying, does not

satisfy us; we are anxious to outdo ourselves in this respect. We are anxious to hasten the harvest of prosperity which we know the future is holding in store for the talking machine business in general.

Our method of doing business is almost as new as our business. The doctrine of reasonable prices and of maintained prices is one that will win and come triumphantly out of the world of confusion created by the efforts of the Federal Government to regulate the quarrels between great concentrated business interests and great aggregations of independent business interests. Big results are forming themselves into tangible shapes midst the fermentation of the great business questions of to-day. Never before in the history of the world have the commercial interests made such a successful attack upon political interests, and I believe that when an irresistible body attacks an immovable object, a compromise is the logical conclusion, but the best of all, we, if we live to a reasonable length of life, will see highly satisfactory results in many instances.

While the Victor Talking Machine Co. strives to improve its business methods, as well as its goods, we will make no radical change in the method of marketing our goods. We have the courage of our convictions and the honesty of purpose to keep us fair to the system and square to the merchants that are distributing the goods for us to the public. This system, to which a price maintenance is necessary, is not based entirely on patents; but if it was, we have the patents to keep things going for quite a while.

The Berliner patent expires in February, 1912. Some profess to think sooner. We do not think so, and will fight to the limit in the matter of backing up our opinions in this respect. At any rate, we do not depend on this particular patent for our patent protection, or for price maintenance.

You all know the condition of the disc talking machine business when we entered the field. You all know its condition now, and I feel safe from contradiction in saying that it has been incomparably improved. You all know what company is responsible for the improvement, and you must know that we have patented every step. If you don't know it, let me tell you that we have to the very best of our ability, and that we have secured within the past two or three years patents that are the most valuable that have ever been issued in the talking machine art. We are, we believe, now quite prepared to repulse any raid that may be made on our business at the expiration of the Berliner patents, and we believe that there is likely to be more litigation in the next five years concerning talking machines than in all of the balance of the previous time put together. We don't intend to confuse or irritate the trade with continuous warnings. We are not going to fight our battles with circulars. We will make dignified statements if the occasion requires them from time to time, and that will be all. We simply ask you to have confidence in us and to wish us success and to do everything that you can to support us in the stands that we may take or in litigations that are forced on us. It will be far better for the trade in general if we win; but, as I have said above, we do not depend on our legal department to keep us going.

The Victor Co. is now a strong commercial and manufacturing organization. We do not make large percentages of profit. Let me give you a few facts and figures: We could invest the capital invested in our business in Pennsylvania railroad stock and pay twice the dividends we have been paying for the last ten years, besides accumulating a surplus that would double our capital eventually. The Victor dividends now net but 2 per cent. on the actual assets of the company, after counting good-will, patents and all our unestimated valuable matrices at the sum of \$2. Our turnover is large and is growing very fast. We have the most

economical factory installations that can be devised, and we have systems installed and now working that are so efficient and novel that experts from all parts of the world come to examine them. With all these things, we are content with less actual profit and less dividends per capital invested than the Pennsylvania railroad or any other concern we know of. This is what we think will be admitted as conservative, and as building ourselves up on a solid foundation.

You know what our goods were a few years ago; you know what our goods are to-day in the matter of quality. We know what we aim to be in a few years hence. We will improve if we have to stop paying even the dividends we are now paying. Just watch us improve and watch us grow, and the whole trade is going to improve and grow with us—but we must have the confidence of the trade; we cannot thrive without that. We want to deserve the success we hope to attain and we hope the trade and our competitive manufacturers will catch the spirit of our policies. They are new, good and successful.

Let me sum up as a parting shot:

Let the trade have confidence in us.

Let the Victor Co. increase its confidence in the trade.

Let the trade strive to gain more confidence in the talking machine business.

These three recommendations attained means success itself.

A Letter from Thomas A. Edison.

The Toastmaster—Under date of May 4, 1910, we have this communication addressed to our secretary: "My Dear Mr. Roush—Mr. Edison has turned over to me your very kind invitation to him of April 28 to attend the meeting of the National Association of Talking Machine Jobbers at Atlantic City in July next. Mr. Edison's engagements are so uncertain that he cannot see his way clear to a definite acceptance of your kind invitation. He wishes me, however, to thank you very sincerely for remembering him. Believe me always, yours very truly, Frank L. Dyer, President."

We were honored this time a year ago, ladies and gentlemen, as you distinctly remember, by the presence of Mr. Edison with us. The note which I have just read from Mr. Dyer explains the fact of his not being with us to-night. Mr. Edison is a man who is somewhat averse to public appearances, and the fact that he consented to honor the gathering last year in this place is one of the most substantial compliments the organization has ever received.

Lacking Mr. Edison himself, he is represented at this time by a most worthy and most competent and most fitting representative, the president of his concern. I have the pleasure of presenting to you Frank L. Dyer, the president of the National Phonograph Co., who will address you on the subject of "The Undesirable Dealer." (Applause.)

FRANK L. DYER'S ADDRESS.

Mr. Toastmaster, Ladies and Gentlemen—I hoped to be able to prepare some sort of a formal paper to be presented here to-night, but have been unable to do so because most of my time for the past two months has been spent away from Orange in connection with matters relating to the development of the new storage battery on which Mr. Edison has been working so long. So that if I may be permitted to say a few words in an informal way, I would like to discuss very generally a question which I think enters fundamentally into the talking machine business.

An Interesting Comparison.

I most assuredly agree with Mr. Johnson, for whose opinions I entertain the highest respect, in his statement that the talking machine business is a permanent industry and has a tremendous future. If ten years or more ago I had occasion to go to any one of our jobbers as a business proposition and told him that I had two schemes that I would like to present to him, and that I would like to have him select the scheme that was the most likely to be profitable,

I have not the slightest doubt as to what his decision would be. One of the schemes which I would have presented would be the making of an amateur camera, by means of which people could take photographs in an amateur way and have them developed in regular photographic establishments, and the other would be the production of a machine by means of which records of music could be sold at a small price to the public. I do not think any of you, having the choice of those two schemes, would for a moment hesitate to say that the one that held out the largest possibilities of hope for the future would be the talking machine; and yet the business of the Eastman Kodak Co., with whom we have very close relations in connection with another branch of our business, netted them in actual profits last year more than was made by all of the talking machine companies of this country and probably more than was made by all of the talking machine companies of the world. That business has been developed and brought to an enormous success.

Many Undesirable Dealers.

The talking machine business developed very rapidly and they were sold at first largely as a novelty, and there can be no doubt, I think, but



FRANK L. DYER.

that there are many dealers in the business who are undesirable. I have been told that there are many men who pretend to be phonograph dealers who carry one machine and fifty records, or less, and they have been dealers for many years. In many cases such dealers are thorns in the sides of other men who may be enthusiastic, may be most anxious to make a success of the business, and I believe that the jobbers should co-operate with us in our efforts which we have been carrying on for a year or more to eliminate these dealers and to leave a corps of active, industrious men who will handle the business in the way it should be handled.

At the present time, merely to make a comparison with another company and speaking, of course, for the National Phonograph Co. alone, we have in the neighborhood of 13,000 dealers. The Singer Sewing Machine Co., which in some respects bears an analogy to a talking machine company, is capitalized at \$90,000,000 and its stock is selling at the present time for something over \$300, so its assets as represented by its stock value are upward of \$280,000,000. Roughly speaking, that might be considered as a hundred times the value of the National Phonograph Co., aside from the property of the Edison Phonograph Works, which makes the phonographs for us, and at that rate, in order that the Singer Sewing Machine Co. could be compared with ourselves in the number of its dealers, it would have to have 1,300,000 dealers in this country alone.

Only Active Men Wanted in Trade.

So it seems to me that it is most important that the undesirable dealer, the man who has

lost interest, the man who does not carry a stock, the man who simply stands in the way of his active competitor, should be eliminated, and the territory left to the active man who is willing to handle the business as it should be handled.

Protection Against Dishonest Dealers.

Of course, when I speak of the desirable dealer being left, I mean the dealer who is desirable in all ways, and one of the elements of desirability in a dealer is that he should pay his bills to the jobber. One of the objects of your association was that by means of co-operation you would in some way protect yourselves from the dishonest dealer, but for reasons with which I am not familiar it seems impossible to bring that result into effect. I understand that one reason is that there are some jobbers who are not members of the association and who do not co-operate with you. Mr. Dolbeer has told me that one of the requests that were made at the various meetings of the jobbers was to try, if possible, to interest the manufacturers in the subject of accounts, in order that the dealer who refuses to pay his account to the jobber might be removed from the dealers' list. Of course, we have no desire to enter upon the duties of a collection agency, because we have many other things to attend to; but from the point of view that when a dealer neglects to pay his jobber, he not only injures the jobber but injures us; we also are interested in that question. In a purely informal talk of this kind it is sometimes difficult to express oneself in the best possible way, and we often say things that we did not mean to say, so that in order that there may be no question as to where we would stand on such a question, I have written down briefly and have here a statement of just what we would be willing to do on this question, if it is a matter of interest to you; and I think this is as far as you could expect us to go.

What the National Co. Will Do.

In case of complaint by a jobber against a dealer in paying his account for Edison goods, when the complaint is concurred in by the other jobbers through whom the same dealer is signed, we will remove the dealer from the dealers' list if satisfied as to the correctness of the facts. The details, of course, to be worked out, and this practice to be resorted to only after all other reasonable efforts have failed.

I believe that if we can secure, and I think we have secured the co-operation of the jobbers in removing to as complete an extent as possible the dealers who have lost interest in the business and who do no good, either to the jobbers or to the manufacturers, the business will be put on a very much better foundation than it is and will develop certainly to the extent of the amateur camera and possibly to the extent of the sewing machine. (Applause.)

C. H. Wilson Wires Best Wishes.

The Toastmaster—We were hopeful, ladies and gentlemen, up to the last minute, of the presence here to-night of C. H. Wilson, of the National Co. This afternoon brings the following telegram to Mr. Roush: "Best wishes for a most pleasant banquet and successful ending of what I understand has been the most enthusiastic and best attended convention of your association. Extremely sorry I cannot be with you, and assure you that nothing but sickness in the family could keep me away. Will think of you all many times to-night and will be with you in spirit if not in person. Hope to see you all in Orange Saturday. C. H. Wilson."

Apropos of nothing in particular:

"Pleasant it is for the little tin gods

When great Jove nods;

But the little tin gods make their mistakes

In missing the hour when great Jove wakes."

That is merely one of those flashes of intelligence which I sometimes have which are almost human. This has no relation whatever, nor has it any bearing. Jack Bunsby says, "The bearing of this here observation lies in the application on it."

One of the most pleasant facts and factors of our annual gatherings for the past several seasons has been the presence of a man whom in

honoring we honor ourselves, a man who controls one of the mighty engines for the dissemination of that which never dies, the only thing which never dies, words, not mere words, not empty sounding phrases, not tinkling cymbals and sounding brass, but sound, sane, solid reason, argument, fact—a gentleman whose personality is as charming and as bright, as pleasing as his wit and his eloquence; the very Prince Rupert of debate, the Prince Charming of trade journalism.

Ladies and gentlemen, I have the pleasure of presenting to you Colonel Edward Lyman Bill, the editor of The Talking Machine World.

EDWARD LYMAN BILL'S REMARKS.

The famous Doctor Johnson was discovered one day by Mrs. Johnson kissing one of her serving-maids. "Why, Doctor Johnson," said the wife, "I am surprised." "No," said the recreant husband, "that is not exactly right, dear, I am surprised; you are astonished!"

Now, I was surprised when the chairman of your arrangement committee extended a cordial invitation to me to talk to you again this year, and no doubt you are astonished at the ready response on my part to his invitation, but, somehow, I have a fondness for the talking machine people and I cannot very well keep away from them.

I was at the birth of the association in Buffalo in 1907, and I do not want to live long enough to be at its death. I wish to congratulate you, Mr. President, on the splendid advance which your association has made in many ways. It perhaps is at times difficult to tell just what amount of good may be credited to the combined work of all, but it is admitted by thinking men everywhere that through associated efforts much good has been accomplished in this and other trades.

Why Jobbers Should Be Interested.

It would seem to me that every jobber of talking machines in this country should be included in your membership roll, and that your platform should be broad enough for all to stand upon. The talking machine industry is not large and the interests interlock so closely that there should be a broad receptive spirit manifested on the part of your organization so that the entire jobbing trade of this country should act in a harmonious, united way.

I believe that when a company of business men meet for a calm consideration of matters which have a direct bearing upon their business interests that they are apt to agree upon measures which will tend toward trade uplift.

I am proud to be allied with the talking machine industry, and I have taken pleasure in studying it in all its details, and I believe that to-day the business is rapidly coming into its own as a recognized creative industry. It is doing something.

Talking Machine an Educator.

The talking machine has ceased to be regarded as a toy. It is looked upon everywhere not merely as a superb entertainer, ranking with the best, but an educator and a factor in the business world as well.

I believe that the men to-day engaged in the industry realize its broadening future, for, during the past few years there has been a weeding out of the weaker ones, and the industry has become more and more compact.

Such meetings as this which bring together leading business men from remote parts of the Union mean much to the future of the trade, for a healthy comingling and exchange of ideas and a discussion of matters of vital importance can have but one result. It must mean trade betterment.

The Effects of Competition.

Competition of course at times is severe, but good competition is essential to our continued progress and advancement, and that is the very essence of business activity. But the combat should be conducted according to the rules of honorable business warfare and not by deceit or unfair practices.

Fair competition demands the maintenance of

fixed prices, and you will find in the commercial world, in every line, that establishments which maintain fixed prices command the confidence of the public.

Merchants in every line are beginning to realize the truth of this more and more, and those who have remained outside of the on-price breastworks are gradually finding this out, because one price is commonly reckoned as meaning business honesty, and without one price the whole system of selling becomes chaotic.

Value of Social Intercourse.

I have been interested in the social part of your gathering.

There is too much worry in life and a little relaxation from business is good for all.

There is danger in sticking too close to business. It pays to get outside—to mingle with other men—to discuss ideas—to frame up new programs for the future, and in that way one may take a broader survey of things which interest mankind.

One is oftentimes enabled to view local conditions in a clearer way after obtaining the views of others and getting a little respite from business cares. They can concentrate better, and the secret of achievement—of success—of business in life is concentration, and a man can best bring concentrated effort upon the solution of problems which interest him directly after he has refreshed and broadened his mind by contact with other men. He grows stronger—has greater courage. He can go ahead and plan a business campaign with greater confidence, and, as I view it, the talking machine men of this country have a brilliant future before them.

Confidence in the Business Will Be Repaid.

All they need to make that future secure in every way is to exhibit confidence in the instruments which they sell—in the principles which they adopt—in the entire environment of the business.

Manufacturers have shown their confidence by spending fortunes annually to acquaint people of the marvelous powers of the modern talking machine, and it is up to us all to do our part and show the confidence which we have in the business by resolutely facing the business future with that full measure of confidence which insures pronounced success.

The Toastmaster and the Ladies.

The Toastmaster—And now perhaps a word in behalf of the ladies. The ladies have observed, of course, that the general trend of the conversation as set forth by the speakers has been that of shop, but the ladies will kindly remember that if it were not for this shop they would not be with us this evening and wearing their pretty gowns. Therefore I hope the speeches have not been tiresome or tedious.

Mr. Dyer is very fond of a little couplet which runs to this effect:

"When this heart doth cease of motion;

When ye spread the somber pall;

Let me rest by grand Old Ocean,

Where the blue waves rise and fall."

We have been resting for a few days, some of us, by grand Old Ocean; not resting very much so you could notice it, but just resting.

Mr. Dyer also suggests this as a fitting sentiment:

"Gladys killed her nurse Corinne,

Hid her in the dark coal bin.

All that winter, hod by hod,

Nurse was lugged to meet her God."

Communications from Emil Berliner.

I presume it would be fit and proper at this juncture to read a communication written from the laboratory of Emil Berliner under date of May 18 and an additional communication under date of June 24: "Your esteemed favor of April 28 has just come to my hands, having been sent to me from Montreal, where they say it was just received. It is quite uncertain whether I can be in Atlantic City the beginning of July, and I beg you will not announce me as one of the speakers. If I can come, I shall let you know in sufficient time and will be glad to be an impromptu guest. I fully appreciate, as I have always done, the courtesies extended to me

by the National Association of Talking Machine Jobbers, and I beg to express my thanks. I am, yours very truly, Emil Berliner."

His second communication reads: "Replying to your esteemed favor of the 23d, I regret to tell you that I am not at all in good condition and have to keep myself quiet. This precludes my attending the convention, which I know will be an enjoyable affair, particularly the banquet. With renewed assurances of my appreciation, I am, yours very truly, Emil Berliner."

The set program for the evening, as provided by the master of arrangements, Mr. Roush, has been concluded. We believe that brevity is the soul of wit. We also believe that in brevity lies common sense. We have no desire to tire you. Also we, as I have had occasion to say before, are approaching that which is known in Atlantic City as the "shank or the evening" when things begin. In the quiet country places where most of us come from we are going to bed at this time, but here we are not going to bed so you could notice it.

A Closing Toast to the Association.

I wish to offer as the sense of this gathering, officers, ladies and gentlemen, members and guests, a little tribute from Miles O'Reilly. Not to know Miles O'Reilly is to argue yourself unknown. We have Biblical authority for that: "There are bonds of all sorts in this world of ours—

Fetters of friendship and ties of flowers,

And true lovers' knots, I ween;

The boy and the girl are bound by a kiss,

But we have a stronger bond, old friend, than this:

We have drunk from the same canteen."

And I propose to you that from the same canteen which has circled the festive board in the form of the beautiful crystal we pledge to the association, and in the further language of the compatriot of Miles O'Reilly, "Sinn Fein, Sinn Fein" (meaning ourselves), wealth and the health and the future and continued prosperity of the Talking Machine Jobbers, God bless them.

Those Present at Banquet.

Louis Buehn Ed. Buehn, C. W. Miller, Charles Lindauer, Louis Buehn & Bro., Philadelphia; Lawrence McGreal, Milwaukee, Wis.; I. Davega, New York; O. L. Neal, of Neal, Clark & Neal Co., Buffalo; Marks Silverstone, Silverstone Talking Machine Co., St. Louis, Missouri; L. A. Cummings, St. Louis Talking Machine Co., St. Louis, Mo.; E. F. Taft, W. H. Beck, Eastern Talking Machine Co., Boston; J. Fischer, C. C. Mellor Co., Ltd., Pittsburg, Pa.; H. S. Miller, P. B. Barnell, Frank Osmun, Penn Phonograph Co., Philadelphia; N. D. Griffin, American Phonograph Co., Gloversville; R. H. Morris, American Talking Machine Co., Brooklyn; H. W. Weymann, William Doerr, N. Whitley, H. A. Weymann & Son, Philadelphia; H. V. Metzger, H. R. Burden, the Rudolph Wurlitzer Co., Cincinnati, O., and Chicago; Newton Bachnach, N. Snellenberg & Co., Philadelphia; J. H. Swanson, D. M. Brown, Houston Phonograph Co., Houston, Tex.; Morris J. Peters, of G. C. Aschbach, Allertown, Pa.; James F. Bowers, L. C. Wiswell, L. V. B. Ridgeway, John Otto, Lyon & Healy, Chicago; H. L. Royer, M. Steinert & Sons Co., Boston, H. L. Ellenberger, Pardee-Ellenberger Co.; J. E. Roush and C. M. Roush, Standard Talking Machine Co., Pittsburg, Pa.; H. H. Blish, Harger & Blish, Dubuque, Ia.; C. N. Andrews, W. D. Andrews, Buffalo; Fred A. Siemon, Rudolph Wurlitzer Co., Chicago; C. B. Haynes, N. J. Solomon, Thomas Wardell, C. B. Haynes & Co., Richmond Va.; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; Perry B. Whitsit, the Perry B. Whitsit Co.; Max Strasburg, Grinnell Bros., Detroit, Mich.; Louis J. Gerson, H. B. Bartin, Ed. H. Smith, John Wanamaker, Philadelphia; C. W. Hickok, Whitney & Currier Co., Toledo, O.; H. N. McMenimen, Sheip & Vandergrift, Inc., Philadelphia; Clarence E. Gore, W. C. Roberts, E. F. Droop & Sons Co., Washington, D. C.; W. B. Fulghum, Victor Talking Machine Co., Camden, N. J.; G. T. Williams, W. S. Moffett, New York Talking Machine Co., New York; W. G. Walz, W. G. Walz Co.; E. F. Ball, Ball-Flintze

Co.; L. Bergman; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; H. Winderlist, J. Samuels & Bros., A. O. Owens, A. D. Wellser, W. C. Wellser, O. K. Houck Piano Co.; A. F. Ferris; W. A. Barringer, Wulschner-Stewart Music Co.; R. C. Rodgers, R. Rodgers Co.; A. H. Smith, Smith Phonograph Co.; F. J. Heppie, D. D. O'Neill, C. J. Heppie & Son, Philadelphia; Charles R. Cooper, Boston Cycle & Sundry Co., Boston, Mass.; C. R. Chessey, American Phonograph Co., Detroit, Mich.; G. A. Mairs, W. J. Dyer & Bros., St. Paul, Minn.; I. S. Cohen, Cohen & Hughes, Baltimore, Md.; G. J. McArdle, The Piano-Player Co.; Burton J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; W. O. Crew, Elmira Arms Co., Elmira, N. Y.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; H. S. Davega, New York; A. W. Toennies, Eclipse Phonograph Co.; W. H. Reynolds, E. J. Brady, Wm. H. Reynolds Co.; K. L. Chilvers, His Majesty's Gramophone Co.; Montreal, Can.; W. C. Finch, Finch & Hahn; Robert Shaw, Western Talking Machine Co.; Winnipeg, Man.; Floyd D. Ramsdell, Sioux Falls Talking Machine Co.; W. A. Lawrence, Standard Metal Mfg. Co., Newark, N. J.; Nelson C. Durand, Edison Business Phonograph Co., Orange, N. J.; J. Newcomb Blackman, Blackman Talking Machine Co., New York; George D. Ornstein, Victor Talking Machine Co., Camden, N. J.; F. K. Dolbeer, National Phonograph Co., Orange, N. J.; Edward Lyman Bill, B. B. Wilson, The

Talking Machine World, New York; L. C. McChesney, National Phonograph Co., Orange, N. J.; Oliver Jones, Victor Talking Machine Co., Camden, N. J.; Lawrence H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; L. P. Valiquet, J. F. Collins, Talking Machine Soundboard Co., Newark, N. J.; Frank L. Dyer, National Phonograph Co.; George G. Blackman, R. B. Caldwell, Blackman Talking Machine Co., New York; A. H. Jacot, William Zupff, Jacot Music Box Co., New York; Victor H. Rapke, New York; L. F. Geissler, Victor Talking Machine Co., Camden, N. J.; Max Landay, Landay Bros., New York; D. G. Williams, The Udell Works, Indianapolis, Ind.; Edwin D. Schloss, Irving Isaacs, E. Schloss Co.; New York, H. C. Brown, Victor Talking Machine Co.; Walter L. Eckhardt; J. W. Scott, F. E. Madison, National Phonograph Co.; C. P. Chew, Victor Talking Machine Co.; James H. White, Edison Manufacturing Co.

Among the ladies present at the convention were: Mrs. J. N. Blackman, Mrs. R. B. Caldwell, Mrs. Lawrence McGreal, Miss Gertrude Gannon, Mrs. M. Silverstone, Mrs. Fred Siemon, Mrs. Wardell, Mrs. I. Davega and sister, Mrs. B. F. Pierce, Mrs. Louis Buehn, Mrs. Edwin D. Buehn, Mrs. Perry B. Whitsit, Mrs. E. F. Ball, Mrs. A. F. Ferris, Mrs. F. K. Dolbeer and the Misses Dolbeer, Mrs. Oliver Jones, Mrs. Frank C. Storck and Miss Storck, Mrs. H. C. Brown, Mrs. G. A. Mairs, Mrs. N. D. Griffith, Mrs. I. S. Cohen.

THE BASEBALL GAME ON THURSDAY

On Thursday morning occurred the feature of the week in the entertainment line, namely, the baseball game between the East and the West, in which the latter proved victorious by the narrow margin of one run won in playing off a five-inning tie. The members of the two teams had been doing some hot practice work the previous mornings, had gotten their men working together in good shape, and were generally in fine fettle. Incidentally the players showed a surprising amount of talent and from all appearances the game might have been played by semi-professionals, so fine was some of the work.

The East won the toss-up and were first at the bat, scoring two runs in the first inning,

which the West immediately tied, after which it was nip and tuck until the scheduled five innings had been played, with both teams still tied with seven runs. In the deciding inning the West scored twice to the East's once, and "took home the bacon." There were many interesting and exciting features of the game, and so close was the playing that the man who reached home well deserved the plaudits of the onseers.

The batteries were, for the West, Wiswell, pitcher, and Pierce, catcher; for the East, Moffett, pitcher, and L. Buehn, catcher. The umpires were F. K. Dolbeer, of the National Co.,



Seated on ground, left to right—C. M. Roush, B. L. Pierce, C. Blish. Seated on bench—Lawrence McGreal, L. C. Wiswell, A. F. Ferris, J. N. Blackman, Louis Buehn, W. S. Moffett, H. L. Royer, A. W. Toennies, R. C. Roush. Standing—H. H. Blish, H. C. Brown, F. K. Dolbeer, I. Davega, Ed. Buehn, R. H. Morris, R. Siemon. Top row, seated—Lawrence Lucker, C. H. Andrews, D. D. O'Neill.



DOLBEER LAYING DOWN THE LAW.



M'GREAL PLAYED OUT.



B. J. PIERCE AT THE BAT.

and H. C. Brown of the Victor Co. The line-up was as follows:

East—W. S. Moffett, p.; L. Buehn, c.; A. W. Toennies, s.s.; H. L. Royer, 1b.; Ed. Buehn, 2b.; D. D. O'Neill, 3b.; J. N. Blackman, 1.f.; A. F. Ferris, c.f.; C. N. Andrews, r.f. West—L. C. Wiswell, p.; B. J. Pierce, c.; C. Cummings, s.s.; J. C. Roush, 1b.; Lawrence McGreal, 2b.; Lawrence Tucker, 3b.; H. H. Blish, 1.f.; Max Strsburg, c.f.; J. Fischer, r.f.

Louis Buehn was the best all-round player in the Eastern team, and besides holding everything the pitcher slipped to him and engineering some excellent plays, generally connected with the pellet when at the bat. Those who know Mr. Buehn can well appreciate the effort he made when he slammed a hot one out between first and second and landed home before the ball was discovered. Ice water and shade were very much in order. Lawrence McGreal,

as usual, furnished much amusement for those present. He is a "south pawed" batsman and thereby fooled the pitcher into giving him a free ticket to first on balls. Then "Cupid at the Bat" paddled along to the base with a glide that caused howls of laughter, only to be taken suddenly ill on each occasion and making it necessary for him to be carried to the bench and another man—invariably a good runner—substituted.

Burtou J. Pierce was the only man in full baseball regalia and it might be said that his playing showed that it was not simply an ornament. His coaching was a feature of the game and was of a decidedly acrobatic nature.

Mr. Dolbeer gave a decision in the fourth inning that did not please either side, with the result that he was immediately "mobbed" as a lesson to be more careful in the future. The "mob" scene came out to perfection in the mov-

ing pictures and were the more natural, as in the onset Mr. Dolbeer was taken completely by surprise. Mr. Brown's diminutive stature saved him from a similar fate, and besides he always had a bat handy.

Ferris, of the Eastern team, was the lucky man of the day. He missed everything he hit at, but always got his base on balls and then cantered home in safety.

To review the work of each player would take pages, but in short it was a great game and well worth while. Everyone was greatly interested in the playing and the teams were on their mettle. It is likely that where opportunity permits the baseball game will become a permanent feature of the conventions.

At the close of the game three large sight-seeing cars were provided for carrying the merry crowd back to the Chalfonte, after which a dip in the surf was very much in order.

VICTOR CO.'S ROYAL ENTERTAINMENT

Friday, July 8, was Victor Day in the truest sense and the Victor Co. arranged for special parlor cars to convey the talking machine conventionists from Atlantic City to Camden.

Immediately upon the arrival of the train, Victor teams conveyed the baggage of the members and friends to the Bellevue-Stratford, which was to be the Philadelphia headquarters. The guests registered at the Victor factory offices, and after registration each was presented with a handsomely embossed card case containing tickets of admission to the dinner and to the special yacht awaiting the assemblage at the wharf, also a complete program of the day and evening.

After an interesting tour of the great Victor factories, which was instructive in the highest sense, the harbor steamer "Asbridge" conveyed the association members and hosts down the river to a special resort known as "The Orchard," at Essington, where this delightful luncheon was served.

LUNCHEON.
Martini Cocktails. Little Neck Clams.
Jellied Tomato or Chickeu Consomme.
Soft Shell Crabs, Tartar Sauce.
Rhine Wine Cup.
Philadelphia Squab.
Potatoes Julienne. Corn on Cob.
Victor Punch.
Romaine Salad. Peach Ice.
Crackers. Coffee. Roquefort Cheese.

After luncheon the company gathered on the lawn and were photographed and then took to their home run.

The trip on the river was delightful, and nothing was lacking to add to the pleasure of the voyage.

The Victor hosts were on every hand, always acting with readiness to cater to every desire of their guests.

Upon the arrival of the steamer at the Philadelphia wharf, a special line of sight-seeing autos was awaiting and the talking machine people were treated to a trip through the streets of Philadelphia, where they inspected some of the historical buildings.

Reaching the Bellevue-Stratford, they then en-

joyed the climax of a great day's entertainment.

The dinner was served on the roof garden of the Bellevue-Stratford and was most enjoyable. The menu was delightful, as will be seen by a reference to it.

DINNER.
Crab Meat Flake Cocktails.
Clover Club Cocktails.
Cup Consomme Bellevue.
Almonds. Relishes. Nuts.
Boned Brook Trout, Saute Meuniere.
Cucumbers, Pink Dressing.
Barsac.
Filet Mignon Oriental.
Young Lima Beans.
Moet et Chandon. White Seal Cup.
Kirschwasser Punch.

Cold Pressed Rouen Duckling in Jelly.
Heart of Lettuce Salad.
Coupé aux Peches, St. Jacques.
Macaroons.
White and Green Mint Frappé.
Special Coffee.
Cognacine Champagne. Benedictine.

Immediately after the conclusion of the dinner a vaudeville entertainment was in order. Oliver Jones, who was manager of ceremonies, arranged a delightful program, in which the following artists participated: Bramphin and Herr, vocalists; Larry Sharkey, monologist; James McCool, vocalist; Miller and Mack, clever steppers; Bixley and Fink, operatic comedians; Linden Beckwith, late prima donna of "The Midnight Sons"; The Four Song Writers, Monarchs of Melody, introducing Charles P. Shisler, Charles O'Donnell, Gus Benkhart and Bobby Heath.

This was considered the crown of the day's



FLASHLIGHT OF RECEPTION GIVEN ON ROOF GARDEN OF THE BELLEVUE-STRATFORD, FROM STAGE.



JOBBERS ON LAWN IN FRONT OF COUNTRY HOME OF PHILADELPHIA ATHLETIC CLUB AT ESSINGTON.

entertainment, and was the first vaudeville entertainment ever given on the Bellevue-Stratford roof garden, but the Victor Co. arranged for this special concession and a stage was erected at one end, with all the equipment, footlights, etc.

At the conclusion of the program the appearance of Louis F. Geissler on the platform caused

they look after the pleasure of their guests that there was not an idle moment from the time the train left Atlantic City until the lights were out on the roof garden of the Bellevue-Stratford.

A pleasing souvenir was a handsome watch fob, on which the famous Victor dog appeared.

The visitors to the Victor factory July 8, 1910, were as follows: C. N. Andrews and wife, W. D. Andrews, Buffalo, N. Y.; G. C. Aschbach, Allentown, Pa.; D. M. Brown, Houston, Tex.; H. R. Bruder, R. Wurlitzer Co., Cincinnati, O.; W. S. Barringer, Wulschner-Stewart Music Co., Indianapolis, Ind.; L. B. Bergen, Paterson, N. J.; Mr. and Mrs. Louis Buehn, Philadelphia; J. F. Bowers, Lyon & Healy, Chicago, Ill.; H. B. Bertin, New York city; G. G. Blackman, J. Newcomb Blackman and wife, Blackman Talking Machine Co., New York city; C. R. Cressy, Cressy & Allen, Portland, Me.; R. B. Caldwell and wife, Blackman Talking Machine Co., New York; A. L. Chilvers and wife, Berliner Gramophone Co., Montreal, Canada; L. A. Cummins, Aeolian Co., St. Louis, Mo.; Miss E. Cohen, Baltimore, Md.; C. R. Cooper, Eastern Talking Machine Co., Boston, Mass.; W. O. Crew, Elmira, N. Y.; I. S. Cohen and wife, Cohen & Hughes, Baltimore, Md.; H. H. Blish and son, Harger & Blish, Des Moines, Ia.; I. Davega, Jr., and daughter, New York city; Harry S. Davega, S. B. Davega Co., New York; Mr. and Mrs. Edward Doshe, Dayton, O.; J. Fisher, C. C. Mellor Co., Pittsburgh, Pa.; Edward Lyman Bill, New York; F. L. Fritchey, Cleveland, O.; Wm. C. Finch, Finch & Hahn, Albany, N. Y.; L. W. Loumies, Hoboken, N. J.; Florence Heppie, C. J. Heppie & Son, Philadelphia; Max Landay, Landay Bros., New York; Jas. I. Lyons, Chicago, Ill.; G. A. Mairs and wife, W. J. Dyer & Bro., St. Paul, Minn.; A. D. Melbourne, O. K. Houck Piano Co., Nashville, Tenn.; Mr. and Mrs. Lawrence McGreal, Milwaukee, Wis.; Miss Gertrude F. Gannon, Lawrence McGreal, Milwaukee, Wis.; Clarence E. Gore, E. F. Droop & Sons, Washington, D. C.; A. L. Owen, O. K. Houck Piano Co., Memphis, Tenn.; John Otto, Lyon & Healy, Chicago, Ill.; D. D. O'Neil, J. W. Irwin, C. J. Heppie & Son, Philadelphia; James K. O'Dea, Paterson, N. J.; Burton J. Pierce and wife, J. W. Jenkins' Sons & Co., Kansas City, Mo.; Robert C. Rogers, Washington, D. C.; H. L. Royer, M. Steinert & Sons, Boston; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Arthur H. Ferris and wife, Utica, N. Y.; Geo. E. Mickel, Nebraska Cycle Co., Omaha, Neb.; W. H. Reynolds, Mobile, Ala.; Laurence H. Lucker, Minneapolis, Minn.; H. Miller, Penn Phonograph Co., Philadelphia; Floyd C. Ramsdell, Talking Machine

Exchange, Sioux Falls, S. D.; C. M. Roush, J. C. Roush, Standard Talking Machine Co., Pittsburgh, Pa.; W. C. Roberts, E. F. Droop & Sons, Baltimore, Md.; J. F. McArdle, Piano Player Co., Omaha, Neb.; Louis J. Gerson, John Wanamaker, Philadelphia; Morris J. Peters, Allentown, Pa.; Victor H. Rapke, New York city; E.



J. C. ROUSH FIGURING HIS PROFITS.

a hearty outbreak of applause from the assemblage. He stated, in a few well-chosen remarks, his pleasure and that of the Victor Co. in having the talking machine representatives with them.

At the conclusion of his remarks Mr. Geissler



SMILING OLIVER JONES.

F. Taft, Eastern Talking Machine Co., Boston; Fred A. Siemon and wife, Rudolph Wurlitzer Co., Chicago, Ill.; J. N. Swanson, Houston Phonograph Co., Houston, Tex.; Mark Silverstone



L. F. GEISSLER, L. C. WISWELL, J. C. ROUSH.

stated that he had learned that Horace Petit, the general counsel of the company, was present, and he asked him to make a few remarks.

James F. Bowers arose and requested that Edward Lyman Bill, on behalf of the talking machine jobbers, express the appreciation of the visiting jobbers to the Victor Co. for the magnificent hospitality which had been accorded.

At the close of Mr. Bill's remarks all joined in singing "Auld Lang Syne."

The Victor Co. not merely planned a day of unusual entertainment, but so thoroughly did



PUBLICITY MANAGER BROWN SNAPPED.

and wife, Silverstone Talking Machine Co., St. Louis; L. V. B. Ridgway, Lyon & Healy, Chicago, Ill.; Max Strasburg, Grinnell Bros., Detroit, Mich.; R. Shaw, Berliner Gramophone Co., Winnipeg, Can.; A. A. Trostler, Schmelzer Arms Co., Kansas City; Perry B. Whitsit and wife, Columbus, O.; M. E. Williams, Talking Machine Co., Birmingham, Ala.; L. C. Wiswell, Lyon & Healy, Chicago Ill.; Jacob Wister, Newark, N. J.; Thomas Wardell and wife, Lowell, Mass.; G. F. Wurtele, Philadelphia. Some of the pictures on this page were snapped on the boat trip down to Essington.



LEFT TO RIGHT—SHUTTLE, COLLINS, FULGHUM, MITCHELL, BOWERS (OF LYON & HEALY), BROWN, ATKINSON.

JOBBER GUESTS OF NATIONAL PHONOGRAPH CO.

On Saturday morning the jobbers came over to Orange, N. J., from Philadelphia, as guests of the National Phonograph Co., and upon arrival were taken immediately to the company's plant in a score of automobiles. At the factory they were ushered into the laboratory, where they were entertained with the reproduction of the full series of moving pictures taken during the convention at Atlantic City by James H. White, of the Edison Mfg. Co. The visitors were much interested in observing themselves and friends in the Boardwalk parade, and when the

Mich.; C. B. Haynes, Richmond, Va.; I. Davega, Jr., and daughter, New York city; T. H. Towell, Eclipse Musical Co., Cleveland, O.; G. C. Aschbach, Morris J. Peters, G. C. Aschbach, Allentown, Pa.; H. H. Blish and son, Harger & Blish, Dubuque, Ia.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; J. F. Bowers, L. C. Wiswell, John Otto, L. V. B. Ridgeway, Lyon & Healy, Chicago, Ill.; Harry S. Davega, S. B. Davega Co., New York city; A. W. Toenies, Eclipse Phonograph Co., Hoboken, N. J.; James I. Lyons, Chicago, Ill.; Clarence Gore, E. F.

York city; George Blackman, Mr. and Mrs. R. B. Caldwell, Blackman Talking Machine Co., New York.

The following representatives of the National Phonograph Co. were in attendance to see that the jobbers were well looked after: Thomas A. Edison, F. L. Dyer, F. K. Dolbeer, C. H. Wilson, G. F. Scull, E. J. Berggren, Wm. Pelzer, L. C. McChesney, W. Stevens, N. C. Durand, E. H. Phillips, A. C. Ireton, C. E. Goodwin, W. L. Eckert, E. L. Aiken, L. W. McChesney, F. E. Madison, P. Weber, D. Holden, C. Schiff, J. W. Scott, J. Muenster, W. Nehr, J. Lang, W. Hicks, L. Ott, W. H. Miller, J. W. Aylsworth and John Rogers. This ended a most strenuous week and it was a very tired lot of talking machine men who left Orange late in the afternoon, homeward bound.



JOBBER GUESTS PHOTOGRAPHED IN FRONT OF ESSEX COUNTY COUNTRY CLUB.

various interesting events of the ball game were flashed upon the screen they applauded to the echo. As was remarked, the pictures of the game were more amusing than the game itself. Next a number of the excellent films from the general catalog were shown, including an amusing "freak" picture, a war drama, and another comedy roll.

At the close of the entertainment Thomas A. Edison held a reception at the door as the guests were leaving to take the automobiles for the home of the exclusive Essex County Country Club. Owing to Saturday being a half-holiday it was not possible to have the jobbers inspect the plant under working conditions, but as a matter of fact there were few who had not had that privilege on previous occasions.

Arriving at the Country Club the jobbers and their wives were the guests of the National Co. at a most elaborate luncheon on the commodious porch, where the heat of the day was not felt in the least. A standing toast was drunk to Mr. Edison, who sat next to President Dyer at the head of the table.

The guests of the company on this occasion were Mr. and Mrs. Perry B. Whitsit, Columbus, O.; Mr. and Mrs. J. N. Blackman, New York city; J. C. Roush, C. N. Roush, Standard Talking Machine Co., Pittsburg, Pa.; Mr. and Mrs. Lawrence McGreal, Milwaukee, Wis.; Miss Gertrude Gannon, Milwaukee, Wis.; Mr. and Mrs. Burton J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.; Mr. and Mrs. Louis Buehn, Philadelphia, Pa.; Mr. and Mrs. N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; Mr. and Mrs. G. A. Mairs, of W. J. Dyer & Bro., St. Paul, Minn.; Mr. and Mrs. H. L. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; Mr. and Mrs. C. N. Andrews, Buffalo, N. Y.; Mr. and Mrs. Mark Silverstone, St. Louis, Mo.; Mr. and Mrs. Thomas Wardell and son, Lowell, Mass.; Mr. and Mrs. Arthur Ferriss, Utica, N. Y.; Mr. and Mrs. Dohse, Dayton, O.; Max Strasburg, of Grinnell Bros., Detroit,

Droop & Sons Co., Washington, D. C.; D. O. Roberts, E. F. Droop & Sons Co., Baltimore, Md.; W. H. Reynolds, Mobile, Ala.; E. J. Brady, Natchez, Miss.; L. H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; James K. O'Dea, Paterson, N. J.; A. A. Trostler, Schmelzer Arms Co., Kansas City, Mo.; D. B. O'Neil, C. J. Hepe & Son, Philadelphia, Pa.; J. Fisher, C. C. Mellor Co., Pittsburg, Pa.; A. L. Owen, O. K. Houck Piano Co., Memphis; A. D. Wellburn, O. K. Houck Piano Co., Nashville, Tenn.; L. J. Gerson, E. H. Smith, John Wanamaker, Philadelphia, Pa.; H. B. Bertine, John Wanamaker, New York city; J. N. Swanson, D. M. Brown, Houston Phonograph Co., Houston, Tex.; W. S. Barringer, Wulschner-Stewart Music Co., Indianapolis, Ind.; R. Shaw, Western Talking Machine Co., Winnipeg, Man.; Charles R. Cooper, Boston Cycle & Sundry Co., Boston, Mass.; V. H. Rapke, New York city; N. Goldfinger, Siegel-Cooper Co., New

CONVENTION NOTES

Secretary J. C. Roush was heartily complimented on all sides for the excellent program he had arranged and the successful manner in which it had been carried out. There was not a hitch anywhere.

Toward the middle of the week many of those who had been down to Atlantic City over the holiday had developed cases of painful "boardwalk" feet and any suggestion for a stroll met a cool response.

The arrival of the jobbers at the Edison plant caught Mr. Edison slightly unawares, so he jumped into an automobile, raced to his home, three-quarters of a mile away, shaved, dressed and was back to the factory in fourteen minutes. He quietly stated that had he hurried he could have made it in eleven minutes.

Murder will out; there was nothing funnier in the moving pictures than the all too evident efforts of some to appear unconcerned and unconscious of the camera's presence. They'd never make a living as actors.

Among the ladies who enjoyed the convention festivities were Mrs. Frank C. Storck and Miss Storck of Red Bank, N. J., who lent their charming presence to the enjoyment of numerous occasions, while Mr. Storck was dispensing some of his association enthusiasm.

Peter Weber, of the National Co. forces, has a great reputation as a daredevil automobile driver. When very cautious he takes sharp curves on two wheels, but as a rule prefers pivoting on one. He sometimes has hard work persuading his friends to take a spin.



F. L. DYER. T. A. EDISON. C. H. WILSON.

A snapshot of Perry B. Whitsit, who was re-elected for the presidency of the Jobbers' Association for another year, and Jas. F. Bowers. Both men are good workers. Jas. F. Bowers was the first president of the association. Many term him "the father of the association," and no man has worked harder or more indefatigably than the first president to win out for the asso-



J. F. BOWERS, SITTING. P. B. WHITSIT, STANDING.

ciation in every way. He made many personal sacrifices of time and money to put the organization on a permanent footing, and like everything else, Mr. Bowers went at it with a vim and determination to win, and win he did. As toastmaster at the formal banquet on Thursday night he added to his many laurels, for he was effervescing with good nature and wit, which added greatly to the charm of the occasion. His poetical quotations were appreciated and warmly applauded.

That association interest is widespread is evident from the fact that there were two jobbers in attendance from far-off Texas, one from Winnipeg, Man., and another from Montreal, Can., while the intermediate sections were well represented.

E. M. Brown, of the Houston Phonograph Co., Houston, Tex., is full of figures regarding the



FUTURE TALKING MACHINE JOBBERS.

Louis E. Buehn, Philadelphia, aged 2. J. H. Wardell, Lowell, Mass., aged 5.

Lone Star State and has a most convincing way of explaining distances.

The announcement that Curtiss was making a flight invariably resulted in a grand rush for the Boardwalk, leaving the meeting room, lobby and other centers of attraction temporarily deserted. At the rate the aviator flew past haste was necessary if the flight was to be seen.

Walter L. Eckhardt made the run to Atlantic City to meet his old talking machine friends in his new Lozier car.

Mr. Eckhardt has added as a side line a spe-



"PEERLESS" WALTER L. ECKHARDT ENTERTAINING.

cialty which will interest talking machine men, and it will interest his old friends to know that he is having an enormous demand for his Peerless Suction Cleaner.

Associated with him is another talking machine man who has a wide acquaintance with the trade. Henry E. Marschalk, as announced in an earlier edition of The World, is associated with Mr. Eckhardt in his growing enterprise.

They have a special announcement in another part of this publication which makes good reading and contains some statements worthy of careful consideration.

It was delicious to see the staid members of the association meandering homeward from the Old Vienna and other resorts in the early hours with red paper fezes jauntily perched on one ear and singing favorite songs. And the way the singing palled on one when a policeman hove in sight.

The irrepressible Victor H. Rapke was early on the scene and despite the fact that he was compelled to move around on crutches owing to a sprained ankle was very much in evidence. He convulsed more than one jobber with the description of the weird adventures of his pet monkey, "Josie." He was certainly some animal.

J. Newcomb Blackman plays ball as he attends to convention business with a oneness of purpose that is laudable. The energetic manner in which he batted at the ball—and missed—was most encouraging. The enthusiasm was all there, however.

Frank E. Madison was seen on the Boardwalk on several occasions—we repeat, Mr. Madison was seen on the Boardwalk. Ahem!

With the character of this publication and his personal safety in mind, ye scribe refrains from telling some of the best things that happened during convention. But have a care, Desmond, have a care.

Max Landay, of Landay Bros., New York, was the parodist of the occasion and had made up a number of verses to various popular tunes, in which familiar association personages were rapped or praised as the case might be. One of the parodies, to the tune of "All Join in the Chorus," was sung at Old Vienna each night, and took in about everybody's name.

WANT JUDGMENT SET ASIDE.

(Special to The Talking Machine World.)
Trenton, N. J., June 28, 1910.

The National Phonograph Co. have made appli-

cation to Judge Cross in the United States Circuit Court to have him set aside the judgment of \$95,424 attained against them by the Goodwin Manufacturing Co. The judgment was based on a contract wherein the National Co. agreed to purchase stearic acid from the Goodwin Mfg. Co. to the amount of \$320,000. The defendants had abrogated the contract and claimed that they never legally ratified it.

THE DORAN PHONOGRAPH CO.

H. S. Doran and J. J. Bennett have purchased the Mazer Phonograph Parlors at 45 Michigan avenue, Detroit, Mich., and will incorporate the business under the name of the Doran Phonograph Co. with a capital of \$15,000.

Opportunity only knocks once, an' then we're generally in th' back part o' th' house.

SONORA

"The Instrument of Quality"

HIGHEST  CLASS

Talking Machines and Records

To be Used With Either Needle or Sapphire



- Superior Tone Quality
- Dignified Appearance
- Invisible Horn
- Tone Modifier
- Automatic Stop
- Covered Cases
- No Scratch
- Sapphire Soundboxes
- Sapphire Records

Some of the unsolicited testimonials, which we receive continually from dealers and private owners of our instruments, contain assertions and comparisons which we are too modest to make ourselves—convince Yourself.

Sonora Phonograph Co.

78 Reade Street, New York, N. Y.

With the line of Columbia Disc and Cylinder Graphophones, and Columbia Disc and Indestructible Two Minute and Four Minute Cylinder Records, you have in front of you a proposition that nothing else can touch. Fortified by exclusive Columbia selling rights you have a business that nobody can break in on. Think that over.



Columbia Phonograph Co., Tribune Building, New York.

GERMANY'S NEW COPYRIGHT BILL.

How the Law Affects Talking Machine Interests—Compulsory License and Royalty Features of the Law—Record Copying Prohibited.

(Special to The Talking Machine World.)
Berlin, Ger., June 29, 1910.

The Reichstag has passed the new copyright act, and the talking machine interests feel a little better, although they are not by any means thoroughly satisfied. The battle royal was waged around the matter of royalty on talking machine records, music rolls and similar musical reproductions. As a result of compromises between the interests involved in the operation of the act, a system of so-called compulsory license has been enacted into law, while the provision for payment of royalty has been extended, as mentioned, to every form of reproduction of music. The compulsory feature provides that a composer must extend the right of reproducing his works to every manufacturer who may wish it, on payment of a "reasonable" compensation. The object of this is to prevent monopoly of any composer's work through contracts between him and a single manufacturer. Moreover, copying of talking machine records is prohibited. Although the manufacturer is not specifically protected against the singer or composer, he receives automatic protection if he employ and pay the former specifically for his services. Purchase of copyright carries with it the right of public reproduction. Lastly, it may be said that the period of copyright protection to a composer has been retained at 30 years, as at present.

BURNS CHATS OF TRIP TO CUBA.

Business Satisfactory but There Is Much Political Unrest—Commercial Men Would Like American Control—Many Records of Typical Cuban Music Secured—Special Catalog.

At the executive offices of the Columbia Phonograph Co., general, New York, last week, Edward N. Burns, manager of the export department, spoke of his trip to Cuba as follows:

"I found business conditions very satisfactory, notwithstanding the political unrest which dominates everything. The island's sugar crop was sold for a big price, and their tobacco also, and money seems to be plentiful enough, but commercial affairs lack stability nevertheless. I still look for intervention on the part of the United States again as has been my opinion right along, and I am quite sure the business people of the island would welcome it, judging from what I heard.

"When we go to Cuba it is not to record Spanish music. It is the typical Cuban music we are after and get. Their music is peculiar, from the fact that it is written entirely in syncopated time, like our cakewalk or rag-time melodies. William Freiberg and Gus Furbush, of our laboratory staff, preceded me to Havana in order to make arrangements for recording, and we secured the finest records ever made for the Columbia Co.—a very complete list of

puntas, boleros, rumbas and danziones. It is our intention to issue a bulletin of these records every two or three months. This class of records will not sell in all the Spanish-American countries, but their sale is confined to Porto Rico, Cuba, Yucatan, on the eastern coast of Mexico and Central America, and in the northern coast cities of Colombia and Venezuela. We have also made a number of records by Mme. Everdri.

"Freiberg and Furbush will go to Mexico after finishing their work in Cuba, and where they will remain to record the best talent available, mostly folk or native songs and instrumentals. As I said, the syncopated music of the Cuban artists occupies a field by itself. As an instance they will take "Cavalleria Rusticana," and while the theme is followed, one would hardly recognize the original melody in the syncopated arrangement. The same is true of "Madame Butterfly." The effect is almost laughable. The most solemn and serious music is also given this twist and turn, a peculiar waltz movement or glide with a lilt rather fascinating, to say the least.

SHOW MUSIC MASTER HORNS.

Complete Line of These Popular Horns Exhibited at the Chalfonte by H. N. McMenimen—Jobbers Interested in Styles.

Atlantic City, N. J., July 7, 1910.

A complete line of Music Master horns, manufactured by Sheip & Vandergrift, Philadelphia,

were on exhibition at the Chalfonte during the convention, under the direction of H. N. McMenimen, general manager of the company. As usual the music horn exhibit was a center of interest for the jobbers, who looked over the new styles and in most instances left liberal orders. The Music Master horns have proved their quality with the trade and the public, and are being manufactured in increasing quantities all the time. According to Mr. McMenimen, who, by the way, is an old-time talking machine man and a favorite with the jobbers, the company have provided for a greatly increased advertising appropriation for the coming year, and intend to push their product even more actively than in the past.

Meanwhile new styles to harmonize with various models of machines will be brought out at intervals and thus keep the line up to date at all times. Needless to say, the Music Master horn is a real success.

J. Wenger, of Wenger & Cherrington, Salem, Ore., who handles Victor and Edison machines in his town with great success, was a recent visitor to New York, when he placed large orders for pianos, in which he transacts a large business in his territory. He reports talking machine prospects in his section of Oregon as most pleasing.

C. Meisel, 4 St. Marks place, New York, besides being a wholesaler and importer of musical merchandise, one of the oldest in the city, is also a Victor dealer.



This is Our Victrola Protector

For Victrola XII and Amberolas also

¶ Every high-class machine on your floor should have a protector. It insures them from injury, dust and dampness.

¶ Most of your customers use their machines on their verandas, yachts, etc., during the summer, where they are exposed to the weather. You can make good profits and pleased customers by selling them protectors.

¶ Write us NOW for samples of materials, prices, etc.

S. B. DAVEGA CO.
126 University Place
New York City

GRESSING APPOINTED MANAGER

Of the Aeolian Co.'s Talking Machine Department—A Splendid Appointment.

The Aeolian Co. announced this week that O. A. Gressing, formerly manager of the St. Louis Talking Machine Co., St. Louis, Mo., had been appointed manager of the talking machine department which they are to open on a large scale in Aeolian Hall, New York. Mr. Gressing is a gentleman splendidly equipped for the position to which he has been appointed. He has had long experience in the talking machine field and will undoubtedly help to place the new department of the Aeolian Co. on a very successful basis.

RECORDS BY EMILIO MURILLO.

The Celebrated Colombian Composer Delighted with the Records Made of His Works by the Columbia Phonograph Co.

Señor Emilio Murillo, the celebrated Colombian composer and pianist, brief sketches of whose career have appeared in *The World* lately, has been spending a good part of his time during the past three weeks in the Columbia Phonograph Co.'s laboratory, New York, making a remarkable series of records. Practically every important work composed by Señor Murillo is being put on Columbia records, all solos—piano, flute and vocal—being executed by Murillo himself, and the band numbers played by the Banda Española, under Murillo's supervision. All Murillo's compositions are of notable beauty, with a virility and gracefulness all their own. The honor of having composed the national hymn of the Colombian Republic also belongs to Murillo. This hymn naturally occupies a prominent place among the compositions recorded by the Columbia Phonograph Co.

Murillo is highly enthusiastic over the Columbia process of recording and has listened to the records already through with the keenest delight. His feelings find expression in a letter to the

Columbia company, giving them the exclusive right to record his compositions and giving them also the sole right to all future recordings by himself.

THE COPYRIGHT QUESTION.

Treated in a Masterly Way by Frank L. Dyer—E. Trevor Williams' Views.

Of the masterly treatment of the copyright question along broad lines, no one is better equipped to write than Frank L. Dyer, president of the National Phonograph Co., Orange, N. J. This is speaking strictly from a trade point of view. As is known, Mr. Dyer appeared last summer before the committee on the law of copyright of the British Board of Trade, and expressed his opinions cogently and forcefully. Since then Mr. Dyer has addressed a formal letter of protest to that body, which appears in *The World's* European department, on another page of this issue. As yet Parliament has not taken any action, though the committee reported, "We desire to express our approval of the revised conventions (signed at Berlin, November 13, 1908) as a whole." It was also provided in this conference that the "convention shall be ratified and the ratifications exchanged at Berlin not later than the 1st of July, 1910." This time has passed, though it was also agreed that the "convention shall be put in force three months after the exchange of ratifications."

It will also be recalled that E. Trevor Williams, president of the Gramophone Co., Ltd., London, England, one of the leading composers of the world, and a close ally of the Victor Talking Machine Co., Camden, N. J., signed the Board of Trade report, he being a member of the committee, subject to reservations. Among other statements made was this, and which is also referred to in Mr. Dyer's communication, namely: "I am entirely in accord with the committee that the authors of musical works should have protection against the adaptation of their works to instruments which can produce them

mechanically.' Having regard to the accepted state of the new law, to give such authors such protection by legislation will confer upon them an entirely new right. An immense industry has been built up under the immunity of the existing law, and consequently this new right should only be conferred subject to complete protection of the industry and to the preservation of vested interests." As to a royalty charge for the use of musical works, Mr. Williams favors the plan incorporated in the United States copyright statute; or as he expresses it, "for simplicity, fairness and convenience the method of a license prescribed by law is undoubtedly the best."

INCORPORATED.

The Sapphire Record and Talking Machine Co., of Manhattan, filed articles of incorporation with the Secretary of the State at Albany this week for the purpose of manufacturing and dealing in talking machines, records and supplies, with a capital stock of \$100,000. The incorporators are: P. B. Verblanck, M. Wagner and D. Tauber, New York City.

USE THE COLUMBIA GRAPHOPHONE.

At the noonday gospel meetings, which are held in Madison Square, right in front of *The World* offices, the Columbia graphophone has been frequently used recently with Gipsy Smith's records which edify and enthuse the assemblage. They have been no mean factor in attracting and holding the interest of the crowd, and thus fulfilling the important purpose in getting a large audience for the speakers who follow.

Advertising is a salesman that never watches the clock—that does not stop work when the whistle blows. The life of a single piece of advertising literature of a single announcement cannot be definitely measured—neither can its value as an investment. Talking machine men should bear this in mind.

JOBBER, ATTENTION!

Now is the time to place your orders with us for needles!

Don't wait until the last minute and let your competitor get ahead of you!

Now is the time to make a special design for you on envelopes and tins, for which we make no extra charge.

Now is the time to obtain our lowest prices.

We have built up a large business in selling High Grade Imported Needles at the same price that you are now paying for cheap needles, and packing them in the "highest grade" manner. in envelopes and tin boxes.

This year we are prepared to quote you the lowest prices on High Grade Imported Needles, and we urge you, "right now," to send us specifications on your requirements, and we will be pleased to quote you a price that will startle you, and submit to you designs for envelopes and tin boxes that will sell the goods on its appearance. DO IT NOW!

The Talking Machine Supply Company
400 FIFTH AVENUE, NEW YORK

FROM OUR CHICAGO HEADQUARTERS

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

Jobbers Report Business as Good Considering the Season—Sending Machines to Summer Homes—Suggestions for Dealers Furnished by Experts—The Talker as an Educational Force—Clever Window Advertising—Grafonola Accompanes Hardware Men on Tour—A Hint Anent Salesmanship—Those Who Attended the Convention—New Columbia Operatic Records Delight Company's Patrons—Expansion with Lyon & Healy—Interesting Personalities—Aeolian Co. Activities—Auxetophone Aids at Lecture—Increasing Demand for Fibre Needles—Summary of News.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1910.

Business with the local jobbers made a very fair showing during June, although the advent of settled hot weather the latter part of the month naturally caused something of a falling off as compared with the first half. The month, however, made a good increase as compared with the corresponding month of last year; indeed, there has not been a month this year which has not shown a substantial gain as compared with 1909. We are now in what is always the dulllest month of the year, and trade is quiet, although by no means stagnant. The large retail concerns are doing some aggressive advertising, Lyon & Healy using larger space in the dailies for their talking machine department than ever before. The enterprising dealers never let up in their efforts for trade, and consequently maintain a fairly steady run of business at a time when, if business were not forced, it would be practically dead. An encouraging feature, however, is that this year all the large stores and departments report that they have had more customers send their machines into the store to be packed for shipment to summer cottages than ever before, and that the number of machines and records sold to the vacationers is increasing from year to year.

This, perhaps, gives a hint to dealers in towns in the vicinity of summer resorts. It is possible, no doubt, to work up quite a business among the cottagers who have not provided themselves with machines before leaving home. A canvass of these resorts, especially at the week end, when the man of the family is most likely to be "in camp," might prove very resultful. Anyway, it's worth the effort, if any of the trade contiguous to the resorts have not already tried it out.

In the Chicago letter this week will be found quite a few suggestions furnished as a result of the experience or observation of the members of the trade, and which, perhaps, can be utilized by some of the World readers in stimulating trade during the dull season of planning the fall campaign.

"Talking Machines in Schools."

"There are many indications that the talking machine is rapidly entering the larger field of usefulness for which it was predestined from the first," remarked Roy J. Keith, sales manager of the Talking Machine Co. "Its value as a positive educational force, as well as an entertainer, has long been recognized in a general way. Quite a few musical conservatories have used the Victor in conjunction with Red Seal records as an aid in teaching interpretation, and parents have been surprised at the influence exerted in the home in the cultivation of the musical taste of the children. Now, however, it looks as though the talking machine would soon be exercising its full mission as an educator, and if the dealers of the country will take the hint furnished by the developments of the past few months in Milwaukee, it will not be long before you find a talking machine a regular part of the equipment of the average public school.

"The advertising and commercial value of such a departure is obvious, and the dealer who is instrumental in securing the installation of a Vic-

tor in each of the schools in his town and vicinity will naturally be the one to reap the greatest benefit."

Reverting to the case in point, L. C. Parker, manager of the talking machine department of Gimbel Bros., Milwaukee, has placed Victors in no less than fifteen of the public schools of that city. The plan followed by him in making it possible for the individual schools to pay for the machines is worthy of mention. In the majority of instances the machines were quickly paid for by the pupils themselves through the medium of the principal. Concerts were given which were attended by the parents of the pupils and other residents of the vicinity. An admission of 10 cents was charged, and each pupil was given five tickets, and was permitted to keep one for his own use in return for selling the others. In many instances the outfits have been paid for by the proceeds of a couple of concerts.

Mrs. Clark, the supervisor of the music of the Milwaukee schools, has entered enthusiastically into the idea. She perceives the value of the use of the Victor in the schools, not only in developing the taste for good music, but in illustrating the enunciation, tone production and interpretative methods of the best singers. She is spending a good deal of her time this vacation in preparing simply worded stories of the operas and talks on the composers and the meaning of their works for the benefit of the teachers in conducting recitals for the pupils.

Mr. Parker has received letters from the principals of the schools, in which they state their experience with the Victor, and all speak in the most glowing terms of the benefits derived. Stated times are set aside for the use of the Victor, and the children are permitted to sing with the solos and instrumental records with which they have become familiar. Individual pupils are sometimes given a place on the concert programs, and repeat the songs they have learned from the machine. The facility with which they imitate the phrasing and expression of the maker of the record is remarkable.

It is found possible to make use of the Victor in the school in ways which were not dreamed of at first. One principal, for instance, added zest and interest to the work of the English literature class who were studying Burns by having some of the records of the songs of the Scotch poet played. The same man found the German class reading something about Wagner, but inquiry revealed the fact that very few knew anything about the music of the master. The Victor was immediately brought into requisition.

As a result of the Milwaukee innovation, the schools in Janesville and Racine have taken the matter up, with gratifying results, and Wisconsin promises to be leader in the movement.

Some Very Clever Window Advertising.

SOPRANOS, ALTOS,
TENORS, BARITONES.

COME IN AND MAKE A PHONOGRAPH RECORD
OF YOUR VOICE.

A GREAT THING FOR VOCAL STUDENTS.

HEAR YOURSELF SING AND CORRECT YOUR
FAULTS.

RECORDS MADE COMPLETE WITH PIANO AC-
COMPANIMENTS, 40 CENTS EACH.

COME IN AND INVESTIGATE.

A neat window card bearing the above legend, in one of the windows of the Rudolph Wurlitzer Co., together with circular letters and some small advertisements in the dailies, is having the effect of drawing quite a few singers, both professional and amateur, into the store. It has proven quite a hit, and has already influenced the sale of a few machines. "It's good advertising, if the immediate results in the way of sales are not great," said L. Kean Cameron, in charge of the retail talking machine department.

"Incidentally, it's a whole lot of fun, gets people into the store who would not come otherwise, and gets just the class of people we most want

to reach interested in the talking machine proposition."

Mr. Cameron has fitted up one of the record rooms as a recording laboratory, with a piano and Edison machines. The other day a teacher brought in no less than ten pupils in a body, all of whom heard their own voices as others heard them, and carried away the result. Local singers of note, like Albert Boroff, E. C. Towne, Wm. Beard and Henry Vogel, who was here last season with the "Melting Pot," but formerly a grand opera singer, also took advantage of the scheme.

Grafonola on a Trip.

A special train, carrying 300 people, delegates to the National Retail Hardware Association's convention at Denver, and their families, left last night over the Chicago & Northwestern. On the way they have been entertained with a Columbia Graphophone De Luxe, which will occupy a place in the lobby at the hotel which constitutes the headquarters of the association during the convention. It's a good little stunt put over by A. H. Herriman, in charge of the retail department at the Columbia Chicago branch, and no doubt will yield results both from a retail and wholesale viewpoint.

Word About Salesmanship.

"Knowledge of goods, real interest in your work, and a decent personal appearance taken for granted, successful salesmanship in this line narrows down largely to carefully, but unobtrusively, watching and 'playing up' to your customer," remarked one of the most successful retail talking machine salesmen in the country. "A good many men whom I have known seem to think that the main thing is to talk. They shoot all their ammunition off in a bunch, but keep on talking. I've frequently seen a man talk a customer up to the point of buying, and then unknowingly talk him off again. The point is to lead your customer gently on to making his preferences and even his objections known. It's a hard thing to define. No two people are exactly alike. Sometimes you can ask directly about how much money a customer wants to spend. Others you would deeply offend. Some people care only for the popular thing, but don't care to declare themselves. By a little feeling around you can tell. In handling a machine customer it often depends as much on whether you demonstrate with records that the customer is impressed with, as the merits of the machine itself. Watch your customer, and the minute you catch the most fleeting expression of disapproval shut the record off. The average person will betray themselves more by their facial expression than by their words. It takes experience and perhaps not a little of the intuitive faculty to read it aright, but the man who lacks the ability misses one of the prime requisites of salesmanship, to my notion. Of course, it's just a phase of character reading, something that can be cultivated to a greater degree than is generally supposed, if one makes up his mind so to do."

The Conventioneers.

The Westerners showed up at Atlantic City in pretty good force, from all reports, but they didn't go in a crowd. Up to the first of last week L. C. Wiswell, who was engineering the plan, had advised that Burton J. Pierce, manager of the talking machine department of the J. W. Jenkins Sons Co., Kansas City; Floyd C. Ramsdell, of the Sioux Falls Talking Machine Exchange; H. H. Blish, of Harger & Blish, Des Moines and Dubuque; A. A. Trostler, manager of the talking machine department of the J. F. Schmelzer Arms Co., Kansas City, and Lawrence Lucker, of the Minnesota Phonograph Co., would all be on hand Saturday to leave on the Pennsylvania 5.35 p. m. train. Then Wiswell himself was compelled to leave Tuesday to attend to some matters at the Victor factory before the convention. Trostler blew through on Wednesday;



Summer Time is Victor Time

"At home or in our summer retreat, the Victor is our indispensable summer entertainer."

MR. DEALER: This conviction is abroad in the land. During the summer season all thoughts turn toward the out of doors, the open air, the sunshine.

The VICTOR complies perfectly with these conditions.

Make your customers see what the VICTOR really means to their open air pastimes.

Their lawn fetes and porch parties will be doubly enjoyable with the aid of the VICTOR—the pleasure of their summer hoos and dances will be greatly increased.

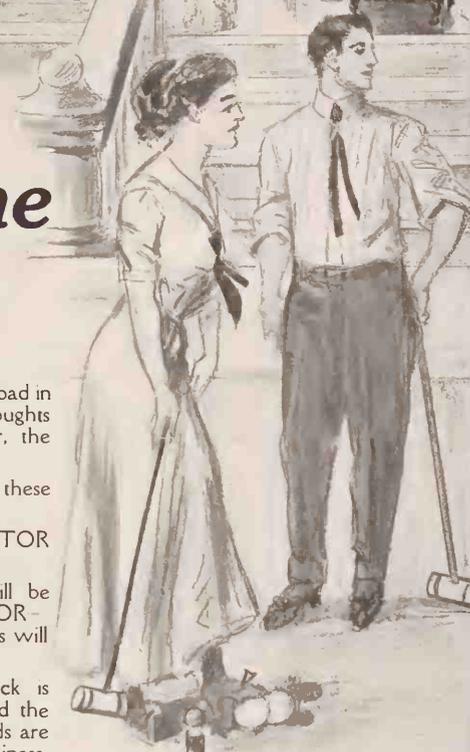
Our Victor Machine and Record stock is most complete. The "Four Big Sellers" and the exceptionally fine summers list of Victor Records are a great incentive to a profitable summers business.

We feel safe in saying that we have the largest stock of Victor Victrolas outside of the Victor factory. Tell those Victrola prospects of yours what they are missing by not having their Victrola during the hot summer weather when it could be such a source of comfort and pleasure.

If you cannot get those live prospects into your store this kind of weather, send us their names and we will write them a personal letter for you, offering to place a Victrola in their home on approval—you close the sale and make the profit.

Remember, we wholesale exclusively.

The Talking Machine Company
72-74 Wabash Ave. :: Chicago, Illinois



Ramsdell stopped off for an hour on Friday; Lucker and Blish had their plans disarranged and went later, and Mr. and Mrs. Pierce were the only ones who showed up Saturday as per schedule. They lunched with H. B. Hopkins, of Lyon & Healy, took in "Madame Sherry" in the afternoon, and finally found when they boarded the train quite a little bunch of talker people after all. There was Fred Siemon, assistant manager of the Chicago house of Wurlitzer; John Otto, in charge of the retail Edison department of Lyon & Healy's, and L. V. B. Ridgway, Lyon & Healy's Illinois talker salesman.

They presumably had a fine trip, as no reports of casualties have reached Chicago as yet. Lawrence McGreal, of Milwaukee, was another Westerner who had planned to go with the Chicago crowd, but had to change his plans. Arthur D. Geissler was in the East during the convention, but was unable to attend, being detained by important business in New York, much to his regret. Just before he left for California yesterday he was eagerly inquiring as to the result of the ball game at Atlantic City.

J. F. Bowers, of Lyon & Healy, left for Asbury Park, N. J., with his family early last week, and after seeing them nicely located for the summer ran over to take in the convention.

The New Columbia Opera Records.

The new Columbia operatic records, made by the artists of the Boston Opera Co., are gradually coming on sale at the Chicago branch of the company. Those that have so far made their appearance have been greeted with delight by the company's patrons. It's an imposing list, and beginning with the Lucia sextet on one side and the Rigoletto quartet on the other, sung by distinguished artists, is certainly a forerunner of a strong line. The Grafonola Mignons have made their appearance the past month, and from the orders being taken at this end it is easy to forecast a demand calculated to tax the company's facilities to the limit.

Improvements at Lyon & Healy's.

Five years ago Lyon & Healy had one small room devoted to machine sales on the main floor, into which those interested were invited to step after listening to the concerts in Victor Hall. The growth has been steady. Additional rooms have been added from time to time, and when alterations now in progress are completed the machine department, including Victor Hall, will embrace practically all of the Adams street side of the store, and covering a space about 150 feet long by 25 feet wide. From the Adams street entrance up to the larger corner window facing on Wabash avenue there will be nothing but talking machines and phonographs. Victor Hall will be enlarged to a seating capacity of over 100. There will be three Victor rooms, one Edison room and one room devoted to the I. C. S. language course system. The rooms will be handsomely decorated, draped and connected by folding glass doors so that they may be thrown into one if desired. Joe Vasey, manager of machine sales, and his assistant, John Otto, will preside over as handsome and extensive quarters as can be found anywhere. The great retail record department, with its dozen demonstrating rooms, remains, of course, on the fifth floor.

How We Grow.

H. B. Hopkins, L. C. Wiswell's assistant in charge of wholesale, has been extremely busy of late, recovering from the effects of a week's vacation in the northern woods, attending to additional duties in Wiswell's absence at the Atlantic City convention and, with it all, getting home on schedule time to greet a small daughter who recently made her advent in the Hopkins household.

Speaking about babies. F. A. Cook, assistant retail manager at the Columbia Co., is the proud dad of a fine nine-pound boy, who arrived just too late for the fight at Reno.

Progress in the Ghetto.

Barney Olshansky, who has for years done an almost unbelievable talking machine business in a little hole in the wall at 130 Jefferson street, just south of Thirteenth, in the West Side ghetto district, has moved into a fine large store at 1252

Jefferson, which comports more with the size of his business. It is nicely fitted up and has three good-sized private demonstration rooms, besides a large machine floor. Barney also has a branch at 723 Twelfth street.

Geissler to the Coast.

Arthur D. Geissler, general manager of the Talking Machine Co., arrived home on Wednesday of this week, and left on Thursday for the Coast, where he will join his wife and babies, who preceded him. They will spend some time at Ross Valley, at the foot of Mount Tamalpais, in Marin County. Later on Mr. Geissler will meet Leon F. Douglass, of the Victor Co., at San Rafael, and they will spend a glorious fortnight deer hunting and fishing. Mr. Geissler will, of course, visit his friends in 'Frisco and other points before returning. They will be gone until the latter part of August. On his way east he visited St. Louis, to visit the Victor jobbing headquarters of the Aeolian Co., and also inspected the departments at the Aeolian branches at Cincinnati, Indianapolis, Fort Wayne and Dayton, which are now well under way, and he spoke especially of the beautiful department at Indianapolis, which is finished throughout in silver ash, in an individual style of architecture, and the appointments of which are perfect. The Cincinnati Victor departments will also be established at the Aeolian stores at Huntington, W. Va., and Middletown, O., which are under the control of the Cincinnati branch. He spent some time in New York with Messrs. Perkins and Schaad, of the Aeolian Co. The New York department, which he declares will be the finest in the country and will occupy the entire eighth floor of Aeolian Hall, will be open about Sept. 1. Mr. Geissler brought back with him the news that O. A. Gressing, who so capably managed the St. Louis Talking Machine Co. for the past two years and until its purchase by the Aeolian Co., has been appointed general manager of the talking machine interests of the Aeolian Co., making his headquarters at Aeolian Hall, New York.

Various Personals.

W. C. Fuhri, district manager of the Columbia Phonograph Co., left to-day for a short visit to headquarters in New York.

C. F. Baer, manager of the Chicago office, returned this week from a brief trip to St. Louis, Burlington, Davenport and Rock Island. At the latter point he made arrangements with Wm. Schaeffer & Son to handle Columbia goods on a large scale, and secured a substantial initial order.

F. A. Scheuber, president of the Scheuber Drug Co., of Livingston, Mont., exclusive Columbia jobbers for Montana, Wyoming and part of the Dakotas, is expected in Chicago Monday. He will probably go east on a visit to the Columbia factories in company with E. C. Plume, western wholesale manager.

A. P. Grigg, the well-known piano and talking machine dealer of Davenport, Ia., was in the city this week on his way east. He is reported as having sold 25 Victrolas so far this year.

W. W. and E. A. Parsons have been whooping things up in a vigorous fashion since they resumed charge of the Columbian commercial machine interests in this city. Dictaphones are being placed with some of the largest concerns in the city, and in many cases the old type machines are being replaced with the latest models.

Andrew McCarthy, treasurer of Sherman Clay & Co. and manager of the talking machine department, spent several days in Chicago on his return from his bridal trip to the East.

Gus Eilers, of Portland, Ore., and in general charge of the Eilers talking machine interests, also spent some time in Chicago on his return to the Coast.

Wieboldts to Handle the Columbia.

Wieboldts, the big department store on Milwaukee avenue, and, in fact, outside the loop, has just added a complete line of Columbia goods, including the entire record catalog. This is a bit of fine work on the part of City Salesman Ed. Blinke.

Roy Keith, sales manager of the Talking Machine Co., returned on Tuesday from a ten days'

vacation spent at Crystal Lake, in northern Michigan.

Dan Creed, credit man for the Talking Machine Co., had a fortnight's seance with jury duty, which appropriately terminated last Saturday.

Auxetophone Used in Lecture.

Myron Blackman, manager of the record department of Lyon & Healy, accompanied by an Auxetophone, ran down this week to Streator, Ill., and assisted Prof. M. J. Corey in his lecture on "Verdi, the Most Popular of the Italians," illustrated by stereopticon views. The Verdi operatic numbers heard through the medium of Auxetophone, ran down this week to Streator, great audience and greeted with frequent applause.

Aeolian Publicity.

The Aeolian Co. gave their talking machine department considerable publicity in the dailies the past month.

Open Branch on Jackson Boulevard.

The Talking Machine Co.'s new branch store at 43 Jackson boulevard opened the latter part of last month, and in spite of the hot weather experienced, is giving promise of proving a winner. George Davidson has personal charge of the new store.

Fibre Needle Progress.

The number of large dealers throughout the country who are taking hold of the fibre needles in a strong way is constantly increasing. The B & H. Fibre Manufacturing Co. are busily engaged in their enlarged factory in making preparations for the largest fall trade in their history. President F. D. Hall made a hurried trip to the East the past month.

Charles Wiswell, who went with the Victor Co. as their traveler in the State of Maine the first of the year, is back in Chicago on his vacation.

A. V. Chandler, the efficient Illinois representative of the National Phonograph Co., is taking a fortnight's vacation after a year of hard and resultful plugging.

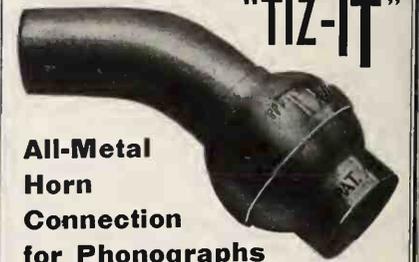
A PERMANENT DISC NEEDLE.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1910.

Morris Levine, the talking machine dealer of Highland Park, Ill. and the inventor of several specialties in the talking machine line, has been granted a patent on a permanent needle for disc talking machines. It consists of a small garnet set in a steel shank, which fits into the needle arm in the same manner as a regular steel needle. These needles will be ready for the trade in about 30 days. They will retail for \$2 each, and are guaranteed for one year, while it is stated they will last for an unlimited period. It is claimed that they will not wear the record as much as the steel needle. Mr. Levine will market his product under the name of the Permanent Needle Co.

**THIS IS THE FAMOUS
"TIZ-IT"**



**All-Metal
Horn
Connection
for Phonographs**

**WE WANT EVERY DEALER TO HANDLE THIS FAST
SELLING ARTICLE. PRICE 50 CENTS.**

Regular Discount to the Trade.

Send for descriptive Circular and printed List of Jobbers who keep "TIZ-IT" in stock. If your Jobber does not handle this Connection yet we will supply you.

One dozen lots, prepaid, \$3.60

Free sample to Jobbers

Manufactured by

KREILING & COMPANY

1504 North 40th Avenue

Cragin Station

Chicago, Ill.

In Union There is Strength

Therein lies the secret of our ability to give the best distributing service in this country. The very fact that Lyon & Healy can supply dealers with absolutely the two best talkers on the market, the Victor and Edison, thereby making it possible for the dealers to buy both of one concern is in itself a strong reason for sending Lyon & Healy your orders.

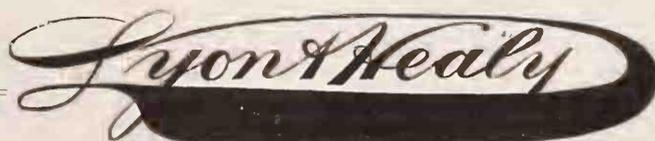
Every division of our Talking Machine department is in perfect accord with the other divisions. There's Unity again.

When an order is received it has the attention of each division in turn and every man who handles it does his part and pushes it on to the next man with all possible speed. Everything and everyone moves with accuracy and singleness of purpose, to get the order out right.

Such unity insures maximum efficiency. It means that orders are filled quicker, packed better and with less errors.

Service of this kind is valuable to the dealer. He can depend absolutely on receiving the goods he has ordered and as soon after ordering them as transportation facilities will warrant.

To those dealers who know only by hearsay that Lyon & Healy service is superior, we extend a cordial invitation to write for the most liberal terms extant, and also for further reasons why Lyon & Healy should receive their orders.

The logo for Lyon & Healy, featuring the company name in a stylized, cursive script font. The letters are dark and set against a light, oval-shaped background that has a slight shadow effect.

Wabash Avenue and Adams Street
CHICAGO



The Columbia Grafonola will give your store a reputation. Columbia Records will help you hold it.



Columbia Phonograph Co., Tribune Building, New York.

SOUTHERN CALIFORNIA NOTES.

The Leading Houses Throughout the Southern Portion of the Pacific Coast Make Encouraging Reports About Business and General Prospects—A Number of New Dealers Take on Talking Machines and Those Who Are Now Handling Them Are Growing More Enthusiastic Regarding Future Developments—An Interesting Budget of News from That Section of the Country.

(Special to The Talking Machine World.)

Los Angeles, Cal., July 5, 1910.

Southern California is enjoying a very good trade in the talking machine line and the future prospects are looking good for a lively summer business. Some important changes have taken place and others are scheduled to follow throughout the next few weeks.

Sherman, Clay & Co. report the best business in the history of the local branch for May and June. Chas. Ruggles, manager, is especially pleased with the trade conditions, having sold a great number of Victrolas. A carload of these instruments was recently received, as well as a large shipment of records. W. F. Morton, traveling representative of Sherman, Clay & Co., has covered the territory between here and the northern cities of the State.

With the G. J. Birkel Co. business is good and many plans are being made for the occupancy of their new store some time in November. Mr. Giessler, who with his family, has taken a trip through parts of the East in the interest of the talking machine department of the new store, has arrived home. A. Graham Cook has originated several clever advertising features for the sale of Victor records, among which are two facsimile records, one of the Miserere by Caruso and Alda and the other of Gems from Robin Hood. These "Big Records" have proved very valuable in the way of increasing the demand for these titles. A Victor Faust folder published under the direction of Mr. Cook is also worthy of comment, it being cleverly arranged. The Birkel Co. are advertising to supply Victrolas in all styles and finishes and have on their floors several different models.

The Wiley B. Allen Co. are about to remodel their department and will give over half of the ground floor to talking machines.

The J. B. Brown Music Co. are doing a good business in high-priced talking machine outfits and Victrolas. Business has increased greatly on South Broadway, where the Brown Co. moved some time ago when there was little trade of any kind. Now there are several large department stores and other of the city's finest establishments in this zone.

The Columbia Phonograph Co. are having a splendid business in Grafonola Regents, having recently received an order from one of the local dealers for twenty of the instruments, to be delivered as soon as they are received. The announcement of the new style Grafonola has been received with much interest in the trade and is expected to be another popular seller.

Max Schiresohn, at 367 North Main street, has

enlarged his Edison department and arranged two large show windows in his store front. The Edison business is rapidly growing with him.

The Southern California Music Co. have received a full car of Edison Amberolas in various finishes and hope with this supply to fill the increased demand. O. A. Lovejoy and C. H. Rundel has made several calls on the Edison dealers in outlying districts and finds trade in very good shape. A. D. Wayne, manager of the retail department, has returned to duty after a short vacation trip with his family. The business phonograph department has been giving daily demonstrations in one of the Broadway show windows which have attracted general public interest and resulted in many sales. D. W. Wise has succeeded H. C. Helyer as manager of this branch of the business.

Andrews & Son, dealers, formerly of Phoenix, Ariz., have purchased the Victor department of the Holmes Music Co., which recently moved into new quarters on South Broadway. The Andrews Co.'s new store consists of several splendidly arranged sound-proof rooms and is one of the handsome stores of the city. The record stock is kept in a system of Jones harmony record files, which adds much to the store's appearance.

The Angelus Talking Machine Co. report a growing trade and many sales of high-priced Edison outfits.

The W. I. Hull Furniture Co., of Santa Monica, are new exclusive Columbia dealers. They are having splendid success with this line and have averaged one machine a day through their outside salesman. Santa Monica is a rapidly growing beach town and, in fact, the oldest beach resort on the coast.

Most of the smaller southern California towns are enjoying a very favorable summer trade. C. H. Short, the Edison dealer of Pomona, is having record-breaking success with the Amherola.

Mrs. D. C. Henderson, of Barstow, Cal., is one of the recently installed Edison dealers. The phonograph line will be kept in connection with her general merchandise store.

Frank D. Streshley has succeeded W. W. Watson with the Edison at Agusa, Cal., and will, after some changes which will permit a more complete line of goods, canvass his section thoroughly.

Another new dealer is reported at El Cajon, Cal., in the person of Albert Broulwer, druggist, who has made a surprising success for the short time he has had the line.

Chas. Asher, the Edison man from Tehachapi, called on the jobbers at Los Angeles with pleasant reports from his section. The Lindsay Drug Co., of Lindsay, Cal., are succeeded as Edison dealers at that point by Sisson & Parker, who mean to do a big business with the line. Carl G. Strock, Santa Ana, has enlarged his establishment, recently purchased from W. J. Cozad. Mr. Strock is a live Edison man and is now making preparations to open a branch at Huntington Beach, which, though a very prosperous town, has never had a talking machine dealer.

E. P. Blanchard, of Laton, Cal., is another recent visitor to Los Angeles, having brought with

him orders to replenish his Edison stock. E. H. Barcaw also called on the Edison jobbers shortly after putting in a complete line at his store in San Juan Capistrano, Cal. W. O. Dresser, late of Rhyolite, Nevada, has removed to Tonopaw, Nevada, where he will add Edison goods to his large furniture emporium, just opened.

San Bernardino has had its first centennial celebration, which was an affair of much success. L. D. Houghton, the talking machine trade's representative, was elected treasurer of the carnival, which attracted thousands of that city during the five days of festivities. Geo. T. Fisher, of Tucson, Ariz., who made a short stay in Los Angeles during the early part of May, is having splendid success with the Columbia Regent, having recently disposed of four in his city. His store has just been rearranged and is now one of the most beautiful in the State.

The Thearle Music Co., of San Diego, Cal., have given a series of very successful recitals for the advertisement of their Victor department. The Wiley B. Allen Co. have received one of the Edison Amherolas, which they will feature strongly in future.

Chas. H. Stidham, manager of the Columbia Phonograph Co.'s Los Angeles store, recently visited San Diego, where he received several orders as a result of calls on the dealers.

Thos. Hall, proprietor of the Imperial Valley Music House, passed through Los Angeles on his return from a trip to Arizona, where trade is in splendid shape. The Imperial Valley is a fast growing farming section and is becoming famous for its excellent produce.

TOOK A VICTROLA.

Minnesota Educators Are Guarded Against Ennui on Train.

(Special to The Talking Machine World.)

St. Paul, Minn., June 30, 1910.

The Minnesota teachers, who left last night on a special train for the National Educational Association Convention in Boston, were determined that dull care and dreary schoolroom memories should be left behind, and some of them evolved the bright idea of taking a Victrola with them in the observation car.

Through the courtesy of W. J. Dyer & Bro., one was installed, with a good supply of records, consisting entirely of grand opera and ragtime, so that there should be no friction between the musical "high-brows" who must hear Caruso and Scotti once in so often to keep their temperaments screwed to the sticking point and the more frivolous element who doesn't mind listening to the vagaries of the colored quarter as set forth in syncopated song.

When the train reaches Boston it will break up and the party will disperse, but the Victrola, having fulfilled its mission of refreshing the weary pedagogical brain, will be boxed and immediately shipped back to St. Paul.

An expert hits one business trouble when he writes: "Running things by brute-force instead of brains."



SOLID WOOD (NOT VENEERED)

Mr. Dealer!

A perfect SOUNDING BOARD for a Talking Machine or Phonograph is what you offer to your customers when you handle the

MUSIC MASTER WOOD HORN

It is the only SOLID WOOD HORN on the market, and is built on scientific principles of acoustics.

It is just as superior to the ordinary horn as a solid wood violin would be to a tin or veneered wood violin.

Should your Jobber be unable to supply you, write us and we will send you a sample line of Oak, Mahogany, or Spruce, Disc or Cylinder Horns, on approval.

If you are not entirely satisfied with the superior merits of the MUSIC MASTER, you can return them to us for credit.

SHEIP & VANDEGRIFT, Inc.

PHILADELPHIA, PA.

BALTIMORE TRADE GLEANINGS.

Eisenbrandt's New Home Will Be Ready August 1st—Will Have Fine Victor Department—Visitors to Convention—Grottendek Resigns—Columbia Co.'s Excellent Business for June.

(Special to The Talking Machine World.)

Baltimore, Md., July 9, 1910.

Within the next two weeks or so there will be another handsome music store in this city where the Victor will be one of the principal attractions. This will be the new home of H. R. Eisenbrandt Sons, on Howard street near Saratoga, which has been in the course of construction for the past few months. For the past few weeks the firm have been conducting a special removal sale at their present stand, Charles and Lexington streets, where bargains in the various lines of musical instruments, with the exception of Victor machines and records, have been offered to musicians and those who are musically

inclined in and near Baltimore. Of course, the firm has been disposing of all its Victor stock, in order to start in at the new store with a full line of new and up-to-date records and machines. According to William A. Eisenbrandt, one of the members of the firm, the Victors, especially the Victrolas, have been in great demand the past month, while he has every reason to believe that the fall will be a booster for this particular line of business. Mr. Eisenbrandt expects to be in his new store by Aug. 1.

Hammann & Levin, 419 North Howard street, announce that the demands for Victors and Edisons has been very satisfactory for the month of June. While they do not expect to break any records in the way of sales during July, they are looking forward to a prosperous fall trade. They are getting ready for a removal sale in order to dispose of the stock on hand before going to their new store at 416 North Howard street. This will be about Oct. 1.

Many of the local talking machine men attended the convention in Atlantic City. Among

those who went to the city by the sea were I. Cohen and Morris Silverstein, of Cohen & Hughes, and W. C. Roberts, manager of the local store of E. F. Droop & Sons Co. Mr. Roberts was accompanied by Clarence Gore, wholesale manager for the Droop concern in Washington, D. C. Mr. Roberts says that business has been keeping up nicely during the last month, while he also looks for plum pickings in the fall. He predicts one of the best seasons since 1906.

Joseph A. Grottendick, formerly manager for E. F. Droop & Sons Co., and more recently occupying a similar position with Cohen & Hughes, has resigned from the latter firm. Morris Silverstein is looking after the talking machine end at Cohen & Hughes, assisted by Miss Kirby, also formerly of the Droop Co.

Manager Laurie, of the local branch house of the Columbia Phonograph Co., states that business for June showed up more favorably than during the same month of last year and compared favorably with that of May. He is looking forward to a good fall and winter trade and a return of the old prosperous times before the panic. Mr. Laurie is displaying the latest of the Columbia models, the Grafonola Mignon, which has proved quite an attraction and favorite with the Baltimore public.

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., July 10, 1910.

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

JUNE 14.

Barbadoes, 2 pkgs., \$105; Berlin, 6 pkgs., \$175; Buenos Ayres, 140 pkgs., \$1,642; Havana, 10 pkgs., \$612; 1 pkg., \$277; Havre, 1 pkg., \$190; London, 55 pkgs., \$1,723; Manila, 17 pkgs., \$874; Maranhao, 2 pkgs., \$102; Melbourne, 117 pkgs., \$2,160; 100 pkgs., \$4,258; Rangoon, 6 pkgs., \$319; Rio de Janeiro, 21 pkgs., \$916; Santiago, 2 pkgs., \$102; Santo Domingo, 4 pkgs., \$140; Tampico, 30 pkgs., \$265; Trinidad, 15 pkgs., \$542.

JUNE 21.

Barcelona, 6 pkgs., \$180; Belize, 4 pkgs., \$121; Bolivar, 2 pkgs., \$170; Callao, 16 pkgs., \$446; 3 pkgs., \$370; Havana, 61 pkgs., \$1,122; Kingston, 10 pkgs., \$296; 8 pkgs., \$273; Kobe, 17 pkgs., \$1,231; London, 7 pkgs., \$253; 1 pkg., \$100; 9 pkgs., \$300; Para, 18 pkgs., \$911; Shanghai, 1 pkg., \$113; 27 pkgs., \$595; Smyrna, 2 pkgs., \$400; Tampico, 21 pkgs., \$901; Trinidad, 3 pkgs., \$211; Valparaiso, 8 pkgs., \$207; 20 pkgs., \$549.

JUNE 28.

Algoa Bay, 5 pkgs., \$221; Berlin, 6 pkgs., \$106; Buenos Ayres, 63 pkgs., \$1,451; Callao, 41 pkgs., \$498; 7 pkgs., \$180; Cienfuegos, 19 pkgs., \$1,691; Corinto, 27 pkgs., \$504; Demarara, 14 pkgs., \$453; Gothenberg, 8 pkgs., \$198; Iquique, 11 pkgs., \$310; Liverpool, 1 pkg., \$120; Melbourne, 20 pkgs., \$3,000; 56 pkgs., \$1,708; Para, 35 pkgs., \$2,165; Rio de Janeiro, 41 pkgs., \$1,325; Savanilla, 57 pkgs., \$2,560; St. Thomas, 3 pkgs., \$137; Trinidad, 6 pkgs., \$625; Vera Cruz, 117 pkgs., \$3,315.

JULY 4.

Antwerp, 5 pkgs., \$260; Buenos Ayres, 145 pkgs., \$9,507; Cartagena, 26 pkgs., \$882; Hamilton, 2 pkgs., \$108; Havana, 6 pkgs., \$503; Kingston, 7 pkgs., \$181; London, 80 pkgs., \$2,300; 7 pkgs., \$540; 193 pkgs., \$4,652; Manila, 69 pkgs., \$3,393; Montevideo, 70 pkgs., \$7,863; Pernambuco, 11 pkgs., \$1,154; Porto Plato, 6 pkgs., \$194; Rio de Janeiro, 58 pkgs., \$3,297; 11 pkgs., \$175; Singapore, 9 pkgs., \$252; Sydney, 5 pkgs., \$2,150; Vera Cruz, 12 pkgs., \$193.

JULY 11.

Cape Town, 107 pkgs., \$2,245; Colon, 6 pkgs., \$190; 5 pkgs., \$176; Guayaquil, 3 pkgs., \$224; Havana, 6 pkgs., \$414; Limon, 7 pkgs., \$155; Port of Spain, 3 pkgs., \$273; Rio de Janeiro, 25 pkgs., \$1,949; Tampico, 39 pkgs., \$1,749; Vera Cruz, 15 pkgs., \$308.

WALTER L. ECKHARDT, Pres. and Gen'l Man.
WILLARD I. HAMILTON, Vice-President

J. H. HUNTINGTON, Jr., Treasurer

JAMES S. MENG, Secretary
ALBERT P. MASSEY, Counsel

Peerless Suction Cleaner Company

Manufacturers of

Factories
NEWARK, N. J.
BRIDGEPORT, CONN.

Peerless

CABLE ADDRESS
"FEERCLEAN"
TELEPHONE CONNECTION

Suction Cleaners

89 Chambers Street, New York

July 15th, 1910.

Talking Machine Trade:

If you are looking for a "live wire line" to handle in connection with talking machines, why not

"PEERLESS SUCTION CLEANERS?"

The "public eye" is centered upon VACUUM CLEANERS. There is nothing before the buying public today which occupies so conspicuous a place as VACUUM CLEANERS.

Every housewife has her heart definitely set upon the possession of a VACUUM CLEANER. She knows that it is the present-day scientific method of house cleaning. She knows that it will minimize her daily labor. She knows that the presence of dust in the home and the use of the old fashioned broom are breeders of disease. She knows that in order to overcome this serious condition it is necessary to use a VACUUM CLEANER.

VACUUM CLEANERS have been advertised to the extent of hundreds of thousands of dollars. THE TIME IS RIPE to get into the VACUUM CLEANER business. Don't wait until "the other fellow" gets too big a lead. GET THE CREAM YOURSELF--it's all settled waiting to be skimmed.

The fall season will be in full swing by Sept. 1st. We anticipate an unprecedented demand. We are increasing our manufacturing facilities to care for this wonderful business.

We want EVERY TALKING MACHINE JOBBER to handle THESE CLEANERS on our jobber's basis. WE ARE CATERING STRICTLY TO THE JOBBER. We are not in the retail business. Where satisfactory jobbing connection is made all dealers' inquiries are referred to the jobber.

LET YOUR REPLY BE AN ORDER FOR SAMPLES.

You can make the cleaner business bigger than the talking machine end of your business--LARGER PROFITS, EASIER SALES AND NO DEAD STOCK.

Yours very truly,

W. L. Eckhardt

President.

Mr. Dealer:

YOU LOSE MONEY EVERY DAY

By Not Selling the Thorn Needle

There is not a customer that comes into your store who would not be glad to take a box home with him.

They Do Please the People and Are Easy to Sell



Many a Victrola sale has been made because the Thorn Needle was used in the demonstration. It eliminates all scratching, and no change is necessary in the Reproducer. Thorn Needles are easy to handle. They play several records, and positively do not wear out or injure a record.

**THORN NEEDLES, Boxes of 100, RETAIL 35 CENTS
THORN NEEDLE HOLDERS, - EACH 25 CENTS
Liberal Discounts to the Trade**

Patented Send 35c. in stamps for sample box of 100 Thorn Needles and Thorn Needle Holder.
We Sell Millions of Them at Retail. So Can You. Send for a Supply To-day. Don't Put It Off.
DO IT NOW.

J. W. JENKINS' SONS MUSIC CO.

VICTOR TALKING MACHINE DISTRIBUTORS

KANSAS CITY, MO.

SOME OF THE EXHIBITS.

"The Resonator" a New Device on a New Principle Attracts Attention—Udell Works Well Represented by D. G. Williams, the Veteran Cabinet Man.

Among the exhibits at the Chalfonte during the convention at Atlantic City was "the Resonator," a new reproducing device shown by the Talking Machine Sound Board Co., New York. The new device, the invention of L. P. Valiquet,

a well-known figure in the trade, does away entirely with the horn and sits directly upon the reproducer of the machine without other support. It is constructed entirely of wood with a seasoned spruce soundboard, and is of such small size as to permit its being packed in the same case with the machine. The Resonator does not amplify the sound but rather exhilarates it and brings out the various tones perfectly. The jobbers were much interested in the device, and after having heard it, in many instances ordered a sample line. L. P. Valiquet and

J. F. Collins were in charge of the exhibit. D. G. Williams, representing the Udell Works, Indianapolis, Ind., was also in attendance at the convention, and did considerable business in his excellent line of cabinets for all styles of records. Mr. Williams has been in the cabinet business all his life, and knowing the line from A to Z, can put up a convincing talk. He stated that the Udell Co. could be depended upon to keep abreast of the general trade in all advances.

DISPLAY OF U. S. PHONOGRAPHS

Made at Atlantic City During Convention under Direction of T. H. Towell—Combination Reproducer and Other Features Interest—Everlasting Records Command Attention.

The U. S. Phonograph Co., Cleveland, O., had an interesting exhibit at the Chalfonte during the convention, in charge of T. H. Towell, who, as head of the Eclipse Musical Co., of that city, is a member of the Jobbers' Association. Three of the most popular styles in the thoroughly attractive line were exhibited, and all who saw the machines and heard them play were most enthusiastic. Special interest was manifested in the combination reproducer, one of the chief features of the U. S. phonograph, which permits the instantaneous adjustment of the reproducer to play either two or four minute records.

The Everlasting cylinder records made by that company also came in for a full share of attention, and their clearness and general high quality was heartily praised. On the whole the U. S. Phonograph Co. exhibit appealed to all as offering to the active jobber and dealer something new and decidedly worth while.

33 1/3 %

DISCOUNT

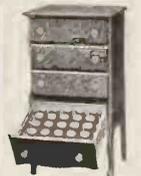
ON CABINETS IF YOU BUY NOW

We Bought the Entire Stock of The Herzog Art Furniture Co.

33 1/3 % discount if you buy any ten or more cabinets in one order. 27 1/2 per cent. discount if you buy five cabinets. 20 per cent. discount if you buy one or two cabinets as specified. Still better prices in lots of 25, 50 or 100. All cabinets mahogany finish except No. 724 which is oak.

Buy now while we can fill your order completely. When one line is sold out we will substitute nearest style and price.

Cabinets hold following records: No. 700, 100; No. 701, 96; No. 704, 120; No. 714, 216; No. 718, 252; No. 721, 213; No. 703, 100; No. 702, 120; No. 706, 150; No. 715, 150; No. 719, 150; No. 712, 216; No. 713, 216; No. 717, 252; No. 720, 294; No. 723, 294; No. 708, 150; No. 707, 150.

 No. 700. Dealers, \$7.25 Per 10., 4.83 " 5., 5.25 " 2., 5.80	 No. 703. Dealers, \$7.25 Per 10., 4.83 " 5., 5.25 " 2., 5.80	 No. 702. Dealers, \$8.75 Per 10., 5.83 " 5., 6.37 " 2., 7.00	 No. 704. Dealers, \$8.75 Per 10., 5.83 " 5., 6.37 " 2., 7.00	 No. 706. Dealers, \$10.00 Per 10., 6.67 " 5., 7.25 " 2., 8.00	 No. 708. Dealers, \$10.00 Per 10., 6.67 " 5., 7.25 " 2., 8.00	 No. 707. Dealers, \$13.75 Per 10., 9.17 " 5., 9.97 " 1., 11.00	 No. 715. Dealers, \$12.50 Per 10., 8.33 " 5., 9.06 " 1., 10.00			
 No. 713. Dealers, \$17.00 Per 10., 11.33 " 5., 12.33 " 1., 13.60	 No. 714. Dealers, \$13.00 Per 10., 8.67 " 5., 9.43 " 1., 10.40	 No. 716. Dealers, \$14.00 Per 10., 9.33 " 5., 10.25 " 1., 11.20	 No. 724. Dealers, \$23.50 Per 10., 15.67 " 5., \$17.04 " 1., 18.80	 No. 717. Dealers, \$20.75 Per 10., 13.83 " 5., 15.04 " 1., 16.60	 No. 718. Dealers, \$15.50 Per 10., 10.33 " 5., 11.24 " 1., 12.40	 No. 701. Dealers, \$5.50 Per 10., 3.67 " 5., 3.98 " 2., 4.40	 No. 720. Dealers, \$15.00 Per 10., 12.00 " 5., 13.05 " 1., 14.40	 No. 712. Dealers, \$12.25 Per 10., 8.16 " 5., 8.90 " 1., 9.80	 No. 722. Dealers, \$19.50 Per 10., 13.00 " 5., 14.14 " 1., 16.00	 No. 719. Dealers, \$15.00 Per 10., 10.00 " 5., 10.87 " 1., 12.00

Neal, Clark & Neal Co.

643-645 Main St., BUFFALO, N.Y., 632-634-636 Washington St.

EDISON and VICTOR JOBBERS

The regular purchase of Columbia Indestructible Records by owners of cylinder machines is merely a matter of once seeing and hearing.



Columbia Phonograph Co., Tribune Building, New York.

CONDITIONS IN CINCINNATI.

Review of Trade Conditions—Opening of Aeolian Co.'s Victor Department—Columbia Co.'s Big Trade—Wurlitzer's Victrola Sales—What Other Dealers Have to Say Regarding the Outlook.

(Special to The Talking Machine World.)

Cincinnati, O., July 9, 1910.

June left the local talking machine colony with anything but a pleasing record. Compared with the preceding months it was not a howling success, but when placed on parade against the corresponding month last year the showing is something different. This is the one conclusion the trade has, and this is being kept in sight. There appears to be but little local business, most of the orders coming from outside of the city's borders. The jobbers who have been combing the hills of Kentucky have found that to be a good territory.

Manager Arthur D. Geissler, of the Talking Machine Co., Chicago, spent some days in the city en route to the Atlantic City convention, in company with O. A. Gressing, formerly in charge of the St. Louis office of the same corporation, but now the head of the Aeolian Co.'s Victor talking machine department. Both spent most of the day with Manager W. O. Black, of the Aeolian store, this city, and L. H. Ahaus, who will have charge of the Aeolian's Victor branch, to be formally opened next Tuesday. They aided the latter in getting his goods shaped up, and through Manager Black learned that a most definite promise had been received from the carpenter promising that the three noiseless booths would be in place not later than next Tuesday. These will be finished in white enamel with mahogany doors.

The Columbia Phonograph Co. find that regardless of the extreme hot weather during the month of June, the demand for gramophones, graphophones and records was good. The sales forged ahead of their previous June business. The Saturday evening concerts given from the windows of the second floor are greatly enjoyed by large crowds of people passing, who stop and listen, many of them coming into the store, where private concerts are given in booths and much enjoyed. The new grand opera records are proving to be universally popular, Cavalieri and Blanchart records being specially in demand, as is also the 12-inch double disc record combining the "Sextette from Lucia" and the "Quartet from Rigoletto." Hundreds of inquiries are being received through the mail for Indestructible cylinder records, both two-minute and four-minute, and sample orders for one or two records are rapidly followed by larger orders, which proves the satisfaction they are giving to Manager Nichols' customers. Business in general is good, considering the summer months.

The past month for the Rudolph Wurlitzer Co. in the talking machine line has been a little quiet. A number of Victrola sales have been made, bringing the total a trifle above the usual June business. The number of prospective pur-

chasers of high-priced Victor and Edison machines is above the average. These sales have been deferred until the return of the parties from their vacation.

A large number of dealers have visited Cincinnati during the past month, combining business with pleasure. Reports are glowing regarding the future of the talking machine business.

The Milner Musical Co. state that their June business is not much behind May; only the sale of Victrolas has kept them apace with the month preceding.

The Milner Co. added Leon Baum, of Camp Washington, to their list of dealers. Baum is a jeweler, but happens to be in a neighborhood where the machine business may become the leader instead of a side line.

John Arnold, Fifth and Elm streets, during June found an unusual demand for medium-priced machines. He reports having had a good sale on Victor records.

J. E. Poorman, Jr., 639 Main street, claims business has been of an off-color for the past four and six weeks, and the same is reported by J. C. Greene, who has been unable to do very much in the talking machine line during the past month. George P. Gross, of Main and Woodward streets, who took on the National Co.'s line several months ago, is confining his efforts to the piano business during the summer months.

NEW COLUMBIA DEALERS FOR JUNE.

Important Concerns in the South, West and East Take on Columbia Products During the Month of June.

In all parts of the country prominent dealers continue steadily demonstrating their faith in the Columbia Phonograph Co. and their product. The June list of dealers who have taken on Columbia lines exclusively or have added extensively to their stock is typical of the previous results attending the Columbia policy.

In Bridgeport, Conn., where the Columbia factories are situated, F. R. Hoffman handles the Columbia line exclusively. The steady growth of his business and the substantial order placed by him recently are convincing proofs that Columbia is popular at home.

The Rhodes, Futch, Collins Furniture Co., Jacksonville, Fla., recently launched out with a complete line of Columbia goods. They had sufficient confidence to place a substantial order. Likewise the Sikes, Lanier & Fite Co. of Athens and Stratham, Ga., have made an extensive purchase of the complete Columbia line. W. A. Barfield, of the Columbia Phonograph Co.'s Atlanta office, was instrumental in negotiating this sale.

The Pacific Coast has proved to be very strongly in favor of Columbia goods, and Logan's Music Store, of Salina, Cal., has laid in a good stock with which to develop the business in its locality.

The Globe Record & Supply Co., 129 East Seventh street, New York City, handle the Columbia line almost exclusively and recently

strengthened their stock very considerably to cope with the increasing business.

E. A. Tompkins, of Pittsfield, Mass., has had such good results with Columbia goods that he placed a very substantial order and is devoting most of his attention to this line.

TWIN CITY NEWS.

Usual Summer Trade Now in Evidence—Mr. Lucker East—Manager Wheeler's Report—Other Items of General Interest.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, July 9, 1910.

Having had an exceptionally fine trade up to the first of July, the talking machine dealers of St. Paul and Minneapolis are taking matters easy during the summer, while the principals and assistants are taking turns at vacations. The July business, though comparatively dull, is greater in volume than for the corresponding period of last year.

Early in the month Lawrence H. Lucker, of the Minnesota Phonograph Co., attended the meeting of the talking machine jobbers at Atlantic City.

Jay H. Wheeler, northwestern manager for the Columbia Phonograph Co., expresses himself as satisfied with the business conditions. "The sales are holding out well, considering that this is the dull season. We have been gratified by the large increase in the demand for the big and higher priced machines. We are selling more of the big modern ones than of the small instruments."

"The jobbing outlook is a little dubious. Many of our country customers have countermanded orders, on the plea that the crop outlook is too uncertain to warrant them in placing large orders. We do not think, however, that there will be a crop failure, and are satisfied that the order will be repeated by September."

The Minnesota Phonograph Co., general distributors for the Victor and the Edison goods, are sending some fine machines to Lake Minnetonka and other summer resorts. The demand for records is said to be brisk and the devotees of the talking machine readily pay the prices asked for the new high-grade records.

CHAPMAN HAS VICTOR LINE.

(Special to The Talking Machine World.)

Rochester, N. Y., June 30, 1910.

E. J. Chapman, the well-known piano dealer of this city, has just received a large shipment of Victrolas, Victor machines and records, and will hereafter represent the Victor Co. both wholesale and retail in this city. He will devote his entire first floor to the Victor department, and will make it an attractive and important part of his general business. As a Victor jobber Mr. Chapman will put out a couple of experienced traveling men to cover western New York, and he intends to develop this end of the business in a progressive way. Mr. Chapman is now making a very artistic display of talking machines in his window, featuring the Victrola in Circassian walnut.

TRADE NEWS FROM SAINTLY CITY.

The Columbia Co. Report Increase of 100 Per Cent in Both Wholesale and Retail—Talking Machine Department Now in Full Swing at Aeolian Hall—Developing Business Plans—Auxetophone for Grand Hotel at Mackinac Island—L. F. and A. D. Geissler Recent Visitors—Other Items of General Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., July 9, 1910.

Business in the talking machine field for the month of June has been fairly active, and the vacation trip demand for machines is excellent. The record trade has been quite satisfactory.

E. B. Walthall, manager of the Columbia Phonograph Co., reports an increase of 100 per cent of both wholesale and retail sales for the month of May over the same month in 1909. Mr. Walthall left on July 10 for a week's trip to the New York offices of the Columbia Phonograph Co., and will also visit the Bridgeport, Conn., factory. Chas. Kaufmann, traveler for this branch here, returned recently from successful trips through southeast Missouri and central Illinois. He is now on his vacation and is touring the northern lakes. J. W. Helbling, retail salesman for this concern, is now on a two weeks' vacation, which is being spent in Bourbon, Mo. W. S. Byrd, traveler for this concern out of Des Moines, Ia., spent several days here recently. R. A. Connor, of the local sales force, spent his two weeks' vacation in Chicago.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., was a recent visitor here on his way to Mexico in the interest of the company.

C. F. Baer, Chicago manager of the Columbia Phonograph Co., spent two days here recently. He was entertained by Mr. and Mrs. E. B. Walthall on a boat trip up the Mississippi river, given by the Rotary Club, a local business men's organization. A. Bloom, a salesman with this concern at Dallas, Tex., was a recent caller here on his way home from a trip to New York and other points. Manager Walthall reports the sale of a CIRCASSIAN Regent machine to a prominent banker of this city recently.

The Aeolian Co. have their talking machine department safely established in Aeolian Hall. The retail department affords one of the pleasant sights imaginable with its white enameled booths, handsome Oriental rugs, and particularly pleasing lighting arrangement. Miss Goetz, in charge of the retail department, reports a splendid business for the month of June. In spite of the fact that this department was removed from the St. Louis Talking Machine Co., their sales have not dropped off at all, and this is considered remarkable, since any change of location always means more or less of a drop in business until the new location becomes familiar to the patrons.

The wholesale talking machine department of the Aeolian Co. is situated on the entire fifth floor and is in charge of "Tommy" Cummins, who is considered one of the most expert record and stock Victor men in the West. "Tommy" is a nephew of L. A. Cummins, who travels for the Aeolian Co. in the talking machine department, and has been practically "raised" by the St. Louis Talking Machine Co., graduating into responsible work with ease.

The Aeolian Co. have sent an Auxetophone to the Grand Hotel at Mackinac Island to be used in connection with their orchestra. L. A. Cummins returned from an extended trip through Illinois on July 1, and left July 4 to attend the Jobbers' Convention in Atlantic City. Mr. Cummins is in the line-up of the Eastern and Western Jobbers' baseball match and will play short-stop for the Western jobbers and should give a very good account of himself, since he formerly played semi-professional ball.

L. F. Geissler, general manager of the Victor Talking Machine Co., spent a day here two weeks ago on his way to Philadelphia. He expressed himself as greatly pleased with the manner in which the Aeolian Co. had installed the retail and wholesale departments in their Aeolian Hall, and from the busy appearances of both de-

partments, could not help but predict a very glowing future for this new acquisition to the Aeolian Co. Visiting dealers here during the past month were J. D. Sims, Monarch, Ark.; Peter Paul, Jr., Seckman, Mo.; F. A. Hurd, Troy, Mo.; J. Ed. Black, Springfield, Mo.; Guy C. Hawkins, Decatur, Ill.; Geo. Porth, Jefferson Troy, Mo.; J. Ed. Black, Springfield, Mo.; Guy Dryden and wife, Purdin, Mo.; Geo. W. Long, Long & Sons, Belleville, Ill.; F. M. Bourell, Olney, Ill.; and Robert Tetley, Farmington, Mo.

A. H. Smith, of the Smith Phonograph Co., Oklahoma City, Okla., spent Sunday, July 3, here on his way to the National Talking Machine Jobbers' Association convention at Atlantic City, N. J.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports that the firm's business for the month of June was good. Mr. Silverstone, accompanied by his wife, left on July 3 for the National Talking Machine Jobbers' convention at Atlantic City, N. J. He will be away three weeks, visiting Virginia and other points.

A. D. Geissler, manager of the Talking Machine Co., of Chicago, and O. A. Gressing, of the talking machine department of the Aeolian Co. here, left here recently to visit the Aeolian branches at Indianapolis, Cincinnati, and Dayton, O. From the latter point they left for a visit to Aeolian Hall, New York.

D. K. Myers, the well-known Zonophone jobber, reports trade conditions for the month of June to have been fair.

The Koerber-Brenner Music Co. report that their business for June has been quite satisfactory. W. A. Brenner, secretary of the company, is now on a six weeks trip to the Coast, combining business with pleasure. H. G. Koerber, president of the company, is having a handsome \$10,000 suburban residence built in Hampton Park, one of our fine suburbs.

J. H. Allgaire, State representative for the National Phonograph Co., spent three days here recently.

Miss Sadie Rosenblatt, formerly in charge of the talking machine department of the J. H. Buettner Furniture Co., has resigned to accept a similar position with May, Stern & Co. Miss Rosenblatt is succeeded by Miss Lucille Preiss. Miss Preiss reports their business for June to have been fair.

Do not let your help regard the summer vacation as a right, but as an incentive—a preparation for greater accomplishments.

1866

1910

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.



EFFECTIVE INDEPENDENCE DAY AD.

Ludlum & Washburne, 150 South Fourth avenue, Mt. Vernon, N. Y., understand and appreciate the value of well-designed publicity. Their Fourth of July ads. were admirably conceived, one in particular was headed with cuts of the Victor trade-mark, on each side of which were cuts of Victor records, and below the following text neatly displayed:

"The 'Victor'-ious Fourth can be no better celebrated than to the music of the 'Victor' 'Load up' with a supply of patriotic records, and bombard your friends with good music instead of bad powder.

"Substitute the melodies of Robert Burns, (No. 31,470), for the danger of powder burns.

"Play 'The Stars and Stripes Forever' (No. 306), instead of wearing scars and marks forever.

"Play 'The Man Behind the Gun' (No. 307), instead of being the man behind the gun.

"Play 'Lights Out' (No. 4,678), in place of putting eyes out, and remember that 'Music Hath Charms,' but none of the harms of gunpowder."

O. R. Schreyer, Callaway, Neb., who handles watches and jewelry in Callaway, Neb., is considering putting in a stock of talking machines and supplies.

THE SENECA

☞ Here's the new disc rack equipped with board shelving.

☞ Openings are 3 inches wide, over double the width of our other disc racks.

☞ It is 46 inches wide and 51 inches high. Four shelves for 10-inch discs. One for 12-inch.

☞ Finish in bright or dull copper.

☞ Price is \$14.00, envelopes not included.

☞ "The Heise System" of wire racks is the "last word" in stock carrying systems.

ORDER NOW

SYRACUSE WIRE WORKS

R. S. Williams & Sons Co., TORONTO AND WINNIPEG
Canadian Representatives

SYRACUSE, N. Y.



The perfection of its motor, the sensitiveness of its reproducer, the simplicity of its entire construction, the unmistakable faithfulness of its instrumentalism, the mellow sweetness of its "voice," and the novelty of its form—the Columbia "Regent" Grafonola proves its two hundred dollars' worth to every "prospect."



Columbia Phonograph Co., Tribune Building, New York.

WITH THE TRADE IN CLEVELAND.

Business Somewhat Uneven, but Optimism Reigns Supreme—Sales of Popular Priced Machines to Campers—A Wide Awake Manager—Activity with the U. S. Phonograph Co.—G. J. Probeck Co. Make Excellent Report Regarding Grafonola Demand—Victrolas and High Priced Machines in Great Demand at Buescher's—Other Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., July 9, 1910.

Discussion of business in talking machine circles varies from mild pessimism to pronounced optimism. Whether either condition is one of heredity is a question. One may visit a store which presents a moribund appearance, and yet the proprietor will pleasantly speak of the good times and the prosperous business he is doing. At another, as you pass numerous customers and meet the proprietor wearing a dismal countenance, he will bewail conditions and tell how bad trade is, while, in fact, he is doing well-making money.

The business as a whole for the summer season is exceptionally good. A number of dealers are making good sales of the highest priced machines, and, coupled with a large volume of trade in the most expensive records, have every reason to feel satisfied.

There have been good sales of the lower priced machines and records to excursionists, who have taken them along to camp, the lake shore and on the boats up the lakes, to while away their vacation.

Richard S. Pribyl, traveling representative of the Universal Talking Machine Mfg. Co., Philadelphia, was in the city July 1, looking after Zonophone business.

F. J. Noardle, proprietor of the Piano Player Co., and distributor of the Victor and Zonophone goods at Omaha, Neb., was a visitor in the city recently, and paid his respects to the various talking machine dealers. He stated business was generally very satisfactory in the West.

A Cleveland attorney, with inherited habits of economy, dictated a letter to a client into his graphophone for his stenographer to transcribe. Finishing the dictation, he added this instruction: "Plain paper will be good enough for this fellow." His stenographer transcribed the letter faithfully, instructions and all. He signed the letter without noticing the postscript. The next day's mail brought the dictated epistle back enclosed with another one that fairly scorched the plain paper. A stenographer with one week's experience is now looking for a job.

A free moving picture show entertainment is to be a regular feature of the social settlement work of the Council Educational Alliance of Cleveland this summer. A citizen has presented the Alliance with a complete motion picture outfit, and together with a talking machine the first entertainment was given in the auditorium of the building Sunday evening. During the summer, weather permitting, entertainments will be

given out of doors. A careful supervision will be given films and records so that nothing objectionable will be presented.

O. E. Kellogg, manager of the talking machine department of McMillin's music store, is a gentleman of wide experience who has been in close touch with the talking machine business for over fifteen years, in fact, since its inception. He is enterprising, active, pushing, and believes that nothing can stand still in this world without at once showing that it might as well be in the scrap pile. He is constantly making improvements in his department and aims to satisfy customers. Of business he said: "During June, while fairly good, it was not as brisk as anticipated. However, we made a number of good sales. The Edison records are in great demand, particularly the foreign ones. We sold quite a number of machines and records which were taken to the summer camps and pleasure resorts."

Activity is manifest at the offices and factories of the United States Phonograph Co., and the management report great interest on the part of the trade in the Banner and Opera models, and the U. S. Phonola. It was stated that those dealers who have inspected the line at the company's demonstration room have expressed themselves as highly pleased with the results obtained from the machines and the U. S. Everlasting records. The company is basing its claims upon the qualities of tone production, convenience of operation and durability of records. It is unquestionably a fact that the U. S. machines give great volume of tone and remarkable detail of reproduction. One among the many desirable features of the machine is the double reproducer carriage, which is simple to operate, affording convenience in that it changes the reproducer point and shifts the feed gears at one operation. The U. S. records are durable; in fact, the company state they have no knowledge of how long they will last, as a record has been played 1,000 times without perceptible sign of wear. The combination of these qualities is a strong one, and it is not to be wondered that the company reports the outlook exceedingly bright.

The G. J. Probeck Co. say their sales during the past month were unusually good considering the season. Mr. Robertson said: "The onrush of summer weather is bringing with it a demand for machines and records to help while away the warm evenings out of doors. People are more than ever realizing what a splendid open-air entertainer the Graphophone has come to be, and so the demand is becoming stronger every year, for use on the summer porch, in camp or at the beach. The Grafonola demand, especially for the library table type, is unusually good for the season. All of our stock on hand of this style was sold out the past month, and numerous inquiries are being made for the new "Mignon" Grafonola, just being placed on the market. On the whole our summer trade is putting in a better front than a year ago, and we feel well satisfied with the outlook."

Mr. Tinker, manager of the talking machine department of the May Co., reports large sales of records of popular numbers to excursionists going up the lakes by boat.

W. H. Buescher & Son state that summer sales are almost exclusively of Victrolas and the high grade machines and records. The same conditions may be said to prevail at the Collister & Sayle establishment, with a little more emphasis on the Red Seal department. The Bailey Co. also report a demand for high-priced machines and Red Seal and other high-priced records, but the cheaper machines and records are not overlooked. In fact, they have been greatly in demand since the vacation season set in. John Reiling, proprietor of the West Side Columbia store, is increasing his large clientele of users of foreign records. Charles I. Davis reports business of a most encouraging character; the sales of Victrolas and Edison phonographs are daily increasing. His attractive Fourth of July window was most favorably commented on. An excellent season's trade is also reported by D. L. Robbins & Co., a talking machine store; Brown Bros., Goodman Piano Co., Gottdiner & Wicht and Coblitz Bros. The latter firm will soon move into new, larger and more central quarters in a building now being erected. Of course, with these firms business varies, some doing well in machines and others in records. All could do more business, however, and are working hard for it.

AN ENGLISH VISITOR.

Fred Lee, a Jewel Specialist, a Recent Caller at the World Sanctum.

Fred Lee, of Fred Lee & Co., who are large importers of jewels and manufacturers of watches, in Coventry, England, recently paid The World a very delightful visit. Mr. Lee is deeply interested in the development of the talking machine, and is an old-time subscriber to The World. His visit to this country primarily was for the purpose of testifying as a witness in the appeal made by the National Phonograph Co. from the ruling of the Board of Appraisers in regard to increased duty on sapphires. He is not a stranger, however, as he makes periodical visits to this country, and is a splendidly informed man not merely on matters of current interest in England, but indeed in our own country. It may seem flattery, but it is none the less the truth, that men of that caliber usually read The Talking Machine World.

TALKER FOR SING SING PRISONERS.

Although usually there is no observance of holidays in Sing Sing Prison other than suspension of work, Warden Frost, because of the long period of idleness entailed by Saturday, Sunday and the Fourth of July, had a big talking machine at the prison on the afternoon of Independence Day and caused it to be shifted from section to section, giving in each a varied program of music, songs and humor. The innovation was welcomed by the prisoners.

TRADE ON THE PACIFIC COAST.

Usual Summer Quiet Follows Busy June—Little Advertising Being Done—Pacific Phonographic Co. Progress—Now in Full Swing—Sonoma Valley Co. Moves—Talking Machine Installed in the Schools of Oakland—Columbia Business Normal—Talk of Another Talking Machine Store on Kearny Street.

(Special to the Talking Machine World.)

San Francisco, Cal., July 7, 1910.

Although business for June was on the whole rather better than the trade had anticipated, it is decidedly quiet just now. The vacation season is now at its height and a number of members of the trade, as well as a large proportion of the buyers, are out of town. Talking machine people notice a decided falling off in the sale of records to regular customers. Many buyers of high-priced records are out of town on vacations, and the new July records, which have just been put on sale, are not expected to have the usual active opening days, though it is still too early to say positively.

Wholesale shipments to the summer resorts and other out-of-town points have also died down somewhat and are not expected to show up very largely until after July 4. The June wholesale business was, however, remarkably good for a naturally quiet month, and the big houses are well satisfied with the showing made. Reports from Los Angeles indicate that the general absorption of the music trade there in the big piano sales of the last few weeks has had a reactionary effect on the talking machine business. At other points on the Coast the sales for the month are well up to the average.

Aside from the Columbia advertising of the Improved Champion through Kohler & Chase, the talking machine houses are keeping strictly out of the newspapers. Some little publicity work through mailed circulars is being done all the time, but, generally speaking, the trade will wait for the end of the vacation season before making any very large advertising expenditures.

J. J. Black, manager of the talking machine department of the Wiley B. Allen Co., reports that the city stores of the company are doing their usual dull season business. Some changes are being made in the stores in the smaller cities in preparation for the increased business which will come with the close of the vacation season. Mr. Jesson, formerly with the San Francisco store, is now in charge of the talking machine business at the San Jose store. He is enthusiastic and is going energetically to work, with results that are already coming in. Manager Stedman, of the talking machine department of the Oakland store, has some alterations under way. More soundproof rooms are being fitted up to take care of the increased trade.

After many weeks of steady and hard work, the big Edison distributing agency of the Pacific Phonographic Co. on Mission street, San Francisco, is now in complete and perfect order. This month additional shipments have arrived, and Manager A. R. Pommer now feels that he is in a position to supply the Pacific Coast trade with anything in the Edison line that may be called for. With everything in ship shape, he feels that he has earned a rest, and has accordingly betaken himself to the high timber. He is spending his vacation in the Bear River country.

A. W. Parent, a stationer and music dealer of Petaluma, Cal., who a few weeks ago closed out to his partners his interest in the Sonoma Valley Music Co., with stores in Santa Rosa and Petaluma, has now repurchased from that company the entire Petaluma stock and business in Edison and Victor talking machines. He will have the exclusive agency of both lines in Petaluma, the Sonoma Valley Music Co. retaining the business at Santa Rosa, where the management will be in charge of Mr. Pommeroy as heretofore.

The Board of Education of Oakland, Cal., has installed the talking machine as a part of the

regular high school curriculum. A talking machine and a number of records have been ordered for the Fremont High School on the recommendation of the teaching force. It is planned to order other machines for the other schools as they are needed and called for.

Coast Manager W. S. Gray, of the Columbia Phonograph Co., has been absent from the city some days on a vacation. Mr. Scott, head of the San Francisco business, is in charge here, but is himself absent this week on a short business trip. Business is reported about normal on most lines, with a little extra spurt just now on the Improved Champion.

Peter Bacigalupi, of Peter Bacigalupi & Sons, has returned from his eastern trip, and is now getting ready for the removal to new quarters.

C. E. Stubbs, piano and music dealer of San Bernardino, Cal., who recently removed into new and improved quarters, is putting in a well stocked talking machine department. He plans to carry machines and records of all makes.

The Hauschildt Music Co., of San Francisco and Oakland, who now have under way a special contest scheme in their piano department, have given their talking machine department a share in the benefits and are offering a talking machine as second prize in the contest.

Rumor has it that there is to be still another talking machine store on the west side of Kearny street between Post and Sutter. This is the block on which Sherman, Clay & Co., the Wiley B. Allen Co., and Benj. Curtaz are already located with flourishing talking machine departments. A new store there would make that block distinctly the "Talking Machine Row" of San Francisco. None of the local wholesale houses appear to know of a new talking machine store of importance to be started either on Kearny street or elsewhere.

Now that Kohler & Chase actually have their big Spokane, Wash., piano store opened for business, the Coast trade is showing some little curiosity to know what the new store is going to do in the talking machine line. It is generally assumed that talking machines will be put in sooner or later, and it is wondered if the Columbia goods will be specialized on in Spokane as in San Francisco.

A. G. McCarthy, of Sherman, Clay & Co., who, besides his official position with the company, acts as head of the talking machine department, has returned from his eastern trip, and will put in the next few weeks in getting things in shape for the fall and winter business. He comes back greatly encouraged over the prospects of San Francisco's capturing the Congressional endorsement of the Panama-Pacific Exposition. He found people in the East quite generally favorable. He believes that the fall season, especially in the wholesale departments, will begin early, and has planned to have in a big stock of Victors and to be ready for the best.

NOTHING TOO TRIFLING

To be Overlooked by the Talking Machine Man Who Desires to Attain Success in This Work-a-Day World.

Webster, in a great speech, once used an anecdote with telling effect. Someone asked him where he got it, and he replied that he had heard the anecdote fourteen years before, but had not thought of it in the meantime.

The art of seizing every bit of knowledge, every scrap of information, no matter how insignificant it may seem at the time, the laying hold of every opportunity and every occasion, and grinding them all up into experience, cannot be overestimated in the talking machine or any other industry.

A boy who was working for a cathedral window artist in Europe made a beautiful window out of the bits of glass which his master threw away. He who would get on in the world, who is anxious to make the most of himself, regards nothing as trifling. Even the chips of time and opportunity which others throw away he seizes and manufactures into cathedral windows.



The dealer who makes the money

is the man who has the trade of the come-again-and-again customer. He is of your own making and is the only kind you ought to have.

You can easily have such customers if you look after their interests properly, and you can see at a glance that their interest is your interest.

Customers come to your store because they want Victors, Victrolas, Victor Records, record cabinets, horns, needles and other accessories, and they expect to get just what they want.

It's up to you to give it to them. If you satisfy them once they will come again and again. They put your store down as the place to do their buying, and they will steer clear of your competitors just so long as you can supply their talking machine needs.

It pays to have what the people want, and you shouldn't be caught napping. If you're short of anything in the Victor line, we're ready to help you out.

You can send us your order with the full assurance that it will have prompt and careful attention. We have the name of shipping all goods the same day the orders are received—and we live right up to it.

Write to-day for our latest catalog, and our booklet, "The Cabinet That Matches," which tells about our record cabinets that match each style of Victor.

When you get them look through them and see if we can't do something for you.

New York Talking Machine Co.

Successors to
Victor Distributing and Export Co.
83 Chambers Street New York



THE PHOTOGRAPHONE.

A Swedish Inventor Devises a Combination Instrument.

Writing from Stockholm, Consul-General Edward D. Winslow describes a new invention in Sweden which reproduces both action and sound: in the photographone the large metallic trumpets which caused the hollow metallic sound are entirely dispensed with. No receiver is needed for the speaker; only a very small celluloid tube, like the one used at the telephone, is placed in the front for the convenience of the speaker, but this tube is easily dispensed with. On the left side behind the wall is placed an electric lamp. From this the light passes through two cuvettes (through which water is running) which absorb the heat, and then through the wall and a system of lenses seen in front of the tube. Having passed through these the ray of light strikes and is reflected in a mirror fastened on the membrane behind the tube, is thrown onto a rotating sensitive plate, and finally draws the sound curve on this negative. This original negative is developed, and the sound curve transferred to plates of ebony. From these the sound is again reproduced as in the gramophone. In this way the human voice and all other sounds are perfectly reproduced without any disturbing secondary sounds.

So perfect is the reproduction of sounds with the photographone that the inventor can distinguish between and actually read on the curve the different letters of the alphabet, and the photographic plate is so sensitive that the smallest variations in the voice can be studied. The same words uttered in the same language, but by another individual, appear different in the photographone script.

The great importance of this method for obtaining linguistical and musical records is evident. This invention is of high value, not only for the student of linguistics and phonology, but for the general ethnologist who needs to obtain kinematographic reproductions of dances or other ceremonies. It has always been difficult to combine the gramophone with the kinematograph, because it has not been possible to obtain the actions and movements at the same time the speech or song is given. With the photographone it is possible at one time to photograph the action as well as the music and song and to reproduce both at one time.

The photographone records can be reproduced ad infinitum, and if the original music or song should not be strong enough to fill a large con-

cert hall at the reproduction the sound can be increased as desired. On account of the immense volume of sound that can be reproduced with the photographone it will, according to the inventor's idea, be of great value for replacing the fog sirens in light-houses. Instead of the inarticulate howl which the fog sirens send out in the night, and which easily can be confounded with the fog horns of other vessels, this new photographonic fog horn will call out the name of the light-house for miles over the ocean. For work in the field the inventor replaces the electric with solar light.

A practical use for the photographone on a most extensive scale will be reproducing lectures and addresses.

LANDAY BROS.' EXPANSION.

The Progress of This Enterprising House Is the Subject of Some Complimentary Remarks in the New York Review.

The New York Review, which treats of theatrical matters and other things, has this to say of Landay Bros.:

"In the year 1900, at 256 Willis avenue, the Broux, Max Landay and his brother, James B., embarked in the business of selling talking machines. Their success was so great in that lo-

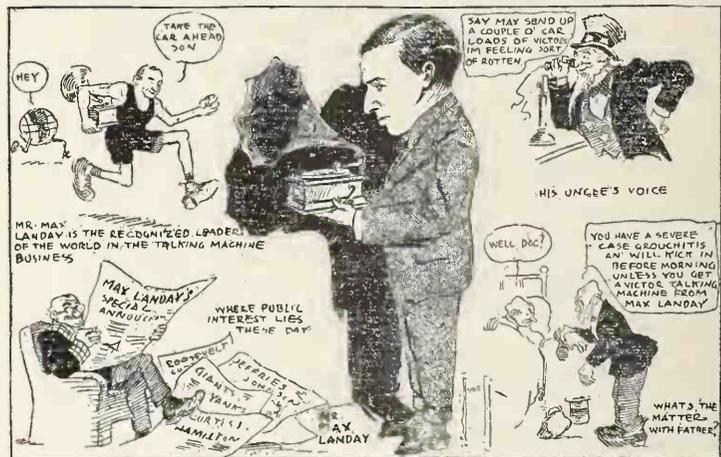
utors in Greater New York for the Victor talking machines and records.

"The high regard with which the Landay Bros. are held by the best buying class is evidenced by a visit to their beautiful show rooms, where a competent staff of musicians will gladly play for you any operatic or popular selection which you may desire. Here is a welcome chance these hot days to spend an hour or so in a cool, restful studio, where you can make a selection of the sterling Victor goods.

"For the members of the profession who may be in or near New York an opportunity is here offered that should not be neglected. If you own a Victor talking machine, as do many of the members of the theatrical profession, now is the time to get a new and up-to-date supply of the world-renowned Victor voice engravings. If, on the other hand, you do not own a talking machine, come in anyhow to either of the two stores and meet the Messrs. Landay Bros. 'Get acquainted!' It will prove a profitable piece of business all around."

TO COMBINE JULY AND AUGUST LISTS.

No list of Zonophone records will be mailed out by the Universal Talking Machine Mfg. Co., Philadelphia, Pa. General Manager Macnabb



NEW YORK REVIEW ENTITLES MAX LANDAY A LEADER IN THE TALKING MACHINE BUSINESS.

cality that they moved further downtown, to 288 Fifth avenue. From there they went to their present locations, 400 Fifth avenue and 27 West 34th street. They are now the leading distrib-

states, however, that the next bulletin will be a consolidation of the July and August lists. Further, after this month the company will be in a position to issue a list of records regularly each month, as was the practice before the disarrangement of their factory routine by the removal from Newark, N. J.

HAND COLORED

Local View Post Cards MADE TO ORDER



Made from any fair photo and delivered in 2 to 3 weeks. \$7.20 for 1000

The Best Made in America

SEND FOR SAMPLES

Blue Delft (two colors) \$5.00 for 1000

Season, Floral, Comics, Greeting Cards, etc., Direct from Factory

NATIONAL COLORTYPE COMPANY Department 9 CINCINNATI, OHIO

THE EDISON BUSINESS PHONOGRAPH.

After all, the efficiency of any office system for consolidation of the July and August lists, the number of accurately written letters despatched during a day. This is the test invited by the Edison commercial system, for its employment has demonstrated that double the number of letters are transcribed and a saving of 50 per cent. effected over the old method of shorthand notes. The Edison Business Phonograph is an important economy in any business, but it is in large establishments that the phonograph finds an ideal application. In such concerns operators are writing continuously, work is facilitated by the division of labor, one person is responsible for the safety of correspondence, and the executive offices are made more private and quiet.

Each cylinder may be "shaved" at least seventy-five times during its life and in this way accommodates eight hundred ordinary letters at slight expense. No claim is made that the Edison Business Phonograph will supplant stenography; on the contrary, it has proved an invaluable aid to experts in every branch of the profession. But the phonograph, like the typewriter, will surely make its way wherever transcribing is done, and the only persons not benefited will be those not wise to its advantages and skilful in its use.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., July 9, 1910.

DISC SOUND-RECORDING MACHINE. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 957,694.

This invention relates to talking machines, and more particularly to the class known as "disc" machines, in which the reproducer is carried on the end of a swinging arm, which is capable of moving transversely across the face of the record during the act of reproduction.

The object of the invention is to provide a construction of swinging arm which shall readily respond in a vertical direction to any irregularities in the surface of the tablet and at the same time be capable of freely moving transversely across the face of the record without the necessity of carrying or moving the usual horn, and at the same time be capable of transmitting the sound vibrations from the hollow swinging arm to the horn without loss or modification due to an imperfect or incomplete union between the swinging arm, which moves, and the horn which, during the act of reproduction, is stationary.

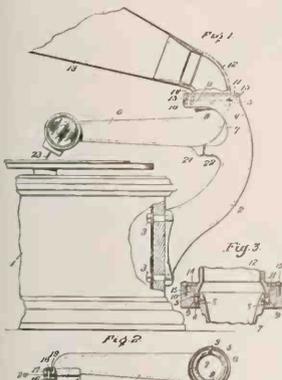
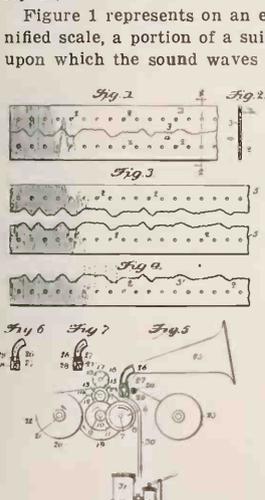


Figure 1 is a broken side elevation, partly in section, and Fig. 2 is a plan view of the hollow swinging arm, showing the ring and the trunnions connecting said ring to the hollow arm, in horizontal section, and Fig. 3 is a vertical section through the upper end of the swinging arm and the lower end of the stationary arm, illustrating the mounting of said arms.

METHOD OF RECORDING AND REPRODUCING SOUNDS. John C. English, Camden, N. J., assignor to Victor Talking Machine Co., same place. Patent No. 957,195.

This invention relates to a method of making a permanent undulatory record of sounds, articulate, musical or produced in any manner, and, further to the method whereby recorded sounds are reproduced without the use of a reproducing stylus.

Figure 1 represents on an exaggerated or magnified scale, a portion of a suitably prepared tape upon which the sound waves have been recorded in the form of longitudinal series of transverse undulations; Fig. 2 is a section thereof on the line 2-2, Fig. 1; Fig. 3 illustrates the manner in which the tape shown in Fig. 1 is divided longitudinally along the line of the record to form two master records; Fig. 4 illustrates a paper duplicate made from said master record; Fig. 5 shows



one form of a reproducing apparatus employed to produce the sounds recorded on the edge of the record; Fig. 6 illustrates a modified construction in which the air is drawn through the aperture from the horn, and Fig. 7 illustrates another modification in which the air may be forced through the aperture in either direction,

BRAKE FOR DISC TALKING MACHINES. Walter Zeysing, Stettin, Germany. Patent No. 959,682.

This invention relates to improvements in disc-talking machines of that class, in which the disc-record is automatically stopped at the completion of each reproduction. To accomplish such automatic stopping, the style running in the record-grooves of the disc is made to enter at the proper time into an empty or dead-groove specially provided, whereby the diaphragm-carrier is lowered as it approaches the center of the disc. By lowering the arm of the diaphragm carrier, the revolving motion of the disc-carrier will be stopped through the agency of brake-mechanism actuated from the diaphragm carrier in its lowered position. The disc-carrier may be rotated in any known manner.

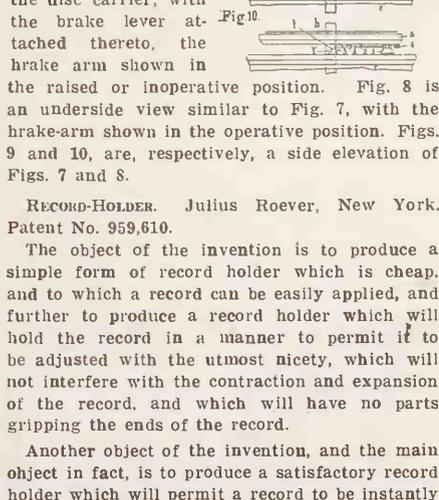
Figure 1 is a plan of the record-disc with its empty or dead groove, the driving spindle and the arm carried at the top of the same. Fig. 2 is a side-elevation of the casing, the disc-carrier and record-disc, the diaphragm and diaphragm-holder, the horn with its supporting bracket, and an arm attached to the diaphragm holder, said arm being destined to engage the arm on top of the disc-spindle. Fig. 3 is a plan of another modification of the means for holding the arm carried by the diaphragm holder. Fig. 4 is a view showing the diaphragm carrying an arm for engaging the arm on the disc-spindle. Fig. 5 is a plan of another modification of the arm secured to the top of the disc-spindle. Fig. 6 is a side-elevation partly in section, of a portion of the casing, the disc carrier and record-disc with the driving spindle and brake mechanism actuated by the same. Fig. 7 is an underside view of a portion of the disc carrier, with the brake lever attached thereto, the brake arm shown in the raised or inoperative position. Fig. 8 is an underside view similar to Fig. 7, with the brake-arm shown in the operative position. Figs. 9 and 10, are, respectively, a side elevation of Figs. 7 and 8.

RECORD-HOLDER. Julius Roever, New York. Patent No. 959,610.

The object of the invention is to produce a simple form of record holder which is cheap, and to which a record can be easily applied, and further to produce a record holder which will hold the record in a manner to permit it to be adjusted with the utmost nicety, which will not interfere with the contraction and expansion of the record, and which will have no parts gripping the ends of the record.

Another object of the invention, and the main object in fact, is to produce a satisfactory record holder which will permit a record to be instantly slipped on endwise over the holder without the necessity of adjusting or operating any mechanism. In the invention the only part that touches the end of the record is a light finger connected with a tension spring, and this touches merely one point on one end of the record.

Figure 1 is a longitudinal section of a record

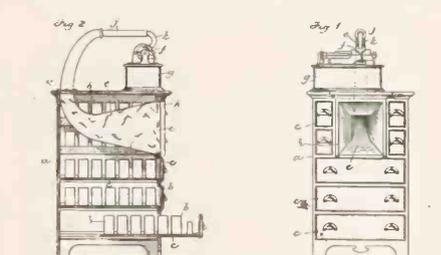


holder embodying the invention, showing a record thereon, and showing the holder attached to a machine. Fig. 2 is a cross-section on the line 2-2 of Fig. 1 through the record holder, the record being removed. Fig. 3 is an end view of the record holder with the record thereon. Fig. 4 is a broken longitudinal section of a slightly modified form of record holder, and Fig. 5 is a cross-section on the line 5-5 of Fig. 4.

PHONOGRAPH CABINET. Edwin A. Hall, Hyde Park, Mass. Patent No. 959,522.

The invention has for its object to enable the sound amplifying horn of a phonograph to be contained mainly within the cabinet, so that the entire outfit, including the phonograph, the cabinet and the horn, will be reduced to compact form, and the disadvantage and inconvenience of a horn projecting outwardly above the phonograph will be obviated.

Of the accompanying drawings, forming a part of this specification—Figure E represents a front



elevation of a phonograph cabinet embodying the invention, and a phonograph supported thereon. Fig. 2 represents an end elevation, the cabinet being shown in section.

DIAPHRAGM FOR TALKING MACHINES. Frank Kane, Tacony, Pa. Patent No. 960,021.

This invention relates to a new and useful improvement in diaphragms for talking machines, and has for its object to so construct a diaphragm as to enable it to reproduce with greater accuracy the various sounds, such as singing, talking and the tones of all kinds of musical instruments and to prevent the harsh metallic sound heretofore incident to the reproduction by such machines.

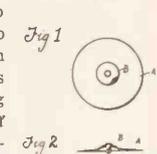
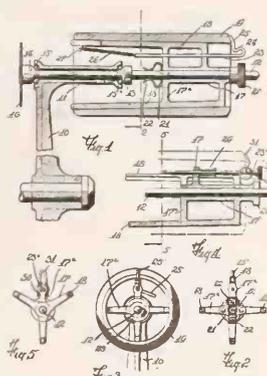
Figure 1 is a plan view of the improved diaphragm, and Fig. 2, a central section thereof.

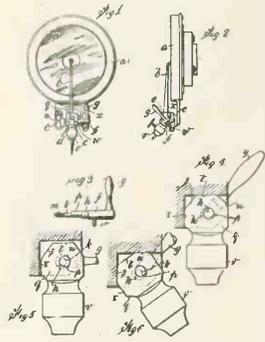
SOUND BOX FOR TALKING MACHINES. Percival James Packman, Highbury, London, Eng. Patent No. 960,191.

This invention relates to a sound box for disc talking machines, and has for its object to provide a sound box which can be used either for reproducing from a so-called hill and dale or phonograph cut record or a zig-zag or Berliner cut record, and which can be easily and rapidly converted and brought into the correct position for playing from either of such records.

According to this invention, the stylus holder is mounted in connection with the stylus bar in or on suitable bearings so that the stylus can be brought either into a plane parallel to the plane of the diaphragm for playing from zig-zag records, or into a position inclined at a suitable angle to the said diaphragm for reproduction from hill and dale cut records, and means are provided for changing the position of the needle or stylus holder with great facility and for locking it in either of the required positions.

Figure 1 is a front elevation of a sound box fitted with a needle for reproducing from a zig-





6 show partly diagrammatic views of details greatly enlarged.

PHONOGRAPH REPRODUCER. Peter Weber, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 13,120.

This invention relates to phonograph reproducers, and has for its object the provision of an improved stylus and mounting therefor, adapted more particularly for use with records in which the pitch of the record groove is one two-hundredth (1/200) of an inch. In order to properly track records of this character as now on the market it is necessary that the reproducer stylus be of microscopic size, since the record groove is formed by a stylus having a curved cutting edge, the diameter of which is only .008 of an inch. The reproducer stylus should have a rounded surface and should be so shaped as not to cause undue wear upon the record. It should also be supported in such a manner as to be capable of lateral movement, so that it will track the record groove properly; and it is also desirable that the stylus should be so connected to the diaphragm that the vertical movement of the stylus will be magnified, so as to produce an amplified movement of that portion of the diaphragm to which it is connected.

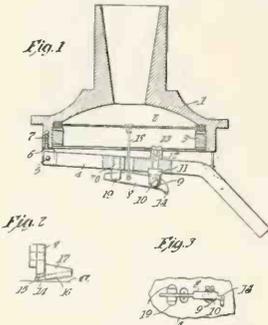
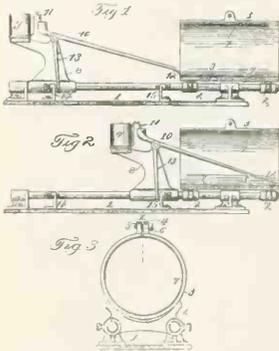


Figure 1 is a side elevation, partly in section, of a phonograph reproducer constructed in accordance with the invention; Fig. 2 is an end view, showing the stylus lever and stylus carried thereby in operative position with respect to the record surface, and Fig. 3 is a bottom plan view of the same and of the adjacent portion of the floating weight.

MANUFACTURE OF PHONOGRAPH RECORD BLANKS. Varian M. Harris, Chicago, Ill., assignor by mesne assignments to the United States Phonograph Co., Cleveland, O. Patent No. 960,320.

This invention relates to a process of forming phonograph record blanks from sheets of celluloid, and has for its object to provide a simple and efficient process of joining the abutting ends of the sheets of celluloid in a strong and permanent manner, the process being more especially adapted for joining a sheet of the material bent into a tubular form, and so held while abutting ends are joined together to form a tubular



phonograph record blank, equal in all respects to the draw tubes or cylinders heretofore used in the manufacture of phonograph records.

zag record. Fig. 2 is a side elevation of the same sound box with the needle replaced by a sapphire point and the stylus holder brought into a suitable position for reproducing from hill and dale cut records. Fig. 3 shows an enlarged view of a detail. Figs. 4 to 6 show partly diagrammatic views of details greatly enlarged.

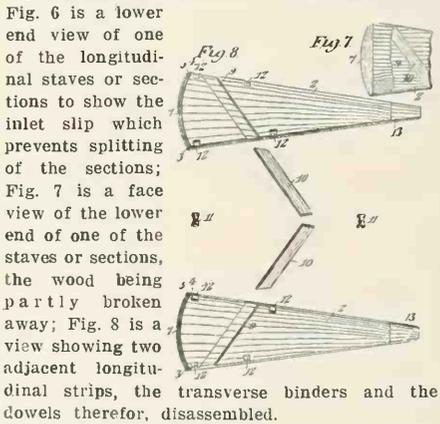
Figure 1 is a longitudinal section on line x-x, Fig. 3. Fig. 2 is a similar section with parts occupying a different operative position, and Fig. 3 is an end elevation.

HORN FOR SOUND REPRODUCING MACHINES. Alfred R. Cunnius, Brooklyn, N. Y., assignor of one-half to Lipman Kaiser, East Orange, N. J. Patent No. 960,834.

This invention relates to megaphones or horns used for sound-reproducing machines, and particularly to the construction of a wooden horn. The object of the invention being to provide a horn of this character which shall attain a high degree of purity of tone, and eliminate any harsh or metallic ring.

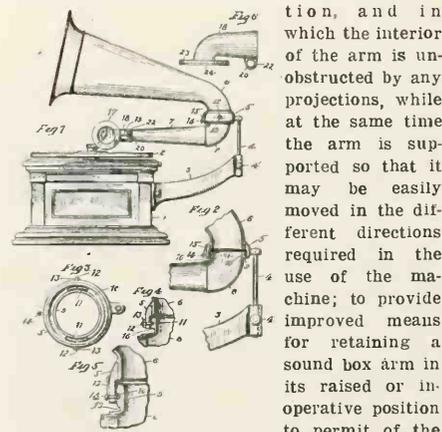
The invention consists in a horn made up of thin strips or sections interengaged at their edges, bound to each other by doubled dovetailed dowels, and by transverse strips or bars let into the sections and crossing the same, the ends of the sections being further prevented from splitting by in-serts of wooden slips transverse in grain to the grain of the sections.

In the drawings, Figure 1 is a side view of a horn constructed in accordance with the invention; Fig. 2 is a fragmentary enlarged section of the longitudinal staves across the dovetailed dowel; Figs. 3, 4 and 5 are transverse sections showing different means of making a joint between two longitudinal staves; Fig. 6 is a lower end view of one of the longitudinal staves or sections to show the inlet slip which prevents splitting of the sections; Fig. 7 is a face view of the lower end of one of the staves or sections, the wood being partly broken away; Fig. 8 is a view showing two adjacent longitudinal strips, the transverse binders and the dowels therefor, disassembled.



TALKING MACHINE. Julius Jetter, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 960,645.

The main objects of this invention are to provide, in a talking machine, an improved support for a tubular sound box arm, of simple and durable construction, which will be efficient in action, and in which the interior of the arm is unobstructed by any projections, while at the same time the arm is supported so that it may be easily moved in the different directions required in the use of the machine; to provide improved means for retaining a sound box arm in its raised or inoperative position to permit of the insertion of a new needle or the removal of a record; to provide improved means for connect-



ing a sound box to a sound conveying tube or other support.

In the accompanying drawings, Figure 1 is a side elevation of a talking machine constructed in accordance with this invention; and Figs. 2, 3, 4, 5 and 6 are fragmentary sectional views of details of the same.

PHONOGRAM-REPRODUCING APPARATUS. William F. Messer, Chicago, Ill. Patent No. 961,980.

This invention relates broadly to an improvement in apparatus for the production of phonograms, being directed more particularly to such an apparatus designed to produce that form of record known as a cylinder record, in the process of manufacture of which the plastic record material is molded under the influence of the expansive force of a fluid molding agent, such as steam under pressure, or the like.

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Talking Machine Expert, understanding thoroughly the trade in every detail in England as well as America, desires to secure responsible engagement with leading American house. Familiar with wholesale and retail business. Can supply the highest references. Address H. R., c/o The Talking Machine World, No. 1 Madison Avenue, New York.

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Stock will invoice about \$4,000, but can be reduced. Have other interests which take up most of my time.

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Wanted—Two good live salesmen (no dead ones) to sell pianos, Victor, Edison and Columbia machines and records. Fine territory. Good opening to right parties. Married men preferred. State references. Either salary or commission. Sturrock Music Co., Port Townsend, Wash.

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Exchange—I have a stock of Victor Talking Machines, Records, etc., that I wish to exchange for Edison stock, sewing machines, bicycles or pianos; or will sell at a good discount. Ellsworth, 106 East 6th street, Topeka, Kan.

MANAGER WANTED

Wanted—First-class Victor and Edison department manager for large piano house. Apply, stating experience and references, to V. E. J., care of The Talking Machine World, 1 Madison Avenue, New York.

RECORD BULLETINS FOR AUGUST, 1910

NEW VICTOR RECORDS.

No.	Arthur Pryor's Band.	Size.
5783	A56 March	10
5781	In May Time	10
31791	Beloved, It Is Morn	12
31790	Gems from Mlle. Modiste: Opening Chorus, 2d Act. "Sweet Summer Breeze," "Hats Make the Women," "The Time, the Place, the Girl," "I Want What I Want When I Want It," "The Mascot of the Troop"	12
5782	Angel Eyes	10

16505	Jig Medley (Rollinson)	10
16506	Some Day (Gabriel)	10
16507	Big Bass Viol (Bohannon)	10
16508	Medley of Bayes-Norworth Hits: "Has Anybody Here Seen Kelly?" "Sadie Brady," "Back to My Old Home Town," "Daftydills"	10
16509	Meet Me Where the Lanterns Glow (From "A Trip to Japan")	10
35110	Sanctus from "Messe Solennelle" (Gounod)	12
35112	"America Forever" (Grand American Fantasia) (Morse-Tobani)	12

JULY SPECIAL NEW RECORDS.

31789	Gems from "The Mikado": "Behold the Lord High Executioner," "The Flowers That Bloom in the Spring," "Three Little Maids," "Tit Willow," "He's Gone and Married Yum-Yum," Finale, "With Joyous Shout"	12
5784	Every Little Movement (From "Madame Sherry")	10
16510	I've Got Rings on My Fingers	10
16511	Temptation Rag	10
16512	Jungle Moon (Two-Step)	10

RED SEAL RECORDS.

89047	Madama Butterfly—Duet, Act III. (Dit I Not Tell You?)	10
87065	Trovatore—Stride la Vampa (Pierce Flames Are Soaring)	10
74166	The Snowy Breasted Pearl	12
58245	Figlia del Regimento—Romanza. "Per viver vicino a Maria" ("To Be near Her" from daughter of the Regiment)	12
87064	Pagliacci—Vesti la giubba (On with the Play)	10
64133	Because	10
64131	Hungarian Dance in G Minor	10
64132	Gavotte in E Major	10
64130	Swanee River (Old Folks at Home)	10
74172	Aus der Heimat	10

VICTOR DOUBLE-FACED RECORDS.

16501	Napoli—Tarantella (Mezzanapa), Mandolin	10
16504	Shaky Eyes (Clark)	10

VICTOR PURPLE LABEL RECORDS.

60021	Jean MacNell	10
70018	The Blarney Stone	12
60022	Sadie Brady	10
70019	Rosa Rosetta	12

COLUMBIA 10-INCH DOUBLE-DISC RECORDS

A839	Florentine March	10
A840	Rescue the Perishing	10
A841	On the Bosphorus (A Turkish Intermezzo)	10
A842	My Heart Has Learned to Love You, Now Do Not Say Good-bye	10
A843	Bright Eyes—For You, Bright Eyes	10

A844	Grizzly Bear—Baritone Solo by Arthur Collins, Orch. Accomp.	10
A845	Ain't You Coming Out To-night (Eup-oo)	10

COLUMBIA 12-INCH DOUBLE-DISC RECORDS.

A5188	Nearer, My God, to Thee—Vocal Quartet by Invincible Male Quartet, Male Voices	10
A5189	March of the Sharpshooters (Two-Step)	10
A5190	Il Trovatore—Home to Our Mountains—Contraalto and Tenor Duet (in English)	10
A5191	Dixie—Soprano Solo by Kitty Cheatham	10

COLUMBIA 12-INCH SYMPHONY, No. 3 DOUBLE-DISC RECORDS.

A5192	Mefistofele—Prologue (Ave, Signor)—Prologue ("Hail! Lord!")	10
A5193	Rigoletto—Carc Nome (Dearest Name)	10

COLUMBIA 2-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

1372	New Colonial March	10
1373	Nellie Was a Lady	10
1374	My Garden that Blooms for You	10
1375	Three for Jack	10
1376	L'Etudiantina Waltz	10
1377	Oh, You Blondy	10
1378	Play That Lovey Dove Waltz Some More	10
1379	In Old Madrid	10
1380	Singling Bird	10
1381	If He Comes In, I'm Going Out	10
1382	The Grasshoppers' Dance	10
1383	Holy, Holy, Lord God Almighty	10
1384	Who Do You Suppose Went and Married My Sister?	10
1385	National Fencibles March	10
1386	Call Me Up Some Rainy Afternoon	10

COLUMBIA 4-MINUTE INDESTRUCTIBLE CYLINDER RECORDS.

3100	The Angelus	10
3101	Roses, Roses, Everywhere	10
3102	Good Night, Good Night, Beloved	10
3103	You Are the Ideal of My Dreams	10
3104	Blitz and Blitz Among the Indians	10
3105	Meet Me Where the Lanterns Glow	10
3106	My Heart Has Learned to Love You, Now Do Not Say Good-bye	10
3107	Come Along, My Maudy	10
3108	Return of the Arkansas Traveler	10
3109	Pilgrims' Chorus	10
3110	Southern Roses Waltz	10
3111	To Thee Waltzes	10
3112	Mandy Jane Schottische	10
3113	Girls of Baden Waltzes	10
3114	Artists' Life Waltz	10

NEW EDISON AMBEROL RECORDS.

474	Kukska—Russian Peasant Dance	10
475	Who Will Care for Mother, Now?	10
476	Favorite Airs from "The Arcadians"	10
477	The Moonlight, the Rose and You	10
478	The Post in the Forest	10
479	The Grizzly Bear	10
480	Ain't You Coming Out To-night	10
481	Blue Danube Waltz	10
482	I'm Afraid of You	10
483	Sunshine in My Soul	10
484	Ballet Music from "Le Cid"	10
485	Call Me Up Some Rainy Afternoon	10

A Cabinet to Go With a Talking Machine

should be made of seasoned lumber; it should be built properly by skilled Cabinet Makers and when it is ready to be finished the interior work should be perfect, the joints all properly made and every little detail right; then the finishing should not be done in a day, but enough time taken for each process that is necessary to get the very best finish obtainable.

The Udell Line of cabinets for Disc Records and Cylinder Records is one that embodies all the points outlined above. In addition the Udell Line offers you an assortment of patterns and a range of prices which, from your standpoint, makes it irresistible.

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486 Just for To-night.....Pike and Kirkby
487 March Religioso—Gospel Hymns.....Edison Concert Band
488 The Morning After the night Before.....Billy Murray and Chorus
489 Pals.....Ada Jones and Len Spencer
490 The Voice of Our Nation Medley—Part I.....United States Military Band
491 Dear Mayme, I Love You.....Joe Maxwell
492 A Night Trip to Buffalo.....Premier Quartet
493 Belphegor March..National (London) Military Band

NEW EDISON STANDARD RECORDS.

10395 Knights of Columbus March..N. Y. Military Band
10396 You'll Come Back.....Stella Mayhew
10397 Kerrigan's Bachelor Dinner.....Len Spencer
10398 Austrian Army March... U. S. Marine Band Orch.
10399 Daisies Won't Tell.....Manuel Romain
10400 You're Just Too Sweet to Live.....Collins and Harlan
10401 Mack's Lullaby.....Will Oakland
10402 The Berlin Reels.....J. Scott Skinner
10403 Mary, You're a Big Girl Now.....Joe Maxwell
10404 There is a Fountain.....Edison Mixed Quartet
10405 I'm on My Way to Reno.....Billy Murray
10406 If You Love But Me.....Victor Herbert and Orch.
10407 Mr. Editor, How Do You Know?.....Ada Jones
10408 Dear Old Moonlight.....Peerless Quartet
10409 The Hoosier Slide.....National (London) Military Band

EDISON GRAND OPERA AMBEROL RECORDS

40018 Tannhäuser—Romerzählung (Wagner)—Orch. Accomp. (In German).....Karl Jörn
40019 This is Alexandria! (Massenet).....Orch. Accomp. (In Italian).....Giovanni Polese
40020 Torna a Surriento (Curtis)—Neapolitan Song Sung in Italian (Dialect)—Orch. Accomp.....Carmen Melis
40021 Le Cid—Pleurez mes yeux (Massenet)—Orch. Accomp. (In French).....Marguerita Sylva
40022 Prophète—Ah! mon fils (Meyerbeer)—Orch. Accomp. (In French).....Marie Delna
Edison Standard Records in Hebrew.
21017 A Brievele der Kale.—Orch. Accomp.....Simon Paskal
21018 Dus Mutale Yid.—Orch. Accomp.....Simon Paskal
Edison Standard Record in Italian.
20607 Campagne (Neapolitan)—Orch. Accomp.....Giovanni Colamarino
Edison Amberol Record in Swedish.
9400 Ack! i Arkadien—"ur Gluntarne"—Orch. Accomp.....Arvid Asplund
Edison Standard Record in Swedish.
20550 Min Lilla vra bland bergen.—Orch. Accomp.....Arvid Asplund

A WISE DOG.

Boston Bull Terrier Who Recognizes His Master's Voice Over the Telephone—Called Home Over Long Distance 'Phone.

A dog who knows "his master's voice" is well known, but a dog who will recognize that voice over a telephone, something many adult humans cannot do, is unusual. Such a dog is Tige, a Boston bull terrier, owned by the captain of a

fire engine company. The dog stays at the residence of the captain. A few days ago the dog followed the captain down town, and as he was not going home and did not want to take the dog with him, he called up his wife on the telephone. "What shall I do with Tige?" he asked, "he won't go home." "Put the receiver to his ear and I'll call him; maybe he will come," said his wife. The receiver was placed to the dog's ear and his mistress called. He listened attentively, recognized the voice, and barking his approval, rushed from the station and soon reached home. Since then it has been an easy matter to take Tige down town, and when he hears the telephone bell ring he barks and gets ready for the message.

AN AID TO QUICK SERVICE.

Blackman Folding Record Tray Necessary for System in Record Stock.

Every customer in any kind of store demands and appreciates quick service, and the house that can offer that service is the one that is going to enjoy a growing business. The basis of quick service is system, for without a systematized and orderly stock it is impossible for a salesman, no matter how good, to fill orders without the delay occasioned by the necessity of hunting for each item demanded. One of the greatest aids to system in the talking machine store is the Blackman folding record tray, sold by the Blackman Talking Machine Co., New York, and which, in connection with the Rapke labels, has been adopted by the great majority of the talking machine dealers. The trays come in various sizes, to hold from two to six records, and being shipped flat cut down express charges and storage space after receipt. With the use of the trays the record stock is always in order, any selection is instantly accessible and where the labels are used really act as silent salesmen. Sample trays and labels with full information as to prices, etc., may be obtained by applying to the Blackman Talking Machine Co.

When competition lets up that is no time for you to go to sleep. Bear on just as hard and get all the trade possible clinched for your store against the time when competition wakes up.

"DON'T TAKE ME HOME."

Pleaded Phonograph with Thief and It Waked Owner of Machine.

J. Tominello, of 354 South Second street, Memphis, Tenn., was awakened by a voice the other morning which pleaded, "Please, don't take me home."

Tominello struck a match and looked around. He discovered a thief making a hasty exit with a phonograph under his arm.

The prowler in starting from the room with his loot had brushed his foot against the starting lever of the machine, and the musical instrument continued to play, but the thief disappeared.

In addition the thief took money and clothing ranging from shoes to hat.

EDISON AND THE PHONOGRAPH.

In a recent newspaper interview, Thomas A. Edison, replying to a question as to which of his inventions he thought the most likely to receive the homage of posterity, he said at once:

"The phonograph, because of its sentimental side. In the development of the phonograph and the moving picture we have now reached a point at which we can make the picture sing and speak very naturally, and the public will get this invention in the near future."

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VICTOR EDISON

It's worth while knowing we never substitute a record. If it's in the catalog we've got it.

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Exclusive Columbia Jobbers

We have the full Columbia line, and job Columbia Products exclusively. All orders promptly filled. Exclusive territory assigned.

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We assign exclusive territory to progressive dealers for the sale of

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Write for offer. All orders filled the very day received.

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PACIFIC COAST DISTRIBUTORS OF
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"OWN MAKE" BAND INSTRUMENTS
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Everything in stock all the time.

The best service in **IOWA**

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We carry at all times a complete line of Columbia Graphophones and Columbia Double-Disc and Indestructible Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our co-operation at all times.

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... of ...
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Our Motto: Quick Service and a Saving in Transportation Charges

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Phillips & Buttorff Mfg. Co.
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We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices and complete information upon request.

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