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The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, January 15, 1907

Everyone's Attention

has been attracted to the Tea Tray line of talking machine goods by the first monthly visit of our little representative, "CHAT." This little paper is going to be worth while getting. Do you want your name on the list? If so, let us know.

The trade-mark T©T is found on the finest line of Amplifying Horns and Horn Cranes on the market. All Horns bearing this mark are hand finished in "baked on" oil colors, the only process that insures the permanent and lasting beauty of the Horn. If you want the best line of talking machine goods, you want the Tea Tray line. Why not send for our new illustrated booklet showing pictures and prices?

THE TEA TRAY COMPANY
OF NEWARK, N. J.

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

The Horn on an EDISON PHONOGRAPH is the Dealer's Horn of Plenty

THE EDISON PHONOGRAPH brings in two kinds of money—the money that buys the Phonograph and the money that buys the Records. Both kinds come easily because the Edison best satisfies the demands of the music loving public.

It appeals beyond all other talking machines because of its clear, sweet tones, its mechanical excellence, and its convenient, distinct and popular Records.

Each Edison you put in a home influences sales in other homes, and all of these sales pave the way to Record sales, which mean a steady revenue to you for all time to come.

We are reaching almost every home in the country each month with our advertising, not only of the Edison Phonograph, but also of the Edison Gold Moulded Records. You cannot supply the demand which this advertising is creating with anything but Edison goods.

Write for catalogue, terms, and the name of a nearby jobber who can supply you.

National Phonograph Co., 59 LAKESIDE AVE., ORANGE, N. J.

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3231
T3A6

The Talking Machine World

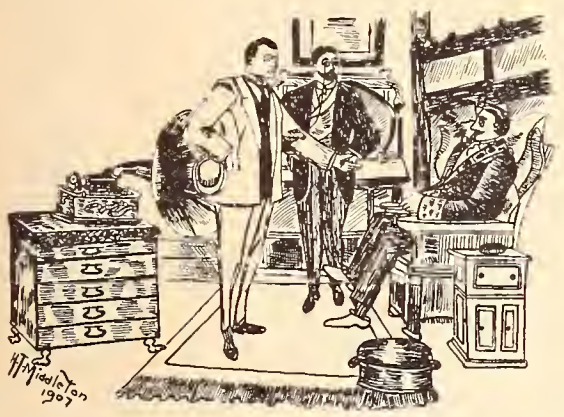
Vol. 3. No. 1. New York, January 15, 1907. Price Ten Cents

THE TALKING MACHINE CLUB.

A New Field for the Talking Machine Which Every Dealer Should Make It a Point to Develop—Something Worth Thinking Over.

Every fad which appeals to the public eventually leads the way to the organization of clubs for the better enjoyment of the same. The bicycle, automobile, gun and countless other pieces of machinery have been the means of bringing men together not only to engage in the sport which they afford, but in a social way as well, and why should not the talking machine in its present state of perfection, and with its wonderful entertaining ability do both of these things, thereby increasing its popularity to a vast extent and at the same time benefiting the dealer in proportion?

Talking machine clubs will be the proper caper ere long, there is no doubt of that, for the tens of thousands of people who are now infatuated with this great instrument are rapidly steering in that direction. If a man who has a talking machine visits a friend who is also a "talker"



crank, they are sure to compare notes and enter into an interesting discussion on the subject of amateur record making, the best horn, the most melodious brand of record, etc., and this, Mr. Dealer, is the club idea in embryo. It only needs the presence of another friend or two to form the nucleus of a booming phonographic organization. This club once formed will prove an intensely interesting and instructive pastime. Think for a moment of the wide field of amusement it will afford if the foundation is laid along the following lines, viz.:

We will suppose we are invited guests at a meeting of the record makers, which is being held at the home of our friend, John Jones, who, by the way, is president of the club, and a staunch friend of the talking machine. We arrive early and find Mr. Jones enjoying an after-dinner pipe in the comfortable depths of a reclining chair. He greets us cordially, and knowing that our errand is one of investigation, launches immediately into a vivid description of the workings of his club.

"The boys will not be here for a while yet," he says, "so I will give you a lift along the highway of knowledge before they arrive. In the first place, let me say that a talking machine club is 'the greatest ever' for both amusement and instruction, and I will prove my assertion in short order. We come together weekly, and at each meeting there is a programme of the very best professional records that can be procured, according to the varied tastes of our members, each of whom donates his share. Then during the latter part of the evening an original record contest is indulged in by a certain few who are chosen in turn, and a prize awarded for the best results. It is surprising, gentlemen, how many really good records are heard at these original contests. One week the instrument selected for record making will be the violin and every member who has been entered as a contestant will bring with him an original record of a violin solo made in his own home with the assistance of any available talent. We make absolutely no restriction so far as talent is concerned, but the recording apparatus must be that furnished by any of the different companies and not in any way of a professional or special character. The instrument is changed, of course, continually, and the human voice is also represented in our contests, ranging from the soprano to the basso. A suitable prize is awarded the victor in each contest, as I think I mentioned before, but the winning record becomes the property of the club, and is filed away for future amusement and reference. Our club is making rapid strides toward success, and we are about to show our appreciation for the people who have aided us by contributing their musical and vocal talent to our record library, as we call our stock of original records. We intend giving a banquet in their honor, upon which occasion speeches will be given and toasts drunk to the talking machine, past, present and future. That this banquet will be a swell affair goes without saying."

By this time the boys are coming in by twos and threes, and the meeting is called to order. It proves to be of great interest throughout, and the amateur part of the programme, which upon the evening of our call is composed of baritone solos, is very successful from a recording standpoint.

As we take our departure, we can but realize the excellent opportunity which a club of this kind affords the talking machine dealer. As every member must own a talking machine, and a good one at that, in order that he may do himself justice in the recording contests, it is of great advantage to a dealer who makes himself agreeable to the club, as it (the club) will naturally suggest his name to prospective members, and consequently increase his business with little or no effort on his part.

It will pay a dealer to think very carefully over the talking machine club problem, and when he is able to discuss it intelligently, he should go over it in detail with his customers, and aid them in establishing such an organization.

It is the greatest endless chain scheme for selling records that ever "came down the pike," and will do him a world of good. If his clientele of customers is of sufficient magnitude, he can start several clubs, and then the way those new customers will come in and buy everything in sight and cry for more will illuminate his countenance with "the smile that won't come off."

HOWARD TAYLOR MIDDLETON.

TALKERS KEEP TAB ON OPERATORS.

Dispute Between Telegraph Operators Results in Pertinent Suggestion.

In investigating the cause of the wreck on the Southern Railway, in which Samuel Spencer, president of the company was killed, a controversy has arisen between two telegraph operators, one of whom says he received a certain message and the other, who is alleged to have sent it, denies sending any such message. This dispute between telegraph operators opens up an entirely new use for the talking machine.

It is altogether practical to have a machine located beside a telegraph instrument so that there will be a complete record made of every click made by the key of the operator. To ascertain what message an operator has sent at any time, the phonographic record would only need to be revolved and the sounds would be as distinctly reproduced as if they had originally been made by a musical instrument. Any person familiar with the telegraphic code could read the reproduced sounds as easily as he could the original transmission.

With this check upon them, as The Railway World aptly says, railroad telegraph operators would be compelled to be extremely cautious, as an accurate record of their work would be subject to inspection at any time. The cost of installing talking machines would be nominal as compared with the loss of life and property in one disastrous wreck. The idea is entirely new and is suggested by the controversy of lawyers, but experienced telegraph operators express the opinion that this use of the phonograph will be of great aid in obtaining accuracy and in settling disputes if it is adopted by the railroads.

PHONOGRAPHIC RECITAL BY 'PHONE.

How a New York Dealer Managed to Make Some Satisfactory Sales of Records—May Make Recital a Feature Monthly.

Among the many humorous incidents related by the retail dealers in this city in connection with the holiday trade is the following: "It was about four o'clock Monday afternoon that one of my big customers called me up on the 'phone and said he wanted to present his wife with a dozen of the latest operatic records published; price no object. Would I kindly play them over the 'phone, as he did not have time to make the selections personally? At the time, there were about twenty customers in the store and I was short-handed, so I was in a quandary. I did not wish to disappoint or displease either lot, so I announced that for the next half hour I proposed giving a concert of the leading operatic singers, and invited all to listen to it, as they might never again have such an opportunity, and then placing the telephone receiver in such a position that it would receive the sound waves to the best advantage, I started in. As a result, I not only sold the dozen requested, but over a dozen more to the customers waiting in the store, and at the same time I did not lose a sale of the cheaper records.

"I am now contemplating giving a phonographic recital by telephone once a month, as I have enough customers who demand the best class of records. Of course, it would be essential to make such a scheme a success to have all my patrons on the line at one time, but by having notices of the hour and date of the recital sent out in advance, I think it could be accomplished. If the plan meets with the approval of ten of my patrons, I think I will try it, and if it meets with success will make it a permanent feature of my business."

AFRAID OF TALKING MACHINES.

The Russian Government Prohibit Their Use When Polish Patriotic Airs Are Used.

The Russian government, which is seeing ghosts every day now, designs to look upon the talking machine as a revolutionary vehicle, and is so scared that action has been taken against it. The story is told in the following cablegram which appeared the other day:

"The Russian government has forbidden the use of graphophones in Russian Poland when the discs or records reproduce Polish patriotic airs. All these found have been destroyed, and even the machines seized by the police. Some of the owners appealed to the courts, but the tribunals ruled that inasmuch as it was forbidden in Poland to sing patriotic songs in public, the same rule must be observed about the talking machines."

COLUMBIA CO. ENTERTAIN NEWSBOYS.

The Columbia Phonograph Co.'s Detroit branch recently gave an extended demonstration of their new records for the benefit of the newsboys of the city, who had met together in Gaines Academy. In addition to the graphophone concert, other talent also appeared and the Newsboys' Band rendered several selections.

TRADE CONDITIONS IN PHILADELPHIA.

Holiday Trade Cyclonic—Expansion Still the Rule at the Victor Co.'s Works—Good Reports from Heppe—A Pessimistic Salesman Afraid of Overdoing Things—Increased Cost of Raw Materials May Augment Price of Machines—Hawthorne & Sheble Co.'s Great Business—Something of Metropolitan Trade—Musical Echo Co.'s Advance—New Year Welcomed.

(Special to The Talking Machine World.)

Philadelphia, Pa., Jan. 9, 1907.

Business in talking machine circles the past month mainly rested on the holiday trade, of course, and it was a trade that brought joy to every one interested in the industry. Business was rather cyclonic—came quick and fast when it did come—but dealers and jobbers, wisely anticipating such a "coming," were prepared with the goods, and therefore buyers were enabled to get almost everything they wanted. Disappointment was felt, of course, by many firms that they could not get many goods wanted from the manufacturers, but on the "any-port-in-a-storm" principle, they sold and talked up stocks on hand, and with success. There are some bare-looking talking machine stores in Philadelphia to-day, and owners are concerned now in stocking up again. They all seem confident trade in due time will be good; in fact, thus far January business has been quite fair, all things considered. Supplies and equipment are always wanted, and salable.

The Victor Talking Machine Co., of Camden, N. J., made their many employes happy at Christmas by presenting each and every one of them with a plump turkey and accompanying "fixin's." This is the annual custom of the company, and tends to cement closer the cordial relations between employer and employe.

Trade conditions at the Victor plant continue about the same as reported last month. All hands are busy—extremely so, and every effort is being made to catch up with the never-ending inflow of orders. The two large buildings being added to the plant, when finished and occupied, will result in an increased output of talking machines and records, and such fact is cheering, of course, to the officials who are anxious to oblige patrons and who are doing all they can to do so. The new warehouse addition at Front and Linden streets is practically completed and occupied, but is not affording much relief, as delays in receiving equipment, etc., hold the Victor Co. back the same as many other large industrial corporations. The call for Victor-Victrolas continues unabated, and it proves conclusively that when the company can fill all orders for this fine instrument there "sure will be something doin'." Moderate weather has permitted work on the new laboratory building at Front and Cooper streets to go on, and the contractors are making commendable efforts to "push" construction work. When completed the new building, which overlooks beautiful Cooper Park, will be an ornament to that part of the city. The advertising policy of the company—placing advertising where it will induce buyers of Victors to buy of dealers, is one commended by the trade. In a sense the company are doing dealers' advertising, paying for what dealers would do if they "went in for advertising." The company have greatly increased their advertising throughout the country, and it is redounding to the benefit of dealers and jobbers.

Another "sponsor" for the now famous trademark Victor dog—the canine staring into the horn—has come to the front in Camden, and he is a colored man. "Yes, sah," he is reported as claiming, "I owned that 'ere Victor dog when he wuz a pup. You see, I owed Mr. Johnson fo'h bits, an' I couldn't pay it, so I takes the dog—his name was 'Rastus when he wuz a pup—I takes the dog up to Mister Johnson, an' I sez to him: 'Will yo' tak' de dog fo'h de fo'h bits?' an' he sez, 'I will,' and I done gib 'im 'Rastus. Lawd! I nebber specs at de time dat 'Rastus' picture wuz gwine all over de world!"

The talking machine department of C. J. Heppe & Sons enjoyed an exceptionally good holiday trade. A. M. Collins, of the retail department, fairly ran out of some goods, and W. J. Elwell, manager of the wholesale department, had to "jump in" and help out as well as look after large orders being shipped daily. In the piano player and player-piano department excellent business was the rule all during December. Small musical goods and merchandise were in brisk demand, of course, and when the rush was over all hands, though tired, were happy. The aggregate of sales were far ahead of a year ago at a similar period. Business so far for 1907 is quite satisfactory.

The World ran across a rather pessimistic talking machine salesman the past week, and maybe some of his "talk" is worth repeating. "Now, see here," he said, "the big talking machine companies and the jobbers and the 'bosses' are eternally preaching about 'booming sales' and 'pushing goods' and 'driving business.' Salesmen ought to be flesh and blood angels with one mania—sell machines, get the money! Now, that's all right; but you know there's two ways of looking at things. Can't you overdo 'em? Look what the doctors all say: Men of forty-odd years dropping off dead because they've overstrained, overworked, overworried. Take me. Here I've hustled like a demon, gone after 'bum' pay customers, talked harder than a ten-inch disc to sell talkers, been out in the wet, lost meals, got wet feet and the jawache, and dassant take a drink, by dad! It's the pace that kills! Virtue is all right; but give a man his 'grub.' Honesty is all to the mustard, but don't shove a salesman into the devil's camp. Being goody-goody, always-humping boy all the time gives you the undertaker."

S. S. B. Campbell and William L. Ziegler, who are conducting the affairs of the Disk Talking Machine Co., 13 North Ninth street, have been steadily increasing the sales of Zonophones and supplies, being, it is understood, exclusive jobbers for these goods in Philadelphia. Both being experienced talking machine men, they know how to increase sales and build up business. Holiday business with them was very good.

Said the representative of a manufacturing firm: "If prices of raw materials used in making talking machine goods advance much more in price, I feel sure manufacturers will have to advance prices, too, in order to secure fair returns for capital invested. It is almost impossible to secure spot delivery supplies of some materials."

Quietly, but nevertheless effectively, H. B. Rouillot, manager of the talking machine department of James Bellak's Sons, is developing a good trade in that field.

Snellenbergs made an effective window display the past month of Edison and Victor goods, and John McArthur, manager of the talking machine department was "Johnny-on-the-spot" in the matter of good sales.

One of the handsomest display windows in Camden, N. J., at holiday time was that of the Columbia Phonograph Co.'s branch office at 200 Broadway, capably managed by C. E. Gabriel. It attracted general attention and favorable newspaper comment. The store did the largest holiday business in its history.

Robert A. Morgan, Kaighn avenue, Camden, N. J., comparatively a newcomer in the retail talking machine business, did a very good holiday trade, and is pushing sales right along. He carries a well-selected stock of Edison and Columbia goods.

An odd phonograph concert was given near Christmas by the Linden Baptist Church Bible Class, of Camden, N. J. They wanted to "raise" enough potatoes for a benefit supper—so gave a talker concert and charged one "tater" admission. Mr. Phonograph was true-blue—he brought in two tubsful of "spuds."

J. A. Smith, lower Broadway, Camden, N. J., as disposed of is talking machine business and gone to New York to permanently locate.

Angry because an automatic talking macine in a North Eighth street penny arcade would not run, Joseph Riser the past month threatened to shoot Harry L. Birch, the manager, and was jailed. The incident points to the fact that complaints have been more numerous that disordiliness exists in many of the amusement palaces. Whether or no the managers are responsible it should warn them to be strict in maintaining good order lest their licenses to operate their arcades be revoked.

"Yes," said a Chestnut street piano player salesman, as he inserted a new roll, "we call this perforated music our rolling stock—and that's no freight rebate!"

The three large factories of the Hawthorne & Sheble Co. shut down to observe Christmas and New Years; but that was all. They have been running full tilt at all other times, and will continue to do so indefinitely, judging from the large and small orders comiug in from home and abroad points. The sterliug qualities of the company's artistic flower horns have placed them

ATTENTION

Edison and Victor Dealers

WE ARE KNOWN all over Pennsylvania as the largest Edison and Victor jobbers in the State.

WE ARE PIONEERS in the Talking Machine business and among the first to sell both these lines and OUR EXPERIENCE COUNTS in YOUR FAVOR.

IN ADDITION to machines and records we sell supplies of all kinds. We particularly call your attention to our fine line of CYLINDER and DISC CABINETS and our SUPER NEEDLES.

WRITE FOR PARTICULARS

PENN PHONOGRAPH COMPANY

17 South Ninth Street - - PHILADELPHIA, PA.

Reg. U. S. Pat. Off.

To Victor Dealers:

What are we doing for you?

This year we are spending for you $150,000 *more* in advertising than last year, that we may more effectively reach 56,000,000 people every month—everybody in the whole United States who is able to buy a Victor.

We protect you from price-cutting competition by maintaining one fixed, fair price to the customer for each style of Victor, and for each Victor Record. *Your* profit is just about *5 times our* profit—figure it out for yourself. For every dollar you make, we make but 10 to 20 cents.

Now, what are *you* doing for yourself?

Are you keeping *all* the different Victors in stock?

Do you get *all* the New Records each month?

Do you tell everybody what you have *for them*, and make them want it?

Are you seizing all your opportunities to increase your Victor business by strong local advertising, the most attractive window displays in your town, and frequent Victor concerts in your store? Do you talk "*Victor*" *all the time?*

If not, you are losing just 5 times as much as we are losing in your territory. Better think it over.

Victor Talking Machine Company

Camden, N. J.

A PROFITABLE IDEA—Place standing monthly orders for new records with your distributer, and push this feature. (It keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributers as follows:

Albany, N. Y......Price Phonograph Co.
Altoona, Pa.....W. H. & L. C. Wolfe.
Atlanta, Ga.....Alexander-Elyea Co.
Phillips & Crew Co.
Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenhrandt Sons.
Wm. McCallister.
Birmingham, Ala.....E. E. Forbes Piano Co.
Boston, Mass.....Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.
Bridgeport, Conn.....F. E. Beach Co.
Brooklyn, N. Y.....American Talking Machine Co.
Buffalo, N. Y.....Roht. L. Loud.
Canton, O.....The Klein & Heffelman Co.
Charlotte, N. C.....Stone & Barringer Co.
Chicago, Ill.....Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....W. H. Buescher & Sons.
Collister & Sayle.
The May Company.
Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Thos. Goggan & Bro.
Dayton, O.....The Fetterly Piano Mfg. Co.
Denver, Colo.....Knight-Campbell Music Co.
Des Moines, Iowa....Edward H. Jones & Son.
Detroit, Mich.....Grinnell Bros.
Dubuque, Iowa.....Harger & Blish.
Duluth, Minn.....French & Bassett.
El Paso, Texas.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Grand Rapids, Mich..J. A. J. Friedrich.
Harrisburg, Pa.....S. A. Floyd.
Honolulu, T. H.....Bergstrom Music Co.
Indianapolis, Ind.....Carlin & Lenox.
C. Koehring & Bro.
Jacksonville, Fla.....Metropolitan Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins Sons Music Co.
J. F. Schmelzer Sons Arms Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal.....Sherman, Clay & Co.

Memphis, Tenn.....O. K. Houck Piano Co.
E. E. Forbes Piano Co.
Milwaukee, Wis.....McGreal Bros.
Minneapolis, Minn...Minnesota Phonograph Co.
Mobile, Ala.....Wm. H. Reynalds.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Moorhead, Minn.....H. Backenheimer.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, O.....Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La.....Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y.....Bettini Phonograph Co., Ltd.
Blackman Talking Machine Co.
Sol. Bloom.
C. Bruno & Son.
I. Davega, Jr.
S. B. Davega.
The Jacot Music Box Co.
Landay Brothers.
Stanley & Pearsall.
Benj. Switky.
Victor Distrihuting & Export Co.
The Regina Co.
Omaha, Neb.....A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria Ill.....Chas. C. Adams & Co.
Philadelphia, Pa.....C. J. Heppe & Son.
Musical Echo Company.
Penn Phonograph Co., Inc.
Louis Buehn & Brother.
Western Talking Machine Co.
H. A. Weymann & Son.
Pittsburg, Pa.....Theo. F. Bentel Co.
Pittshurg Phonograph Co.
Powers & Henry Co.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore.....Sherman, Clay & Co.
Providence, R. I.....J. Samuels & Bro.
Rahway, N. J.....Regina Company.
Richmond, Va.....The Cahle Co.
W. D. Moses & Co.

Rochester, N. Y.....The Talking Machine Co.
Rock Island, Ill.....Totten's Music House.
San Antonio, Tex....Thos. Goggan & Bro.
San Francisco, Cal....Sherman, Clay & Co.
Salt Lake City, Utah..Carstensen & Anson Music Co.
Savannah, Ga.....Youmans & Leete.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Spokane, Wash.....Eiler's Piano House.
St. Louis, Mo.....O. K. Houck Piano Co.
Koerher-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn.....W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y.....W. D. Andrews.
Toledo, O.....The Hayes Music Co.
A. J. Rummel Arms Co.
Whitney & Currier Co.
Washington, D. C....John F. Ellis & Co.
S. Kann & Sons Co.

Fill out, cut off, and mail this Coupon to-day.

.....CUT ALONG THIS LINE.....

Victor Talking Machine Company, Camden, N. J.
Please send me illustrated catalogue of Victor Machines and Records, with full trade information and names of my nearest distributers.

Name.....
Street.....
City.....
State.....

upon a firm, standard footing with the best class of trade everywhere horns are used—a proof that merits succeeds. The care exercised by the H. & S. Co. in manufacturing all of their products insures the popularity of the goods beforehand. Scientific and practical knowledge is given the work in every part and department, and the most modern machinery, equipment and apparatus is utilized to secure known high-grade results. The company are steadily developing new features, improvements and musical novelties, and 1907 will see some of them on the market, one being a moving picture-phonograph machine. E. A. Hawthorne, president of the company, is now at the main office and factory here, and will probably remain permanently in order, with Secretary Sheble to better handle the increasing volume of executive business.

Said one large jobber: "We have pretty well supplied metropolitan centers with talking machines, and now our road to further success lies among country and urban centers. We have already put in fair-sized stocks in country dealers' hands, and it strikes me we can sell a large quantity of machines to simply farmers alone."

By hard work Proprietor Adolph Weiss and assistants, of the Western Talking Machine Co., got everything into good shape for Christmas trade, at the new quarters, 41-43 North Ninth street. Business was such as to keep all hands busy early and late, and patrons were well pleased at the large selections they were enabled to make purchases from.

Along with other dealers, H. A. Weymann & Son did an exceptionally good holiday business, not only in talking machines and supplies, but in musical instruments, sheet music and pianos. The space devoted to the talking machine department, which was recently greatly enlarged, proved a timely aid during the holidays.

Visits to local retail dealers made by the World show that all of them did a splendid holiday business in talkers and accessories. "The business came in a heap, so to speak," said a Central Phonograph Co. representative; "but in the aggregate it was large and profitable." To the question: Was trade up to a year ago? several dealers reluctantly said it was not, and ascribed the cause of it to be too many now in the business. Said one dealer: "I have reached the conclusion I can't make a go of it with talking machines alone, and am arranging to put in a side line of jewelry and optical goods. Within a year you will see other phonograph men doing the same thing—taking on other lines in order to get along. In my opinion, the talking machine business in the East has struck its staple level. From now on it will have only such a field to feed upon, because so many have already purchased machines. Of course, novelties will help out sales; but records and supplies will be the main thing retailers will depend on, for, you see, most of them can't secure the trade which buys Victrolas and high-priced goods."

This view seems to be held by several retailers, although they take the situation philosophically, and are inclined to go ahead in business, even if they branch out with other lines or go into different fields. Perhaps the January lull after the holiday "boom" has tended to make some of them pessimistic—a frame of mind they will overcome when trade brightens up again.

Excellent location and the admirable concerts given in their auditorium helped the Musical Echo Co., Chestnut street, to do a "banner" holiday trade. And buyers were of the well-to-do sort who want the best regardless of cost. Manager Marschalk and assistants were well pleased with the amount of business done, and are by no means idle now, for trade continues fair to good.

The department store talking machine emporiums did a fine holiday trade as a matter to be expected, because they were jammed early and late with all classes of buyers, and talkers were duly exploited in various ways. One store claims to have sold 100 high-priced machines in one day, besides records, etc.

"Yes," said Mr. Lewis, of the Lewis Talking Machine Co., cheerily, "we did a bang-up holiday business, and we have lots to be thankful for. For instance, how glad we should be that the new pure food laws will not touch the phonograph business!" And the $100 talker said "amen!"

Louis Buehn & Bros., Penn Phonograph Co., Disk Talking Machine Co., The Keen Co. and the Columbia Phonograph Co., among the larger jobbing houses, enjoyed good holiday trade, and depleted stocks show that it must have been very good indeed. January business, with almost all of the jobbers, is reported "seasonable," and that conveys its own meaning. As one jobber put it: "We can't expect to have cake all the time."

Revolvers and horns have heretofore been the main instruments to agitate the welkin in honor of the incoming of a new year, but when gladsome 1907 came in recently several roysterers on Chestnut street had talking machines under their arms, all going and yelling such greeting as: "Here's to you!" "Hold me or I'll break loose!" "Hail! Hail! the gang's all here!" etc. "They save our throats, eh, Jim?" said one of the night celebrators to his companion. "That's swat," assented Jim.

HE WANTS TO TRADE THE MACHINE.

The editor of the Wellsville Globe has been breaking in a talking machine, and this is what he says about it: "We expect to get hold of some disgruntled subscriber some day and have him pour out his grievance into the machine so that we can keep it for use in after years, when we have quit the newspaper business and get lonesome for the old life.

"The machine is pretty well broke to use now, and will play anything from 'Il Trovatore' to 'He Came Right In, Turned Around and Walked Right Out Again,' with coon songs and farmyard medleys for a variation. In all there are about 45 records with the machine, which is proving so popular at the house that Mrs. Editor says that if she gets a chance she is going to trade the thing for a cow; that it won't take any more time to tend to a cow than to run the talking machine. So if you want to trade come in and let's talk it over. The machine and records are worth $41, and we've got a little silver to trade with it, if the cow's a good one."

WHEN PLACING YOUR HOLIDAY ORDERS

REMEMBER

That we are exclusive **VICTOR JOBBERS,** and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received, promptly.

WE ARE THE ONLY JOBBERS IN NEW YORK CITY DEVOTING AN ENTIRE BUILDING TO THE VICTOR EXCLUSIVELY

NEEDLES — PERFECT — MEDIUM — QUIET

These are the brands manufactured by us. They stand for A1 QUALITY. Millions of these styles are sold by us every month to satisfied customers. ARE YOU ONE OF THEM?

If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

Place your orders promptly if you wish shipment before the Holidays.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET, - - - BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City

THE
"KNOCK DOWN"
SEARCHLIGHT
HORN

THE CROWNING
ACHIEVEMENT OF
AMERICAN INGENUITY

Style—Blue Gold Striped "Knock Down."
For all cylinder and disc machines

THE MARVELOUS
Searchlight Horn

THE
Searchlight Jr.
Horn

THE
"KNOCK DOWN"
Searchlight Horn

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers — Send to your Jobber for Samples

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue — Borough of Brooklyn, New York

DISTRIBUTED BY
Every Recognized Edison and Victor Jobber in the United States

ALLURING PROSPECTS FOR CLEVELAND TRADE.

New Year Promises Well—Talking Machine Becoming a Necessity in Every Home Because of Its Educating and Refining Influence—Holiday Season Exceedingly Satisfactory—Year as a Whole All That Could be Desired—Handsome Holiday Windows of Columbia Co. Deservedly Praised—No Necessity for Closing Up Arcades—The News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Jan. 9, 1907.

The year 1907 opens with the most alluring prospects for the talking machine trade. The past year has more than fulfilled the most sanquine expectatious of the dealers, not alone in the volume of business transacted but in the very manifest desire on the part of the general public to purchase the best grade of machines, and the higher artistic class of music.

The talking machine has become the great musical entertainer and educator of the day. Every household possessed of a machine is daily giving pleasure and instructiou in the art, such as no other means can accomplish. It is remarked that Cleveland is advancing, and the hope is expressed that it will soon take a position among the advanced musical centers of the country.

There has been an extraordiuary increase in the demand for talking machines during the past three months and the holiday season accentuated it in a remarkable manner, the suitability and appropriateness of these instrumeuts being an acknowledged factor. The dominating demand was, and, is, for high-grade goods, and the Christmas trade was largely curtailed by the inability of the factories to furnish a sufficient supply.

"We closed an entirely satisfactory year's business for 1906" said Mr. Probeck, manager of the Columbia Phonograph Co. "The volume of business was largely in excess of the previous year, and there was a noticeable demand for the best grade of instruments. During the year we were compelled to increase the capacity of our store for both machines and records, in order to meet the increasing patronage. The 12-inch disc records are being called for more often and are becoming very popular. While December started in a little slow, it more than made up in the last three weeks, and the holiday trade was the best we ever had. The Monday previous to Christmas was the largest single day's business we ever transacted, and since then both cylinder and disc records sales have beeu immense. Prospects for the future are better than ever."

The Eclipse Musical Co. enjoyed a most satisfactory holiday trade. Mr. T. H. Towell, manager, said: "We had a phenomenal holiday trade, both in the wholesale and retail departments. It far exceeded our most sanguine expectations, and would have been very much larger had it been possible for us to get the goods desired from the manufacturers. There was a big demand for Victrolas—we couldn't during the holidays, nor can't now, get enough to supply the demand. The prospects are that trade will continue exceptionally good during the winter. The past year was the best we have had. Our increase in business was 75 per cent. over the previous year."

W. H. Buescher & Son report having had a splendid year's business, their sales amounting to about 50 per cent. more than in the previous year. "The holiday trade," said Mr. Buescher, "surpassed our most sanguine expectations. We never were kept busier than during the two weeks preceding New Year's. The sales of machines were the largest in our history, and were principally of the best grades. The demand for records is constantly increasing, especially the 12-inch, and sales are simply immense." A carload of goods piled up on the sidewalk in front of the store was evidence that there was "something doing" inside.

"The year wound up in a surprisingly satisfactory manner with me," said W. J. Roberts, Jr. "Our holiday trade was large, exceediug my fondest expectations. It kept us busy day and night, and it seemed as though it would never end. During the six months since re-starting in business, trade has been increasing from day to day, and prospects are most flattering. We have not been quite so busy since New Year's, but business is keepiug up in a remarkable mauner, and the sales of records is phenomenal.

Collister & Sayle report having had a good year's business—the best in their history. "The holiday seasou," said Mr. Sayle, "uearly completely cleaned us out. It was the busiest three weeks in our experience. Trade continues good, and we are constantly increasing our facilities to handle it.

Hugh Gulley, manager of "The Victor," No. 924 Prospect avenue, said: "If I had much more busiuess I could not handle it. December trade was far above expectations in spite of one or two dealers offering horns and cranes below current prices to induce the sale of certain machines and records, which is a violation of the agreement made with the manufacturers. The prospects for 1907 are good. I am getting new business every day, and the better class of trade. My stock is the most complete of any in the city." Mr. Gulley claims the credit of having made a sale of the highest price outfit ever sold in Cleveland.

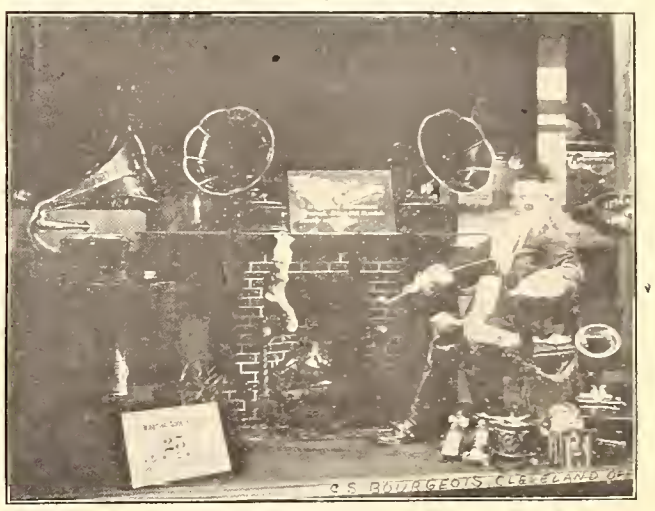
The Smith & Nixon Piano Co. state that since installing a talking machine department that branch of their business has been constantly increasing, and that they had an excellent holiday trade.

The manager of the departments at the May Co.'s, the Bailey Co.'s, Flesheim & Smith's, aud other stores who make a side line of the talking machine business, all report business good.

Cleo. S. Bourgeois, assistant manager of the Columbia Phonograph Co., designed and executed two show windows during the holiday season, which were the prettiest we have ever seen, and deserving of mention. One window was gotten up to represent a "den," and according to the designer, is his conception of what an ideal "den" should be. The window was closed in by a backing of green burlap, with a dado of buff color, giving the window a semblance of a room. Arranged around the window were various pieces of weathered oak furniture, including large, easy chairs, magazine racks, and on a large leather-covered table rested a Columbia disc grapho-

A CLEVER CHRISTMAS WINDOW.

phone, with an assortment of records. Pipe racks and fine pictures ornamented the walls, and on one side was a cellarette, with steins and a box of cigars visible through au open door. A beautiful art glass dome heightened the general effect, and the tout ensemble made the passerby wish he could enter and make himself at home, light a cigar and enjoy a few selections on the grapho-

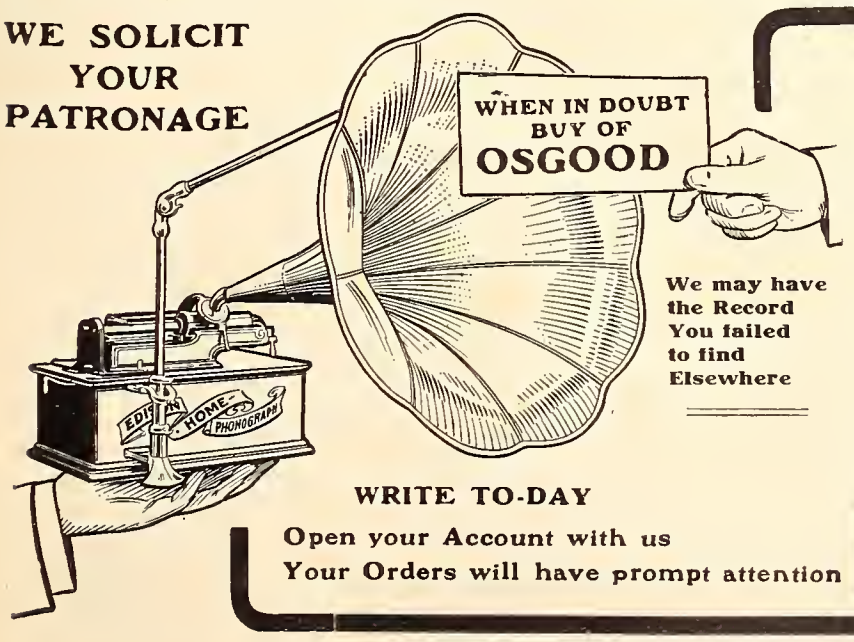


ANOTHER GOOD IDEA IN WINDOW PUBLICITY.

phone. Cards in the window called the attention of the onlooker to the Columbia product, stating that: "With a Columbia graphophone you can hear operatic stars and vaudeville artists at will, iu the ease of your 'den.'"

The other window showed a room with a long, low fireplace, such as used to warm the homes of our forefathers. Large andirons held pieces of log, which were made to buru and glow in a very realistic manner. The logs were laid over incandescent lamps, covered with orange tissue paper, and the whole placed on a piece of wire screen, beneath which was placed a fan motor,

WE SOLICIT YOUR PATRONAGE



We may have the Record You failed to find Elsewhere

WRITE TO-DAY

Open your Account with us
Your Orders will have prompt attention

Edison Headquarters AT OSGOOD'S

Our Complete and Comprehensive Stock include

Edison Phonographs, all styles, Complete Stock of Records, Horns, Black and Gold, all sizes. Flower Horns, new designs, Herzog Cabinets, Disc and Cylinder, Carrying Cases.

HORN STANDS AND CRANES

The Tea Tray Co. and Hawthorne and Sheble Co 's Products are fully represented

Our New and Enlarged Quarters enable us to fill orders promptly

The C. E. OSGOOD CO. Wholesale Distributors
744-756 Washington St., BOSTON

blowing the air upward. Small pieces of tissue paper were glued to the logs, and the upward draft setting them in motion gave the effect of flames, while the colored lamps, showing through the logs, gave the effect of red embers. The effect was so realistic that one old lady, after looking in the window for a while, was heard to remark that the authorities ought to stop people from making fires in their windows just for show. Family stockings hung from the mantel, all well filled. On the left side of the window stood a table, on which was a Columbia graphophone and some records. At the right of the window, seated in an easy chair, was a stuffed figure dressed in Santa Claus costume, and he looked very real, smoking his "church warden" pipe while listening to the music of the graphophone, which was evidently so alluring it interrupted his visit to other children, for his pack had fallen to the floor, disgorging a varied collection of toys. We could not blame the good old saint for lingering. The cheerful-lookiug fire and the music of the graphophone would entrance most any one, compelling a feeling that he would like to toast his shins at the grate and hear some good music. A card completed the window setting, reading: "A Columbia graphophone is the ideal Christmas present. It is a present the whole family will enjoy."

The Mayor of Akron, O., recently closed all the moving picture theaters in that city on account of the danger of fire, until he could look up the State law on the construction of theaters. He discovered no violation of the statutes, and the business is proceeding as usual.

Fire broke out in Shaw & Spencer's moving picture theater, No. 5507 Kinsmore road, a few nights ago. They were giving the second performance, and just as the room had been darkened the film took fire, resulting in a bright flash lighting up the auditorium. The audience hurried out safely, and the fire was extinguished, entailing a loss of a few hundred dollars.

The death of Robert Crooks, a singer of local repute, resulted from his neglect to insert a metal shield to screen the highly inflammable films from the intense heat of the arc light, which threw the views from the machine, with which he was giving a moving picture performance in a concert hall at 2219 Ontario avenue. Frenzied with fear when the films ignited and flared up into a blinding flame the crowd of men, women and children in the little room fought their way to safety in the street. Crooks lost his head, and instead of going down the stairway, jumped from a window, striking on the sidewalk below and meeting with instant death.

"I can't close up the penny arcades and moving picture shows on Sunday," declares the chief of police. "I don't see any necessity for it," he continued. "Those moving pictures, which serve to make some people's dull Sunday afternoons pleasant, are but a harmless diversion, and I fail to see any desecration of the Sabbath in viewing pictures and listening to talking machines. However, my personal opinion of the right or wrong of the thing doesn't prompt me to say that I cannot proceed against these forms of amusement. There is no ordinance against them."

Touching this same matter the city solicitor has notified the police officials that the operation of phonographs on the streets Sundays, as a means of attracting patrons to the moving picture shows, would no longer be tolerated. Sensational films, illustrating the gentle art of housebreaking and train robbing, are also tabooed, and the proprietors of the shows are returning their sensational films to the makers.

Burglars entered the penny arcade of L. H. Becht, at 903 Euclid avenue, Christmas night and stole $225. The money, all in pennies, was taken from the machines.

A very ragged specimen of humanity entered a talking machine store recently, and when asked what he wished said he was just listening to the music. He hung around for quite a while, and finally went up to one of the clerks, and said: "Gee, I would like to have one of them graphophones, but I haven't any money to buy one. I tell you," said he, "my condition just now is like this: If airships were a cent apiece, I couldn't buy the gas for the balloon."

W. C. De Foreest, of W. C. De Foreest & Son, Edison jobbers, of Sharon, Pa., was in the city December 31, visiting with the talking machine men.

PLEASING HOLIDAY REMEMBRANCE.

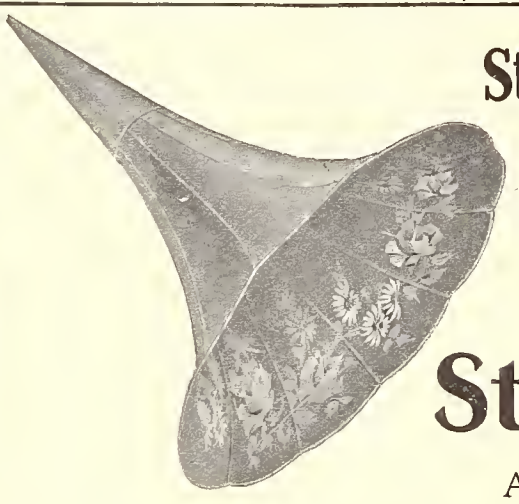
The Employes of G. W. Cole Receive Handsome Profit-Sharing Christmas Presents in the Form of a Percentage of Their Wages.

Another New York manufacturing institution has joined the profit-sharing movement. The Three in One Oil Co., No. 141 Broadway, whose factories are located at Rahway, N. J., distributed a healthy sized bunch of plums to their various employes as Christmas presents, the same being a percentage of the employes' wages for the year.

This co-operative sharing of profits is growing every year and ought to cement closer the mutual interests of worker and employer. Particularly at the holiday season of the year, should a profit -sharing plan appeal to the employes as they not only get a share of their earnings of the Three in One Oil Co. for the past year, but get the money at a time when it can be made to do a lot of useful and pleasure-producing things.

The prosperous condition of the G. W. Cole Co., who are the original and sole manufacturers of Three in One oil, is not at all surprising, as the volume of their business has been increasing wonderfully the past year; in fact, it has severely taxed the capacity of their factory at different times; but Mr. Slee, president of the company, has always insisted on being in a position to make prompt and immediate shipments to jobbers, no matter where they are located and how large their order for this famous oil may be.

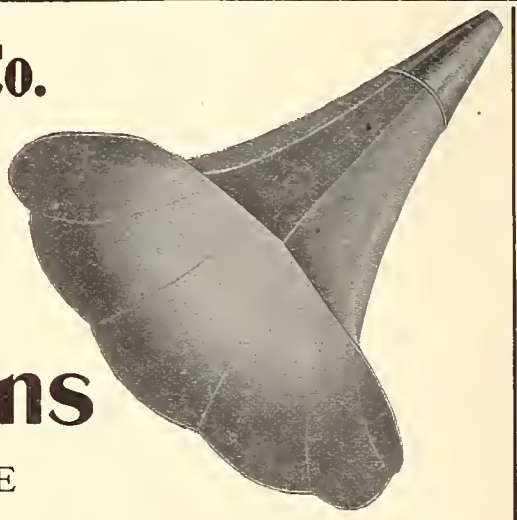
J. A. Barrett was recently appointed buyer for the talking machine department of Millers, Roads & Swartz, the leading dry goods emporium of Norfolk, Va.



Standard Metal Mfg. Co.

Office and Salesroom
10 WARREN STREET, NEW YORK

FACTORY
Jefferson, Chestnut and Malvern Streets
Newark, N. J.



Standard Horns

ARE THE ONES TO HANDLE

WELL MADE CAREFULLY FINISHED AT RIGHT PRICES

Give entire satisfaction and increase sales. No kicks

Variety to Please All. See our New Line

Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly.

Every Horn Fitted with Patent Thimble End

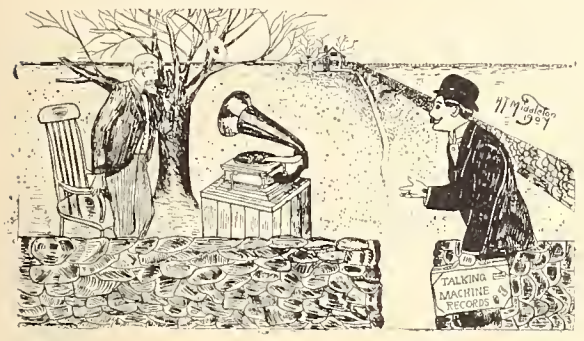
Standard Horns Once Handled Always Handled

LET US HEAR FROM YOU

RECORDS OF THE OLD SONGS.

How a Talking Machine Salesman Used Them to the Benefit of His Firm.

An old man enters a talking machine establishment and sitting himself stiffly down in one of the hearing rooms, with his cane between his knees, asks to hear some of the old songs. The salesman in charge is a young man of character, with a due respect for old age, and accordingly he hastens to wait upon his venerable customer to the best of his ability. "Old Folks at Home," "Silver Threads Among the Gold," "Leaf by Leaf the Roses Fall," "Ben Bolt," "Annie Laurie," "Home, Sweet Home," and various others of the heart songs of our grandfathers' day are played one after the other, and the result is very satisfying to the old man who trudges home laden



"AT EVERY HOMESTEAD HE DRAWS REIN."

with a rich store of the melodies so dear to him.

As the dusk falls and the evening shadows gather, he will call his wife, his companion through fifty years, perhaps, of sunshine and storm, and together they will drink in rapturously the songs of their childhood.

The result is also satisfying to the young salesman because he has made a good sale for his firm, and at the same time his brain has given birth to a new idea, viz.: Push records of the old songs. He mentions his plan to his employers, and suggests to them that they advertise the old-time melodies in the country papers throughout the State, and if practical follow them up with a salesman later. As the rural advertising rates are very moderate, his employers consent. They do not have to wait long for results as almost every mail brings an inquiry or, better still, an order. Then another advertisement is inserted to the effect that a salesman will tour a certain locality on the following Saturday with a case of sample records, upon whose gleaming surfaces are engraved the songs of long ago. Then a list is given, embracing twenty or more of ancient melodies.

In due time the salesman starts upon his journey, and his success is phenomenal.

At every homestead as he draws rein and leaps from his buggy, his arrival is heralded most vociferously by the children of the farm, and he finds an enthusiastic audience everywhere.

One old gentleman has brought his talking machine down to the roadside, and sitting in his arm-chair beneath a gnarled and leafless maple, he greets the salesman eagerly. He has been longing for records of the old songs, but did not know they were obtainable.

"Folks is so set on ragtime nowadays that I thought the songs of my time was clean forgot," he says; "it certainly is a treat to hear 'em. Why, I feel like a boy ag'in when I hear them good old tunes. Put my name down fer the whole list, mister; winter's comin' on and them records'll help along the cold evenin's wonderful."

Dealers are very apt to let the records of the old songs lie neglected upon their shelves while they push the frivolous melodies of the present day. This is a very great mistake, as the latter will find a ready sale of their own accord, owing to their temporary popularity created by the music publisher and the theater.

In almost every home, city or country, there is a grandfather or grandmother eager to hear once more the songs which were so dear to them in the springtime of their lives, and you can increase your trade, Mr. Dealer, and at the same time create a deal of contentment by advertising the old songs along the lines above described.

This is not mere theory, but real fact, and a trial will prove it to you.

HOWARD TAYLOR MIDDLETON.

KINGS' SMILES TO BE CANNED

Fashions in Handshakes, in Court Etiquette and Other Ceremonies Handed Down in Moving Views—The Latest Fad in France.

Historians, artists and novelists centuries hence will know just how the great civic pageants of the twentieth century in France looked, for an official cinematograph will record all government fetes and ceremonies. The municipal photographer's snapshots give excellent representations of monarchs in regal gold and purple, visiting chieftains in gala attire and unpretentious frock-coated cabinet ministers as they appear on solemn occasions, but no hint of the formalities etiquette requires—the regulation bows and handshakes of the time. These the official cinematograph will supply.

Through it coming generations will know just how a king received a prime minister; it will register the smiles and gestures of royalty complimenting some famous author or actor; it will perpetuate for posterity's enjoyment the triumphal march of some Lord Mayor through gilded reception halls, followed by a retinue of obsequious liveried footmen.

All these official yet private mysteries, usually hidden from the public, will yield their secrets to the privileged cinematograph operator. After he has exhibited these highly interesting records before some music hall audience they will be preserved among the municipal archives for the benefit of curious ages to come.

TALKER IN HOLIDAY FESTIVITIES.

In the hospitals, public homes and missions for the poor, the talking machine was quite a favorite during the Christmas and New Year festivities. It was only necessary to attend any of these affairs to realize what a joy promoter is the talker and what delight and pleasure its songs and instrumental numbers bring to those whose lot in life is not a cheery one. It would be a very narrow man or a cold-blooded pessimist who would deny to the talking machine its rightful place as a musical educator.

Thomas Edens Osborne, the hustling talking machine factor at Belfast, Ireland, has favored us with one of his dainty calendars and a Christmas card as a holiday remembrance. The calendar contains a beautifully colored panel picture of a handsome girl, and the entire effect is most artistic, worthy of a place on any desk.

IF YOU

Are looking for the Best in Band Instruments

it may interest you to know that hundreds of American Musicians are patronizing

The House of York

with eminently satisfactory results.

The above-named firm manufactures nothing but the **Very Best** that is produced in the brass instrument line, and its productions include not only **Cornets,** but **Trumpets, Horns, Trombones, Tenors, Baritones, Basses** of all kinds, and even **Drums,** which the firm is now featuring with unprecedented results.

A very handsome **Illustrated Catalogue** of the **York Instruments** will be mailed free of charge to any one requesting it; also catalogues of **Music** for **Band** or **Orchestra,** each containing sample parts for **Cornet** or **Violin,** as the case may be. Simply write your request, with correct address, on a postal card directed to

J. W. YORK & SONS
GRAND RAPIDS, MICH.

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue, Philadelphia, Pa.

Quick Service

A great thing for a dealer, and every dealer ought to get it from his jobber or know the reason why. Repeated delays are dangerous to the carrying on of any business.

Quick service is one of the inducements we hold out for your trade and it's no mere will-o'-the-wisp. We mean it—quick service.

How quick! Shipments made the same day order is received. Could anything be quicker, or more satisfactory to you and your customers!

Quick service means not only that we are quick in sending out orders, but we have the right kind of goods in the first place—just the things you want and plenty of them.

There isn't a thing you can mention in Victor talking machines and records, trumpet horns, English needles, fibre cases and other specialties and accessories that we haven't in stock ready to send to you right now.

Try us and see. That's our challenge and, if what we say is true, it's worth your time to get in touch with us.

Write to-day for copy of our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street **New York**

Reg. U. S. Pat. Off.

VALUE OF SEPARATE ROOMS.

Many a Sale of Talking Machines Is Lost Through Their Absence—Splendid Agents for Displaying Machines in Suitable Environment—Customers Like Them.

Almost every week we read of some progressive firm having their quarters redecorated aud in almost every instance the fact is mentioned that separate rooms have been arranged and specially decorated for the purpose of displaying the various lines handled.

The larger dealers everywhere are realizing that best results are obtained when a machine may be tested and its good points brought out to much better advantage, while it is separate from the general stock. Where the customer is confronted with only three or four styles he or she, as the case may be, is not confused, and a selection is more readily made because the mind is concentrated upon the contents of the parlor alone instead of an open wareroom, where other customers are examining and testing instruments. Of course, many dealers will remark that there will be the increased cost of fitting up the rooms attractively. Even so, it may be safely said that of five sales that are lost on the wareroom floor because the prospective customer could not arrive at a decision, two will be saved by the separate room where comfortably seated, among attractive surroundings, the tendency to find objections is reduced to a minimum and the salesman finds a more fertile field for his arguments.

And a word about the decorative treatment of these rooms. It is always best to consult a good decorator even at increased cost, for the after-results will warrant it. Then the style of decoration is considered. Say one be in Empire, always effective and alluring for great originality possibly in the application of its various forms. Fit the second out in Flemish style, imposiug, but nevertheless suggesting comfort, and why not an adoption of the German idea in the new art for the third room, a style beautiful for its broadness?

After the walls are treated in a satisfactory manner the furnishings should receive consideration. No matter what style the other decorations, an Oriental rug of good quality, not necessarily an expensive antique, hardly ever looks out of place, and always lends an air of richness to an apartment. Furniture, that is, chairs, settees and small desks, should, of course, conform with the general treatment. When the entire decorating and furnishing is completed a fine talking machine placed in such an environment has its effectiveness enhanced many fold.

The separate showroom is not a decided innovation, merely an evolution following the growing tendency to place talker selling on a higher plane rather than looking upon it as a purely commercial proposition, and even rehearsing the matter in a purely commercial light, the benefit accruing from an adoption of the above system for displaying talking machines will result in more big sales and increased profits that will pay the cost of the necessary alterations in a remarkably short time.

HERE'S A PARROT WITH A PAST.

Takes the Championship for Profanity—Owner Makes Some Choice Records—Now in the Next World.

Among the callers on Superintendent Hankinson, of the Society for the Prevention of Cruelty to Animals in New York, the other day, was a mild-faced little woman who carried a basket with a parrot in it. She complained that the parrot was rather disposed to an unlimited use of profane language, and had in its vocabulary a list of oaths that would shame the most hardened sea-dog. She related to the superintendent a number of incidents where the parrot had caused trouble and hard feelings, and wanted him transported to the great beyond, or some other place, so that he might be taken off her hands. She said that he belonged to her uncle, an old sea captain, who desired her to keep the parrot for him until his return from Scotland. She added: "He valued the parrot so highly that he had it talk in a phonograph before he went on his last trip, and carried the records away with him." The superintendent recommended that the easiest way out of the trouble would be to have the parrot stuffed, and gave counsel as to the proper steps in this connection.

L. R. PORTER CERTAINLY HUSTLED.

L. R. Porter, who handles the Victor Talking Machine Co.'s line in Brockton, Mass., recently received an Auxetophone and immediately began to acquaint his townspeople with the fact that it was fully worth the $500 asked for it. A special "ad" regarding the instrument was inserted in the local papers for several days, and it was exhibited at the Mid-Winter Fair of the Y. M. C. A. of Brockton. Also by special arrangement with the Association, the machine was exhibited at their regular Sunday services, when a series of selected records were reproduced in a most effective manner. Mr. Porter certainly hustled in the interests of the Auxetophone, and deserves his success in disposing of a number of the instruments.

TALKER AS SPIRITUAL FACTOR.

Used to Good Purpose by Western Clergyman in Covering His Big Parish—Better Than Some Ministers.

A clergyman of a Western city has been crowding his church on Sunday evenings by giving sacred concerts by means of a talking machine as part of the service. He maintains that a good preacher and a good talking machine will bring plenty of people to salvation.

This minister covers a tremendous territory, the greater part of which he has been unable to visit for a long time. He has also inaugurated a departure in this connection: he delivers his sermons into the talking machine and sends them around to these sections that he cannot visit, and on Sundays the people who assemble hold services of their own and hear the minister's sermon by this means.

It is needless to say that this clergyman is an enthusiast regarding the talking machine. He says that it is amazing what a wonderful part it is playing, not only in clean amusement and enjoyment, but as a spiritual factor it is proving worthy of more than passing notice. Some years ago no one could conceive that the talking machine would ever prove more useful than many ministers, and in many instances prove a greater aid in bringing people back to a belief in the Almighty.

NOW THE AUTOMATIC REPORTER.

The "automatic reporter" is the latest invention for newspaper aud business men. It consists of a small talking machine, easily carried. When the newspaper man wants a verbatim interview he springs his little machine on his victim and proceeds to ask his questions. The record is reproduced slowly and taken down on a typewriter. There is an adjustment to connect with the telephone, and there is where the inventor says it will appeal to the business man.

PHONOGRAPH FOR AUTOMOBILES.

Automobile horns are now being made decoratively. One of the new horns is in the shape of a frog—a great brass frog, squatting, with open mouth. The frog idea is carried out even to the note of the horn itself, the note being deep, metallic, short—a frog-like sound. The frog has two big green eyes, and a little lamp, lighted behind them at night, makes them shine splendidly. There is another horn in the likeness of a serpent. Above the open mouth is a little coronet-shaped light, and in graceful coils the body, over a yard long, runs back to the bulb beside the chauffeur's hand. An "ultra" horn, for those who want something extravagant and bizarre, has a phonographic attachment. This horn, shaped like a dwarf—a creature all head with mouth open—emits a hoarse "Look out." These improved automobile horns come from France, and they are very expensive.

E. N. CLINTZMAN'S EASTERN VISIT.

E. N. Clintzman, connected with the wholesale interests of Kohler & Chase, San Francisco, Cal., was in the East last month, where he visited the plants of the National Phonograph Co. and other large talking machine manufacturers. The Talking Machine World sanctum was also honored by his presence.

SOLD 400 MACHINES IN THREE MONTHS.

D. M. Yost & Co., talking machine dealers of Norristown, Pa., sold over four hundred machines within three months, and are in the position now where they cannot get stock sufficient to fill the orders on their books.

THE
PARDELL
Diaphragm
GREATLY IMPROVES
REPRODUCER AND SOUND BOX
It takes off the "sharp edges" and enables the speaker to render a beautifully clear and natural tone.
Price applied, 50 cents
Special prices to dealers and jobbers. Write us for particulars.
THE PARDEE-ELLENBERGER CO.
NEW HAVEN, CONN.

RECORDITE
CLEANS, PRESERVES, POLISHES AND LUBRICATES, DISC TALKING MACHINE RECORDS.
RECORDITE & Co
1905 PARK AVENUE
NEW YORK

5/1000 of an inch is a small space

BUT IT IS THE SIZE OF THE GROOVES ON A DISC TALKING MACHINE RECORD IN WHICH LAY THE SOUND IMPRESSIONS. UNDER A STRONG MICROSCOPE THEY LOOK LIKE THIS

It is readily seen how easily these minute grooves, which are little larger than a horse hair, can be filled with dust, grease from handling, chips of steel worn from the needles and other deposits.

Therefore when these grooves become filled, the sound impressions become clogged which prevents the needle from properly entering the grooves making correct contact

[SEE NEXT PAGE]

with the sound waves impossible. The result is a poor chattering reproduction, unpleasant and annoying to the listener, who usually condemns the machine, never realizing that a dirty record is the real trouble. *Recordite* will correct this. Dirty records are a most dangerous enemy to the advancement of the talking machine business. They are the poorest advertisement that can be had. *Recordite* will keep records in proper condition which will increase your sales a big percentage.

As oil is to machinery so is *Recordite* to records. Without it they soon become useless. Every dealer should have a stock of *Recordite* on hand especially now after the holidays, as thousands of persons who have received Talking Machines for Christmas, are open to everything to improve them. Write to-day for our circular. *Recordite* is put up in a neat, attractive box, ornamental to any counter.

Retail price, $1.00 a Box

Jobbers who handle RECORDITE

COLUMBIA PHONOGRAPH CO, New York.
JACOT MUSIC BOX CO., New York.
SEARS, ROEBUCK & CO., Chicago.
LYON & HEALY, Chicago.
RUDOLPH WURLITZER CO., Cincinnati.
YOUMANS & LEETE, Savannah.
J. F. SCHMELZER & SONS ARMS CO., Kansas City.
R. S. WILLIAMS & SONS CO., Toronto, Can.

Recordite Company

1905 Park Avenue

NEW YORK CITY

RECORDS OF CITY NOISES.

Mrs. Rice Has Convincing Evidence That New Yorkers Are Suffering from an Overdose of Unnecessary Noises and Has Organized Associations to Eliminate Them.

The carol of the "Ole Clo's" man; the bugle call of the scissors grinder; the droning monologue of the huckster; the rumble of the "L" trains; the tinkling bells of the knife sharpener; the whirr and toot of the automobile; the wailing of the hurdy-gurdy; and the confused sound of screeching whistles and sirens and steamboats on the Hudson, these are just a few of the noises to which William Dean Howells, Archbishop Farley, Nicholas Murray Butler and a half hundred other noted people are to hear at the home of Mrs. Isaac L. Rice, East 89th street and Riverside Drive.

The records of these noises and many more, which have been taken carefully before 7 o'clock in the morning, will be turned on by Mrs. Rice herself, who has demonstrated by actual investigation that the unnecessary and hideous noises of the night as well as those of the day can and must be reduced, and that many of them will be entirely eliminated in the future.

It has taken more than a year of strenuous effort on the part of Mrs. Rice, with the cooperation of many persons prominent in this city and in Washington, to bring this about. Not content to rest there, she has organized a society to suppress the noises of New York which are not necessary. Next week, or just as soon as the articles of incorporation for the association are returned from Albany, the Advisory Board of that new and unique organization will meet at Mrs. Rice's mansion and listen to the noises which she has had taken as records upon a phonograph in order to show how disturbing they are.

"It is strictly for scientific reasons that I have had these records made," said Mrs. Rice. "They have been carefully taken, so that they will not exaggerate or diminish the sounds. They will convince the most indifferent, I believe, of the terrible crime of noise which nightly disturbs New York, and particularly the poor of New York. So great are the noises about some of our hospitals in congested central districts that in one instance within a year two patients were driven insane by the din.

"With the success I have had in stopping much of the noise of the river traffic, I feel positively assured we can in time control in large measure the other hideous and unnecessary noises."

SYSTEM OF TEACHING BY MAIL

Not Successful, Says C. G. Conn—Failed to Impart Benefits Expected.

The system of teaching instrumental music by mail with the aid of the phonograph records has for the present been discontinued by the C. G. Conn Co., of Elkhart, Ind. The method appeared feasible and advantageous. It was endorsed by good musicians, but nevertheless failed to impart the benefits expected from it. This was due to no fault of the musicians who had charge of the work of preparing the lessons. These gentlemen were conscientious and painstaking in their efforts to please. In some cases they succeeded; in others, money sent in payment for the lessons was refunded by request.

As one customer expressed it, "Mr. Conn could not afford to let anything bearing his name and portrait leave his factory unless it was first-class and beyond criticism." Mr. Conn's name and portrait is intended to express the highest endorsement. Musical instruction by phonograph under present conditions are far from perfect, and until they become so they will not be supplied under Mr. Conn's implied endorsement.

HERE'S A PHONOGRAPHIC ROMANCE.

Falls in Love With Record of Voice of Young Lady Who Has Made It—Meet and Marry.

"Will You Love Me in December as You Do in May?" sang Catharine Margaret Sheridan, of 162 York street, Jersey City, into a recording phonograph a little while ago.

And Patrick J. Rience, of 232 Grand street, same city, buying the record unsuspectingly, played it over again and again in his room and sighed and sighed and sighed.

The song fascinated Patrick not half so much however, as the rich contralto voice, and he fell in love with the voice and kept that phonograph going with that particular record at bat until all the wax wore off and the main spring of the motor gave out entirely.

Then one day Patrick took his phonograph to his music dealer for repairs.

"Also," he said, "give me all the records you've got of that May and December song, and if you have any guarantees to wear forever, I'll pay whatever price you name."

"Why, I know the girl that sang that song," said the dealer. "She lives just around the corner. I'll introduce you."

"If you do," said Patrick, "and if the lady'll have me, there'll be a wedding New Year's Eve."

They met, she would and there was.

And that reminds us. Why couldn't those matrimonial agencies who forward photographs of ladies desiring husbands, and which are labeled $10,000, $15,000 or $30,000 also send a record of the fair one's voice upon receipt of a nominal deposit to insure its return?

If he could manage to hear the shrewish tones of his bride-to-be while in anger, many a man would be saved a life of torture. Of course, the voice of a maiden of sixteen could be substituted for that of a widow of forty-five, but that is a common chance. Wife hunters have been fooled worse than that with fake photographs.

HUMAN TALKING MACHINE SUPPLANTED.

A barber in a western city, realizing the annoyance suffered by customers through the talking of his employes, has forbidden all unnecessary conversatiou on the part of the latter, and installed a large talking machine and a supply of high-class records with which patrons are entertained while undergoing the ministrations of the knight of the razor.

NEWARK, N. J., OPPOSED TO TALKERS.

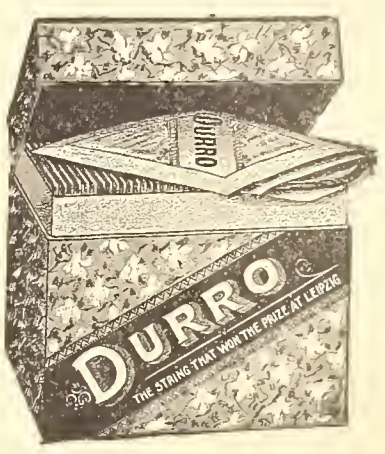
The city officials of Newark, N. J., recently brought sorrow to the hearts of the talking machine men by forbidding the playing of those machines in the doorways of stores or outside places of amusement if the neighbors object. This is the result of a recent ordinance.

The Central Camera Co., 31 Adams street, Chicago, is a new Zonophone jobber.

Do You Want to Make Money, Mr. Talking Machine Dealer?

Good, big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.



We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how and go with the business tide when it serves.

BUEGELEISEN & JACOBSON

113-115 University Place
Corner 13th Street, NEW YORK

THE NEW

Imperial Records

RECORDED IN EUROPE

Are Meeting With Marked Success **$1.00 and $1.50 Each**

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THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
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HINDI
TARSI

TAMIL
MALAYIAN

INTERNATIONAL CATALOGUE (224 Pages) GRATIS

(See description in pages 23 and 24 this Issue)

UP-TO-DATE ADVERTISING

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

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business of Past Year Points to Greater Expansion During 1907—Big Possibilities if Taken Advantage of—New Ideas in the Trade—The Chrono Megaphone—Colquhoun and Childs to Visit America to Make Imperial Records—Outlook in Calcutta—Russell Hunting Co. Staff Dinner—Our Trade With Australia—Gen. Booth's Records—Pathe Freres Salon—Sir Thos. Lipton and Columbia Co.—The News of the Month.

(Special to The Talking Machine World.)

London, E. C., Jan. 6, 1907.

The old year has left us a story of unprecedented sales in the United Kingdom, while the new year shows promising signs of even greater expansion in the talking machine industry. Everything points strongly to this view. Manufacturers, factors and dealers alike, profiting by the early falling of sales last year, talk of using that infallible business getter—publicity. Outside two or three of the most prominent manufacturers, the lack of enterprise in this respect is in strong contrast to our American friends. Pushfulness, when business shows signs of falling-off; of all times, that is the time to advertise, circularize and travelerize. If the English concerns carry their words into effect and adopt some method of sustaining the demand, not only through the winter but the summer months as well, they will be showing practical evidence of the general opinion that the talking machine industry can be made an all-the-year-round trade of satisfactory proportions.

With so few restrictions, there is still plenty of room in Europe for open competition in both machines and records, yet the business done is out of all proportion to the population. Say, 15 million people—all possible customers—all open to consider a proposition, are surely worth making more energetic and pushful efforts to reach than in the past. Considered in this way the possibilities of the trade are enormous, and it only remains for British concerns to be first in the field with goods of quality that are worth exploiting by such liberal methods as indicated.

In the course of the next month or so, we shall see the advent of at least one indestructible cylinder record and two or three new discs; and as a sign of the times it is on the cards that the Gramophone & Typewriter Co. will be laying down a complete factory close to London city. It has suggested itself to me that with institutions that employ a number of travelers, it would be somewhat stimulating to them when times are bad, or in the dull season, if employers were to offer, outside the usual commission, a monthly bonus to the man that showed the best weekly sales for the past four weeks, or some other little encouragement along similar lines would perhaps be beneficial to both.

Chrono-Megaphone Exhibition.

A private exhibition of the Chrono-Megaphone was given recently in the Victoria Hall of the Hotel Cecil. The instrument is an improvement in certain particulars of the Chronophone, and both are inventions of Leon Gaumont, the famous cinematograph expert and scientist of Paris, and head of the firm of L. Gaumont & Co., London, Paris, Barcelona and Berlin. It has taken Mr. Gaumont, aided by an efficient staff, several years to perfect this ingenious and clever contrivance. By means of the megaphone, which is a distinct and most important part of the mechanism, the volume of sound can be increased at will.

Everybody nowadays has seen animated pictures. Mr. Gaumont has succeeded in making the figures sing and talk. Excerpts from musical comedies and grand operas are given with vivid realism, the characters (in colored costumes) moving as in real life, while, with a perfect system of synchronization, the words of the soloist and the harmony of many voices fit to a hair's breadth to the expression of the singer's lips. A pictorial chorus, which is in reality nothing but a shadow, sings sweet music, which also is as counterfeit as the picture. The operator can set the choristers moving and singing as in real life, and by and by it may be possible to entertain an audience a whole evening without engaging a single artiste or a band of music. The Chrono-megaphone will make its first public appearance at the London Hippodrome, and, duly installed, may in time usurp everything and everybody in stage life. There may be a decided advantage in the Chrono-megaphone—that, whereas our artists are but mortal, the records on this wonderful instrument will live forever!

Taurino Parvis Signs With Columbia Co.

The distinguished operatic star, Taurino Parvis, has recently come to an arrangement whereby his services as a record maker will be retained exclusively by the Columbia Phonograph Co. He has already had considerable experience in record making at the Columbia establishment in America, where, during an engagement at the New York Metropolitan Opera House, he recorded several operatic arias. These selections, which were issued on both 10-in. and 12-in. discs, presented the singer's rich baritone voice to such perfection that the Columbia Co. made him the present attractive proposition by which he agrees to sing solely for Columbia records. Signor Parvis has just completed a brilliantly successful season at Covent Garden. As leading baritone star there, he secured the most laudatory press notices for his superb singing and acting. While in London he recorded some further selections for the Columbia Co. These will be announced at a later date. The eminent vocalist insists that none of his records shall be published until he has tested and approved it, and as his discrimination is particularly critical, talking machinists can depend on securing records of the very highest musical and mechanical excellence when ordering Parvis discs.

To Make Records for Leeds & Catlin Co.

Amongst disc records that have lately come to the front, the Imperial takes an unique position,

Here is an Opinion from a Berlin Advertiser which tells of The Talking Machine World's drawing power:

"It is a great pleasure to us to be able to inform you that we have received an extraordinary number of enquiries from which it is evident that your journal is a splendid medium for advertising purposes—

Yours truly"

BEKA-RECORD, Limited.

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC

ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

more especially on account of their general embodiment of tone purity than the price. Selections of all classes are listed, from comic to classical, the grand opera list calling for particular mention. The Imperial, however, is not so widely known in Great Britain as one could wish, but this condition will no doubt soon be reversed under the direction of Messrs. Gilbert, Kimpton & Co., who are factoring the record here for the Leeds & Catlin Corporation of America. D. H. Glendining spoke modestly but in enthusiastic terms regarding the Imperial, and his utmost confidence in that it would soon occupy a position of even greater prominence in English circles than now. The famous baritone, Ian Colquhonn, will visit America about the end of January on a special engagement to the Leeds & Catlin Co., and will make records of over thirty different selections. As showing the popularity of this well-known artist I may say that within two hours of the engagement, Messrs. Gilbert, Kimpton & Co. took an order for 750 of each of the thirty selections. The Imperial 1907 catalogue contains many fine contributions of all classes, and in great variety, by artists of repute. The reprint in the catalogue of a testimonial from Lionel S. Mapleson forms interesting reading as a tribute to the general excellence of the Imperial recording system.

International Favorite Record Co. Expand.

The International Favorite Record Co., late of Hatton Garden, are getting things into shape at their new quarters in City Road. The staff is to be increased, and the whole building, which has a floor space amounting to over four thousand feet, will be required to cope with the greater demand anticipated. Mr. Vischer, who has charge of the London arrangements, says any order can be executed usually upon the day of receipt, owing to their excellent system of supplementing stock within three days from their German headquarters.

Columbia Co.'s Handsome Window.

Thousands of children—and "grown-ups," for that matter—who were sightseeing in Oxford street during the few days preceding Christmas, must have been inclined to think that they had at least really discovered the much-sought yet ever-elusive Santa Claus when they reached the windows of the Columbia Phonograph Co. There, amid the snows on the housetops, preparing to make his wonderful descent by the chimney, stood the children's patron saint in all the glory of fur-trimmed cloak and hood, his sleigh laden with graphophones, and in his arms a veritable horn of plenty (of the graphophone kind) overflowing with similar good things—and really good things, too, for the genial old gentleman was represented as saying "Nothing but graphophones this year!" The excellent display of these instruments which the Columbia people were making was certainly such as to awaken in the minds of the little folk the hope that the prophecy was true and that Father Christmas' gift to each of them would be a Columbia graphophone, while from the crowded condition of the store it was evident that many a Santa Claus in ordinary human guise was profiting by the hint and taking home a graphophone to delight both old and young. The Columbia window was undoubtedly one of the best displays in London, and its power of attraction was illustrated in a most significant and amusing way only a few hours after having been dressed. A Boys' Brigade Band was marching down Oxford street playing a lively martial air, but Father Christmas and his graphophones proved too potent an interest for the young musicians, and the band broke down as every head turned to catch a glimpse of "Santa." The expressions of admiration to be heard among the crowd which was continually to be found before the window further demonstrated the interest the representation was arousing and testified to the alertness of the Columbia Co. in regard to the advertising possibilities of their new situation.

Reports on Holiday Business.

The American Talking Machine Co. report a good Xmas time. "Although we had an enormous stock and are continually receiving further consignments," said Mr. Nottingham, "our resources were put to a severe test in completely executing all orders." The Edison Bell Co. say: "This year's business has been best of all." Messrs. Murdock &. Co. report Xmas sales as unprecedented. "We are at it all the time," said Mr. Fulton, "and the new year trade prospects are very good." Mr. Howell; the popular factor, handling almost every talking machine line, spoke of good times, and expressed himself as well satisfied with last year's trade. His satisfaction with the new year, however, will demand a much larger turnover, as much general expansion in certain directions is anticipated. The Microphonograph Co., of Goswell Road, also report a splendid Xmas week, sales being considerably above the average. The same good report comes from the National Co.; Cook's, Ltd.; Barnett Samuels, Lyon & Co., and Lugton & Co., the latter having found it necessary to secure the building adjoining their present premises.

Trade Conditions in Calcutta.

I recently had the pleasure of an interview with Mr. Saific, manager for Hague, Moodc & Co., agents for the Gramophone & Typewriter, Ltd., in Calcutta. Mr. Saific was over here for a short time on matters respecting his agency, but he returns home in January. He spoke of the rapid strides the gramophone has made in public favor and the opportunities for further expansion of all talking machine lines in India. "There is no dearth of good Indian artists," said Mr. Saific, "but our great difficulty lies in getting them to record. Old Indian superstitions may partly account for it, but the fact remains nevertheless. We are, however, working slowly but surely, and the time will come when it will be considered the height of fame for all artists voices, so to speak, to be gramophoned."

Staff Dinner of Russell Hunting Co.

A very pleasant evening was spent on Friday, Dec. 21, at the Finsbury Town Hall, on the oc-

HAVE THE BEST, DEALERS!

STOCK "WHITE" RECORDS AND INCREASE YOUR SALES
AND AT THE SAME TIME SATISFY YOUR CUSTOMERS

REMEMBER THE FOUR CARDINAL POINTS OF THE "WHITE" RECORD ARE:
SOUND WELL, WEAR WELL, LOOK WELL, SELL WELL

Retail 1/- Price | "WHITE" RECORDS | Retail 1/- Price

We Call Special Attention to the Great Improvement in November Records

COLONIAL DEALERS

SHOULD BEAR IN MIND THAT IN PURCHASING "WHITE"
RECORDS THEY BENEFIT BY THE PREFERENTIAL TARIFF

Write us for Full Particulars and List of Factors

The General Phonograph Company
Limited
26 EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

casion of the annual staff dinner to the employes of the Russell Hunting concern. It was no bachelor's feast, as a glance over the well-filled hall revealed the graceful sex in large numbers. Interspersed between the men, they produced a very cheery and bright prospect, which their happy smiles but enhanced. It is safe to say that everybody did full justice to the seasonable fare provided. There was an abundance of good things, from which one may gather that the company, from that point of view, spared no expense in their efforts to obtain that which they strived for—and obtained—a highly successful evening. Among the many artists of repute who provided amusement after dinner, were several of the "Odeon," "Fonotipia" and "Sterling" contributors. One seldom meets with such an array of talent as in this particular instance. Their efforts were much appreciated, and will live long in the memory of their audience. The Russell Hunting orchestra met with a particularly warm reception, their performance being loudly applauded. During the course of the evening the usual toasts were proposed and duly honored. Appropriate speeches were made at intervals. The chairman referred to the rapid growth of the company since last year, an evidence of which was to be found in the large number of new members he noticed. Mr. Sterling was greeted with round after round of cheering of a sincerity unmistakable. He returned thanks, and in a few choice words spoke upon the good business done in the past and the splendid future prospects of the industry which provided the means of their livelihood. Charlie Howell was next on the programme on behalf of the factors. He called the trade a trade only since the expiration of patents which had so long retarded progress. This was certainly a matter that was being proven year after year by the gigantic strides made in all circles of the industry. Others spoke in succession; many pertinent references were made, some taking the form of compliments to the Russell Hunting Co., in that the industry has grown more proportionately since their inception than at any other time.

And when the time came for breaking up there was only one cry—unlike the gentleman's in the wilderness, it took the form of Oliver Twist's much abused cry "for more." All good things, even this, had its finish, but the good spirit engendered will live long in the memory of the company's employes and tend to foster the interest that makes each one mindful of their employer's success.

Marconi's Latest Invention.

Another marconigram reports that the great inventor's latest appliance is one for the transmission of radiograms between a moving motor car and a fixed station, or hetween two traveling vehicles. He also has ready and has experimented with an apparatus hy which wireless despatches will reach their destination without the possihility of being deciphered at any other point. That is all very well, but the man in the street asks "What is Mr. Marconi doing for improvement in sound reproduction?"

To Make the Seymour Indestructible Record.

I have it on reliahle authority (it will be public property by the time these lines reach America) that Henry Seymour, Ltd., is returning money in full to all their suhscribers, and arrangements are heing made to dissolve the company registered. This will in no way affect the appearance of the new Seymour indestructible record, to market which private capital has been subscribed to the required amount. I have the same authority for stating the fact that the new record, which will he awaited with much interest, is expected to put in an appearance this season. Later information is that Russell & Co. are financing the project to any amount. A temporary factory has already been taken at Eyre Street Hill, Clerkenwell, where operations will soon be in full swing.

Columbia Records by Gen. Booth.

General Booth is one of the most up-to-date men living. His most recent display of progressiveness consists in his making talking machine records. He has just dictated an eloquent address, giving in brief the aims of the Salvation Army and appealing for world-wide sympathy in the Army's religious and social work. This address will be reproduced on both cylinder and disc Columbia records, and in the near future all talking machine users may possess a souvenir of one of England's Grand Old Men. It is expected that these records will have a wide distribution throughout the English speaking world.

As announced in last month's World, the Columbia Phonograph Co. have concluded a contract with the Salvation Army under which they will have the exclusive privilege of making both disc and cylinder Salvation Army records. General Booth's address is the first of these to be made, but additional records by prominent leaders, soloists and others, as well as by the fine Headquarters Band will follow. These will be sold to and by the Salvation Army as well as to the public generally, and a part of the profits go to the Salvation Army funds for reclaiming the criminal and outcast and for aiding the unemployed. Every purchaser of a record will therefore contribute something towards the splendid social work which is such an important department in the Salvation Army activities.

General Booth has never before made a talking machine record for publication. He was very much interested in the whole process, proved to be exceedingly quick in understanding the requirements of the recording experts, was extremely accommodating, and at the finish of the work expressed himself as very highly gratified with the results ohtained. One of the principal reasons why he hesitated about making the records was the fear that they might not be good reproductions of his voice, but when he heard a rough test he was amazed and delighted hecause each word was clear and distinct and the volume was entirely satisfactory.

Good Business With Australia.

Even though the population of Australia is only about four million, the English record manufacturers are doing splendid business in the country as in other dependeucies of the British Empire. In Australia alone the Russell Hunting Co. have sold over 250,000 records in the last three or four months, which is sufficient testimony to the fact that the Sterling record has won over to its side the majority of Australian enthusiasts. Quoting from a letter sent to the company, one writer states that "the Sterling record beats all others," while another Australian gentleman pins his faith in the Sterling Special as the best for tonal qualities and general excellence. Such unsolicited expressions of approval are naturally very pleasing to those who do so much towards achieving the one and only ambition which inspires them to produce records next door to, if not "Perfection."

Lower Rates of International Postage.

Next year an important change in international postage will take place when the postal convention of Rome comes into effect. The postage of 2½d. from the United Kingdom to foreign countries will prepay a letter weighing up to one ounce, instead of half an ounce as now, and the Imperial penny post will cover letters up to one ounce to any part of the British Empire and to Egypt. And further, postage of letters to foreign countries, exceeding an ounce, will be reduced to 1½d. for each ounce after the first ounce for 2½d.

Old Lincolnshire Folk-Songs Reproduced.

Some old Lincolnshire Folk Songs, collected by Percy Grainger, were recently reproduced on a

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE

"STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

Electro-Mechanical Engineering Works

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, DUPLICATING and MOULDING **Discs & Cylinders**

Try our London Popular Record

PHILIP NEALE,

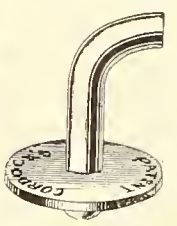
PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

Have You a London Representative?

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Novelties. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.



LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled.

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthrope, Linc's, England.

phonograph at the Royal Academy. Much attention has of late years been paid to the securing of folk-songs in various parts of England and Scotland, but those who desire some really unknown melodies should visit the northwest part of Ireland. Here is a district which would yield remarkable results for the enthusiast.

Some Interesting Gramophone Concerts.

An enormous gathering assembled at the Royal Albert Hall one recent Friday evening and enthusiastically applauded each item of a remarkable programme presented by the Gramophone & Typewriter Co. The instrument used was one that embodied an invention of the Hon. Charles Parsons of turbine fame. By means of an ingenious arrangement of air pressure in the special sound-box, the volume of sound was greatly increased. The most effective example of the gramophone's capabilities in reproducing the natural voice was demonstrated immediately after Miss Amy Castles and John Harrison had each sung in person, as their encores on the gramophone created as much applause as when they sang a few moments before in person. Caruso's ghost accepted an encore, as did the spooks of Madame Melba and other artists.

Besides the concerts on their own direct behalf, the Gramophone Co. have made a special feature of assisting any of their dealers who will arrange local demonstrations. The company bear the expense of bills, programmes, tickets, etc.; the dealer secures the right hall—and there you are. Many dealers in this way have built up their business and added considerably to their clientele, and incidentally to the advantages of the Gramophone & Typewriter Co. Only recently two very successful demonstrations were given by North London agents—W. F. Field & Co., and the Carlton Cycle Stores. In each case the respective concerts were largely attended, and a very enjoyable evening spent; fair business afterwards resulted.

Talking Machine to Teach French.

Another instance of the gramophone's usefulness is found in the report that the headquarters of the Farnham Grammar School will arrange for the use of the gramophone in the French classes in order to bring the French teaching up to date.

Pathe Freres Handsome Salon.

At 64 Regent street, one of the leading thoroughfares in the West End of London, Messrs. Pathé Freres have opened up a first-class retail reception salon for the purpose of popularizing and making known the merits of their new disc record and machine to the general public. A successful press demonstration of their new products was given recently, at which it was amply evident that their new system of recording was highly successful from the point of view of fullness and purity in reproduction. The salon is well and tastefully decorated, and as special accommodation is provided for customers to try over any record before purchase, coupled with the very central position and other features of this new departure, the salon should immediately prove a boon to the public and a complete success for Pathé Freres. From the same company comes to hand two well-got-up catalogues. One is devoted to Pathé's 11-inch disc record. Herein we find listed a large variety of selections under the headings of Instrumental, Vocal, Serio-Comic, and others, all in each case by artists and talent of the best obtainable. There is also a fine list of Hebrew records by J. L. Sirota and M. Gusowsky. The second catalogue contains illustrations and complete particulars of their disc machines and accessories. Both catalogues are well printed and of a comprehensive character. Dealers would find them exceedingly useful.

This Reception Room Is Popular.

Sterling & Hunting, Ltd., from time to time have made many successful alterations and additions to their "Odeon" and "Fonotipia" premises at 14 Hamsell street, but none so much of a boon to the trade as the new reception room recently provided. Here one may rest awhile to the tune of—well, anything one thinks to buy. It's getting to be quite a rendezvous, where dealers can meet to exchange ideas, and incidentally do business. At any rate, few leave the premises without a parcel, and few without one of the "Odeon" smiles that won't come off.

Sir Thomas Lipton Compliments Columbia Co.

Sir Thomas Lipton contributed an interesting two-column article to the "Weekly Despatch" of December 2 in "America's Amazing Prosperity." He cites many instances of the thriving character of economic affairs in the great republic, taking as one significant example the Columbia Phonograph Co.'s huge concern. This allusion, which will be of special interest to talking machinists, reads as follows:

"Another interesting illustration of the prosperity of the country I gleaned at one of the largest establishments in the world for the manufacture of graphophones and records at Bridgeport, Conn. The factory has more orders on hand than it can execute inside of a twelvemonth."

The London factory of the Columbia Co. is likewise so inundated with orders that it is running twenty-four hours a day, and the Paris factory is also working extra hours. This state of things gives some idea of the prodigious demand for Columbia graphophones and records.

Tom Child Will Sing for Leeds & Catlin Co.

It is expected that Tom Child will accompany Ian Colquhoun on his visit to America to record for the Leeds & Catlin Corporation. Other English artists of repute will follow if necessary, but efforts will be made to avoid the journey for others by opening up London recording rooms in the near future. The Imperial is factored in an enterprising manner in England by Gilbert

TOM CHILD.

Kimpton & Co., and on behalf of the American corporation it is intended to secure some good records by famous English artists, thus giving Americans the opportunity of appreciatiug our best talent. Mr. Glendining kindly furnished a few particulars concerning the first two artists he is sending over. In his opinion—and a right one, too—Tom Child is perhaps the best tenor in this country for sacred music. In an open competition to all comers he won first prize of 100 guineas, which is testimony enough in proof of his qualities. His popularity is on a par with Ian Colquhoun (baritone), who has many times received the royal command. In one day no less than four telegrams came asking him to sing at different functions—two from royalty, to sing the national anthem. Ian Colquhoun has also ap-

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality **Best Workmanship** **Best Value**

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St. London, E. C., England

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued.)

peared as principal baritone iu the celebrated Carl Rosa Opera Co. His stay in America will be short, owing to an early March engagement in London.

Application for Injunction Refused.

The National Phonograph Co., Ltd., applied to Justice Joyce in the Chancery Division for an injunction aud damages in respect to loss of trade due to the conduct of the Edison Bell Co. It was stated that the plaintiffs had placed the defeudants on their suspension or "black" list. Notwithstanding this, the defendants had procured 700 of the plaintiffs' phonographs through plaiutiffs' agents, who either acted in ignorance or in breach of their agreements. The plaintiffs complained that although defendants had uot sold under price, they sold their own records with the machines, which plaintiffs contended was detrimeutal to their business. Justice Joyce held that there was no evidence that defendants had incited the ageuts to violate their contracts with the plaintiffs, and that the latter had suffered any loss. The action entirely failed and must be dismissed with costs.

An Unique Record.

The novelty of a phonograph being heard through a phonograph, is presented in the Sterling record, entitled "The Absent Son." It describes a colloquy between an old couple anent their absent son. It occurs to one that it would be a splendid idea to hear the absent one's voice. Accordingly, a record left behind by the boy is put on a phonograph, and the voice singing "Home Sweet Home" is heard, accompanied by the delighted criticisms of the old people. Needless to say extra large quantities were ordered by the factors, and reports prove it to be much in demand.

The Potency of Advertising.

If proofs were wanted of the potency of advertising, it would be furnished by a post card recently received at the Columbia Phonograph Co.'s Manchester Branch. By reason of the peculiar form of address it bears, this card is somethiug of a curiosity. In place of the firm name, the words "Paris, St. Louis, Milan" appear. The unique successes gained by the company at the Paris, St. Louis and Milan Expositions have evidently been emphasized to some effect in Columbia advertisements.

Secure Prize at Milan Exposition.

The first prize has been awarded by the adjudicators at the Milan Exposition to the manufacturers of Fonotipia Celebrity Disc Records—an honor which deserves our heartiest congratulations.

Simpson & Co.'s Good Business.

Simpson & Co., of Shoreditch, are most enthusiastic over the present conditions of busiuess. In reply to a question, Mr. Simpson told me that cylinder records continued to lead the way as regards sales, but at the same time assured me that the demand for discs was increasing and it would not be so very long before the call for both would be about equal. Simpson & Co. laid in a stupendous stock in anticipation of a great rush at Christmas, aud events prove that it was well they did so, for to use Mr. Simpson's own expression, the business done far surpassed that of previous seasons leading up to Christmas.

Who Discovered W. H. Berry.

Who among talking "machinists" is not familiar with the name of W. H. Berry? The hundreds of comic records he has made for the Columbia Phonograph Co. have gained him a very wide constituency of admirers, and no wonder, for his excellent ennunciation insures that every item of bis effervescing humor is enjoyed. A few mouths back the "Daily Mail" stated that George Edwardes, the well-known theatre manager, had "discovered" Mr. Berry and offered him a prominent part in the cast of a play he was staging. Properly, enough, however, the Columbia Co. claimed that they had recognized Mr. Berry's powers long before. On undertaking his new role of principal comedian at Daly's Theatre, Leicester Square, Mr. Berry found himself at first so closely occupied as to have to forego his record making for a time. But the talking machine public may now enjoy some further editions of his sparkling comedy, for he has recently entered into another contract with the Columbia Co. He will sing exclusively for the Columbia Co., and his new items will be published in supplementary lists from time to time.

SOME RAPID TRAVELING.

Evan Williams as Great a Favorite in London as New York—An Interesting Account of His Travels.

Evan Williams, the well-known teuor, who recently appeared in concert in New York with much success, is a great favorite in London, and we clip the following from The Gramophone News of that city, which will be of interest to his many American admirers: "Mr. Evan Williams, the famous tenor, sang at a big concert in New York on a Friday; sailed for England to sing for us on the Saturday morning. Mr. Williams arrived on the Monday week, sang for us on Tuesday, Wednesday and Thursday, was photographed listening to his own records on Friday, and sailed for New York on Saturday, Nov. 15. This is nearly a record—a singer coming 3,000 miles to make twelve records. Mr. Williams is due to sing in America at a big concert within forty-eight hours of landing. Apropos of his records, we asked Evau Williams, who, by the way, is a Welshman, why he wanted to sing 'Jean,' 'Little Boy Blue' and others so softly. Mr. Williams' reason will be interesting to gramophone enthusiasts. 'When I sing,' says Mr. Williams, 'I must make a picture—I must see the whole scene which the words convey. Unless I can do this I am merely—forgive me for so putting it—a singing machine. "Jean" must be sung softly. Think of it; here is a man in his own room dreamily thinking of his dead love. He sings softly, of course. In "Little Boy Blue" I must keep piano all the time, for the little boy is lying dead. Hush! can't you see his pretty face. Unless the listener can also make a picture of my songs when listening to my records he or she would not be in sympathy with me. I want to get at the hearts of the people, not to excite their admiration for my singing. The words and the picture are everything to me. Do you think,' asked Mr. Williams, turning to us, 'your gramophonists realize what I try to convey?' We assured him that all our good friends asked for more and more of his records. Were we right?"

ALPHABET OF PROVERBS.

A grain of prudence is worth a pound of craft.

Boasters are cousins of liars.

Denying a fault doubles it.

Envy shoots at others and wounds herself.

Foolish fear doubles danger.

He has hard work who has nothing to do.

It costs more to avenge wrongs than to suffer them.

Knavery is the worst trade.

Learning makes a man fit company for himself.

Modesty is a guard to virtue.

Not to hear conscience is the way to silence it.

One hour to-day is worth two to-morrow.

Quiet conscience is quiet sleep.

Richest is he that wants least.

The boughs that bear most hang lowest.

Upright walking is sure walking.

Virtue and happiness are mother and daughter.

Wise men make more opportunities than they find.

You never lose by doing a good act.

A GREAT PLANT AT BRIDGEPORT.

The American Graphophone Co., makers of the Columbia phonograph, have installed a producer gas fuel plant at their great plant in Bridgeport, Conn., which has replaced all the illuminating gas formerly used for fuel purposes, and is said to have given better satisfaction than was derived from using illuminating gas, for the reason that the heats are obtained quicker, and, as the air blast necessary for illuminating gas has been done away with the attendant inconveniences due to soot and dust are avoided. The cost of the producer gas is approximately 30 cents per 1,000 cubic feet, which is practically one-third the cost of illuminating gas in Bridgeport for fuel purposes. The cost of fuel alone is about 15 cents per 1,000 cubic feet of gas, the additional 15 cents covering interest on the investment, depreciation and repairs on the plant, and attendance, all of which must be allowed for in comparing the cost with that of the gas as formerly supplied by the Bridgeport Gas Co. It is estimated that this new plant will save its cost within two years.

The plant has a total capacity of 60,000 cubic feet of producer gas per hour, the equivalent of 10,000 cubic feet of illuminating gas. The gas is used chiefly for heating wax kettles for melting the wax used in graphophone records, and also for japanning, soldering, heating type metal, and wherever illuminating gas was previously used. The plant includes three units of 200 horse-power each, or 600 horse-power in all, and is run continuously 144 hours a week. One man by day and one by night are all that are required for its operation.

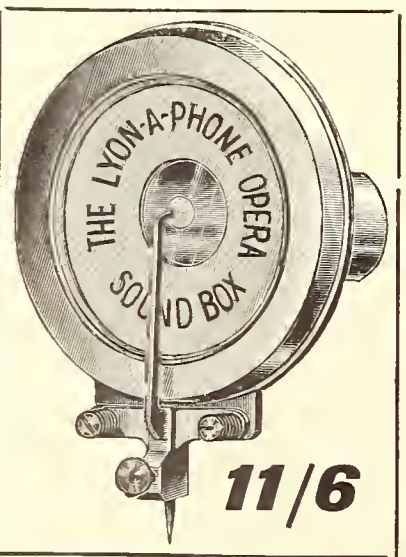
Julia Marlowe, the well-known actress, is taking dancing lessons with the aid of a talking machine. In the production of "Johannes" she has the role of Salome, which calls for a dance. In order to get the music that she desires, and not to have pianist with her for all the time the actress had the music for the Salome dance put on her "talker."

THE Lyon-A-Phone
—Opera Sound Box

The best sound box on the market.

SOUNDS LOUD AND CLEAR.

The price is right—11/6 retail—and all foreign and colonial dealers are invited to write for special terms. We hold a large stock of accessories, all makes of machines, records and novelties. We will send lists post free upon request. Write to-day.



A. LYON & CO., 75 City Road, London England

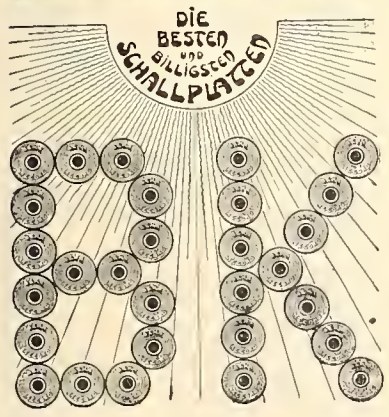
ADVERTISING A GREAT BUSINESS FORCE.

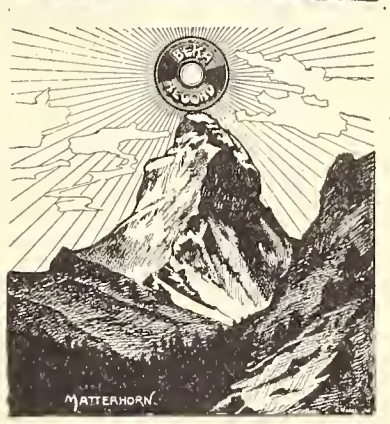
Some Splendid Illustrative Work Used in Connection With the Beka Record and Which Can be Utilized Most Successfully by Jobbers and Dealers in Their Publicity—Valuable Pointers Upon Advertising and How Cuts Can be Used to the Very Best Advantage.

To-day more than ever the one potent factor in business is advertising, and the man who does not wish to be left behind in the struggle for existence must see to it that he advertises, and not only must he give sufficient publicity to his article, but his advertisements must be of such a nature as to immediately attract the eye and practically force the reader to stop and read them.

The following few general rules to be observed in advertising may be well known to you all, but bear repeating as they are of pre-eminent importance to the success of your advertising.

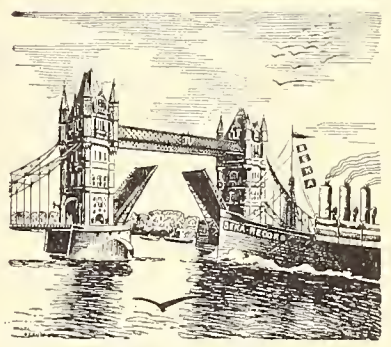
The two great advertising mediums for the business man are the trade journals and the newspapers. Every business man, whether manufacturing or selling talking machines, realizes the importance of patronizing the leading trade journals. It is the trade journal which is the business man's close companion. It is on his desk, and frequently it goes with him to his home where, after long business hours, he carefully scans its contents. The trade paper is the paper of the specialist, and no one can afford to overlook its importance and helpfulness to industrial pursuits. The trade paper is a stimulator, and a builder of industry in the broadest sense. The newspaper appeals principally to the public, and therefore a newspaper advertisement must above all be prominent, because we must not forget that on opening his daily the reader is presented with a bewildering mass of advertisements of every conceivable kind. Now a very simple way to obtain this prominence is to have plenty of white space around your advertisement. This at once singles it out from its fellows, and even the casual observer cannot fail to be attracted. The same ad-





DIE LEUTE SCHLAGEN SICH UM

BEKA-RECORD



Einseitig und Zweiseitig Bespielt

BESPIELTE SCHALLPLATTEN

Bombay

vertisement occupying the regulation number of lines and columns would probably not even call for a glance simply because it is one among the many.

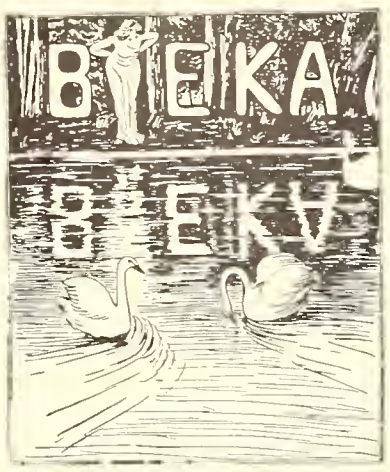
Be original! Do not consider it necessary to follow the beaten path. Originality secures attention, and this is just what you are aiming for. Once rivet the attention of the man in the street and he will very soon get beyond taking only a passing interest in your advertisement.

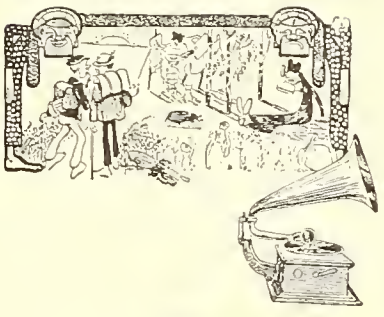
Be persistent! The answer very often met with, when asking how a certaiu advertisement is drawing, is: "Oh, it brought no results, so I have dropped it." Now, that's a mistake. Put yourself in the customer's place. Do you always respond to an advertisement the first time you see it, even if the article advertised is one you are particularly after. No; simply because there is always au abundance of offers, and you, as a prospective purchaser, wish first of all to try and find out which is the best and cheapest for you. Hence it is that an advertisement may appear time and time again and still not show any results, but you may depend upon it, if you are putting in the right kind of advertisement, success will come. Why the very regularity with which your advertisement appears—provided, of course, it is one calculated to draw attention—will impress it on the reader's mind, therefore be persistent.

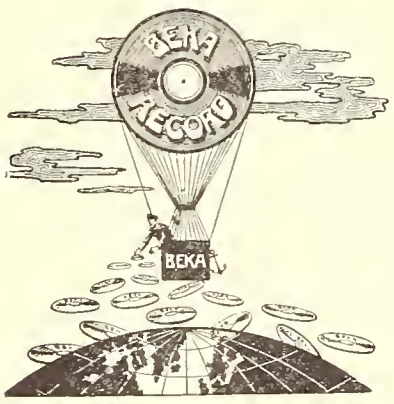
Avoid advertisements which oblige the reader to turn his paper upside down or at an angle, to enable him to read them. To the majority of people such an advertisement is not a novelty but a nuisance. It is putting a difficulty in their way.

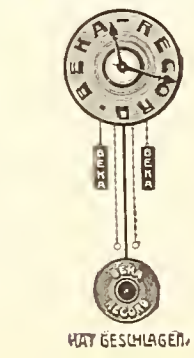
Except in special cases avoid a confusion of lines, fancy letters, decorative frameworks and the like, because all those things tend, as a rule, to detract the reader's attention from the advertisement. Choose clear, bold type, see that a good impression is obtained from your electro, and let the wording be short and to the point. A lengthy display of text is often bewildering to the reader, and besides takes up too much of his time.

It has been a pleasure to us to have had the opportunity of reviewing the Beka booklet, and we must confess that their manner of advertising appeals very strongly to us both by its originality and the fine discrimination which they have displayed in the choice of their subjects. A pleasant and restful tone characterizes each illustration, and while appealing to the artistic sense, the practical side of the question has not been lost sight of, and the text is so arranged as to force itself unconsciously on the attention of the









reader. You will observe that in some of the electros black is the dominant color, whereas in the others the whole effect is gained by a happy combination of graceful lines against a white background. Now the suitability of your electro for the particular advertising organ is very important, and in this respect it is well to remember that an electro with a white background can be used to advantage in a newspaper, because it is just here that your advertisement is thrown into strong contrast by its so to speak "empty" background, the other advertisements surrounding it producing a more or less dark tone by their close proximity to each other and the fact that in the majority of cases type matter is the principal factor. On the other hand, the electro, with a black background, looks well as a full-page advertisement in a journal or trade paper, because here the subject and text are both thrown into strong relief by the prevailing black, and the whole page produces a startling effect and commands instant attention.

The Beka Co., Berlin, some time ago published an advertising album, in which the electros were given on a larger scale, and the same created quite a sensation in the trade. They inform us that the electros appearing in the present booklet have been used in practically every country on the globe for advertising purposes, especially in India and China, where they have had remarkable success. They further state that they place these electros at the disposition of their regular customers entirely free of charge, and are prepared to deliver the same in any language desired. The Beka is evidently fully alive to the possibilities of advertising, and their offer should meet with a hearty response.

INCIDENT OF SPERRY FIRE.

During a fire which destroyed the talking machine store of N. A. Sperry in Hartford, Conn., recently, a fireman hearing a voice issuing from the rear of the store, rushed into the flames only to discover that his heroic action was for naught, for the sounds he heard came from a talking machine which had been started by the pressure of a stream of water.

AN ODD RECORD FROM MAP.

Dr. William H. Furness, a fellow of the Anthropological Institute of Great Britain and Ireland, has been lecturing before the Lowell Institute on "The Kayan and Kenyah Tribes of Borneo, and the Natives of Uap in the Caroline Islands." In connection with his very interesting remarks, Dr. Furness showed a number of moving pictures of various dances, of a medicine man curing a headache, and of a woman's dance. On talking machines Dr. Furness reproduced a love song by the belle of the island, the medicine man's charm in curing a headache, in attempting to quell a storm by threatening it, in counteracting the effect of a bad breeze, in driving away the spirits of dead people which have come back claiming that they were not honored enough. In all these charms the medicine men use a language which is not understood by them any more, the words having been handed down from generation to generation. It is believed to be the primitive Uap language.

RECORDS OF PATRIOTIC SONGS

Will be Seasonable Next Month, When Two Holidays Will Occur—Dealers Should Make Selections and Give Recitals.

The placing of seasonable records before customers is becoming quite the fad with many progressive dealers. During the coming month occur two holidays which are purely patriotic, and the average retail dealer will find it to his interest to prepare a list of records suitable for each occasion, and advertise the same to his customers. Lincoln's birthday, which is generally observed in the North, will prove a good time to push the many songs by Foster, nearly all of which are found on both cylinder and disc records; the songs of the late Civil War, and the band selections pertaining to the same period. Washington's birthday is observed in every section, and such records as "The Star Spangled Banner," "America" and the many kindred national anthems and patriotic compositions, both instrumental and vocal, can be featured to good advantage. This class of advertising is both economical and effective, and it can be made doubly interesting by giving a concert of the special catalogue prepared for each occasion several days in advance.

CLUE FROM A PHONOGRAPH.

Mrs. Rorer Recognized Husband's Voice—Wants Back Alimony.

While waiting for a ferryboat recently, Mrs. Grace E. Rorer, a Brooklyn school teacher, dropped a penny in the slot of a phonograph and then stepped back to listen. A high tenor voice sang one of the latest popular airs. Mrs. Rorer grabbed the arm of a woman who was with her.

"Do you hear that?" she asked excitedly; "that's Fred's voice."

Mrs. Rorer paid no more attention to the latest popular air, but examined the phonograph to learn its make. That same day she went to her lawyer and told him she had a clue to the whereabouts of her husband, Fred G. Rorer, who disappeared, and who for some time was tenor soloist at the Clinton Avenue Congregational Church, Brooklyn.

Her lawyer learned that Rorer was employed by the phonograph company when he was not busy on the vaudeville stage as a member of the Rialto Comedy Quartette, where, it is said, he earned $100 a week.

The lawyer learned that the Rialto Quartette was to be at one of the Brooklyn theatres last week. He appealed to the court, with the result that Rorer will have to appear to show cause why he should not be adjudged guilty of contempt of court for not paying alimony.

H. H. HOLLEMAN VISITING THE NORTH.

H. H. Holleman, president of the Texas Phonograph Co., Houston, Tex., accompanied by Mrs. Holleman and their son, have been spending the holidays in North Carolina, and are visiting New York this week for the purpose of calling at the Edison factory. They will make quite a stay in the North, as it is Mr. Holleman's intention to select a large stock of talking machine goods for the spring and summer trade.

J. B. Finlay, a music dealer of Danville, Ky., has moved to new quarters on East Main street, that town, and will engage in the manufacture of a phonograph horn of which he is the inventor.

Mr. Dealer!

Of course, you have your life insured. Neither could you rest soundly for even one night, had you overlooked the expiration of your fire insurance policy. You work faithfully early and late for the money that comes over your counter, and yet you dump that hard earned cash into a drawer, unprotected in any way against carelessness or dishonesty. A wise business man will account to the penny for every transaction. Why not start the new year right? Instruct your clerks in our system and let the "Victory" account for you. Send for catalogue.

Representative Wanted

"Victory" $65.00 "Victory, Jr." $40

H. C. MEHDEN

'Phone 3445 Columbus **145 Amsterdam Ave., New York**

FIBRE FIBRE

The "MEGA"

PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN

Perfect in Timbre

Built on the principle of the sounding board.

WITH ITS USE

Prospective machine customers are quickly interested. More machine and record sales are made possible.

DON'T YOU THINK THESE BENEFITS WORTH HAVING?

Your line of horns is not complete without the "Mega." It's a sales hook you can depend on every time. You can't employ a better medium.

Any one of our many types will convince you our arguments are reasonable.

Let us send you our literature.

If your jobber cannot supply you with the "Mega," write us direct.

PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN

A Type, Style and Price for Every Requirement.

PHONO MEGA HORN

Trade Mark Registered.

Makers, E. A. & A. G. SCHOETTEL,
Broad Street, Maspeth, Queens Co., N. Y.

A Progressive Age Demands Constant Improvement

In the early days when we first introduced Horns with Japanned Bodies for use on Talking Machines, it was our custom to bake the horns after applying the japan, so as to harden the coating. This method of finishing presented many advantages to a manufacturer, among which were the low price of japan and the quick method of completing the product. From an economic standpoint we were loth to abandon this process, but we found, through a series of costly experiments, that we could secure a far better and handsomer finish through a proper process of air-drying than could be obtained by the old method of baking.

Our improved method not only entailed a large increase in cost of materials, but necessitated, as well, extensive space, so as to permit of the air-drying process becoming effective, as well as additional care in handling the product.

The one great object we were after, and which we feel has been attained, is better product. With the materials and methods we employ, we secure a handsome, brilliant color effect and a coating that will not crack off. At the same time, it has the lasting properties of a baked process.

If you purchase Horns bearing our trade-mark you are sure of getting satisfaction.

TRADE MANUFACTURING COMPANY PHILADELPHIA PENNA MARK

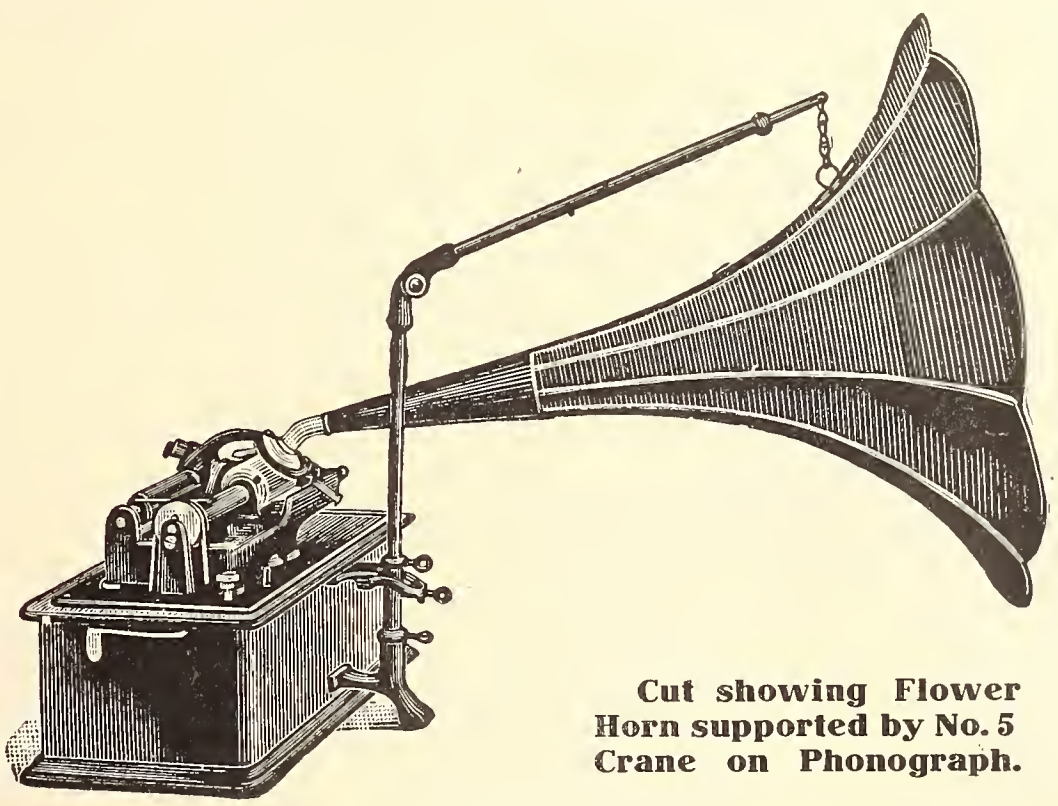
Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

HORN CRANES

Increased production and improved methods in manufacture have enabled us to decrease cost in producing our Patented Horn Cranes. We therefore beg to announce that on and after January 2d, 1907, the list prices on our Patented Horn Cranes are as follows:

No. 5 Horn Crane, - - - $1.75
No. 6 " " - - 1.25
No. 7 " " - - - 2.00



Cut showing Flower Horn supported by No. 5 Crane on Phonograph.

Dealers and Jobbers everywhere are familiar with our line of Patented Horn Cranes. They are universally acknowledged to be the handsomest and best on the market.

Quotations furnished trade on application.

Remember, our horn cranes are fully covered by letters patent, both in the United States and Foreign Countries, and dealers and jobbers can make money on every one they sell, as well as secure thoroughly satisfied customers.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.
GENERAL SUPPLIES FOR CYLINDER MACHINES

Douglas Phonograph Company
MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT
Salesroom, 89 Chambers Street
Cable Address, Dougphono, N. Y.
New York
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.
GENERAL SUPPLIES FOR DISC MACHINES

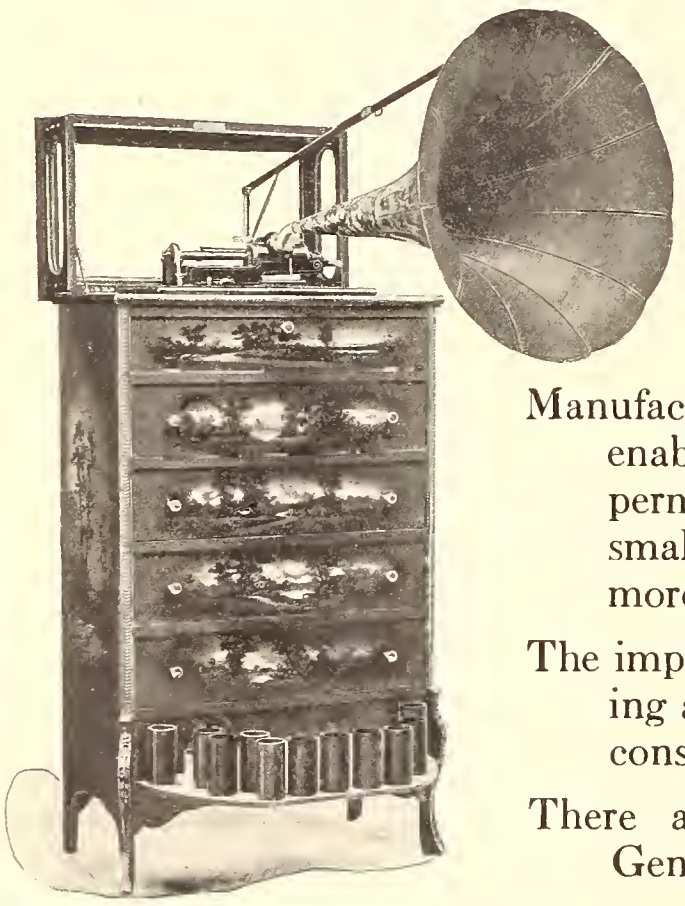
AS ORIGINATORS OF

COMBINATION CABINETS

....FOR....

PHONOGRAPHS AND TALKING MACHINES

we believe we are conservative in stating that No Talking-Machine Business is complete without an assortment of these Cabinets.



Discriminating buyers of taste and means are interested in Talking Machines.

BE PROGRESSIVE—
You cannot sell what you do not display.

Manufacturing in large quantities enables us to quote prices which permit any dealer, no matter how small, to carry at least one or more of these business-getters.

The impression created and the resulting advertising received are worth consideration.

There are imitations, but get the Genuine.

Two years' experience, and knowing what is required, go with our Cabinets.

Ask any one who has seen our display and they will confirm our claim, that we have the Handsomest, Best Constructed and Most Practical Cabinets on the market.

Come and see for yourself, or let us send you Original Photographs with full description.

We are quoting interesting prices on "DISC RECORD NEEDLES"—Ten (10) styles of the best kind

Our Pocket Diary for 1907 will be ready January 15th. Should have had it sooner—not our fault—blame the printer. Will be furnished gratis on application. Ask for one.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Record Breaking Business During the Holidays —Jobbers Report Increase for the Year Varying from Twenty-five to Fifty Per Cent. as Compared With Last Year—Gathering of National Phonograph Co. Forces—Another Geissler in the Field—Wurlitzer Co.'s Good Showing—Edison Machines for the Philippines—Strenuosity of Babson Bros.—Talkers at the University of Chicago—Auxetophones for Bachelor's Quarters—Commercial Graphophones Make Great Showing at Hearing on Coal Car Shortage—Kreiling Specially Liked —Crescent Talking Machine Co. May Move Down Town—Phillips Succeeds Thompsons at Rothschilds—Kibbey Places Large Order for Automatic Specialties—The News of the Month in Detail.

(Special to The Talking Machine World.)

Chicago, Ill., Jan. 8, 1907.

Reports from all portions of the West indicate that the holiday business in talking machines was a record-breaker. November was an excellent month, generally ahead of last year, but December made a really unexpected showing, jobbers reporting increases varying from 25 to 50 per cent. over the corresponding month of 1905.

Locally, the retail trade showed a very large increase in the proportion of the better grade of machines sold. In the country this was not so pronounced, but still there was a marked tendency in that direction.

The new year has started out most favorably. Jobbers report orders for both machines and records as unusually liberal, indicating that stocks were run down to the minimum by the holiday trade in most localities, and that dealers are stocking up in anticipation of a steady business of large proportions. Liberal stock orders for records are being placed, and, judging from the large number of machines sold and which will bring the purchasers into the market as immediate buyers of additional records, this brisk buying by the retailer is thoroughly justified.

The latter part of last week witnessed the usual round-up of the Western traveling force of the National Phonograph Co. to meet their principals, discuss the past year's business and plan the campaign for another twelvemonth. This year the gathering was marked by the presence of both President W. E. Gilmore and General Sales Manager C. H. Wilson. Thursday night there was a little banquet at the Auditorium, at which it is understood the Edison emissaries were given hints regarding the company's plans, which served to still further stimulate their enthusiasm regarding the company's enterprise and the excellence of its product. Messrs. Wilson and Gilmore returned east Saturday. The Edison travelers who were present were: W. P. Hope, Wisconsin, Minnesota, the Dakotas and the upper peninsula of Michigan; G. A. Renner, Nebraska, Colorado, Wyoming, Utah, Montana, New Mexico and part of Texas; F. L. Fritchey, Indiana and southern Michigan; M. G. Kreusch, Iowa and Illinois; A. H. Kloehr, Kansas, Missouri, Indian Territory, Oklahoma and part of Texas; H. K. Miller, California, Washington, Oregon, Idaho, Nevada and Arizona.

Manager A. D. Geissler, of the Talking Machine Co., wound up a prosperous year, with abundant evidence of his favor with the powers above and his associates below. A fine nine-pound baby arrived in the Geissler home just too late to hang up his stocking. By way of compensation it is understood that as soon as Mrs. Geissler and son are able to undertake an Eastern trip some beautiful records, entitled "Angel Whispers," "The Boy's First Laugh," etc., etc., will issue from the Victor laboratory. In addition to his priceless gift from Heaven Mr. Geissler received a beautiful scarf pin, fountain pen and other reminders from his employes.

Although not able to make comparisons with a year ago, the talking machine department of the Cable Company starts the new year with a magnificent record. "The country never had such a holiday trade," said C. W. Long. "Our wholesale business during December was phenomenal, and the best part of it is that our daily sales so far in the new year have been almost up to both in volume and individual character."

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, states in a circular letter to the trade that the year with them showed an increase of 50 per cent. over the previous one. Their holiday retail business was by far the largest they have ever known. Among the notable sales of last month was a $175 Victor outfit to Governor Deneen.

A. V. Chandler, city salesman for the National Phonograph Co., made only one New Year's resolution. He has foresworn baked potatoes.

The day before Christmas, Monday, was the biggest day in point of talking machine sales the Chicago branch of the Rudolph Wurlitzer Co. has ever known. The closing sales occurred at 11 p. m., when John Otto, manager of the retail talking machine department, sold a Victor-Victrola and records amounting to $265. Just as the deal was being closed Mr. Siemon, who looks after the wholesale talking machine business, came on a jump from his office on the entresol floor with a telegram from a Western dealer ordering a Victrola shipped by express, but it was too late, as the machine was the last one on the floor.

PROMPT SHIPMENT

The Holiday Rush has not exhausted *our* stock of

Edison Phonographs and Records

January, February and March will be the banner months for ***Records.*** Buy from

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue, CHICAGO, ILL.

Manager J. Blumberg, of the Chicago branch of the Regina Co., left Saturday, Dec. 22, for a visit to the factory at Rahway, N. J., and will be back about Jan. 10. Jack Wilson, Mr. Blumberg's assistant, spent the holidays in Detroit, and D. C. Laury and I. Sachs, who travel from the Chicago office, came in for the holidays and looked after the office in the absence of the others.

B. Feinberg, of the Western Talking Machine and Supply Co., leaves in a few days for a six weeks' Western trip, which will take him to the coast.

Loring Leeds, of the Leeds & Catlin Co., was a Chicago visitor the middle of December.

The Talking Machine Co. announce that they have been made distributors for the Petmecky needles for the States of Ohio, Indiana, Illinois and Wisconsin. In addition to their general catalogue, they have just issued an attractive booklet devoted exclusively to cabinets. It illustrates and describes a very complete line, both disc and cylinder.

W. C. Fuhri, district superintendent of the Columbia Phonograph Co., has been spending much of his time visiting the various branches in his territory since his appointment to his new position. Both St. Louis and Chicago showed an increase of something like 40 per cent. in December over the same month last year, he says.

C. F. Baird, the new manager of the Chicago office, has appointed F. A. Cass, formerly assistant manager of the instalment department, to be assistant manager of the Chicago office, the position formerly occupied by Mr. Baird, and a well-deserved promotion. The Chicago office has started out on a strong campaign with the dealers in the adjoining States, and a number of additions to the Columbia ranks are reported.

E. N. Clintsman, of Oakland, Cal., manager of the wholesale talking machine department of the Kohler & Chase, jobbers of Edison and Zonophone goods, was a recent Chicago visitor. He was on his way East.

J. Hollingshead, the manager of the Columbia branch at Joliet, sold a dozen disc records to an Italian the other day, who uses them as an aid in learning to play an accordeon. The man does not read music, but by speeding his machine as slowly as possible is able to follow the melody on his instrument, and by constant practice master the selection perfectly. Mr. Hollingshead has made a success of the Joliet office since he took charge a few months ago.

Dean Conant Worcester, Secretary of the Interior of the Philippine Islands, was in Chicago last month and called on George N. Nisbett, wholesale manager for Babson Bros. He left armed with letters of introduction to the officials of the Edison Co., and the superintendent of the laboratory. He intends using Edison machines and records in making anthropical studies of the various Philippine tribes, getting records of their war cries, the vocal and instrumental accompaniment to their various religious ceremonies, etc. Mr. Worcester is said to be the only white man who has witnessed the death dance of the head-hunting Negritos.

A. J. Morrissey left the latter part of last month for New York, where he will assume charge of the local instalment business of the Columbia Phonograph Co. Mr. Morrissey came to Chicago three years ago and went to work for the company's Chicago office as an instalment canvasser—his first experience in the trade. He soon worked up to the management of the instalment department and afterward took hold of the city wholesale trade, continuing in that position until his promotion.

W. C. Fuhri and E. C. Plume recently visited Davenport, Ia., and speak enthusiastically of the excellent business being done in that city on Columbia goods, both by the Smallfield Music Co. and also their own branch under charge of Mr. Herriman.

Babson Bros., in company with the other jobbers, had an exceedingly strenuous December. The immense stock of Edison records at the disposal of Wholesale Manager Nisbett was nobly equal to the strain, although there was some lively humping to keep pace with the demand on some types of machines. Telegraph orders for records and machines kept piling in up to nearly closing time the day before Christmas.

W. W. Parsons, manager of the commercial graphophone department of the Chicago office of the Columbia Co., not only is capable of working up a good thiug but knows how to make it reap the fullest publicity results. As told elsewhere in The World, Columbia graphophones were used to excellent advantage in hurrying through the evidence gathered here on coal car shortage. As soon as the machines were in operation on their errand of mercy, Parsons made a lightning descent on the newspaper and press association offices. The results exceeded his fondest expectations. All the papers had accounts of the use of talking machines at the hearing. The News had a column first page story in which the name graphophone was used, and the same was true of the reports sent out by the Associated Press.

Miss Elizabeth Wallace, dean of the junior college and a member of the faculty of the French department at the University of Chicago, has persuaded her Gaelic colleagues to adopt the "phonographic method" for teaching the freshmen to "parley voo."

No such revolution in pedagogical methods has been worked at the university, it is said, since Prof. Robert F. Harper, brother of former President Harper, invited his Sanscrit class to meet him at "coffee" in his bachelor quarters on Sunday mornings.

Miss Wallace's proposal, it is learned, has been adopted by the romance faculty and received the "O. K." of Acting President Judson. All it awaits is an appropriation of $500 for talking machines.

Under the new method the classroom will look like a laboratory, with rows of machines set on the tables and a nimble professor skipping around with a basketful of cylinders. The students will take their places before a phonograph, insert the tubes in their ears and release the mechanism, at the same time following on the printed page before them the phrases that flow from the machine.

This is called the "laboratory method," as distinguished from the "text-book," and is hailed as a great time-saver in getting the freshmen over the dull routine of "beginners' French." It will not be used at all in the more advanced classes, where the French authors are studied.

The above clipping from the Chicago Evening Post of Jan. 3 forms an interesting sequel to the appearance of L. L. Lewis, of the language course department at Lyon & Healy's at the University of Chicago's nineteenth educational conference, held Nov. 17. Mr. Lewis gave a half hour's talk on the I. C. S. method of language study with the Edison phonograph, dwelt on the value of the outfits as an adjunct to the work of the college professor, the saving of energy and time, etc. His work evidently "landed."

A retired capitalist living at the Auditorium has installed one of the Victor Co.'s Auxetophones in his handsome apartments. By use of a toue regulator and softer tone needle he finds that he can make the tone as soft as desired, while still getting the wonderful reproductions for which the machine is uoted. A great deal of the time, however, he uses the full volume of tone and do not find it in the least objectionable. Furthermore, the same man has given an order for anotner auxetophone for use on his handsome private yacht next summer.

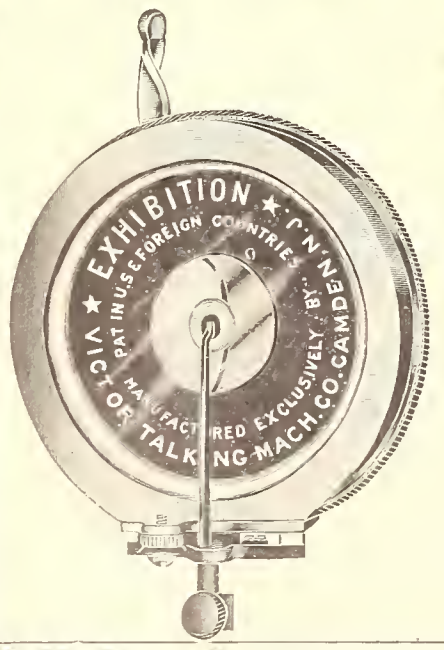
V. W. Moody, sales manager for the Talking Machine Co., says that in a number of instances dealers in Chicago and surrounding territory had a holiday business double that of a year ago. One of his customers sold 526 machines between December 1 and December 25.

George Tresch, manager of James I. Lyons main retail store at 73 Fifth avenue, noted a materially increased demand for the larger and more expensive machines during December than ever before.

G. G. Huseby, of the Huseby Co., Milwaukee, was iu town January 7, buying goods. He handles Victor and Edison machines, and declares that his holiday business was double that of a year ago.

James Pickens, manager of the talking machine department of the James Hoyt Piano Co.,

IT SELLS AT SIGHT.
TO SHOW IT IS TO SELL IT.



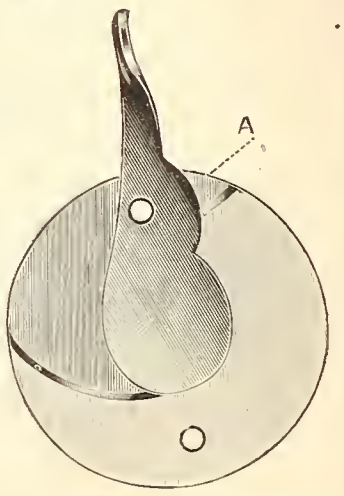
The Crescent Tone Regulator

No. 1 for Victor and Zonophone Disc Machines.
No. 2 for Edison and Columbia Cylinder Machines.

RETAIL PRICE $1.00.

Liberal Discounts to the Trade. Send for Sample.

We are the Exclusive Licensees for the manufacture of these goods and will protect our customers in the sale of same.



CRESCENT TALKING MACHINE CO.
(Not Incorporated)
3749 COTTAGE GROVE AVENUE - - - CHICAGO, ILL.

Of Interest to

EVERY DEALER

in

TALKING MACHINES

We are distributors of

EDISON PHONOGRAPHS
RECORDS AND SUPPLIES
COLUMBIA DISC AND
CYLINDER GRAPHOPHONES
RECORDS AND SUPPLIES
RECORD CABINETS AND
SUPPLIES FOR ALL KINDS
OF TALKING MACHINES

We carry a complete stock and are in a position to make **Prompt Shipments.**

All of our goods are new. No second grade or worn stock is carried in our warerooms.

Our Monthly Specials.

Every month we have an attractive special offer to make to Dealers.

These offers have created great interest and we want to send our announcements to every dealer.

Is **your** name on our list? If not fill out the coupon and mail it to us.

The December offer will be an exceptionally good one.

SEND THIS COUPON

THE CABLE COMPANY
Chicago

Please send announcement of your December special offer, and put my name on your list.

Name .....

Street and No. .....

City .....

THE CABLE COMPANY

Talking Machine Department

CHICAGO

Davenport, Iowa, was in the city after the holidays, stocking up on Victor goods.

The big windows of the Rudolph Wurlitzer Co. were noted for their handsome holiday displays. One was devoted to talking machines and the other to musical merchandise. Both were, of course, decorated in the conventional holiday greens. The talking machine window was given a massive architectural effect by the use of artistic two-column pedestals in white, on which were displayed Victor and Edison machines.

The Central Camera Co., 33 Adams street, enjoyed a fine holiday trade. This concern has made big strides the past year and has done some very aggressive advertising. They have made important improvements to the talking machine department on the second floor, including a new demonstrating room partitioned off on the street front, where plenty of light is afforded.

The Salter Manufacturing Co., manufacturers of talking machine cabinets, report that November and December were the biggest months in their history. Although they have commenced making record cabinets, in addition to their extensive line of music cabinets a couple of years ago, they issued their first complete record catalogue last fall, showing a number of attractive new styles. They proved distinct winners from the start.

Kreiling & Co., manufacturers of the Tiz-It all-metal horn connection for cylinder machines, reports a long list of dealers who have recently taken hold of their specialty in addition to the many who have handled it with excellent results for the past two years. The company commence the new year with additional facilities for meeting the steadily increasing demand for their product.

The Chicago Case Co. are more than justifying their reputation for carrying in stock cases of their own manufacture for all classes of machine. They have succeeded in keeping up with the constantly changing Victor models, an accomplishment which speaks volumes for the company's enterprise and aggressive desire to meet every possible demand of the trade.

Frederick Sheppy, proprietor of the Crescent Talking Machine Co., is seeking a downtown location, and by the latter part of the month will have a completely equipped shop in a central location, where he will do a general wholesale talking machine repair business, catering to jobbers and dealers. Mr. Sheppy is an expert of long standing, and should make a success of his new venture. Mr. Sheppy has invented an automatic brake, which fits any Victor machine and automatically stops the machine at the completion of the record. It works equally well with any size record. It also starts the machine automatically when the sound-box is placed in position. He expects to have it ready for the market in about a month.

Elmer A. Phillips, has been made buyer and manager of the talking machine, musical instrument and toy departments of Rothschilds, succeeding A. S. Thompson, who held the position for so many years. Mr. Phillips comes from the East. He was buyer of toys and sporting goods for Jordan, Marsh & Co., for many years, and for a time had the musical instruments and talking machine in his charge, but relinquished it because of the multiplicity of his duties. He appears to me a keen, energetic man of executive ability, and says that the big talking business of the concern will be featured to a greater extent than in the past.

H. C. Kibbey, of H. C. Kibbey & Co., has just returned from a visit to Binghamton, N. Y., where he left a large order for the electric pianos manufactured by the Automatic Musical Co., for whom he is the Chicago representative. Kibbey & Co., by the way, have in their extensive sales rooms in the Republic buildings, one of the most extensive displays of automatic coin-controlled amusement machines of all kinds to be found anywhere. They are agents for Caille Bros., of Detroit, and show their full line, besides many other goods in the coin-operated machines of all types. In fact, there is nothing in the automatic field that they cannot procure.

OUR LEADER

$10.00

Holds 75 ten-inch records and 75 twelve-inch records

Partitions made of Coppered Steel Wire bent into a quarter circle

Beautifully finished on all sides Golden Oak or Mahogany

Write for our Cabinet Catalogue

Your regular discount applies

The best values in the country to-day

We have the strength of our convictions

Order the Above Cabinet

If it isn't the best Cabinet you ever had for the money return it to us at our **expense**

When you place your order, try us on some Victor Goods

Remember, We Wholesale Exclusively

If you have not already signed a Victor Contract **with us, Do It Now**

You will want what you want when you want it some day

You will save time then to have the contract signed with us

Write for Sample of **Exhibition Needles.**

Exclusive Victor Wholesalers.

The Talking Machine Co.
Victor
Talking Machines
Record Supplies

105-107-109 Madison Street, CHICAGO, ILL.

LYON & HEALY'S HOLIDAY WINDOW DISPLAYS.

Attracted Considerable Attention and Praise from Experts—Gives an Idea of How Window Space May be Advantageously Utilized and Made to Pay a Profit.

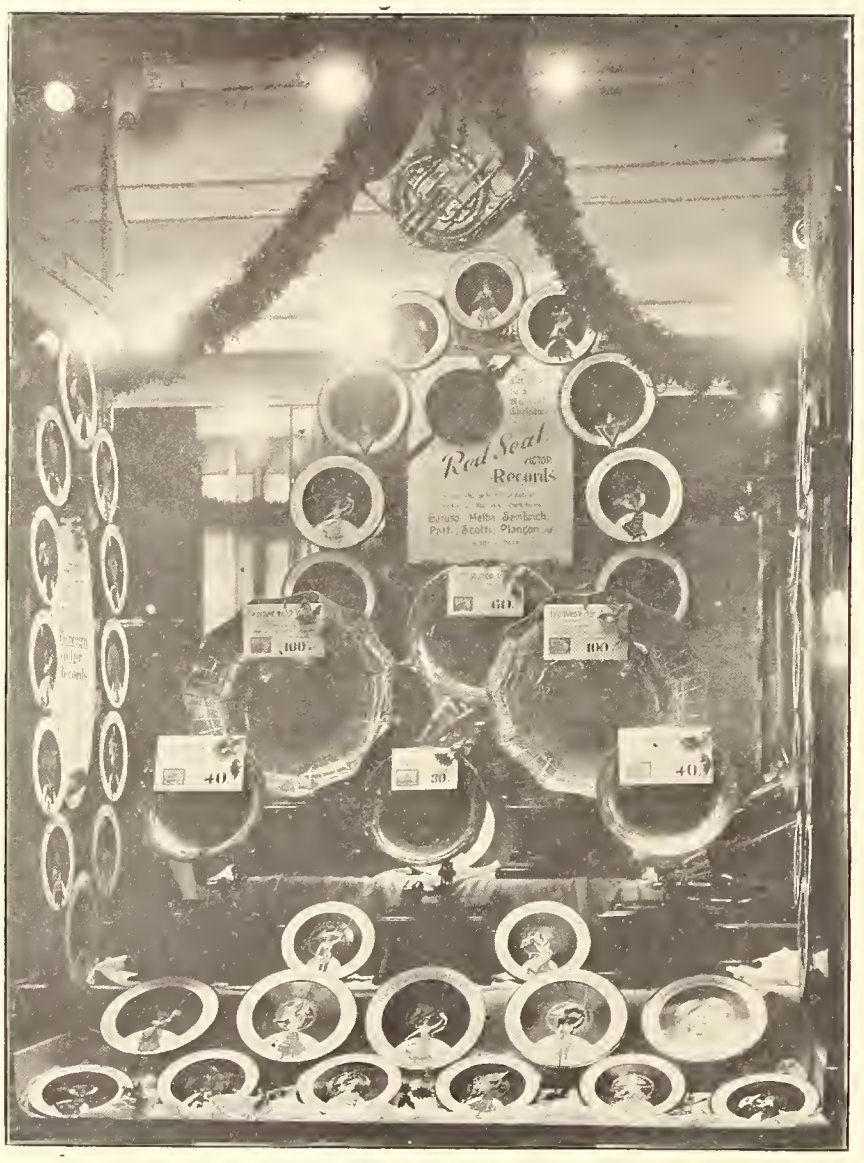
(Special to The Talking Machine World.)
World Office, 195 Wabash Ave.,
Chicago, Ill., Jan. 7, 1907.

Lyon & Healy's holiday window displays attracted a great deal of attention, and unquestionably proved an important factor in the big business done by the house during December. Eight of the thirty windows were devoted to talking machines. The accompanying illustration shows the elaborate display made in the window on the Wabash avenue front next to the main entrance. It was an "all-nation" Victor display and furnishes a fine example of special exploitation.

On each side and in the center of the window were large oval frames, to which were attached 44 Victor records, 36 ten-inch and eight 12-inch. These records consisted of national airs, folk songs and instrumental selections, representing no less than 24 different countries. Encircling each record was a white ring of paper bearing the title of the record. At the bottom and extending up over the record to some extent was attached a cut-out picture in colors of a girl clad in the costume of the country represented by the record and waving aloft its flag. These "flag girls" attracted a great deal of attention on the part of both Simon-pure Americans and those of foreign birth. It certainly called attention to the completeness of the Victor catalogue. Even flag girls from small countries like Portugal, Switzerland and Denmark, were noticed gracing records from their respective countries. One of the several large signs in the window read as follows: "If you want to gladden the heart of your German friends or your friends from France, Bohemia, Sweden or any other European country, why not secure some of the marvelous Foreign Victor Records? It is difficult to find anything that will touch the hearts of people more than their own sweet songs in their own native tongue." The center of the window was built up with a series of steps, on which were displayed various types of Victor machines bearing cards giving the price and a brief description.

On the Adams street side of the store eight windows were devoted to talking machine displays. Six of the windows were alike in general appearance. As in all of the other windows a beautiful green garland was hung from the center of the ceiling, but instead of band or orchestra instruments suspended by red ribbons the pendant was a large oval frame containing a crayon portrait of a Victor Red Seal artist. Those represented in the six windows were Schuman Heink, Emma Eames, Louise Homer Sembrich, Scotti and Plancon. To each frame were attached five of the singer's records. Each of these records was also framed in a white label bearing the title of the selection, but instead of the flag girl there was at the lower part of the circle a large V, 3 inches high and within which appeared a small cut-out picture of the artist. On the floor of the windows were displayed Victor machines and supplies. One of the signs suggested by Manager Goodwin, of the talking machine department, read: "The Victor Talking Machine is the most unselfish Christmas gift. Bought for one, it plays for all."

The seventh window on the Adams street side exploited the Language phono course department. Seated before an Edison phonograph was the life-size figure of a young woman with the hearing tubes to her ears and apparently following with the text-book before her. The window was fitted up to represent a cozy library scene and presented a "homey" look which could but appeal to the passer-by. The windows were, of course, the work of Ellis Hansen, the first window-trimmer, and who has become famous for his skill in procuring unusually effective results with goods which do not naturally lend themselves to the varied display furnished by other lines of trade.



LYON & HEALY'S HANDSOME WINDOW.

EDWARD H. UHL'S SUCCESS.

From a Humble Start He Has Become a Personality of Importance in the Talking Machine Trade—His Views Regarding General Conditions, Person and Prospective.

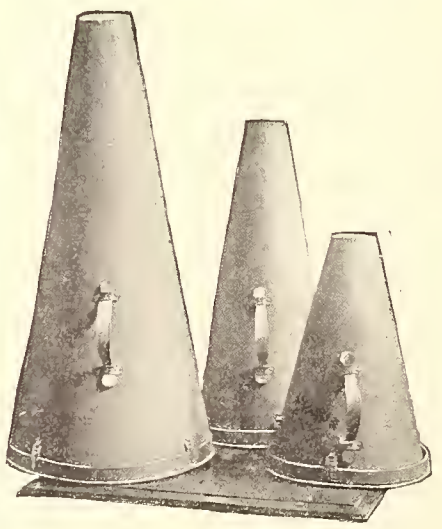
(Special to The Talking Machine World.)
World Office, 195 Wabash Avenue,
Chicago, Ill., Jan. 7, 1907.

From newsboy to western manager of one of the largest talking machine automatic instrument and musical merchandise houses in the country is the record made by Edward H. Uhl. When he was fourteen years old he commenced carrying papers for the News, of Indianapolis, his native city, and built up a profitable business. He developed salesmanship qualities which attracted attention. After four years of paper selling he spent seven years in the wholesale toy, notion and musical instrument departments of one of the large Indianapolis houses. Then came the opportunity to go with Rudolph Wurlitzer & Co., of Cincinnati, traveling Indiana and Illinois for them. He made good, and after two years his territory was extended to include that west of the Mississippi as far as Denver and north as far as Duluth.

As a result of his energetic and intelligent work, the western business increased to such an extent that the advisability of Chicago headquarters became apparent. The start in 1901 was humble, the Chicago branch consisting of one room in Kimball Hall, equipped with a desk and a line of samples, and Uhl when he wasn't out hustling for business.

Mr. Uhl soon saw the advantage of carrying a stock of goods. As always he moved carefully, and the addition of three rooms accommodated the initial stock. The business grew and removal was made to the third floor of 298 Wabash avenue. Another year brought with it the necessity of larger quarters for the wholesale and also a conviction that a retail store would prove a paying venture. The main floor, basement and the fifth floor of the same building were secured. Talking machines were added in both a wholesale and retail way at this time.

Horn Cases
Record and Machine Cases



WE CARRY in stock a full line of cases for Horns, Disc Records, Cylinder Records and Machines. Orders filled same day as received. Our cases give satisfaction wherever sold, and our prices are right.

ASK FOR OUR CATALOGUE

CHICAGO CASE MFG. CO., 142 and 144 West Washington Street CHICAGO

Last January, finding it impossible to get a long lease on the quarters and foreseeing a steadily growing business, Mr. Uhl made one of the important Wabash avenue deals of the year, securing a twenty-year lease on the Fisher property at 266 and 268 Wabash avenue, which was remodeled throughout, the main floor being devoted largely to talking machines. The store is one of the best arranged in the country, with its magnificent general salesrooms, admirably arranged private record rooms, with the general offices and wholesale talking machine department on the entresol floor.

The wisdom of securing so large a building has already been demonstrated, and the business has increased to such an extent that the occupancy of the entire building is evidently a matter of the not far distant future. Already the company carry as complete a stock of musical merchandise, Victor and Edison talking machines and automatic instruments as can be found anywhere. The growth of the busiuess has been the talk of the trade.

EDWARD H. UHL.

In an informal chat on trade conditions the other day Mr. Uhl remarked that while every department of their business had made a large increase in 1906 over 1905 he was especially surprised at the record made in automatic instruments. "You will find many people who think that the automatic musical instrument has reached its height," remarked Mr. Uhl, "but I am very sure that they are just as badly mistaken as were the anti-talking machine prophets a few years ago. I believe that the automatic musical instrument business is in its infancy, and that the next few years will witness the introduction of many new inventions which will greatly surprise the music-loving public. The time is coming, mark my word, when practically every hotel and restaurant in the country will possess an automatic instrument of some kind, representing either a complete orchestra or a complete band."

Mr. Uhl looks for a larger trade in 1907 than in 1906. The dealers with whom he has come in contact by mail and personally report that they never had such a holiday business, and the orders now being received speak of depleted stocks and confidence in a brisk trade to come. "It must be remembered," remarked Mr. Uhl, "that, notwithstanding the growth in popularity of the talking machine with the wealthier classes, the great bulk of the business is with those in moderate circumstances—the wage-earners. The numerous advances in wages the past three months has increased the purchasing capacity of these people, has given them confidence in the future and serves to loosen up their purse-strings. The farmers were never in better condition, and, take it all in all, the outlook prospects are in favor of the biggest year the trade has ever known."

VICTOR VS. LEEDS & CATLIN SUIT.

Decision Handed Down by Judge Lacombe in Favor of the Victor Co.—Fines the Defendants One Thousand Dollars for Contempt—Decision Appealed and Stay Secured.

The eagerly looked-for opinion in the case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, was handed down by Judge Lacombe, Circuit Court of the United States, southern district of New York, on Jan. 5, 1907. The hearing was up November 30, involving proceedings for contempt of court in disobeying a permanent injunction, affirmed on review by the United States Court of Appeals, second circuit. The defense urged that the Berliner patent, which has been sustained twice on appeal, covered the machine only, but not the record. Judge Lacombe now decides it a "case of contributory infringement," and fines the defendant $1,000 for contempt, the collection being suspended pending appeal. The complete text of the opinion follows:

"Circuit Court of the United States, southern district of New York. Victor Talking Machine Co., et al., complainants, against Leeds & Catlin Co., defendant. Aside from any other questions arising upon this motion as to disobedience of injunction order, I am entirely satisfied from the proofs that defendants, not only in the instances set forth in complainant's moving papers, but in very many other instances, have manufactured and sold the records of claim 35 with the intent that they should be used in combination with the other elements of that claim in machines other than the 'mechanical feed.' Indeed, it is difficult to escape the conviction that the larger part of defendant's sales were contrived by them to enable the owners of reproducers purchased from complainant or its licensees to produce such musical pieces as such owners might desire to hear, through the co-operation in combination with such reproducers of records made by defendant instead of records made by complainant.

"No effort to restrict the use to which defendant's discs should be put by notice on their face or otherwise was made until after motion, and the affidavits are not as satisfying as they might be that such notice has since been affixed; and such notice might fairly go further and advise the purchasers that to use it on one of complainant's machines would make the user an infringer. This seems to be a case of contributory infringement—an entirely voluntary and intentional one—not in any wise excused by the circumstance that complainant had theretofore sold reproducers combined with other records to such owners. (Am. Graph. Co. v. Leeds, 87 F. R. 873.) Nor is the substitution of these new records, bought more frequently in order to increase the repertory of tunes than as substitutes for worn-out discs, and wholly unlike the toilet-paper in Morgan envelope case (which was destroyed by a single use) in any legitimate sense 'repairs.' (See Davis Electrical Works v. El. Light Co., 60 F. R. 276.) Nor is the advice of counsel a sufficient excuse, although where it has been honestly relied upon a heavy penalty will not usually be imposed, but only a sum sufficient to reimburse the moving party and act as a deterrent from future infringing actions.

"Defendant is found in contempt and a fine imposed of $1,000, one-half to United States, one-half to complainant. Collection will be suspended pending appeal."

LEEDS & CATLIN SECURE STAY.

Regarding the stay granted the Leeds & Catlin Co., in their suit with the Victor Talking Machine Co., decided in favor of the latter by Judge Lacombe on January 5, Louis Hicks, counsel for the former concern, furnished The World the appended written statement:

"Under the orders signed January 11, 1907, by Judge Lacombe, in the United States Circuit Court, the right of the Leeds & Catlin Co. to sell disc records for use on all mechanical feed device machines is again established. In addition the Leeds & Catlin Co. have the right, under the orders of the court, to sell disc records, pending appeal, on all licensed Victor, Columbia and Zonophone machines and all other machines licensed under the Victor Co.'s patent, No. 534,543, in replacement of the record thereof. On the settlement of the orders Judge Lacombe stated that the question raised was a pure question of law, which should be passed upon by an appellate court. Whether the Victor Co.'s patent on the swinging arm machine has expired or not is a question which the Leeds & Catlin Co. are taking to the Supreme Court of the United States."

E. F. Leeds, president of company, said to The World: "This stay clears the way for the suit which will determine whether or not the record is or is not an integral part of a talking machine and as to the validity of the existing patents. We are now in a position to continue the manufacture of records, and will continue to put out our monthly lists as heretofore, as the stay is indefinite and will continue in force until the decision of the suit, and of that we can foresee but one ending, and that in our favor."

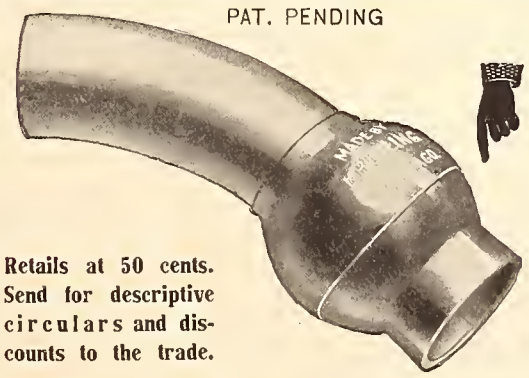
NEXT MEETING OF ASSOCIATION.

The next meeting of the Eastern Talking Machine Jobbers' Association will be held to-morrow (January 16) at the Grand Hotel, 31st street and Broadway, New York. The session will commence at 2 p. m. As the hotel will be made the headquarters for the talking machine trade during the Automobile Show at Madison Square Garden, which will be open from the 12th to the 19th, a large number of representative jobbers are expected to be present. Formal notices to this effect were sent out by Secretary Jacot last Wednesday, which were accompanied by printed copies of the constitution and by-laws.

F. W. Woolworth, of F. W. Woolworth & Co., who own a chain of five and ten-cent stores, the president and controlling stockholder of the Musical Echo Co., of Philadelphia, Pa., has been investigating a large piano player manufacturing plant, contemplating removal from the Middle West to the East, providing sufficient capital can be raised, with a view of acquiring an interest. As Mr. Woolworth is rated at about the $10,000,000 mark, the people having the proposition in hand are sanguine he will advance the major part of the finances.

See That Ball?

PAT. PENDING



Retails at 50 cents. Send for descriptive circulars and discounts to the trade.

TIZ-IT

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Inventors and Sole Manufacturers

855 North 40th Avenue - - CHICAGO

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

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J. B. SPILLANE, Managing Editor.

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Philadelphia Office: W. H. Prescott.

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St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

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REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, JAN. 15, 1907.

TALKING MACHINE men who have watched the upward trend in everything in the industrial line are now asking if there will be an advance in wholesale prices of talkers during the present year.

As we view the field, it is a mighty difficult question to answer, for, according to all generally accepted rules in business, the manufacturers would be perfectly justified in advancing prices, because for months past they have had to pay increased rates for everything which enters into the composition of talking machines. We may say that each and every one of the metals used has been advanced materially. All of the finer woods have gone up at a surprising rate, and even the ordinary boxing lumber has advanced, so that it cuts no unimportant figure in the annual expense account. Labor, too, and general expenses have joined the upward trend in such a way that the talking machine manufacturers have found, after a general summing up at the close of the year, that they have been conducting business on a thin margin of profit.

IN fact, to-day, if it were not for the increased business that is conducted by the leading concerns the profits would be indeed small, for it must be conceded that the profit on a talking machine, when every legitimate expense has been charged against it, is very meagre. And still the tide of expense to market a product is steadily rising. Therefore, the retailers should understand that up to the present time they have been specially favored by manufacturers who have not increased their wholesale rates. In the meantime the manufacturers have sought by every possible way to reduce the cost of creating instruments without charging up to the retailer a fair advance. They have perfected systems in their factories, and have sought constantly to hold down the expense account by systematic application of rules in every department of the business. THE retail trade has profited to a considerable degree by these conditions, and it is doubtful, however, how long they may be continued in vogue. In Europe prices have been marked up, and it may be said that machines and records are sold at better prices than in the American market. Whether this advance will come or not we do not know, but it is well to understand the true condition of the manufacturer to the retailer, and what he has done thus far to give the latter every advantage which could reasonably be expected in a business enterprise.

THERE are some, however, who believe that a rise is inevitable. Of that we cannot say. It may be remarked that January of the present year opens up with brighter prospects than ever before, and there is no reason why 1907 should not surpass the year so recently laid to rest in point of business accomplishments. Labor is unusually well employed, and in the great centers of trade activity the weekly distribution of wages is enormous. Such conditions must materially benefit the local talking machine dealers, and in the great West there is every indication of an early spring trade and one of unusual trade strength. The farmers are in a better position to buy than ever before, and, judging from the demand for higher grade instruments, it is apparent that they desire the best.

It is surprising, when we consider the increase of sales in the high-priced instruments. They have steadily advanced in numbers until to-day it is no unusual transaction to dispose of a high-priced machine which only a short time ago would have seemed to be a rare trade occurrence.

JANUARY, of course, according to the traditions of the talking machine trade, is a dull month, and we wonder if its dulness is not accentuated by reason that a certain amount of energy is withdrawn from the selling department of business. Talking machine dealers have gotten into the habit of believing that January is a quiet month, consequently there is a lessening of energy, and January invariably lives up to its old-time record as a dull month.

Now, is this good business? Should not there be a determined effort to make January a record-breaker for increased business? We note from the advices which reach us from our various representatives in many cities that the talking machine men are using but little advertising space for the present month.

IT is a mistake to think that all of the sales have been made up to Christmas, and that it is necessary to sit down and wait for new business to develop after the holidays. Such a belief is a fallacy. There is always plenty of good business if a man goes at it right to win it. There is no surer way to lose trade than to remain inactive. A slowing up in the advertising department of the business means that the attention of the purchasing public is not drawn to the talking machine. The people are not attracted to their special merits by reason of the exploitation of the machines in the local papers.

IN our opinion January could be made a satisfactory business month. Its record in a trade sense would be pleasing if the right means were taken to accomplish the desired end. The manufacturers surely have kept up advertising splendidly in the magazines of great circulation; they are doing their part, but it is up to the members of the local trade to keep up the interest in talking machines. It should not be permitted to lag for a week nor a day. The best way to make 1907 a record-breaker is to use plenty of printers' ink; the investment will bring good returns; there is no doubt about that.

THE far-reaching effect of good advertising is surprising. It will build up an entire industry, and its absence will oftentimes shrink a trade down to a mere nothing—a shadow.

The decline of the American bicycle is largely attributed not to a trust combination, or not to the sudden popularity of the automobile, but to the fact that advertising was withdrawn from the great magazines and the local papers, with the result that interest languished, and the bicycle trade practically became obsolete.

In England the same condition existed until the manufacturers decided after a meeting to inaugurate a lively advertising campaign. This they did, and with the result that the bicycle factories have been running day and night in England to meet the requirements of their trade.

IT will not pay the talking machine people to drop out of local mediums, and the manufacturers cannot reasonably be expected to enthuse the local trade. The dealers must do that for themselves, and if they will take our advice they will start in now to exploit their product properly and not be satisfied with the idea that because many say January is dull that it should be in a trade sense. Trade is what we make it, and with general conditions so prosperous, and with the distribution of over $130,000,000 in dividends during the month, with a largely increased national pay-roll, with the trade activity everywhere, there is no reason why January should be a dull month in talking machine circles. It pays to keep everlastingly alert in order to achieve business success, and alertness is another name for working every possible avenue to acquire trade legitimately.

IT is probable in the next issue of The World we shall be called upon to announce some trade moves of considerable importance. These matters are now pending, and it is not deemed well to announce them in advance.

ONE talking machine man remarked recently that there were not enough trained young men to go round at present in the industry. The call was too great for them.

Quite natural. The industry has grown at such a phenomenal rate within such a brief period of time that we have not had time to raise and educate a sufficient number of young men to meet the entire demands of the trade. However, it may be said that there is to-day a dearth of steady, intellectual, ambitious young men in almost every trade. The question is, Are the younger Americans becoming too indifferent to the possibilities of trade and commerce? Are they not serious-minded enough to see that their future depends wholly upon their own ability to successfully fill positions? There are plenty of men who to-day have no knowledge of the inner conditions of a business. They do not seek to advance themselves by acquiring an intelligent insight into trade conditions. It pays to put thought and energy into any profession. Without the necessary concentration success is impossible.

HAPPENINGS IN THE EMERALD ISLE.

Prosperous Trade Being Enjoyed This Winter —Some Novelties in "Talkers"—Unique New Year's Greeting—The Whistling Language Exploited.

(Special to The Talking Machine World.)

Belfast, Ireland, Dec. 31, 1906.

North of Ireland dealers have been enjoying a specially prosperous winter's trade, and they look forward hopefully to the first three months of the new year for the completion of what they are certain will be a record seasou's output of talking machines and records.

Although the "Auxeto-Gramophone" (the nomenclature recently adopted by the Gramophone Co. for the Auxetophone) maintains its premier place in public estimatiou, the "Sheraton" gramophone and pedestal, which sells at £30 (or $150), has been much admired. It is of handsome mahogany, beautifully inlaid with satinwood, and occupies "the place of honor" in T. Edens Osborne's reception room.

The latest novelty—on view also iu same apartment—is "The Idealophone," though the "Discalarmophone" would be a more descriptive and appropriate appellation. Briefly, it is a disc instrument, the mechanism of which is set in motion by the lever attached to an alarm clock. The latter is neatly fitted in the cabinet of the machiue. A gramophone or other disc record takes the place of the "nerve-killing" bell and the sleeper is aroused from his slumber to "the melodious strains of music." The record used to demonstrate the machine is certainly "in harmony with the fitness of things," namely, "Rising Early in the Morning," a popular gramophone comic song by Harry Lauder.

Messrs. Smyth & Co., of Donegall street, Belfast (whose principal is R. Gordon Smyth, the popular traveling representative of the Gramophone Co.), report excellent busiuess. Their trade has been developed on price maintenance lines, aud they accordingly enjoy the confidence of their fellow traders, and furthermore, they congratulate themselves that their name has never appeared on any "Suspended List."

One of T. Edeus Osborne's recent novel experiences was a demonstration—in his well-known "sanctum" at Scottish Provident Buildings—of the most unique language in the world, the whistling language of the inhabitants of Gomera (one of the Canary Islands). A friend of his, Ernest E. Donnan, of Belfast, who resided for some time in "The Canaries" (and who is a phonograph enthusiast), fortunately had his Edisou "Home" with him during his sojourn there, and succeeded in securing three records of the whistling language, made under his supervision by two of the natives, Don Jose Placencia Herera and Don Ramon Santiago, in the capital of Gomera, San Sebastian. In ordinary conversation the inhabitants speak Spanish, but when out of talking range the whistling language is employed with which couversations can be carried on even when the speakers are separated by a distance of a mile and a quarter. It may be here stated that the British Anthropological Society has interested themselves in these rare records, and arrangements have just been completed for a reproduction of them before a meeting of the fellows of that association.

Gomera is an island rarely visited by "the outside world," although a mail steamer calls every ten days. For more than a quarter of a century scientists and travelers have, in their contributions to the press, enlarged upon the unique character of the whistling language, Gomera being the only knowu country where it is used.

It can be safely affirmed that the records alluded to are the first ever made of the Gomerian language by any talking machine. This island (Gomera) is specially interesting to Americans, for Columbus called thereat on his second voyage to "the new world," and Mr. Donnan visited and photographed the identical house in which the great navigator passed three nights, also the church, still in excellent preservation, in which he worshipped while in that far-away island.

The Gramophone Co. (London) are undoubtedly the most prosperous and "go-ahead" firm connected with the talking machine industry of Great Britain. The latest manifestation of it was at Christmas, when every dealer in the British Isles received a gramophone record, by means of which the manager (S. W. Dixon) expressed his own and the company's thanks for past favors and his best wishes, and those of the gramophone staff, for "A Merry Christmas and a prosperous new year. When this record was placed on a splendid "De Luxe" gramophone, a customer who was present, exclaimed: "Bedad! that's the first time I ever heard a Christmas card talk."

This being the last day of 1906 on which these jottings are being mailed, I desire to say that Belfast, the business center of Irelaud, greets New York, the commercial capital of the United States, and drinks to the health and prosperity of her "American cousins" with every good wish for their happiness during the new year, and especially of the "talker" section of Uncle Sam's family, and couples with the toast the name of one who is respected and esteemed all over the world, Thomas Alva Edison, whose inventive genius has contributed so much to the pleasure, amusement and education of vast numbers of every nationality.

SOME "CHATTY" LITERATURE.

Issued by the Tea Tray Co.—"Chat" as a Regular Visitor—Their New Catalogue.

The Tea Tray Co., of Newark, N. J., have recently sent out to their many frieuds a very attractive little brochure which they designate as "Chat." "Chat" is a bright little fellow, who carries a horn, of course, of "T. T." origin, in either hand as he makes his bow to the trade. It is the purpose of the company to issue this little booklet at regular intervals throughout the year, aud to have it replete with chatty little items regarding the talking machine business, and specifically treating of the Tea Tray products. No doubt the little fellow will receive a warm welcome at the hands o the members of the trade.

The very complete and interesting booklet issued by the Tea Tray Co., and referred to in the cover page of The Talking Machine World for December, has been highly praised for its typographical beauty, and the arrangement of its contents. It coutains illustrations and descriptions of all kinds and styles of horns, and talking machines as well as horn cranes and stands. This booklet is cleverly conceived, and must prove of great value to dealers and jobbers who desire to keep in touch with the products of the Tea Tray Co.

THE WINCHELL CO. ASSIGN.

The Winchell Co., of Boston, Mass., made an assignment for the benefit of their creditors on January 9, and J. N. Linscott, 48 Hanover street, that city, has been appointed assignee.

FRIEDRICH'S BIG BUSINESS.

The talking machiue department of Friederich's Music House, 30-32 Canal street, Grand Rapids, Mich., located on the third floor, is one of the most complete in the building. The house handles Victor, Edison and Columbia goods, and each make has a separate trying-out and exhibitiou room where numerous styles of machines and cabinets are shown. The record room is also of very large dimensions and contains several thousand records, disc on one side and cylinder on the other. A number of handsome machines are also displayed in the musical merchandise department on the main floor.

S. B. Campbell, formerly in charge of the New York office of the Columbia Phonograph Co., has become connected with the Disc Talking Machine Co., of 13 North Ninth street, Philadelphia, in an official capacity.

BUSINESS IS SATISFACTORY

With All Members of the Trade Is the Report at the Opening of the Year—No After-Holiday Quietness Evident This Year.

Jobbers are satisfied with the opening trade of the year, and feel gratified with the outlook. The past month has been one of great activity, and the jobbing contingent predict a better year than that of 1906. The manufacturers are still overwhelmed with orders, and on machines they find it difficult to meet the demand. The sales department of the National Phonograph Co. is still congested, and every effort is being made to fill back orders. The Victor Talking Machine Co. have been unable to catch up on Nos. 1 and 6 but are calculating to pull out of the woods before long. The Columbia Phonograph Co. are in the same predicament.

ECKLAND'S CLEVER BOOK.

O. W. Eckland, manager of the instalment department of the Chicago business of the Columbia Phonograph Co., is the author of a neat little booklet designed for the encouragement and instruction of the big force of instalment solicitors under his direction. Mr. Eckland is an instalment manager of mauy years' experience, having worked up from the ranks, and in this booklet he has crowded the results of his long and successful experience. We hope in our next issue to make some extracts from this publication, as we believe that they will prove of general interest.

A CLEAN RECORD SURFACE IS IMPORTANT

Very few people realize the importance of the record grooves on cylinder or disc records being free from dust or dirt. The frictional contact of the reproducer, sapphire or needle grinds the record engravings so that the record becomes badly worn where record grooves are not perfectly clean. On the disc record this causes a scratchy reproduction very quickly, and on a cylinder record cuts away the finer tones, which are so necessary to make a natural tone. Place record brushes for cylinder and disc records, provide a simple remedy for this trouble, as every record groove is automatically cleaned by a little brush 40 or 50 times before the sapphire or needle comes in contact with the grooves. A new style brush for the Victor tapering arm machine has been placed on the market, and the Blackman Talking Machine Co., of 97 Chambers St., New York City, who manufacture these brushes, have an advertisement in this issue giving full particulars.

ANOTHER $1,000,000 INCORPORATION.

Among the incorporations filed with the Secretary of the State of Maine this week, was that of the Automatic Phonograph Co., of Kittery, with a capital of $1,000,000, for the purpose of making sound reproducing instruments. President and clerk, H. Mitchell, Kittery, Me.; treasurer, S J. Morrison.

RECORDS BY ALESSANDRO BONCI.

The Columbia Phonograph Co., General, have secured the exclusive sale of disc records made by Alessandro Bonci, the celebrated Italian lyric tenor, now singing in grand opera at Hammerstein's Manhattan Opera House, New York. The Bonci records will continue to be manufactured by the Fonotipia Co. (G. Ricordi & Co.), of Milan, Italy, and only the gems will be selected. The first consignment of these records were sold before arrival, and were placed in stock only in the East. In a few weeks the company will have ready for delivery to the trade a new dise tone arm machine, type BN, especially adapted for iustalment purposes. It will be a $50 machine and a "seheme" eabinet, being introduced as a trade stimulator for the spring.

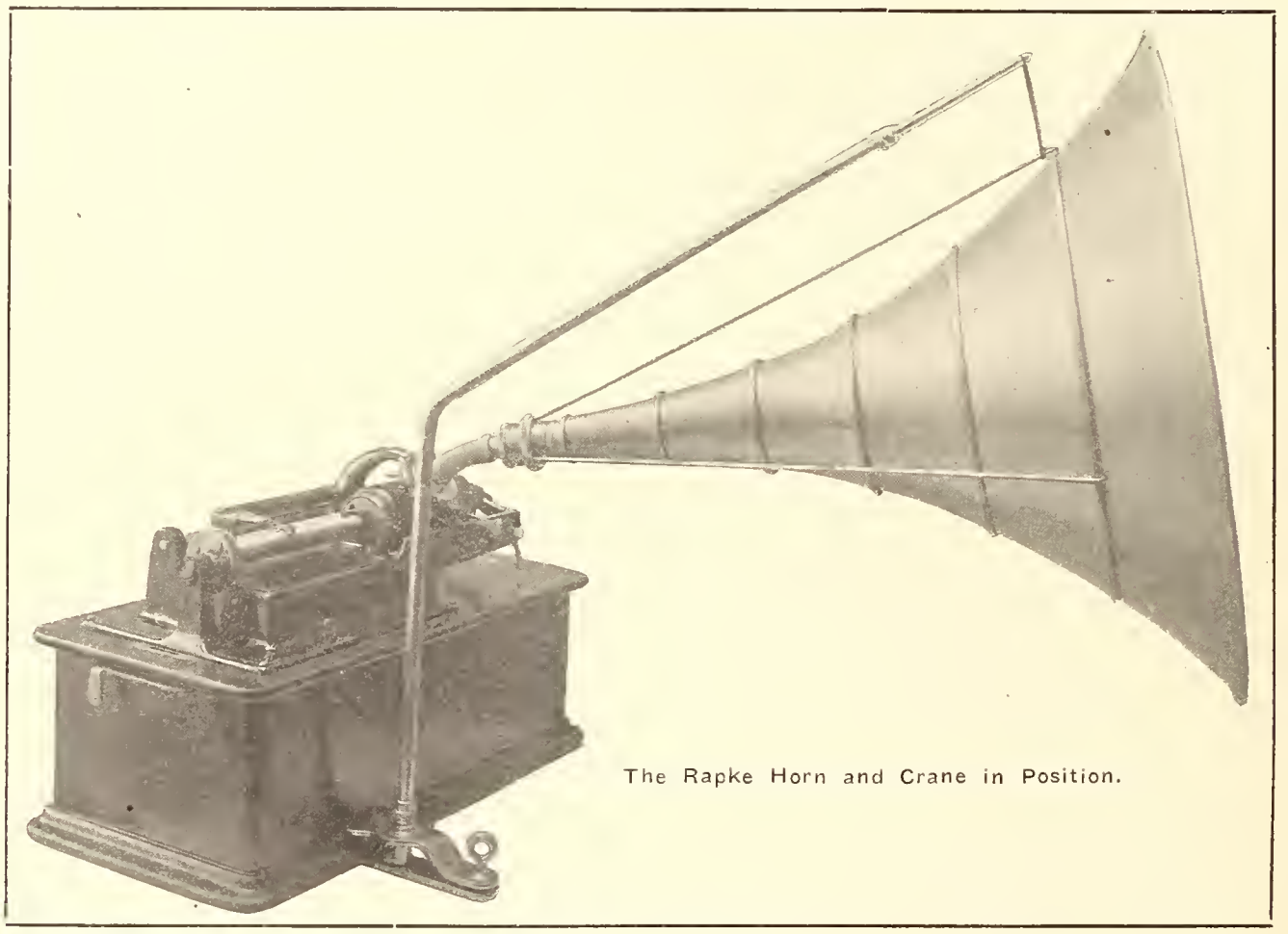
H. Ringel, of the New Jersey Sheet Metal Co., is making a very suecessful trip through the East.

New Year's Greeting to the Trade!

VICTOR H. RAPKE TAKES GREAT PLEASURE IN INTRODUCING HIS TWO LATEST SPECIALTIES

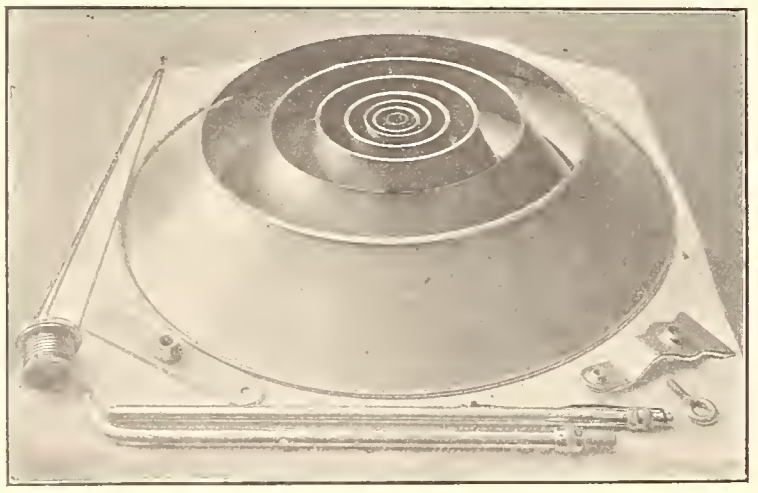
THE RAPKE HORN THE RAPKE CRANE

(Patents Pending)



The Rapke Horn and Crane in Position.

The horn reproduces the record naturally without that disagreeable metallic tone, and is entirely free of foreign noises, vibration or "rattle." Impossible to get out of order. Any person can set it up. Can be packed in small compass and sent through the mails. Can be put together or taken apart in a second. Locked or unlocked, this horn will sustain the weight of any man standing upon it. Can be used on any machine: Edison, Victor, Columbia, Twentieth Century, Zonophone, Auxetophone and all others.



Rapke Horn and Crane in Box.

The crane has been greatly improved and simplified. Cannot break. No castings used. No screws to lose. Cannot get out of order. Highly finished and nickeled.

Rapke's Specialties are sold only through Legitimate Representative Jobbers here and abroad :: :: :: ::

VICTOR H. RAPKE CO., MANUFACTURERS 255 E. 86th St., New York City

TRADE NEWS FROM ALL POINTS OF THE COMPASS

About February 1 the offices of the American Graphophone Co. and the Columbia Talking Machine Co., General, will be removed to the fifteenth floor of the New York Tribune building, recently enlarged, at the corner of Spruce and Nassau Sts. The entire floor will be occupied, and the offices are now being handsomely fitted up and decorated. This removal will place the entire staff and all the different departments together for the first time, a convenience to every officer and manager. They will have 2,000 square feet more in the Tribune building than in their present premises, 90 West Broadway, where they are scattered over three floors.

E. F. Leeds, of the Leeds & Catlin Co., New York, informed The World last week that they would be shipping their new line of cylinder records about the middle of the month. Loring Leeds expected to start on a two weeks' western trip on the 20th. Loring is a collector of fine books, pictures and violins, and of the latter he has several of the old masters, which he values around $2,000 each.

George Blackman, with the Blackman Talking Machine Co., New York, has been making a trip through Pennsylvania, and booked a batch of desirable orders.

The A. D. Matthews Sons, the oldest department store in Brooklyn, N. Y., have disposed of their talking machine stock and closed out that branch of their business. They figured as Edison jobbers and Victor dealers. John P. Kelsey, the manager of the department, is therefore at liberty.

Several talking machine concerns have been considering the opening of a branch retail store in the Arcade of the Metropolitan Life Insurance Co.'s beautiful marble building, which occupies the entire block bounded by Madison and Fourth Aves. and 23d and 24th streets. This is the home of The World.

Another magnetic talking machine is being heard of, and to bear the name of one of the large manufacturing concerns. The Telegraphone Co. claim to have the basic patents on such devices, and when the newcomer appears a stiff fight in the courts may be expected.

On the second of January Walter L. Eckhardt, manager of the Columbia Co.'s wholesale department, started Tom Murray and W. Morse on the road, to open up an active and aggressive compaign. C. S. Gardner is no longer on the company's wholesale selling staff, though he may assume another position in their employ

Edward Seymour, of New York City, at present conducting the Commonwealth Band and the Hamburg Concert Orchestra, also conducting a chorus of 150 at the Salem Reform Church, of Hamburg, Pa., and one of the world's greatest clarionet virtuosos, played a solo, "Down in the Cellar Deep," for the Telegraphone at the request of F. C. MacLean. Mr. Seymour was greatly pleased with the wonderful reproduction of this machine. The record was carried all over the West by Mr. MacLean and was heard by hundreds, all of whom were delighted with the reproduction, accuracy and clearness of the Telegraphone. The new models of the Telegraphone are a marked improvement over the previous machines, being more compact and greatly simplified. Mr. MacLean returned January 7, from a two months' trip in the West and East, where he interested the prominent jobbers in the dictating and amusement Telegraphone. Friday last he started for New Orleans and the Southwest, to be gone 60 days.

It is said a new line of red seal records is to be brought out by the Universal Talking Machine Mfg. Co., Newark, N. J.

Last week Walter L. Eckhardt, manager of the wholesale department of the Columbia Phonograph Co., General, made a short run from New York to Baltimore and Washington, D. C.

H. M. Holleman, an Edison jobber of Houston, Texas, is north on a visit of a couple of months, and last week was a visitor in New York City.

The National Phonograph Co., Orange, N. J., have announced a list of new German records made in the recording department of their Berlin office, to the number of thirty-five. Being made in Germany they are absolutely correct as to music, enunciation, etc., and they are sung by artists who sing in no other language.

Having sold their business, the Western Talking Machine Co., St. Louis, Mo., have been dropped from the list of Edison jobbers.

The Ball-Fintze Co., Newark, O., have opened a branch store at 108 West Third street, Cincinnati, Ohio.

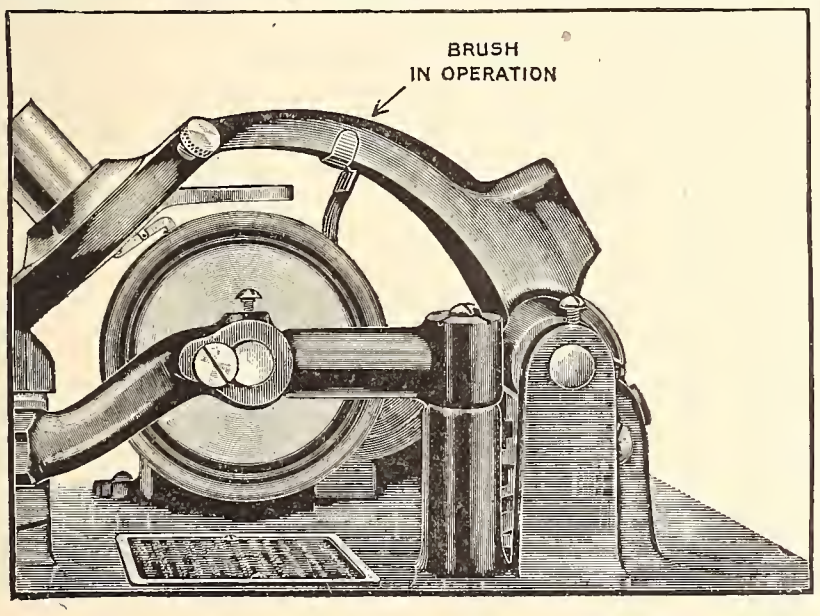
Sam Boord, of the Omaha Bicycle Co., Omaha, Neb., joined the ranks of the benedicts on the first of the year. They handle Edison and Zonophone goods, and Sam's matrimonial record will be heard of later. The World extends its heartiest congratulations on the happy event.

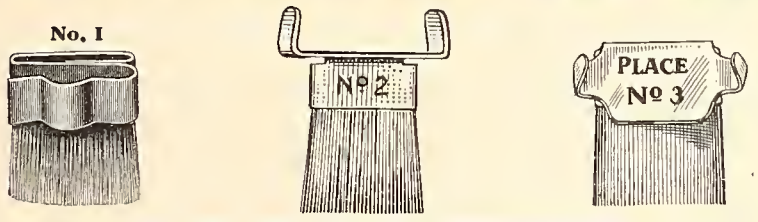
C. B. Haynes, Richmond, Va., writes he had a truly wonderful holiday season. Mr. Haynes is now the sole Edison jobber in that city.

The visiting jobbers in New York recently included G. L. Ackerman, of Scranton, Pa.; W. D. Andrews, of Syracuse, N. Y.; James Fintze, of Ball-Fintze, Newark, O.; Theodore F. Bentel, of Theo. F. Bentel Co., of Pittsburg, Pa.; W. J. Dyer, of W. J. Dyer & Bro., of St. Paul, Minn.; D. S. Johnston, of Seattle, Wash.; E. A. Clints-

THE PLACE AUTOMATIC RECORD BRUSHES *For EDISON PHONOGRAPHS and VICTOR TALKING MACHINES*

Patented Sept. 25 and Oct. 2, 1906. Others Pending.





CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sounds. 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.

15 CENTS EACH

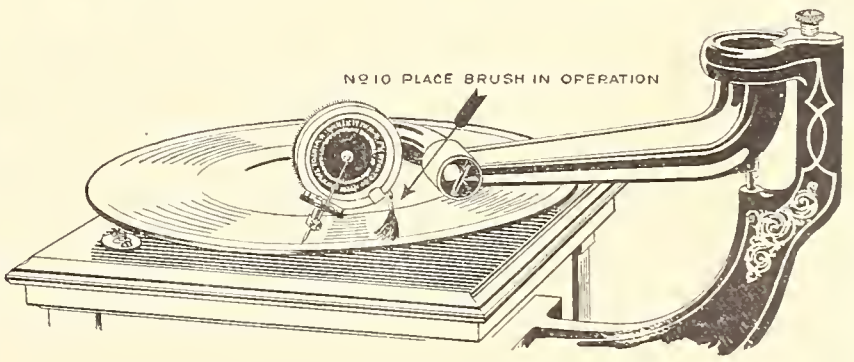
THE PLACE No. 10

DISC RECORD BRUSH

FOR

VICTOR EXHIBITION SOUND BOX

PRICE 25 CENTS



PRESERVES THE LIFE OF DISC 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.

BIG PROFIT FOR JOBBERS and DEALERS. Also FREE advertising matter. Prices restricted. Write for particulars NOW.

Manufactured by **BLACKMAN TALKING MACHINE CO.**

97 CHAMBERS STREET, NEW YORK J. NEWCOMB BLACKMAN, Proprietor

man, of Kohler & Chase, Oakland, Cal.; H. O. Pardee, of H. L. Ellenberger, New Haven, Conn.; A. J. Pommer, of Sacramento, Cal.; J. A. Rickard, of Schenectady, N. Y., and C. Carroll, of the Utica Cycle Co., Utica, N. Y.

After making a great success of their Trenton, N. J., store, which he opened, Robert L. Macnabb was transferred into the Greater New York territory by the Columbia Phonograph Co., general, as a mark of their appreciation. He is now the manager of their establishment on Broadway, Brooklyn, N. Y., and in that position has won several prizes offered by the company for the largest single month's business and the greatest expansion of trade shown by any individual store in New York City.

One of the enterprises in Youngstown that is doing a lot of growing is the Ohio Phonograph Co., which is managed and controlled by W. C. Norris. On Christmas Manager Norris banqueted the men who are known as crew managers in the different cities of the country where the Ohio Phonograph Co. are at present doing business. The banquet was given for the purpose of bringing the men together that they might become better acquainted with each other, and also for the purpose of talking over the affairs of the company. The Ohio Phonograph Co. was organized by W. C. Norris two years ago, and has grown to such proportions that to-day the company are said to sell 1,200 foreign-made phonographs per week.

After being in the piano business for thirty-five years, and known as one of the best men in the business throughout the Northwest, W. W. Warner, of Madison, Wis., has moved his piano warerooms from the store to the second floor of his building and put in talking machines instead. Mr. Warner has made a great success of his music business, and in making this radical change says he sees a brighter future for his talking machine department than he does for pianos. In fact, he frankly states that if any one had told him a year ago that he would make this move he would have called the person crazy. Mr. Warner is one of the exceptional instrument dealers who has amassed a comfortable fortune and who recognize the possibilities of the talking machine business at its proper valuation.

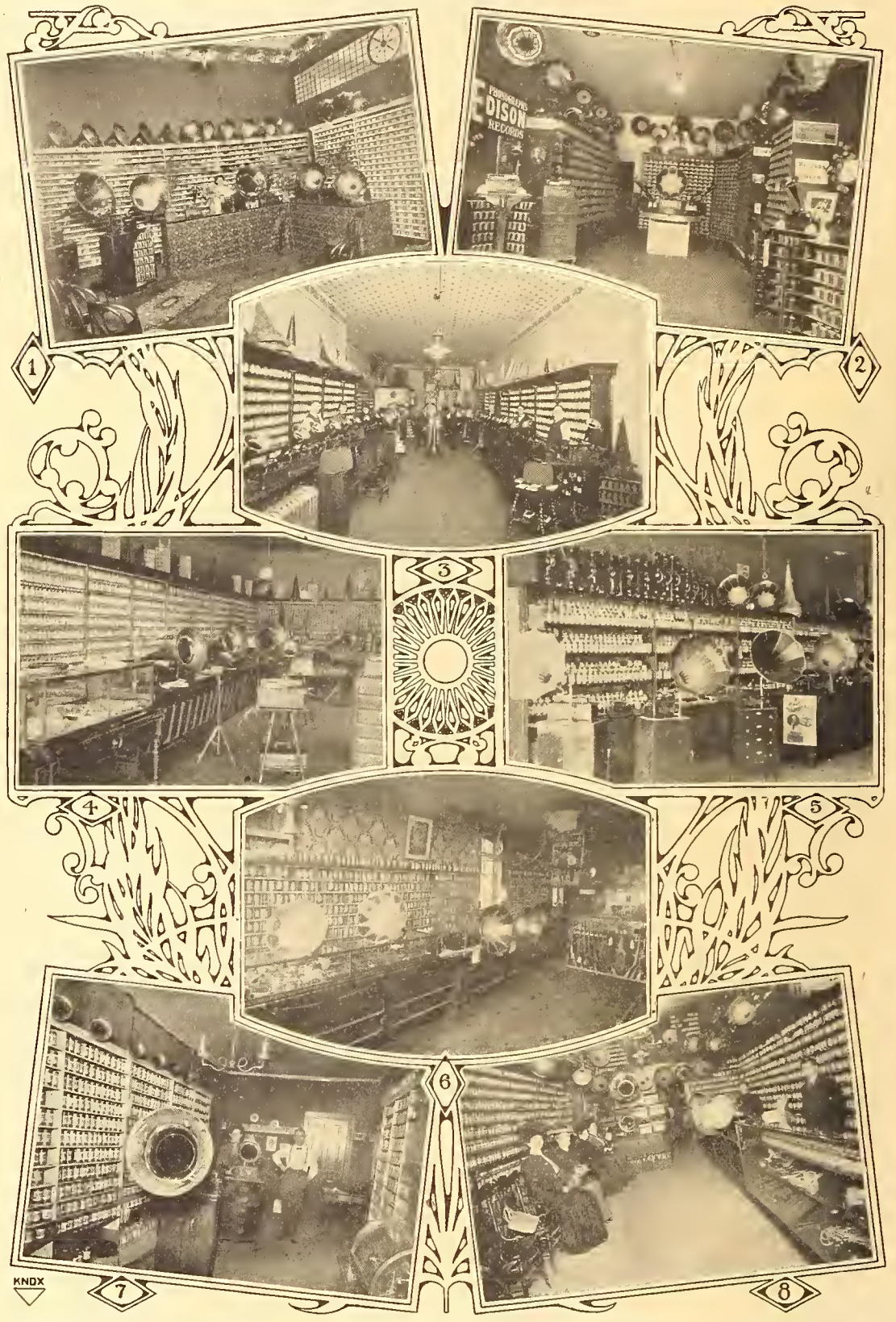
John W. McArthur & Son, Aberdeen, So. Dak., recently created Zonophone jobbers by H. A. MacMenimen are located in the midst of a great farming community and carry on a unique and very profitable business. They job wagons, pianos and a general line of musical instruments, and do a great trade in Edison goods. The firm have recently installed a system of selling talking machines on the deferred payment basis on a large scale, originated by Mr. MacMenimen.

The first list of selections for the Columbia's new "velvet finish" disc records, designed to sell for 75 cents retail, and be ready for the trade about the first of the year, will contain 500 titles. These have been taken as the expert choice of the company's store managers throughout the country. The new label, a fac-simile reduction of the catalogue cover, is a striking contrast in color arrangement.

After seeing the leading talking machine manufacturers and looking over the possibilities of the American market, Emil Pathé, of Pathé Frères, the famous record manufacturers of Paris, France, sailed for home last week. The firm have subsidiary companies in nearly all the European countries, and it is likely a similar branch will be established here. At one time Marcus Aurelius Miller had this scheme in tow.

Thomas E. Hough, the man with the automobile, Minneapolis, Minn., has opened up three new stores in the Twin Cities and is pushing the Zonophone line as well as the Victor and Edison goods. He is one of the most successful jobbers in the Northwest.

GROUP OF STORES OF EDISON JOBBERS AND DEALERS.



1. Taylor Bros., Houston, Tex. 2. Portland Phonograph Agency, Portland, Ore. 3. Minnesota Phonograph Co., St. Paul, Minn. 4. C. E. Wyeth, Newark, Ohio. 5. Frank Rogers, South Bend, Ind. 6. Geo. E. Buss, New Philadelphia, Ohio. 7. St. Paul Phonograph Co., St. Paul, Minn. 8. Spokane Phonograph Co., Spokane, Wash.

THE NEW RAPKE HORN AND CRANE.

Another Contribution by Victor H. Rapke Which Will Attract no Little Attention—The Rapke Co. Incorporated—Expect to Open Down Town Offices.

The Victor H. Rapke Co., of New York, have just placed on the market a new horn which has been highly praised by those who have had the privilege of examining it. In a chat with The World, Victor H. Rapke stated that the horn was built on correct acoustical lines, and added: "I have now overcome all obstacles and can reproduce the human voice correctly. My new horn carries the quality, gives the reproduction perfectly clear and without any vibratory influence. The natural sounds enter the narrow end, are conducted there through and emitted in magnified volume at the large end unchanged in quality.

"With my new crane," continued Mr. Rapke, "the trade are certainly pleased. One leading jobber writes, 'Your cranes are good—perhaps the best.' Another says, 'All out of your cranes, and it is a big seller.' I have scores of such letters, and it is very gratifying. I always furnish the highest quality of material in all the Rapke specialties, and in my page announcement in another part of this issue of The World, both of my latest specialties—the Rapke horn and the Rapke crane are illustrated and described."

On the 11th inst. the Victor H. Rapke Co., New York, was incorporated at Albany, N. Y.; capital, $25,000. Directors: Victor H. Rapke, Fannie Rapke and W. H. Miller, New York. The company expect to shortly open an office in downtown New York, doubtless on Chambers street, near the "bunch."

AMERICAN GRAPHOPHONE CO.'S ANNUAL.

The annual meeting of the American Graphophone Co. was held at the office of the company in Bridgeport, Conn., on January 14, 1907, for the election of a board of directors and the transaction of other business that may come before the meeting.

A new order book, specially ruled, with leather covers and bound with silk cord, has been sent their jobbers by the Victor Talking Machine Co., Camden, N. J., for the consumer to keep track of records used on the Victor Victrola. They are distributed gratis, and it is an excellent idea.

The Victor Talking Machine Co., Camden, N. J., were unable to fill the jobbers' requirements in time for Christmas trade, especially in Victor machines ranging from No. 3 to No. 6. Victor Victrolas were entirely out of the question.

Important to Leeds & Catlin Co. Dealers

RADIUM CYLINDER RECORDS

Our Company, through many years of hard, conscientious and well directed work, built up an enviable reputation all over the world as makers of Cylinder Records—enviable because our output so far surpassed all other cylinders made that our records were declared, by both dealer and public, to be a decided advance over everything of the kind on the market.

For some time past our Company has been manufacturing Disc Records exclusively (the Imperial is a product of our factory and we are proud of it—none better made anywhere). We have, however, now equipped our plant with new and up-to-date machinery and processes for the manufacture of Cylinder Records also, and we can and do assure our customers that the output will be fully up to the high standard heretofore attained by us.

It is interesting to note what Mr. Lionel S. Mapleson, well-known as one of the greatest living authorities on music in the world, has to say regarding our records.

Telephone Nos.
2888 Gerrard (Box Office).
2105 Gerrard (Secretary's Office).

Telegraphic Address,
"Amidst, London."

PROPRIETORS:
THE GRAND OPERA SYNDICATE, LTD.
Secretary and Business Manager, Mr. Neil Forsyth.

Royal Opera Covent Garden, London, May 27, 1902.

LEEDS & CATLIN CO., New York.

Gentlemen:—Your matchless records have created a great sensation here, at the Royal Opera Covent Garden. All that hear them agree that your records quite eclipse those of all other makers. Although I live in an atmosphere of everlasting opera, yet when I require recreation I always find a real pleasure in listening to your artistic records, which are of uniform excellence. Of course your reputation is already made in America, but I thought you might like to hear that your fame has already extended to this side of the Atlantic. Believe me,

Faithfully yours, LIONEL S. MAPLESON.

The following is the February list of our Cylinder Records, which list will be rapidly and largely increased. We will, of course, keep in stock a complete assortment of the latest and most popular selections in songs, bands, orchestras, instrumental solos and dialogues.

Catalogues and other descriptive matter will be furnished on request.

FEBRUARY LIST OF RADIUM CYLINDER RECORDS

Manufactured by Leeds & Catlin Co., New York City.

101 My Little Drummer Boy (Mohr).....G. W. Myers
Splendid March song, drum effects.
103 Night Time. (Cohan) Big hit of "The Governor's Son"..G. W. Myers
109 Somebody's Waiting for You(Byron)Is it at the Church..E. C. Stanley
106 Captaiu Baby Bunting. (Helf).....Byron G. Harlan
This song is bound to be a success.
107 Iu the Evening by the Moonlight, Dear Louise.....Byron G. Harlan
The right one there, my boy, is sure to please.
110 Owatonua. (Van Alstyne) Indian song, very catchy air..Burr & Stanley
111 Arrah Wanna. (Fred Morse).....Collins and Harlan
Irish-Indian Matrimonial Veuture.
127 Nora McGuire. (Barron.).....Collins and Harlan
Another of those always popular Irish songs.
119 Rudolph and Rosie at the Roller Rink. (Original) Everybody knows when Rosie falls .....Ada Jones and Len Spencer
121 Jim Jackson aud His Jealous Julia. (Original.) An amusiug coon sketch .....Ada Jones and Len Spencer
117 Os-Ka-Loo-Sa-Loo. (Sawyer.).....Vess L. Ossman
Indian intermezzo—an excellent banjo selection.
108 Swanee River—Cornet Solo. .....Al. C. Sweet
118 Policy King March. (Brown.).....Vess L. Ossmau
Author of those ringing banjo solos.
122 Pretty Peggy (Rooney.) A well rendered bell solo....Ed. F. Ruhsam
128 Pedro the Hand-Organ Man. (Original.) Introducing organ and monkey: fight between Pedro and Irish woman, and finally the arrival of police patrol for poor Pedro....Spencer and Porter

The following is the exact legal position of the Leeds & Catlin Co. regarding its right to sell disc records:

Under the orders signed January 11, 1907, by Judge Lacombe in the United States Circuit Court, the right of the Leeds & Catlin Company to sell disc records for use on all mechanical feed device machines is again established. In addition, the Leeds & Catlin Company has the right, under the orders of the court, to sell disc records pending appeal on all licensed Victor, Columbia and Zonophone machines and all other machines licensed under the Victor Company's Patent, No. 534,543, in replacement of the record thereof. On the settlement of the orders Judge Lacombe stated that the question raised was a pure question of law which should be passed upon by an appellate court. Whether the Victor Company's patent on the swinging arm machine has expired or not is a question which the Leeds & Catlin Company is taking to the Supreme Court of the United States.

The attacks made upon the Leeds & Catlin Company by its competitors are conclusive proof of the superior quality of the Leeds & Catlin Company's product and the steady growth of its trade. Notwithstanding these attacks, we have for twelve years maintained our position against our competitors in the courts and in the trade.

LATEST DISC LIST, IMPERIAL RECORDS

10-INCH DISC **60 CENTS EACH**

BAND SELECTIONS.

45346 William Tell—Overture ..... Rossini
45347 Overture to Semiramide....
45348 Sobre las Olas ("Over the Waves")—Waltz.....
44888 President McKinley's Memorial .....
44893 Star Spangled Banner..Key
44881 Marching Through Georgia..
44887 Paderewski's Minuet .....
44897 The Free Lance March. Sousa
44875 Happy Heiue .....Lampe
44901 Yankee Patrol .....Missod
44863 Anona ..... Gray
44861 America .....Smith
44895 Radium March .....
44862 Americau Beauty—Waltz...

IMPERIAL MILITARY BAND.

44877 Japanese National March...

CHIMES.

44838 Lead Kindly Light .Newman
44840 Rock of Ages.....Toplady

QUARTETTES.

44953 Down on the Farm..Dubois
44963 Starry Night for a Ramble. ..... Bagnall

44957 In the Evening by the Moonlight ..... Bland
44961 Old Folks at Home...Foster
44958 Kentucky Babe .....Geibel

DUETS BY COLLINS AND HARLAN
With Orch. Accom.

45350 Gooda-Bye, John....Herbert
From "The Red Mill."
45351 Arrah Wanna(An Irish-Indian Matrimonial Venture ..... Morse
45354 Won't You Throw a Kiss to Me.....McKennan
45355 Iola ..... Johnson

TENOR SOLOS BY HENRY BURR,
With Piano Accom.

44932 Soldier Boy .....Hoffmaun
45349 Daddy ..... Behrend
45357 To Mary .....White

BARITONE SOLO BY ARTHUR COLLINS
With Piano Accom.

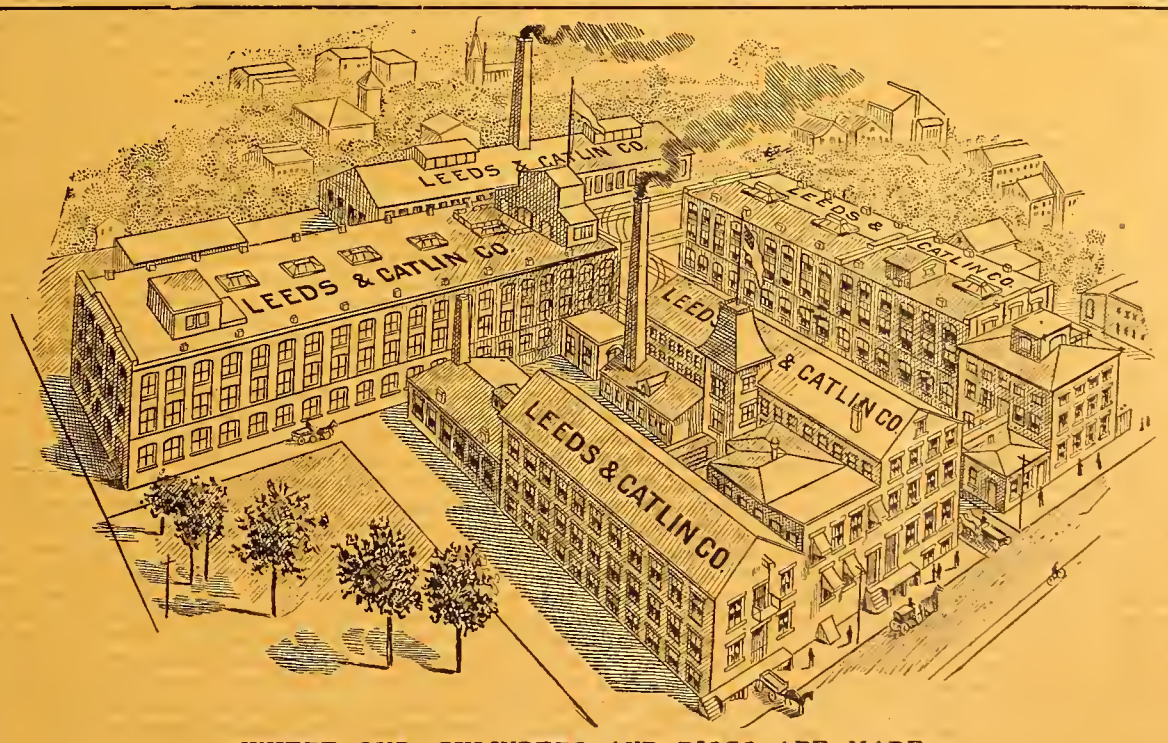
44916 The Man Behind .....

BUGLE CALLS.

44841 Rough Riders in Charge Up San Juan Hill .....

CHARACTERISTIC SHORT TALK.

44848 On Trousers. .....



WHERE OUR CYLINDERS AND DISCS ARE MADE

Leeds & Catlin Co.

RECORD MAKERS

53 East 11th Street

New York

TIMELY TALKS ON TIMELY TOPICS.

Whether the record manufacturers are rueing the day they lowered prices—just a year ago—seems probable from the general drift of talk leaking out from some of the plants and even discussed openly. Since then material of every description has advanced beyond the most careful calculations. Now this condition is cutting a figure in the production of the goods. F. M. Prescott, of the International Talking Machine Co., of Berlin, Germany, when revisiting his home in this country a few weeks back, frankly stated, in an interview with The World, that the American manufacturers of records and machines were working on too close a margiu. In other words, their selling prices were too low.

This expression of opinion is re-echoed by L. F. Geissler, general manager of the Victor Talking Machine Co., who, in a recent issue of The Music Trade Review, said: "Our great difficulty now is to maintain our selling prices at their present low level in the face of the enormous and frequent advances we are compelled to stand in costs of all raw material. The overhead charges, advertising and other expenses of a talking machine factory are appalling; and how to maintain the present selling prices (which are lower in America than in any other part of the world) is becoming a more serious question daily." This is gospel truth, every word of it. The manufacturing companies are bringing out new lines of records, larger sizes and of improved material, and on these goods a better price is realized, and rightly.

From correspondence and the reports of the road salesmen, it is gathered that the talking machine business is more prosperous in the West than in the eastern sections of the country. It may be greater efforts are being made to sell goods, or the talking machine is more of a novelty in the western territory. At any rate, whatever the cause, the heavier demand is coming from the Northwest and between Pittsburg and Denver. The East is by uo means slow, and the aggregate trade for the year runs into handsome figures, but the enthusiasm and vigor is not so apparent. As one progressive jobber explained, "there is probably more business as a whole, but it must be remembered more jobbers and dealers have come into the field, consequently it is divided up." The year that has just been entered is rosy with promise, and those in a position to know, freely predict a record breaker.

Mention of the growth of the trade in point of numbers is a reminder of a step said to have been taken by one of the big companies, in which a jobber of their goods was required to have out at least one traveling salesman. This reported move was subsequently denied, but the philosophy of such a movement is far from being out of order or heretical. A jobber is supposed to sell the dealer, and not simply be listed so as to obtain the extra discount that is utilized solely in retailing. Something of this kind will eventually come about, and it does not seem to be in the dim and distant future either.

There is a glorious and enthusiastic note, worth listening to and reflectiug upon, comiug from the National Phonograph Co.: "The curtain has rung down upon 1906 and with it has closed the greatest year that the Edison phonograph has ever known. In the language of the times, the year 1906 'made good' from an Edison standpoint. It opened auspiciously with trade in splendid shape and every indication pointing to a twelvemonth of great prosperity. Each new month since then has brought a greater volume of business than the previous one. Month after month the popularity of the phonograph has grown in an ever-increasing circle. To-day it occupies a position of unquestioned supremacy as the musical instrument of the masses, and it is rapidly fulfilling Mr. Edison's expressed wish that one may find its way into every home. Its merit has to a large extent dissipated the prejudice engendered by the early types of machine and by some of those even now before the public."

As a man of resources in his selling capacity, L. Kaiser, manager of the talking machine department of S. B. Davega, New York, is to be commended. His ideas are up to date and are nuggets of wisdom and common sense to a dealer desiring to make a success of his business. Besides, Mr. Kaiser is an inventor of no mean standing in the trade, and several of his improved devices are coming to the front.

Where American talking machines are subject to an ad valorem duty of 30 per cent. when going into Australia, by a new law, adopted October 2 last, if the goods are sent from Great Britain they are given a 10 per cent. differential advantage. In spite of this restriction, however, the Australian trade in our talking machines, records, etc., is increasing by leaps and bounds.

Since the rehabilitation of the Eastern Talking Machine Jobbers' Association the benefits conferred on its members are of the practical kind. The credit system adopted is self-recommendatory, is working admirably and preceding and during the holiday buying season it proved a sheet anchor of protection against undesirable accounts. The Association's meeting in New York during the Automobile Show came too late to be reported in extenso for this issue of The World, which was just off the press; but it goes without saying that the attendance was excellent and the results very satisfactory.

Last week the resolutions adopted at the meeting of the Edison jobbers ou July 20 last, and read at the banquet in the Waldorf-Astoria Hotel the same evening by the chairman of the committee, James F. Bowers, beautifully engrossed and framed, were received at the New York offices of the National Phonograph Co., 31 Union Square. The eugrossing is further enhanced by elegant illuminated lettering in gold and blue, an artistic border followiug out the same color scheme, into which are interwoven a faithful portrait of Thomas A. Edison at the top; W. E. Gilmore president of the company, on the left; F. K. Dolbeer, manager of the credit department, opposite, and C. H. Wilson, sales manager, at the bottom. A plain, rich gold molding, about three inches deep, incloses the resolution, the frame measuring 20 by 24 inches. Mr. Bowers transmitted the resolutions with a letter to Presideut Gilmore, timing their arrival so as to have them serve as a New Year's greeting besides. The committee having this matter in charge were: J. F. Bowers, of Lyon & Healy, Chicago; Robert L. Loud, Buffalo, N. Y.; Rudolph Wurlitzer, of Rudolph Wurlitzer Co., Cincinnati, O.; William D. Andrews, Syracuse, N. Y.; Sol Bloom, New York City.

At present this handsome testimouial of the Edison jobbers' appreciation of the courtesies extended them during the notable entertaiument by the company in July will be displayed in Mr. Dolbeer's office, but it will ultimately adorn the walls of Mr. Gilmore's sumptuous quarters in the company's new building at 10 Fifth aveuue, when completed.

Outside of the question of shortage in goods, no matter has troubled the manufacturers of records so much as the proposed revisiou of the copyright statutes. Of the legal aspects of the subject The World is confident the experts have covered fully, and little remains to be said, excepting in the nature of friendly commeut. For example, the bill contains 64 odd sectious, with paragraphical subdivisions running to the middle of the alphabet. That is the original draft courteously framed up by the Librariau of Congress for the convenience of the Congressional committees in charge. The public hearings last month developed a spirit of rancor and acrimony least surmised. The opponents of the bill handled their claymores in a vicious manner and certainly startled the sage legislators who are supposed to be the embodiment of all that is wise. Naturally a lot of claptrap crept into the proceedings, and hot air was on tap nearly every minute. Since that strenuous time the Register of Copyrights has gathered together the suggestions and changes which those interested would like made. Of course, these legislative helpings swell the length of the bill a half dozen times over, and just where the joint patent committees expect to get off, even the best informed are not prepared to say. The advocates of the proposed legislation declare some one has blundered, and are disposed to aver that Mark Twain's white flannel suit had a bad effect. Others assert the presence of Sousa and Herbert was detrimental. But the talking machine representatives seem pretty well satisfied with the outlook, and boldly declare no law will be enacted unless records are exempt.

With this turmoil it is not expected much progress will be made, as scarcely a branch of business affected but what has put in a "kick" of some sort. For instance, one of the oldest and best known book publishers in the country declared over his own signature as follows: "With all the energy and force which I possess I emphatically protest against the enactment of the copyright bill. Not only is it unjust to the American people, but it is complicated, harassing and annoying in the extreme." Now with such thought floating around, the record manufacturers may rest easy as to the passing of a harmful bill.

Collapsible horns are engaging the attention of the trade to a marked degree, and a great deal of curiosity is being evinced as to the ultimate outcome. In this community it may be remembered that Paul H. Cromelin, of the Columbia Phonograph Co., remarked once upon a time that the talking machiue of the future

Will it be noiseless and screetchless and scratchless?
Raspless and gaspless and hornless and brassless?

Automatic Specialties

Coin operated machines of every description.

Penny Arcades fitted complete.

Electric Pianos and other automatic musical instruments.

A complete Amusement Arcade in full operation in our spacious showrooms.

We are experts in the automatic line, and our experience is at your disposal.

Write for Illustrated Catalog

H. C. KIBBEY & CO.

209 STATE STREET - CHICAGO

Columbia Graphophones Columbia Cylinder and Disc Records

TO DOUBTING DEALERS:

Don't stand ***pat*** on ***pianos*** and lose the ***gold*** in the ***Graphophone.***

There ***is gold*** in the Graphophone. It's a mint. The harder you push it the more it will coin. It's ***your*** mint.

The piano is ***one*** instrument. The Columbia Graphophone ***is all instruments in one.*** And a great deal more than that—a universal entertainer.

You can sell a Graphophone when you can't sell a piano. You can sell ***many*** graphophones where you can only sell ***one*** piano.

The Graphophone helps the piano business. It brings people into the store. It makes friends, and out of friends customers are made.

But ***note***—this is not ***talking machine talk.*** It's ***Columbia Graphophone*** talk—Twentieth Century talk.

Do you ask: "Isn't the ***Columbia Graphophone*** a talking machine?"

Yes, but no other talking machine is a ***Columbia Graphophone.***

Keep that distinction in view.

The ***Columbia Graphophone*** is absolutely the superior of all other talking machines. It ***sings*** better, ***plays*** better, and therefore ***it sells better.***

You can sell more Columbia Graphophones, Cylinder and ***Disc Records*** than of any other kind of talking machines or records.

You make more handling Columbia goods than any other kind.

Your sales are many, your profits are large, and ***your profits are protected.***

Take your jobber into your confidence—tell him you want to make more money and want to stock up with Columbia goods.

Our extensive advertising will increase ***your*** sales, increase ***your*** profits and popularize ***your*** business.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

That the Telegraphone is one of the great big propositions in sound recording, all unbiased persons freely admit. The new models, covering the telephone, the commercial system and the amusement question, are certainly marvels of scientific development. The perfection of recording has yet to be mastered, beautiful as the results of the present day may be, and the Telegraphone is regarded as one of the instruments reaching toward this distinction with seven-league boots.

Recently a predilection for Milan-made records has developed. American manufacturers are looking for exclusive selling rights for the records of world famous singers who are controlled by a few celebrated Italian publishers. It must be acknowledged that the records manufactured in this center of ancient history and the best in modern music, are regarded as the finest in the art, and therefore they could be imported, plus the heavy duty, and still command a profitable price here. In fact, it is no longer a question of cost with the admirers of the talking machine—and their name is legiou; only furnish them the finest and they are satisfied. Briefly, the manufacturers are exerting every effort—sparing neither time nor money—to obtain the closest resemblance to the human voice and all its charming effects.

LEON F. DOUGLASS IN CALIFORNIA.

General Manager of the Victor Co. Snapped for The World—Steadily Improving in Health.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 7, 1907.

The picture which I send herewith will doubtless interest the many friends of the Victor Co. throughout the country. The party with the

LEON F. DOUGLASS BUSY.

saw in his hand is Leon F. Douglass, general manager of the Victor Talking Maehine Co., who is now residing in San Rafael, Cal., working hard to recuperate his health which was broken down by his strenuous labors in connection with the development of the Victor business. It will be observed that just as he has finished a difficult task his Chinese cook is offering him a piece of pie—good old New England pie at that. Another member of the group is one of the four children, which constitute the Douglass family. Mrs. Douglass, by the way, is the daughter of Peter Bacigalupi, the progressive talking machine man of this city, and who has built up a tremendous business despite the destruction of his entire property by the great fire of last spring.

It will be interesting to Mr. Douglass' many friends to learn that he is steadily improving in health, thanks to the salubrious climate of Southern California.

Among the many firms who have recently adopted the Columbia commercial graphophone for handling their correspondence may be mentioned the Clement Talbot Motor Co., one of the best known motor houses in the world, and the British-American Tobacco Co., both concerns located in London, England.

John J. Flannery, Springfield, O., who has five branches in the Middle West, has taken on the Zonophone jobbing line. He is said to be the largest piano dealer in Ohio, making a speeialty of electrie players.

BOSTON FEELS HAPPY OVER TRADE PROSPECTS FOR YEAR

Conceded by Every Jobber and Dealer That the Year Recently Closed Was the Best in Trade History—That Rival of the Victor Victrola Looked for—Manager Cornell, of Steinert's in Optimistic Mood—Boston Cycle & Sundry Co.'s Tray System in Great Favor—Enlargement of the Columbia Quarters—Big Call for Mega Horns—Mr. Winchell Ill—Other Items.

(Special to The Talking Machine World.)

Boston, Mass., Jan. 10, 1907.

The first week of the new year finds every one in the talking machine trade in and about Boston happy over the prospects for getting orders, but in gloom over the prospects for getting the goods with which to fill them.

The year just closed was the best in the history of the trade, and it closed with a boom. The Christmas business in every store in town was exceptionally good, and there was a marked increase in the number of high grade instruments sold.

The chief matter talked of in the trade, aside from the inability to get goods from the factories, is the new instrument which it is understood the Columbia Co. are getting out, as a rival to the Victor Victrola. Its appearance is anxiously awaited here.

Manager Cornell, of the talking machine department of M. Steinert & Sons, is enthusiastie over the prospects for the new year. He is having no difficulty in securing orders. On his desk this week was a pile several inches high of unfilled orders, with more coming in every day faster than the goods to fill them can be secured. This department is making a specialty of the Topham disc record case, also the record and machine cases.

The tray system made by the Boston Cycle and Sundry Co. has been proving a winner. In one day this week, through the advertisement in the Talking Machine World, Manager C. G. Andrews received eight different orders from as many different parts of the country. Mr. Andrews is arranging for an exhibition of these trays at the big furniture show in New York soon.

Enlargement is in order at the Columbia Phonograph Co. this month. Five salesrooms have been added, thus giving the company three cylinder and four disc rooms. New salesmen will be added at once.

The wholesale department of the Columbia Phonograph Co. has been removed to 95 Summer street, where, under the charge of William L. Sprague, there will be inaugnrated a hot campaign for more business, as the enlarged quarters will afford ample opportunity to take care of it.

At the Oliver Ditson Co. a large demand is reported for the Victor grand opera records. The opening of the big new department in the New York store of the Ditson Co. will mean much more business for the Boston store, which is to be headquarters.

At the Eastern Talking Machine Co. the Victor dog which has graced the doorway has been muzzled, in accordance with the law that all dogs must now be muzzled here, because so many have gone mad. There is danger of this dog becoming mad, however, even if he is muzzled, for it seems that every person who enters the store, and they come in droves, stops to pat him on the head or see if his necktie is on straight. That would make any papier mache dog mad. There is an enormous demand for the Mega horns at this store.

Wholesale Manager Chamberlain reports a very great increase in the business during the past year. The salesmen in this store were recently "trimmed" in a bowling contest with the salesmen of M. Steinert & Sons, but now they are going after the blood of the Columbia Phonograph Co. boys.

M. A. Carpell, the cabinet man, was in town this week and took a carload order from nearly every store in town. This shows that some business is being done.

F. E. Winchell, the Summer street dealer, has been confined to the house for a week with pneumonia, but is reported as improving. The Winchell Co. are having a big trade on Reginaphones, Zonophones, the Victor and Edison lines.

TRADE NOTES FROM BALTIMORE.

Dealers Well Pleased With Holiday Business and All Looking Forward to a Greater Volume of Trade This Year Than Ever Before.

(Special to The Talking Machine World.)

Baltimore, Md., Jan. 7, 1907.

The boom in the talking machine business in this locality has continued unabated, and the outlook for the present year is exceedingly gratifying. With the closing of the accounts of 1906 all of the agents in the city for the many makes of the talking machines, state that the past year was one of the most prosperous in the history of the business, and that the sales of 1906 were far ahead of those of 1905. One well-known dealer in this city who handles the Victor talking machine stated that during the past year his sales of the Victor were double those of the precediug year, and before 1907 fades away he expects to double his business again.

"The most paying business I have done this year," stated Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt & Son, "has been iu the talking machine line. During the past year we have almost doubled the sale of the Victor talking machines, and the outlook for the present year is exceptionally gratifying."

The firm of Cohen & Hughes also claim to be doing a remarkable business in the talking machine line. They say that never before have they known business to be as brisk so shortly after the holidays. The Cohen & Hughes people carry a full line of the Victor talking machines, as well as the Regina music boxes.

George A. Gustin, the Baltimore agent for the Columbia graphophone, said that 1906 was an unusually prosperous year, and that they are looking forward to an excellent business this year. During the holidays, Mr. Gustin stated, business was far ahead of what they expected it would be, and the fact that there has not been a lull in the business was more than they expected.

All of the local dealers claim that the greater part of their sales are for the high-priced machines, and that the low-priced instrument seems to be doomed.

LOOK OUT FOR STOLEN MACHINE.

The Eastern Talking Machine Co., of Boston, Mass., advise us that a Standard phonograph, No. 362,775, was stolen from a lease-customer of theirs at East Machias, Me., and it would be well for dealers to be on the lookout for this machine. It was stolen without the winding crank, and it is not improbable that dealers in the immediate viciuity of East Machias may be approached by some one who wishes to purchase a winding crank to complete the machine. The Talking Machiue World or the Eastern Talking Machine Co. would be obliged for any information regarding the matter.

MANAGER WANTS POSITION

An all round talking machine man, with ten years' experience as manager for the wholesale and retail department, is open for an engagement. State location and opportunity. "O. S.," care The Talking Machine World, 1 Madison Avenue, New York.

INVENTOR WILL SELL

INVENTOR HAVING VALUABLE TALKING MACHINE PATENTS requires capital for manufacturing purposes. Address, "Capital," care The Talking Machine World, 1 Madison Avenue, New York.

TRADE NOTES FROM THE TWIN CITIES

The Minnesota Phonograph Co. Have Developed a Great Victor Business—T. C. Hough Continues to Expand—Farmers Are Buying Talking Machines—Donaldson & Co. Close Their Talking Machine Department—The News of the Month in Detail.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Jan. 7, 1907.

The trade for 1906 shows a very satisfactory increase over that of the previous year. In addition, there is a constantly increasing demand for a better quality of machine as well as a higher grade of records.

The Minnesota Phonograph Co. had not handled the Victor until 1906, but during the past year they have developed into one of the largest customers of the Victor people in this section. "The results for the year have been more than satisfactory," said L. H. Lucker, the president. "During the holidays our trade practically doubled that of 1905. We did not have a Minneapolis store until December of that year, so we cannot make any comparisons, but, in the retail end it beat out our St. Paul store last year. The addition of the Victor to the Edison line made a big increase in our wholesale sales during the year. I anticipate even larger results in 1907."

T. C. Hough, exclusive dealer in Edison and Zonophone goods, opened one additional store in Minneapolis last year, and, in addition, secured much larger and more advantageous quarters for another store. He now has three stores in Minneapolis and one in St. Paul. "I have had by far the best year I ever had in the business," said Mr. Hough (who, by the way, is the pioneer talking machine dealer in Minneapolis), "and I feel more than satisfied with the present conditions of the trade. I look forward to a constantly increasing demand for talking machines, and feel confident that 1907 will be the most prosperous year we ever had."

J. W. Wheeler, in charge of the Columbia Phonograph Co.'s branches here, said: "The retail sales in both towns was very satisfactory, and we feel quite well satisfied with the results for the year. One feature of the trade is the demand among the farmers for talking machines. We have had very satisfactory evidences the past few months that their condition in this section is quite prosperous by reason of the sales we have been able to make them."

"The results for the year show a very satisfactory increase over those of 1905," said W. J. Dyer, of W. J. Dyer & Bro. "The removal of our talking machine department during the summer from the fourth floor down to the main floor greatly increased our sales during the fall and the holidays. The sale of records has increased wonderfully."

A. M. Magoon, in charge of the Victor department of the New England Furniture Co., said: "The results were favorable compared with those of a year ago. But the most satisfactory feature of the business is the constantly increasing demand for a better quality of selections, and a decreasing one for rag-time in the records. The sales also are mostly of the higher grade machines."

Kohler & Heinrichs, of St. Paul, who handle both the Victor and Edison machines, report a satisfactory increase in their business over a year ago, and are quite optimistic over the prospects for 1907.

William Donaldson & Co. closed their talking machine department about the first of December. The failure to make it a go in this instance was due to the fact that the department was not given the prominence in the store it deserved, and also that too many lines were carried—nearly every machine on the market being represented, so that it was difficult to give attention to any one individual machine.

With a weekly pay roll of $45,000, the National Phonograph Co., at their plant in Orange, N. J., employ 4,000 people and turn out over 100,000 records and 1,500 machines daily.

DIFFICULTY IN MAKING RECORDS.

Some of the Most Noted Singers Have Proven Dire Failures—May Irwin, the Famous Singer of Coon Songs, a Leading Example in This Respect—A Specialized Industry.

Innumerable instances are known where singers who have been successful before the public are dire failures as record makers. The latest instance is that of May Irwin, whose coon songs and methods of singing have won her great popularity and a fortune. Recently she essayed reproducing one of her vocal hits on a record, but the results were so weak that rejection followed. An expert, explaining the character of voice necessary aud the manner in vogue to obtain salable goods, said: "Record making is a specialized industry. The records are made by what are known as 'the talent.' All told there are not more than twenty people who make it a business to go around and visit the three large talking machine companies—the Columbia, at Bridgeport, Conn.; the Edison Co., at Orange, N. J.; the Victor Co., at Philadelphia; Leeds & Catlin Co., New York; Zonophone Co., Newark, N. J.; International Record Co., Auburn, N. Y. Everyone cannot sing iuto a talking machine. It requires a special talent to do it. You have to have a special kind of voice and a special technique. In singing certain notes they have to move close to the horns, and in singing other notes they move back. People who are singing these songs are constantly moving back and forth to produce the records. The words of the song are written in typewriting, because the talking machines are only capable of running for about three miuutes, and therefore an entire song cannot be given. They usually give one verse and two choruses. If the song is short, they give two verses with the chorus. Then by reason of the shortness of the record they frequently have the music scored out so as to fit on the machine."

"KNOCK-DOWN" SEARCHLIGHT HORN.

Compelled to Work Holidays to Meet Demand For These Creations.

The Searchlight Horn Co., of Brooklyn, are having a tremendous demand for their "Knock-down" horns, which have been widely praised by jobbers and dealers for their excellence of construction and finish. They are easily taken apart, boxed in a very small space, and put together without much effort. When in position the knock-down horn is as solid as if made in one piece. The volume of the demand for this horn has really exceeded the expectations of manufacturers, so much so that they have been compelled to work nights and during the holidays the past two weeks in an endeavor to catch up with orders. The jobbers state that the "Knock-down" horn is destined to be one of the big winners of the day, and they are placing some large orders for it.

AN UNIQUE CLOCK FOR GEO. W. LYLE.

Dec. 24 George W. Lyle, general manager of the Columbia Phonograph Co., general, was presented with a hall clock standing fully eight feet high and constructed of disc and cylinder graphophones and cabinets. The word graphophone takes the place of the ordinary dial time divisions; the pendulum is a seven-inch disc. The works are enclosed in a regulation machine cabinet, and the clock, which will occupy a conspicuous position in Mr. Lyle's new office, is an excellent timekeeper. Hayward Cleveland, manager of the Columbia Co.'s uptown Broadway store, is credited with building this unique clock, designed originally by W. N. Tyler, and the Christmas gift came as a tribute of the New York store managers to the recipient's ability and popularity.

I. Davega, Jr., New York, has been incorporated with a capital of $10,000 to deal in phonographs. Directors: R. L. Davega, I. Davega, Jr., and F. Ottolengui, all of New York.

REPORTER'S VIVID IMAGINATION.

Conjures a Weekly Talking Machine Recital in the U. S. Circuit Court of Appeals—Some Fanciful Remarks Based Upon Recent Talking Machine Litigation.

To those familiar with events the following from the usually correct and always brilliant New York Sun is the acme of absurdity:

"One of the weekly events of the Post Office Building is the graphophone concert given every Friday afternoon on the fourth floor by the Judges of the United States Circuit Court of Appeals. There is a great deal of litigation in that court just now over various features in various phonographic machines. To make up their minds regarding the working of these different features and how much if any infraction of the rights of another machine is made, the judges find it necessary to compare the machines in action. From this springs the Friday afternoon concert, it being on that day that the various phonograph cases are considered. Every variety of tune is played and there is always a large and silent but appreciative audience of Federal deputy marshals, lawyers and chance passersby in the corridor outside the judicial chamber."

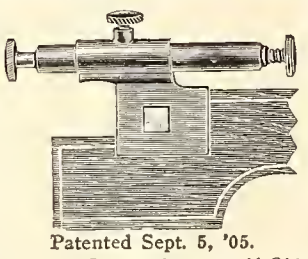
As a matter of fact, on a Friday several talking machine cases have been argued in the United States Circuit Court of Appeals, a coincidence only, and some machines were in the courtroom as exhibits. They are never played, but are employed to demonstrate mechanical combinations, the explanation being more lucid to the honorable court when the actual working order is shown, and in which a record plays no part. The last case argued was that of the American Graphophone Co. against the Universal Talking Machine Co. and the American Record Co., on the appeal of the Jones duplicating patent, which was on the calendar for Friday, December 6, when some machines remained in court, though it was not actually reached until the Monday following. The imagination of a daily newspaper reporter knows no bounds, however. His "stories" are fast becoming, not transcripts of fact or truth, but word pictures in the same sense as stage presentations are exaggerated reproductions of scenes from life, often improbable if not ridiculous, but pleasing and entertaining withal.

CANADIAN TARIFF ADVANCED.

Owing to the fact that the Canadian tariff on talking machines made in the United States has been advanced from 25 to 30 per cent., and the tariff on British-made goods considerably increased, it is said by the various importers in that country that an advance in the prices of the goods will be absolutely necessary after the first of the year. The exact extent of the advance has not been decided upon as yet.

The Boston Cycle & Sundry Co., through J. W. Linscott sent out very attractive New Year remembrances in the shape of a small folder with a calendar on one leaf and a quotation from "Poor Richard" on the other.

S. Laroe & Son, Woonsocket, R. I., in addition to pianos, handle an excellent line of talking machines and records. Their assortment of records is very complete, as they endeavor to keep every number listed in the catalogues.

JUST OUT
PRUDON'S STOP GAUGE
For Phonographs.

An attachment for repeating Records from the exact place where the piece begins. Nothing better for Dance Music.
Home and Standard, Price 75c.
Triumph, - " $1.00
Patented Sept. 5, '05.
In ordering state if Old or New Models.
Dealers and Jobbers Supplied.
L. T. PRUDON, Mfr., 921 Demott St., W. Hoboken, N. J.

THE CONFIDENCE THAT WON.

A Story of a Slow Account, a Hibernating Customer, and a Self-Satisfied Salesman Who Did the Pushing and Awakening.

BY J. W. BINDER.
(Reproduced by permission of "System.")

"Beckert," exclaimed General Manager Jamieson, of the Amalgamated Phonograph Company, "that Columbus jobber's account is far from satisfactory. Not only does it not move, but collections are exceedingly slow."

Beckert was the manager of the jobbing sales department. He was a man who was at all times entirely satisfied with himself. His private opinion was that a mighty fine job had been done when the Beckert family was originated, and there is no doubt that he considered himself the finest specimen to date.

Perhaps this explains why he occupied the position he did. "Who sold that account?" he queried easily.

"You ought to know," answered the general manager, "it's a jobbing account."

"That doesn't follow, Mr. Jamieson. I think you had one or two jobbing accounts before I came with this company."

The sarcasm was not lost. There was hardly another department head who would have dared to attempt it.

The chief accountant in response to Mr. Jamieson's bell, after an examination of his ledgers, laid a transcript of the account before the chief. It showed that his account was four years old and that the average monthly sales had been decreasing, while the balance had been growing larger.

Beckert examined the figures. "Looks like one of old Pop Franklin's accounts," he said; and added, "all right, boss, I'll go out there on the night train. See you the day after to-morrow."

"Better take two days," called the general manager after him as he was going out of the door.

"One will be plenty," cheerily answered the disappearing wholesaler.

Eight-fifteen next morning saw Mr. Beckert, cleanly shaven and looking none the worse for his night on the sleeper, emerge from his hotel in Columbus. He was feeling perfectly satisfied with himself and the world in general; his plan of campaign was all mapped out and he was about to make his first move.

Entering the largest department store in the city, he walked through it at his leisure. He found no phonographs on sale. This he had expected. He was at the office of the store two minutes after nine. At ten-fifteen he emerged. He still smiled. He had a conditional contract to place his line in the store provided certain advertising arrangements could be perfected.

Now for his second move. The man with the unsatisfactory account was named Sutch. He had a big general hardware and sporting goods store in an excellent location.

Beckert entered; he walked through the store and after some search found the phonograph department in a space about twenty feet square in the rear of the store. He approached a clerk who had just closed a transaction with a customer involving the sale of two pounds of No. 6 birdshot.

"Good morning, sir, I would like to get a phonograph record, number 32,864."

The clerk looked over a pile of printed matter to find what shelf that series of numbers was on.

After about five minutes he said: "Sorry, sir, but we don't have it."

"Then," continued Beckert, "perhaps you can find me 32,854 or 32,856."

Again the search, and again the same result. This time the clerk volunteered the information: "I guess those are March records (this was June); we haven't them in yet."

"All right," said the genial Beckert, "I really didn't want them very much, anyway. Is Mr. Sutch in?"

"No, but I expect him any minute. Here he comes now."

"Good morning, Mr. Sutch," cheerily said Mr. Beckert, extending his hand. "I am Walton H. Beckert, of the Amalgamated Phonograph Company."

A surly, "Good morning, I can't see you now, come back after noon," was all he got in reply.

"Beg pardon," he suavely replied. "You'll see me right now, Mr. Sutch, and no other time. I have from now to 5:30 to either get your check for your balance and show you how to sell phonographs or to move the line into the store of Blank & Blank. Now let's get busy."

The hardware man seemed to get more time right away. "Come in here," he said leading the way into the private office.

"What do I owe your concern?" he asked.

"Seven hundred and fifty dollars," snapped Beckert.

"How much will you allow me for the junk out there?" asked Sutch.

"Not a cent," said Beckert. "We are in business to *sell* goods, not to take them back."

"But," said Sutch hotly, "I can't sell the stuff."

"I don't wonder at all," answered Beckert. "I tried my best to buy some a few minutes ago, but you either didn't have it or your clerk couldn't find anything that was less than two months old. Where do you think you are? In Russia? Do you think the people of Columbus who demand four and five editions of a daily newspaper will be satisfied to take phonograph records a year old? Great Scott! Get awake, man."

Beckert in action was a fine sight. Here was something he knew all about—selling phonographs and records. He was a specialist and he knew that he was; hence he proceeded to talk to Sutch like a missionary spreading the gospel. He dilated upon the possibilities of the business, sketched in a few brief sentences its magnificent growth, alluded to the profits to be made and closed by saying:

"Sutch, I want to tell you: if you will give me one of your good men and let me put that line up front, make a window display and put an advertisement in the afternoon papers, I'll show you before I get out of this town at 5:30 this evening that this business is not a joke.

"I'd rather convert you than move the line. What do you say? Is it a go?"

The fire and zeal, the absolute sincerity, confidence and conviction of the man had carried the day.

"All right—go ahead," was Sutch's reply.

"Not so fast," said Beckert. "Write me out a check for that balance first, and lose no time about it. I've got a little work to do to-day."

The check was written, handed over, and Beckert pulled out the form of an advertisement which he had drafted at the hotel that morning. He marked it ten inches triple, and said:

"Send that down to the *Leader* office by a boy. Tell him it must be in the noon edition. Tell them to charge it to Sutch."

The boy left on the run and Beckert with the shot-selling clerk got to work. There was no thought of lunch. The transformation went steadily and rapidly forward and by two o'clock a space in the front of the store had been cleared and the records and machines transferred. Beckert climbed into the window and fitted up a novel display in which a phonograph trumpet, a barrel, and a large square and compass played prominent parts. He placed one of the largest machines directly inside of the big doors and hired a boy to keep it going with popular selections from his sample case.

Soon a crowd began to gather and business began to move. Demands for the records which were being played were met by the suave Beckert with, "No, we don't have them; these are samples; our regular stock will be here to-morrow. If you'll leave your name and address we'll send them around."

To Sutch, who remonstrated, Beckert said: "That's all right, old man, I wired a four hundred dollar order to the factory in your name an hour ago. The records will be out by express to-morrow. This business is going to move from now on."

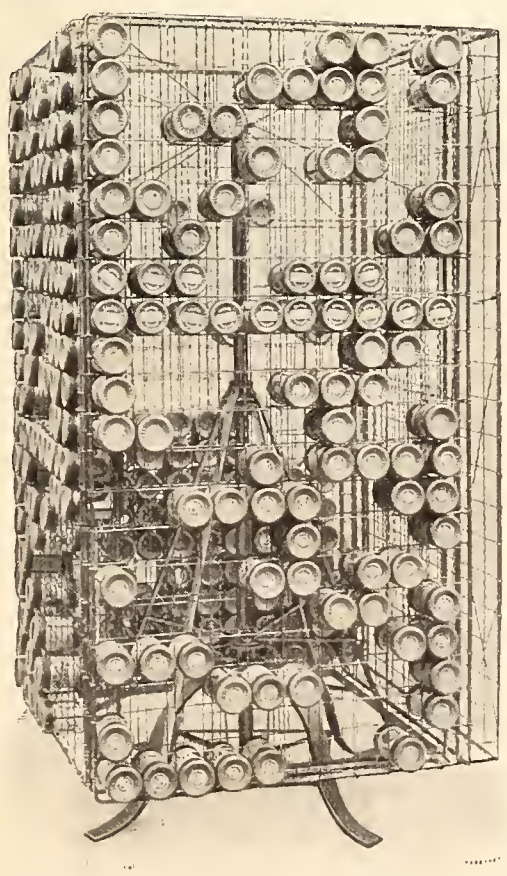
Sutch was game, and that Beckert was right is proved by the fact that to-day hardware and phonographs occupy adjoining stores; and if you ask Mr. Sutch the reason, he will tell you that the man who is to blame is Beckert.

General Manager Jamieson says: "Absolute confidence in yourself and in your goods leads to enthusiasm; enthusiasm sells goods."

And Beckert is still satisfied with himself.

According to the Chicago Tribune, C. E. Goodwin, of Lyon & Healy, joins leading business men in the general story of prosperity. He reports a better sale of talking machine outfits costing $150 to $175 than for the cheaper ones. Among recent purchasers of talking machines at Lyon & Healy's was the Governor of the State of Illinois, who selected an expensive outfit.

Robt. L. Loud, dealer in pianos and talking machines, Buffalo, N. Y., celebrated the closing of a very successful year by giving a smoker to his employes at the Hotel Lafayette on the last day of the old year. The affair was a very enjoyable one.



One Thousand

CYLINDER RECORDS

That's the Capacity of

THE MONARCH

Revolving Rack

You cannot carry records as well any other way. We can hardly keep pace with the demand. Better get your order in

NOW

Catalogue of the complete "Heise System" of racks on application. Shall we send it?

Syracuse Wire Works

SYRACUSE, N. Y.

THE TELEGRAPHONE

Sings Like the Singer; Speaks Like the Speaker

UNLIKE THE OLD-STYLE TALKING MACHINES, WHICH ONLY PARODY THE VOICE—WHICH THE TELEGRAPHONE *DUPLICATES!*

If the "penny arcades" and automatic talking machines can pay the dividends they *are* paying, the returns from these enterprises when they use the Telegraphone, *as they all will*, will be trebled or quadrupled! The explanation is simple—here it is: The old-line phonographic machines, being purely mechanical devices, *cannot* entirely or perfectly reproduce speech or music, for the record cannot "take" but a portion of the sounds committed to it. The result is an *in*human parody of the human voice—a *screech* for a song; a *blast* for a ballad, and a scratchy cackle-like sound for the orator's or actor's speech.

Yet multitudes are amused, diverted and instructed by the present crude methods of *imitating* music or speech. Crowds flock to the little theatres given over to this form of innocent pleasure.

The TELEGRAPHONE records *precisely* what is sung or said into it and gives it out *exactly* as received. Having nothing mechanical about it—no scratches, squeaks, buzzes or explosions—THE TELEGRAPHONE SINGS LIKE THE SINGER AND SPEAKS LIKE THE SPEAKER.

FROM SCIENTISTS

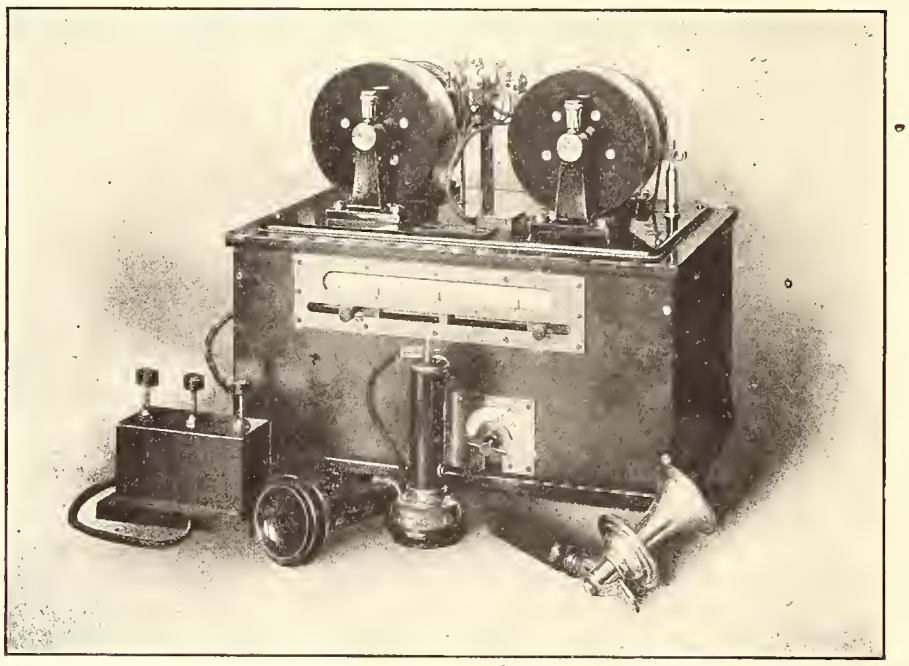
MR. ALEXANDER GRAHAM BELL, inventor of the Bell telephone, says: "I do not know of anything in the work of recent years in electricity more worthy of being presented to the readers of the Smithsonian report."

LORD KELVIN, the dean and most celebrated of all English scientists, writes: "Mr. Poulsen's TELEGRAPHONE is a very beautiful and interesting application of magnetism to record speech of the telephone. It seems to me likely to prove of greatest utility."

G. MARCONI, inventor of wireless telegraph, says: "The Poulsen TELEGRAPHONE is a wonderful and useful invention."

SIR WILLIAM PREECE, K. C. B., says: "It is one of those things which is going to open the eyes of all our physicists and scientists and theoretical men on the question of the molecular character of all magnetic and electric operations. This continual exchange of energy through electrical connections, through diaphragms and steel circuits, performed by this beautiful instrument of Mr. Poulsen's, is marvelous."

MR. NIKOLA TESLA says: "Mr. Poulsen has made a beautiful invention of scientific as well as practical value."



THE TELEGRAPHONE

An instrument that exactly duplicates the human voice, perfects the telephone and

SUPERSEDES THE TALKING MACHINE

FROM ENGINEERS

MR. DANE SINCLAIR, M. I. E. E., Chief Engineer of the National Telephone Company of London, says: "I got the Poulsen TELEGRAPHONE set to work under all the conditions one could possibly ask for and it was marvelously wonderful. It gave a distinct record of speech not to be compared with any heretofore."

PROF. WM. A. ANTHONY says: "After seeing the TELEGRAPHONE in operation in your office on Saturday, I am free to say that the results obtained from it are fully as surprising as those obtained from the telephone itself in '76."

MR. WM. STANLEY, of the Stanley Instrument Company, 145 Broadway, New York City, says: "The conditions necessary for proper operation are so simple and so inherent in the apparatus that it is next to impossible for it to get out of order or fail to do its duty."

MR. M. J. GAVEY, M. Inst. C. E., M. I. E. E., Electrician to the General Post Office Department of London, says: "An invention of the greatest scientific interest is the Poulsen TELEGRAPHONE, by which a telephone conversation can be permanently recorded on a steel wire and reproduced at any time."

Did You Get Any of the *First* Telephone Stock?

A MODERATE INVESTMENT SUGGESTED

Did You Get Any of the *First* Phonograph Stock?

THE AMERICAN TELEGRAPHONE COMPANY, with an authorized capital of $5,000,000, owns all of the patent and other rights of the Poulsen TELEGRAPHONE for the United States. To build, enlarge and properly equip its factory at Wheeling, W. Va., this company is offering 100,000 shares of its stock to the investing public.

The undersigned, the STERLING DEBENTURE CORPORATION, after a most exhaustive investigation, has underwritten this entire issue and unqualifiedly recommends the same to its friends and to the general public. The undersigned's examination into this enterprise disclosed a sound management, the Board of Directors being conservative, practical men of business and personal standing; patents so broad, comprehensive and protective that the United States and all other Patent Offices declared them to be *basic* patents, thus endorsing Poulsen's claim to discovery of an absolutely new principle in electro-magnetism; an earning capacity larger than those of the telephone or phonograph.

The stock is selling very rapidly and over half of it is already subscribed, and this initial issue will soon be absorbed. The present price is par, $10 a share, which may be paid in full at the time of subscription or in monthly instalments as desired. We most earnestly recommend *prompt* action to investors who desire to take advantage of this remarkable opportunity.

Types of the Danish TELEGRAPHONES may be inspected *and used* at our offices during regular banking hours and visitors are welcome, whether investment is contemplated or not.

To those who wish further or fuller information, and to all persons who wish a complete, illustrated description of this marvelous invention, we recommend the use, to-day, of the RIGHT-HAND Coupon, printed below. There is no obligation, implied or requested, beyond the mere mailing of the coupon. To investors wishing to reserve from 10 to 100 shares (the latter being the limit of single allotment) of the present issue at the present price, we suggest the filling out and mailing of the LEFT-HAND Coupon.

STERLING DEBENTURE CORPORATION

56 Wall Street :: NEW YORK :: FRED C. MacLEAN, Manager

APPLICATION FOR SHARES

STERLING DEBENTURE CORPORATION, 56 Wall St., New York:

GENTLEMEN—Enclosed herewith $..... in New York exchange, being my application for, and payment at the rate of $2 per share upon account of ..... shares of the stock of the American Telegraphone Company. This application is made with the understanding that I will complete payment in full therefor in monthly instalments as advised, or will accept a lesser allotment of shares at your discretion.

Name_____

P. O. Address_____

K 651 GM

FOR SUBSCRIBERS

Every talking machine man who has already seen the TELEGRAPHONE will follow the dictates of simple prudence in making application to-day for as many shares of this stock (within 100, the limit of single allotment) as his means will permit. The allotment is being rapidly made and this advertisement may not appear again. Mail the LEFT-HAND Coupon to-day—you'll thank us for insisting.

FOR INFORMATION

The story of the TELEGRAPHONE will be of peculiar and engrossing interest to every reader of this paper—simply as a true but fascinating narrative of the most wonderful achievement of science since the electric light. Every intelligent person should want to learn about an instrument so revolutionary in its character. Mail the RIGHT-HAND Coupon to-day—you'll never regret it.

REQUEST FOR INFORMATION

STERLING DEBENTURE CORPORATION, 61 Pine St., New York:

GENTLEMEN—You may send your fully illustrated descriptive booklet, "THE TELEGRAPHONE: Its Business, Social and Scientific Uses," to the address below, upon the understanding that I am under no obligation to you in any way beyond the mailing of this coupon.

Name_____

P. O. Address_____

K 651 GM

OPPORTUNITIES IN MEXICO.

Business Flourishing in the Republic South of Rio Grande—Some Trade Items Worth Reading—Dealers Who Desire Trade Connections With Talking Machine Men and Novelty Manufacturers.

(Special to The Talking Machine World.)

City of Mexico, Mex., Jan. 2, 1907.

The opportunities for talking machine men and manufacturers of coin operating machines in the Republic of Mexico are most encouraging. There are plenty of houses throughout the entire repub-

THE ESTABLISHMENT OF A. KIJ.

lic who desire to enter into business alliance with the manufacturers of such products.

It should be understood, too, that business in Mexico was never better than at the present time. To those uninformed regarding the progress of this marvelous country the present condition would be surprising. Mexico is rich, and its purchasing power is vastly increasing, and men in the particular trade to which The Talking Machine World appeals will be interested in learning of the splendid outlets for their goods in the republic south of the Rio Grande.

L. M. RODRIGUEZ AND ASSISTANT.

Here are a few business points which will perhaps interest The World readers: J. Kij, of San Francisco street, Guadalajara, Mexico, is a dealer who has worked up a splendid trade in that charming city. His photograph, together with an interior view of his establishment accompanies this sketch. This progressive Mexican merchant controls a large trade in his particular section. His credit is fine, and he desired something in the way of slot machines which he wishes to purchase direct from the manufacturer.

A. Quezada, Guadalajara, Mexico, desires quotations and catalogues of cinematographs. He expects to place a large sized order for this line of goods the coming year. He owns a well equipped store, and is after the agency of a good house.

L. M. Rodriguez, of Mexico, whose photograph appears in this issue, has a wide experience in the musical and commercial fields throughout the Spanish-American countries. Mr. Rodriguez states to The World that there is a splendid market in Mexico and Cuba, Porto Rico and Panama for talking machines and all kinds of musical novelties.

N. Raso, of the City of Pueblo, Mex., the leading piano dealer and owner of the most magnificent conservatory of music of that city, would like to secure the exclusive agency from a house manufacturing automatic pianos, self-players, mandolins, guitars, etc. He handles pianos of European make, and is most anxious to represent good houses in the above lines. He is a wealthy gentleman, a leading professor of the piano, a musical promoter. Mr. Raso has sold more pianos during the past year than any other concern in the southern part of Mexico.

A. Aucleto Rodriguez, of Torreon, Mexico, is after the exclusive agency of a good piano house manufacturing uprights, automatics and self-players. He owns a large hardware store in that city, and his extensive trade connections throughout the northern part of Mexico offer him an excellent field for this line.

Garriga & Co., Leon, Gto., Mex., are in the market for a first-class make of a piano self-player. While they are engaged in a paper mill business, they wish to place a cash order for one for their own use. This is a very wealthy firm, well known throughout Mexico.

THE DOUGLAS-VICTOR SUIT.

Papers Filed by Counsel for Complainants Alleging Grievances Suffered.

(Special to The Talking Machine World.)

Trenton, N. J., Dec. 31, 1906.

Last week papers in the suit of the Douglas Phonograph Co., jobbers, New York, against the Victor Talking Machine Co., Camden, N. J., were filed by Herbert N. Knight, counsel for the complainants, in the equity branch of the United States Circuit Court in this city. Believing that the defense will carry the case to the United States Supreme Court before a final decision is reached, the complainants have anticipated such delay by instituting suit for damages for breach of contract in the law branch of the same court, putting their claim at $100,000 for the six months which have elapsed since the contract with the Victor Co. is alleged to have been broken by the defendants.

The bill, a lengthy document, recites the grievances under which the complainants are said to have suffered in the loss of business. It directs especial attention to one clause of the contract that reserves to the defendant company "the right to cancel the contract at any time for any cause, or without cause, and without prior notification to the complainant," and which the complainant insists is one of the most arbitrary documents ever promulgated by a corporation having a monopoly of its business. Charges of conspiracy to cripple and weaken the office and selling force of the Douglas Phonograph Co., as well as other serious allegations are also included in the moving papers. The defense have thirty days in which to file their answer.

BUSINESS HAS STARTED TO GROW.

So Says Mr. Switky—Nonsensical to Claim It Has Reached Its Limit—Good Retail After Holiday Trade—How Exchange Proposition Would Pay—The Needle Question.

The new year has opened with a rush in the retail talking machine trade in this city, and the sales of records for the first seven days have far surpassed those for the same period of any previous year. There has been a steady demand for new talking machines, and mostly of the better quality. Benj. Switky, whose three stores, each located so as to reach different classes of trade, comments on the trade condition in this wise: "The idea that the talking machine business has reached its limit is the greatest nonsense. The business has just started to grow. Many who purchased cheap machines within a comparatively recent period are now exchanging them for the best made, and are continually adding to their stock of records. I believe that an exchange proposition that would permit the dealer to make a moderate allowance for old records would greatly assist the business. Many would buy machines if they could exchange their records when worn out, receiving some value, however small, for them.

"The matter of obtaining satisfactory needles has been agitating the trade for some time. The lack of uniformity of temper seems to be the greatest difficulty, and many come through without being properly pointed. The regularity with which even the most improvident meet their instalments on machines is another surprising feature of the business."

On the first of the year B. T. Burlingham, McGraw, N. Y., moved into new and larger quarters on Main street.

WRITE US FOR PRICES

ON CRANES
STANDS
AND HORNS

We can give Interesting Prices and can make Immediate Shipment.

ECLIPSE PHONOGRAPH CO.

203 WASHINGTON STREET, HOBOKEN, N. J.

COPYRIGHT AMENDMENTS.

Some of Those Presented by Well Known Authorities and Published by the Register of Copyrights—Interesting to Talking Machine Men—Their Adoption to be Determined Later by National Legislature.

The Register of Copyrights, Thorvald Solberg, has compiled, for the use of the Patents Committees of the United States Senate and the House of Representatives, before whom the hearings were held Dec. 7, 8, 10 and 11, on the Copyright bill (Senate, 6,330; House, 19,853), the amendments proposed, together with other criticisms and suggestions submitted to the committees or received since by the copyright office. While the text of the bill spreads over sixteen printed pages, the changes, etc., leugthen out to 117 pages, and in which scarcely a sectiou or paragraph is exempt. In addition a separate pamphlet of 35 pages embodies "comment upon the bill" by the copyright committees of the American Bar Association and the Association of the Bar of the City of New York. The amendments credited to the talking machine industry in this formidable opposing array, including experts, attorneys, inventors, etc., follow:

By Paul H. Cromelin, vice-president Columbia Phonograph Co., General, New York—Strike out paragraph G of section 1, and its dependent clauses. Omit from the bill section 64 and substitute in lieu thereof the following: "Sec. 64—That in the interpretation and construction of this act the words 'production,' 'reproduction,' 'work,' or 'writing' shall not be deemed to include perforated music rolls used for playing mechanical instruments, records used for the reproduction of sound waves, or other mechanical devices designed for the production or reproduction of sound, or the plates, molds, matrices, or other means by which such mechanical devices are made."

By Horace Pettit, counsel to Victor Talking Machine Co., Camden, N. J.—Add to Sec. 1 (G) at the eud thereof the following: "Provided, That nothing herein contained iu clause (g) shall interfere with or supersede any rights under the patent laws. And provided further, That the owner or proprietors of the copyright as to the subjects included in this clause (g) shall grant license to any manufacturer upon the written request of any such manufacturer to make, sell, use, distribute or let for hire any of the said devices, contrivances or appliances upon tender of payment of a reasonable royalty for the same."

The American Bar Association suggested that clause F of section 1 be amended in this way: "To publicly perform for profit a copyrighted musical work, or any part thereof, or for the purpose of public performance for profit, or the purposes set forth in sub-section (b) hereof to make any arrangement or setting of such work or of the melody thereof, in any system of notation or form of record in which the thought of an author may be recorded, and from which it may be read or reproduced."

The New York Bar Association advised that subdivision G of section 1, the keynote of the situation so far as the trade is concerned, should not make it an infringement of a copyright to make or sell the machine capable of reproducing music, but only the unauthorized use of copyrighted music on such machines, and should therefore read:

"To reproduce to the ear the whole or any material part of such copyrighted musical work by means of any device, contrivance or appliance adapted to that purpose."

A number of antagonistic amendments submitted by representatives of the mechauical instrument interests also exempt records. The companies have notified the trade to feel no uneasiness over the outcome of this proposed legislation.

Giles B. Miller, an Edison jobber at Rochester, N. Y., died at his home in that city on December 9. He was seventy-six years of age, and had been in the piano and music business in Rochester since 1873.

WINDOWS AS SALESMEN.

Work Day and Night and Sundays—Pays to Use Them Intelligently—Best of Advertising and Should be Well Dressed Like Your Salesman—Some Timely Pointers.

Have you ever thought what an important member of your sales force the show window is? How it works all hours of the day and night, and even Sundays, it so desired, without complaining, calling the attention of the passing public to the beauties of the products you have to offer?

If you have realized the importance of the window do you know what a profitable investment is the time, energy and even money spent in dressing it attractively and convincingly? To produce results the goods must not be merely jumbled together, but must be so arranged that a story is told, a story of honest values and real merit. A properly dressed window, actually containing the goods, should prove more convincing than any ad. written. But in many cases that result is not attained.

A window is advertising and as certain and sure a medium as is newspaper space, but it is precisely the reverse of newspaper advertising. In an ad. the words stimulate the imagination to think how such and such an article will look and by suggestion create a desire for the article; a cut of the piano may or may not be shown, but in any case it is only to assist the reader to imagine the piano itself. The ad. gives the selling points and does not show the piano. The window, on the other hand, shows the piano itself and does not bring out any selling points. The imagination here is drawn on for facts.

Make your ad. so convincing and so clear that the reader is interested and you have a "prospect." Make your window so attractive and so suggestive that the looker is caught and you have a "prospect." Make the window a supplement of the ad. and you have a double hold on the customer.

When a customer is convinced regarding the desirability of an article before eutering the store through the medium of the "ad." and window, a great deal of the salesman's time is saved, which, in another case, would be used up in preliminary talk, and the time thus saved cau be applied to making another sale.

A window attracts the notice of passers-by—few people make a business of looking in them. They must be forced to look. If a window is filled with a large number of miscellaneous instruments it will not call the attention of the casual passer. The only one to whom that window will appeal is the merely curious, not the possible purchaser. Four or five machines, some of the latest horns and specialties, well displayed and in harmony with each other, will bring new trade and interest regular trade to the extent of creating a desire that was not already formed.

PETMECKY NEEDLES POPULAR.

The Petmecky Co., manufacturers of the Petmecky Multitone self-sharpening needles, Kansas City, Mo., are having a tremendous demand for these specialties which have won a splendid prestige not only in this country, but abroad. Their merits are broadly acknowledged and there seems to be a great future for this business.

THE VALUE OF SYSTEM.

The fact that the top rounds in the ladder of fame are never crowded is due very largely to a loose wheel in the business mechanism. It may be so small, and apparently unimportant, that it is not noticed, but allowed to run on and on until at last, no longer able to keep pace with its fellows, it drops from its axle, down among the whirling wheels below, clogging them and bringing the whole machine to an abrupt and disastrous standstill.

There are many of these little wheels, but the one which the talking machine dealer should watch most closely in order that his trade vehicle may propel him safely and smoothly up the steep grade to prosperity, is system. I can bring to mind no profession which requires so strenuous an application of system as does that of the talking machine.

A dealer may enjoy a large trade, be located advantageously, and have every chance for success, and yet fail utterly. Cause—lack of system.

Perhaps his stock of records is not arranged systematically, thus haudicapping him in waiting upon his patrons with becoming promptness.

Then agaiu his window may show neglect due to the same cause.

Thirdly, his business may suffer through the irregularity of advertisement.

Any one of the three forerunners of disaster named above will demolish the business machine sooner or later, and if allowed to work in unison they will, of course, hasten the end.

Therefore, the dealer who is wondering why success does not come to him as it does to his more lucky competitors and who is disgusted with his business and himself, need be disgusted no longer, for in system he will find a sure antidote for his trouble.

HOWARD TAYLOR MIDDLETON.

The private office of the Governor of New Jersey has just been equipped with a full set of commercial graphophones. The office of the Secretary of State has also been similarly supplied. The Columbia Record says en passant that "the introduction of the commercial graphophone into the executive mansion has nothing whatever to do with 'machine politics.'"

60 YEARS' EXPERIENCE
PATENTS
TRADE MARKS
DESIGNS
COPYRIGHTS &c.
Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.
Patents taken through Munn & Co. receive *special notice*, without charge, in the
Scientific American.
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

Mr. Dealer:
If you want always to get the goods, send your orders to a house of exclusive
Victor Jobbers.
STANLEY & PEARSALL,
541 Fifth Avenue, N. Y.

A CLEVER MENU

Of Appetizing Musical Morsels for the Lover of Good Things.

George L. Bassett, manager of the talking machine business of W. C. DeForeest & Son, Sharon, Pa., has favored us with a copy of a Thanksgiving menu which C. H. Denslow of that house composed to be issued to their retail trade at Thanksgiving. A few days before, the DeForeest Co. mailed to each of the dealers one of these cards as a suggestion in case they cared to adopt it in getting out any special advertising desired.

MENU

Chicken Chowder No. 9385 — Pearl of California No. 9065 — Bird Imitations No. 8189

Oysters and Clams No. 8730

Nothing from Nothing LEAVES YOU No. 9155 — Fishing No. 9106

Olives — Radishes — Celery — Imagination No. 8835

Lobster PROMENADE No 8540 — Sea Shell WALTZ No. 8322 — Rabbit Hash No. 8328

Champagne GALLOP No. 9378

Turkey IN THE STRAW No. 8293 — A Rare Old Bird ?? No. 8925 — WITH Wings OF LOVE No. 8710

WHERE THE Sweet Potatoes GROW No. 8810 — Sauer Kraut IS BULLY No. 4023

PREACHER AND Bear No. 9000

FOWL AND GAME In Season — Irish Canary No. 8647 — MY Kangaroo No. 8727 — Mr. Thomas Cat No. 8132

Cocoanut (DANCE) No. 2604 — Possum Pie No. 8697 — Brandywine (MEDLEY) No. 8748

GENERAL Hardtack (No. 8670) — Old Apple TREE (No. 8958)

Watermelon VINE (No. 8905)

International Cake WALK (No. 8236) — Peaches and Cream (No. 9359)

OVER THE Pilsner Floam No 8642 — WHERE THE Wurzburger Flows No. 8232 — UNDER THE Anheuser Bush 8575

Laughing Water No 8532

Is There Anything Else You'd Like? (No. 7673) — Gimme the Leavin's 8912

Wouldn't it Make You Hungry? No. 8602 — Short Stories By Frank Bush 9163

In this connection Mr. Bassett says: "We note that an Ohio dealer, doing business under the name of Knoske Music Store, has gone a little further than we intended should be done in the matter, and has forwarded an exact duplicate of our menu to the National Phonograph Co., who have inserted in the January issue of the Edison Phonograph Monthly, page 18, a fac-simile copy of this menu, purporting to come from Knoske's Music Store."

As a matter of course, the DeForeest people are very anxious that the originators of this menu should be properly credited and have asked us to reproduce it in The World.

GRAPHOPHONE FOR MRS. MARCONI.

Under the immediate supervision of Thomas H. Macdonald, manager of the Columbia factory at Bridgeport, Conn., one of the handsomest graphophones that has ever been constructed has been made for shipment in the near future, to Mrs. Marconi, wife of the wireless wizard, who has recently associated himself with the Columbia Phonograph Co. as consulting physicist. This beautiful graphophone is of the BD style, with specially finished mahogany cabinet, and the metal parts, as well as the horn, are done in gold. The motor is hand finished in nickel and gun metal, and nothing has been left undone to make the gift as pleasant a reminder to Mrs. Marconi, as possible, of her visit to the factory last autumn.

INCORPORATED.

The Universal Automatic Vending Machine Co., of New York, was incorporated at Albany this week with a capital of $50,000. Directors: G. G. S. Merry, Hartman Neuschafer, Henry Bischoff, New York.

George C. Steffen, manager of the Rohlfing Sons Music Co.'s talking machine department, is now a member of Milwaukee's City Council. He is regarded as a very capable official, one who will be a credit to the Cream City.

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., Jan. 6, 1907.

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

DECEMBER 10.

Adelaide, 507 pkgs., $15,350; Berlin, 257 pkgs., $2,935; Bradford, 50 pkgs., $249; Brussels, 1 pkg., $120; Buenos Ayres, 11 pkgs., $978; 35 pkgs., $1,084; 9 pkgs., $786; Calcutta, 5 pkgs., $197; Cape Town, 451 pkgs., $14,732; Cardiff, 7 pkgs., $389; 50 pkgs., $323; Corinto, 5 pkgs., $1,347; Glasgow, 81 pkgs., $1,684; Hamburg, 13 pkgs., $401; Havana, 27 pkgs., $305; 16 pkgs., $516; 14 pkgs., $328; Havre, 9 pkgs., $466; 28 pkgs., $1,415; La Guayra, 3 pkgs., $149; Leeds, 3 pkgs., $249; Liverpool, 126 pkgs., $807; London, 8 pkgs., $406; 31 pkgs., $1,848; 1,672 pkgs., $24,919; Manaos, 11 pkgs., $592; Manchester, 157 pkgs., $1,234; Montevideo, 43 pkgs., $3,483; Newcastle, 68 pkgs., $421; Oporto, 7 pkgs., $114; Santiago, 20 pkgs., $634; Sheffield, 112 pkgs., $855; St. Petersburg, 30 pkgs., $1,138; Trinidad, 5 pkgs., $135; Vienna, 4 pkgs., $134; Warsaw, 6 pkgs., $153.

DECEMBER 17.

Alexandria, 18 pkgs., $271; Bangkok, 2 pkgs., $108; Belfast, 35 pkgs., $242; Berlin, 242 pkgs., $3,909; Bradford, 50 pkgs., $307; 49 pkgs., $298; Bristol, 40 pkgs., $225; Brussels, 160 pkgs., $1,156; Buenos Ayres, 23 pkgs., $370; 18 pkgs., $1,255; Calcutta, 12 pkgs., $460; Cardiff, 50 pkgs., $323; 14 pkgs., $432; 50 pkgs., $323; Fort de France, 3 pkgs., $265; Glasgow, 59 pkgs., $581; Guayaquil, 3 pkgs., $103; Havana, 30 pkgs., $874; Havre, 18 pkgs., $795; La Paz, 46 pkgs., $1,177; Leeds, 39 pkgs., $312; London, 21 pkgs., $1,750; 2,034 pkgs. $20,042; 3 pkgs., $65; Liverpool, 314 pkgs., $2,861; 126 pkgs., $805; Manchester, 184 pkgs., $1,299; 30 pkgs., $156; Manila, 24 pkgs., $2,283; Melbourne, 135 pkgs., $3,317; 6 pkgs., $135; Milan, 123 pkgs., $2,305; Montevideo, 21 pkgs., $130; Newcastle, 15 pkgs., $115; 68 pkgs., $421; Neuvitas, 13 pkgs., $232; Rio de Janeiro, 14 pkgs., $773; 23 pkgs., $566; Santiago, 4 pkgs., $248; Sheffield, 56 pkgs., $496; Singapore, 4 pkgs., $135; St. Petersburg, 22 pkgs., $753; Valparaiso, 26 pkgs., $1,458; Vera Cruz, 21 pkgs., $624; Vienna, 7 pkgs., $104; Yokohama, 310 pkgs., $13,961.

DECEMBER 24.

Antwerp, 3 pkgs., $230; Berlin, 252 pkgs., $2,343; Calcutta, 12 pkgs., $259; Callao, 6 pkgs., $325; Cardiff, 12 pkgs., $159; Cape Town, 4 pkgs., $121; Corinto, 1 pkg., $172; Glasgow, 28 pkgs., $207; Guayaquil, 5 pkgs., $147; Havana, 25 pkgs., $1,410; 9 pkgs., $770; Havre, 16 pkgs., $773; 6 pkgs., $238; Liverpool, 2 pkgs., $150; London, 1,900 pkgs., $18,625; 16 pkgs., $998; Montevideo, 18 pkgs., $1,996; Para, 7 pkgs., $361; Santiago, 15 pkgs., $485; Santos, 4 pkgs., $172; St. Petersburg, 21 pkgs., $860; Sydney, 78 pkgs., $1,776; Trinidad, 11 pkgs., $169; Vera Cruz, 367 pkgs., $5,489; Vienna, 11 pkgs., $246.

DECEMBER 31.

Antwerp, 50 pkgs., $4,500; Batavia, 2 pkgs., $188; Bangkok, 2 pkgs., $270; Berlin, 235 pkgs., $2,628; Bombay, 17 pkgs., $627; Bradford, 48 pkgs., $293; Brussels, 50 pkgs., $265; Buenos Ayres, 12 pkgs., $1,029; Cardiff, 19 pkgs., $160; Glasgow, 71 pkgs., $1,045; Havana, 17 pkgs., $443; 14 pkgs., $286; Hamburg, 7 pkgs., $229; Leeds, 51 pkgs., $372; Liverpool, 267 pkgs., $1,729; 384 pkgs., $1,802; 138 pkgs., $3,991; London, 1,827 pkgs., $16,986; 186 pkgs., $1,608; Limon, 7 pkgs., $316; Manchester, 53 pkgs., $379; 161 pkgs., $981; Newcastle, 11 pkgs., $104; Nuevitas, 15 pkgs., $338; Singapore, 2 pkgs., $220; St. Petersburg, 7 pkgs., $675; Sheffield, 82 pkgs., $546; Tampico, 30 pkgs., $410; Vera Cruz, 175 pkgs., $2,408; Vienna, 15 pkgs., $610.

To the Trade:

We have just completed certain improvements on

FLOWER HORNS

which will place these HORNS as the superior of any Horn on the market in

Design, Finish and Strength,

without departing from regular flower horn shape.

For further particulars address

THE NEW JERSEY SHEET METAL CO.

Manufacturers of the Most Complete Line of Flower Horns

9-11 Crawford Street NEWARK, N. J.

THE TALKING MACHINE IN POLITICS.

The Approach of Presidential Election Offers a Rare Chance for the Talking Machine Dealer to Increase His Sales by Catering to Clubs, Stump Speakers, Etc.

Now that the first guns in the Presidential battle are being loaded, it is time for the talking machine dealer to know what a rare opportunity it affords him in the way of extending his business.

Every political club should have a talking machine, for it will prove invaluable in many ways. First of all, it is great for amusement purposes, and as an inspirer of patriotism, it has no equal. Then again, when the campaign is at its height and John Doe, the Republican candidate for President, has his staunch lieutenants scattered throughout the country fighting tooth and nail for their champion, if he wishes to create a perfect deluge of sensations, he will prepare a short, earnest plea, an oratorical speech in his own behalf, and speak it into a talking machine. The records thus made, he will circulate among his adherents, thus enabling thousands of people to hear his voice and to become captivated by it, who could in all probability be reached in no other way.

Let us go to a political meeting for a moment in order that we may see for ourselves how conspicuously the talking machine may figure there to advantage. The speaker of the evening is lauding his party and its leader, and with a great burst of eloquence he ends as follows:

"While the great man whom we desire to serve and who has chosen us as his faithful followers, cannot be with us in person to-night, we may still have the privilege of listening to his voice."

He turns to the talking machine beside him on the stage and touches the starting lever. Then a short address of the presidential candidate in all its vibrant mellowness comes from the horn, while the assembled multitude sits spellbound:

"My very dear friends, while not with you in person to-night, believe me, I am with you in spirit, and I wish to thank you for your earnest co-operation in the cause for which we are fighting, and which will eventually triumph. It is the cause of the right against the wrong, therefore, it must win! I call upon you to-night to use every worthy endeavor to aid this cause of ours, and I promise you on the word of your leader, the one chosen by you to bear the banner of your party, that when the victory comes, it will find the reins of government in the hands of an honest man."

As the last echo dies away, the audience breaks into wild and prolonged cheering, and the meeting ends with a feeling of assurance not to be denied. The people have heard the voice of their leader, and it pleases them. He has spoken to them a few well-chosen words direct from his heart, and they are satisfied. They have no fear now; their vote will be polled with perfect confidence.

Of course, the big election is rather distant, but, as stated above, the first guns are being loaded and before they are fired there will be many small ones for the dealer to practice on.

The talking machine will play a more prominent part in politics during the coming campaign than ever before. You may count on that, Mr. Dealer, and now is the time to lay the foundation for your campaign in that direction.

HOWARD TAYLOR MIDDLETON.

LINOTYPE AND TALKER COMBINED.

Compositors Setting Type Direct from Record on Commercial Machine.

The suggestion that newspaper reporters and editors could dictate to a commercial talking machine, and the linotype operators set their matter direct from the record, has become an absolute fact, and one of the large law printing houses in this city has adopted this idea. Several reproducing machines have been placed alongside of the linotypes, and as fast as the court stenographer can dictate his notes into the recording machines the records are sent to the operators. It has been found to save much time, and the results obtained are equal if not superior to those of the former method of setting the type from copy. Several other printing houses have taken the matter up, and if the trial now in progress continues to prove satisfactory, its general adoption is looked for. The great drawback to the plan lies with the dictator, who is liable to be inaccurate.

CHEAP PHONOGRAPHS CLASSED AS TOYS.

(Special to The Talking Machine World.)

Washington, D. C., Jan. 7, 1907.

The Board of United States Appraisers, in an opinion written by Judge Fischer and handed down December 28, 1906, the protest of Samstag & Hilder Bros. against the assessment of duty by the collector of customs at Boston, Mass., on an invoice of toy talking machines was upheld. The protest related to small phonographs of a cheap, flimsy character, incapable of accurately reproducing musical pieces or speech. The board sustained the importers' contention that they should have been classified as toys under paragraph 418 of the Tariff Act, and dutiable at 35 per cent.

TRADE NEWS FROM SAN FRANCISCO.

Enormous Business Transacted During the Holidays and the Dealers Unable to Supply the Demands—The Outlook Most Promising in Every Respect—Situation Reviewed.

(Special to The Talking Machine World.)

San Francisco, Cal., Jan. 1, 1907.

Two things stand out with distinctness in the talking machine trade of San Francisco. These are the shortage of goods and the record-breaking demand. Both wholesale and retail stocks are low, and in some of the higher-priced goods there is an absolute lack. Sherman, Clay & Co. have just got in a carload of machines and are still more than a thousand machines behind on orders. A similar condition prevails at all of the large stores.

The talking machine department of the new Fillmore street store of Eilers Music Co. is now in complete running order, and a big business is being done. A number of apartments, each provided with double sound-proof walls, have been fitted up.

The Columbia Phonograph Co. report that an enormous number of talking machines were purchased for Christmas presents. There has also been a heavy sale of Columbia commercial machines. Both lines are practically sold out at present.

Francis W. Downe, formerly of New York, who is now in charge of the commercial department of the Columbia establishment at this place, is now getting his department well in hand and is prepared to begin an active year.

Peter Bacigalupi, of Peter Bacigalupi & Son, also reports a shortage of stock. He is now closing the best holiday season he has ever had. In order to supply his trade he has had to buy goods from jobbers all over the east, and wherever he could get them. On the other hand, he has been approached by people from all quarters who want to buy Victor goods. He has also had a steady call for Edison goods.

The George J. Birkel Co. report the arrival of 200 Victor talking machines by express. These were particularly welcome, as the stock was completely exhausted and the coast jobbers were unable to supply the stock.

The capital stock of the Espinosa Phonograph Co., of Mexico City, Mex., has been increased from $150,000 to $200,000, and about $100,000 will be spent in remodeling the company's store.

TALKER ON THE STAGE.

The Columbia Amusement Co. have been producing an extravaganza at the Murray Hill Theater in this city, which is entitled the "Phonograph Girls." It is a musical skit in three parts, and the music is furnished by Columbia graphophones. All of the dances and songs are danced and sung to melodies produced on these instruments. Wherever this number has been shown it has been the hit of the show, and every dance has been encored to the limit. This is the first appearance of this act in this city, and many of the audiences who are not familiar with the up-to-date talking machine are greatly surprised at the splendid results obtained. In every city this part of the performance has acted as the best kind of advertising for the local talking machine dealers, and has done much to bring the Columbia products into the prominence that they so well deserve. After making its circuit the company will return to this city in February, and will show the merits of the graphophone to the residents of Harlem.

NEW HORN LINE POPULAR.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, report that their new line of artistic flower horns are meeting with a phenomenal sale.

NO DEALER

Can afford to be without a big supply of the wonderful PETMECKY Multi-tone Self-sharpening Talking Machine Needles.

It's the LOUD, SOFT, INTERMEDIATE TONE—all in one—NEEDLE. For use on all Disc Talking Machines.
PLAYS TEN RECORDS, any size, any make, THROUGH WITHOUT INJURY.
UNSURPASSED IN PURITY OF TONE PRODUCTION.

FAMOUS FOR STANDARD OF QUALITY UNIVERSALLY PRAISED.
Write or wire for samples of Petmecky Multi-Tone Needles, Interesting Booklet on Needle Lore, Testimonials and Price Quotations on 5,000 to 1,000,000 lots. Prompt deliveries guaranteed.

PETMECKY COMPANY, Sole Manufacturers
SUITE 506, NEW YORK LIFE BUILDING, : : : KANSAS CITY, MO.

PRACTICAL SUGGESTIONS AND COMMENTS.

Wm. F. Hunt, the well-known talking machine man, writes as follows: "Since the appearance of my article in the November issue of The World, treating on the evils of 'aside effects' in records, I have learned that I am not alone in this opinion, but have received favorable comments on the article from several prominent talking machine men. I find that even many of the purchasers of this class of record are not favorably impressed by these noisy effects, but purchase the records for the reason that they contain some good joke or favorite song that they cannot obtain otherwise. The cheering after the rendition of a stirring patriotic air can safely be left to the listener; he will tend to that matter in better form than can be brought out by mechanical means if he is of a patriotic spirit, and if he is not, the mechanical applauding will inspire in him no change of feeling. Another thing which I wish to mention, is that in reproductions of a sketch nature, where mechanical effects are absolutely necessary, the effects are generally most unnatural. For example, the knocking on a door is much too loud in proportion to other sounds and sounds more as if one was trying to gain admission with a sledge hammer than tapping the door with his knuckles. I acknowledge that wonderful improvements have been made in the art of record making, but must say and believe I am right in my statement that these effects have been somewhat neglected.

How to Prevent Screws from Rusting.

It frequently happens that when it becomes necessary to remove a screw from a part of the motor of a talking machine, it has become so tight from rust that it is impossible to remove it without destroying the screw and some of the adjacent parts. If a screw is dipped into a mixture of graphite and oil before being screwed into place it will never rust and can be removed with ease at any time.

How to Prevent a Screw from Working Lose.

It sometimes happens that a screw on the governor spring is caused to work lose by the vibration of the governor when in operation, and retightening fails to remedy the trouble. Smash two or three of the upper threads of the screw and then screw into place firmly.

Oiling Reproducer Arm Sliding Rod.

The best way to oil the reproducer arm sliding rod on a cylinder talking machine is to wipe it with a small piece of cloth saturated with oil. This spreads the oil evenly and in a sufficient quantity. The trouble in oiling these parts with an oil can is that the oil flows too freely, causing it to run from the rod onto the machine and making same unsightly.

Leather for Belts.

For cylinder talking machines the essential features of belts are that they be of a first-class quality of soft pliable leather, of even thickness and width throughout their entire length, and when jointed that no extra thickness or lump is found by the joint; any belts that are uneven in thickness or width, or have a lump at the joint, will cause the mandrel to run unevenly, thereby causing a waver in the tone. The same trouble will be experienced if a belt is too tight or too loose; as, if tight, it pulls so hard on the driving shaft as to cause undue friction in the same; and, if too loose, it will slip on the pulleys, thereby causing the mandrel to run unevenly, which produces a waver in the tone, or what is technically called poor regulation.

The Sapphire Point.

Reproducing buttons made of glass instead of the regulation sapphire point should never, under any circumstances be used, as they will invariably spoil the records.

The Wearing Power of Records.

According to the National Phonograph Co., one Edison "gold moulded" record may be played from 300 to 500 times or more without much damage resulting, while another would be almost worthless after one hundred reproductions. Record wear depends entirely upon conditions and cannot be accurately judged.

Principle of the Telegraphophone.

Replying to an inquiry from a correspondent for information concerning the telegraphone, the New York Sun says: "The telegraphone depends on a principle of local magnetization discovered and made available by Waldemar Poulsen. The essential part of the instrument involves two spools in rapid revolution and a fine steel wire, a hundredth of an inch in diameter, rolled from one upon the other. As the wire passes through the recording part of the instrument it receives local magnetization from a small two-pole electromagnet articulated with the sensitive diaphragm of an ordinary telephone receiver. At each contact following the vibration of the diaphragm the wire is magnetized at that spot. In order to secure sufficient space between the magnetized localities the wire must be speeded to about three metres the second. If now the locally magnetized wire be run at the same rate through a reproducer the local magnetism of each spot attracts the magnet, this sets up in the diaphragm vibrations similar to those originally made by the receiving diaphragm, and thus the voice is reproduced. In another type of record a disc is similarly employed."

Machine Without Needle, Horn or Diaphragm.

It is said that a new talking machine that perfectly reproduces sound without the use of either needle, diaphragm or horn will be put on the market during the coming year. The records are said to be practically indestructible and capable of holding an entire opera, and will be very inexpensive to make. Those who have heard this machine pronounce it marvelous and say it is built on an entirely new principle. Although applications for patents have been made, considerable mystery surrounds the construction of this talking machine, but those who are financially interested in it promise that it will be ready for public examination by next fall, and express their entire confidence in its success.

GREETING

To every one handling Talking Machines and Parts.

Be it Known, that we have installed machinery for making

Screw Machine Products

up to 1 inch in diameter, and believe we can quote your attractive prices.

Send in your samples to

The Wallace Barnes Co.

Bristol, Conn.

SOME QUESTIONS ANSWERED.

Sykesider, Md., Dec. 31, 1906.

Editor Talking Machine World, New York:

Dear Sir—Please inform me through The Talking Machine World on the following questions:

First. Would I be infringing on the patent rights of the talking machine manufacturers of this country if I import machines and records manufactured in Europe and by offering them for sale?

Second. What is the duty on such imports and how figured? Thanking you in advance, I am, yours very truly, O. O. MILLAR.

First. If of the kind and type sold here, yes.

Second. Forty-five per cent. ad valorem.

UNIVERSAL CO.'S FINE QUARTERS.

The Universal Talking Machine Mfg. Co.'s new plant at Camp and Mulberry streets, Newark, N. J., is now in smooth running order. The floors are planned out to the best advantage for handling the business, and the offices are a marked improvement on the former Warren street premises in New York, affording more privacy and conveniences. Superintendent Haug, who has recently taken out a number of patents on sound boxes and tone arm devices, has not only a cozy office on the second floor, looking out on Camp street, but an experimental room fitted up with a modern equipment, as well as a record plant. President Royal also has his quarters on the same floor. The factory has a splendid light on all sides, from the basement to the top story. General Manager Macnabb is commodiously located off the general office on the main floor. The shipping facilities are excellent. On the fifth of the month John J. Foley and H. R. Bruder, the company's two travelers, left for their respective territories. Possibly President Royal may take a trip to meet the trade and get in touch as the new executive. In the event of Mr. Royal not being able to make the journey, Mr. Macnabb will go instead, and be away for several weeks. Mr. Macminemen last month completed a jaunt of 7,000 miles in five and a half weeks, going as far west as Denver, Col. It is likely he will hereafter remain at headquarters in charge of the sales department. By next month the company will have a new concert and a Royal Grand machine ready for the market, as well as a 12-inch record that will retail for $1, on which their new grand opera music will appear—four scores complete.

The American Talking Machine Co., Furey & McArdle, and the Piano Player Co., Omaha, Neb., have been bought up by F. J. McArdle, and will be run under his own name. He has recently taken space in Hayden Bros.' department store of that city and opened a very fine talking machine section.

THE COMMERCIAL GRAPHOPHONE

Endorsed by the Government Authorities—Used at the Recent Hearing on the Northwestern Coal Famine Case in Chicago—How Time Was Saved at President's Request.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,
Chicago, Ill., Jan. 8, 1907.

Although commercial talking machines have been in more or less extensive use throughout the country for some time past, they were placed in a new light at the Government hearing in the Northwestern coal famine case held in this city late in December. It might be said to have put the stamp of official endorsement upon the use of the commercial talker, and the success of the experiment should ensure their frequent use in Government matters in the future.

When the President commanded that evidence in the coal famine case be rushed, a battery of talking machines was placed in the Majestic Hotel in Chicago so that the testimony given at the hearing before the Interstate Commerce Commission in the Federal building might be transcribed in record-breaking time and started on its way to Washington almost before the witness had left the stand.

A relay of stenographers was kept rushing from the courtroom across the street to the hotel with notebooks jammed with testimony fresh from the lips of the witnesses. In the hotel everything was ready for speed. Into the rooms rushed the stenographer, and reading from his notes he would dictate the testimony into the receiver of a talking machine at the rate of 250 words a minute. As soon as a cylinder was full it would be taken from the machine by another stenographer, who would transcribe the record. Not waiting to see the result of his work, the first stenographer would hurry back to the Federal building and begin to take more testimony.

When E. W. McKenna, vice-president of the Chicago, Milwaukee & St. Paul Railroad, left the stand shortly before noon, two-thirds of his testimony had been taken and transcribed in typewritten form, ready to be shipped to Washington.

Thirty minutes after the session adjourned all the testimony was in and most of it was typewritten, ready to go to the President, but a trail of frayed stenographers filed out of the Federal building and graphophones were suffering from hot journals.

According to those in charge of carrying out the President's "hurry up" order, the world's record was made on this occasion in transcribing testimony. Under the old method it would have required three days to transcribe the evidence, but by the new method they reduced the time one-half.

Over in the Federal building J. W. Midgely, a former railroad official, began his testimony at 11 o'clock. A stenographer took a notebook full of it and made a record run to the graphophones. While Midgely was yet testifying, the voice of the stenographer could be heard repeating his previous words into a talking machine.

A moment later and the machine began to repeat Midgely's words to another stenographer, who took them down on a typewriter. Another stenographer rushed into the hotel with more of Midgely's words and began to feed them into another machine, which, when full, would begin to talk back to another stenographer. Still another stenographer dashed in and started a third machine.

A moment later a fourth machine was pressed into service. The room literally was full of Midgely's words, talking in four different sections. When the whole testimony was in, the number of machines gradually went out of service until, when the witness stopped talking in the Federal building, only one machine was in use.

J. B. Finlay, a music dealer of Danville, Ky., has moved to larger quarters in that city, where he will engage in the manufacture of talking machine horns.

ST. LOUIS BREAKS RECORDS

During Holiday Season—Trade Optimistic Over Outlook for 1907.

(Special to The Talking Machine World.)

St. Louis, Mo., Jan. 7, 1907.

The talking machine trade for the month of December has broken all previous records for the same month, and shows how very healthy the demand for amusement of this kind is. Every dealer in the city makes enthusiastic reports, and all are very optimistic as to the new year.

Manager Clancy, of the Columbia Phonograph Co., states that December was the best December they have ever had locally by a large increase, and that the larger proportion of the trade was on high-class instruments.

Manager Ramsdell, manager of the St. Louis Talking Machine Co., states that they had the best December on record, and that they sold a large number of their $200 instruments. He looks for a big year's business in 1907.

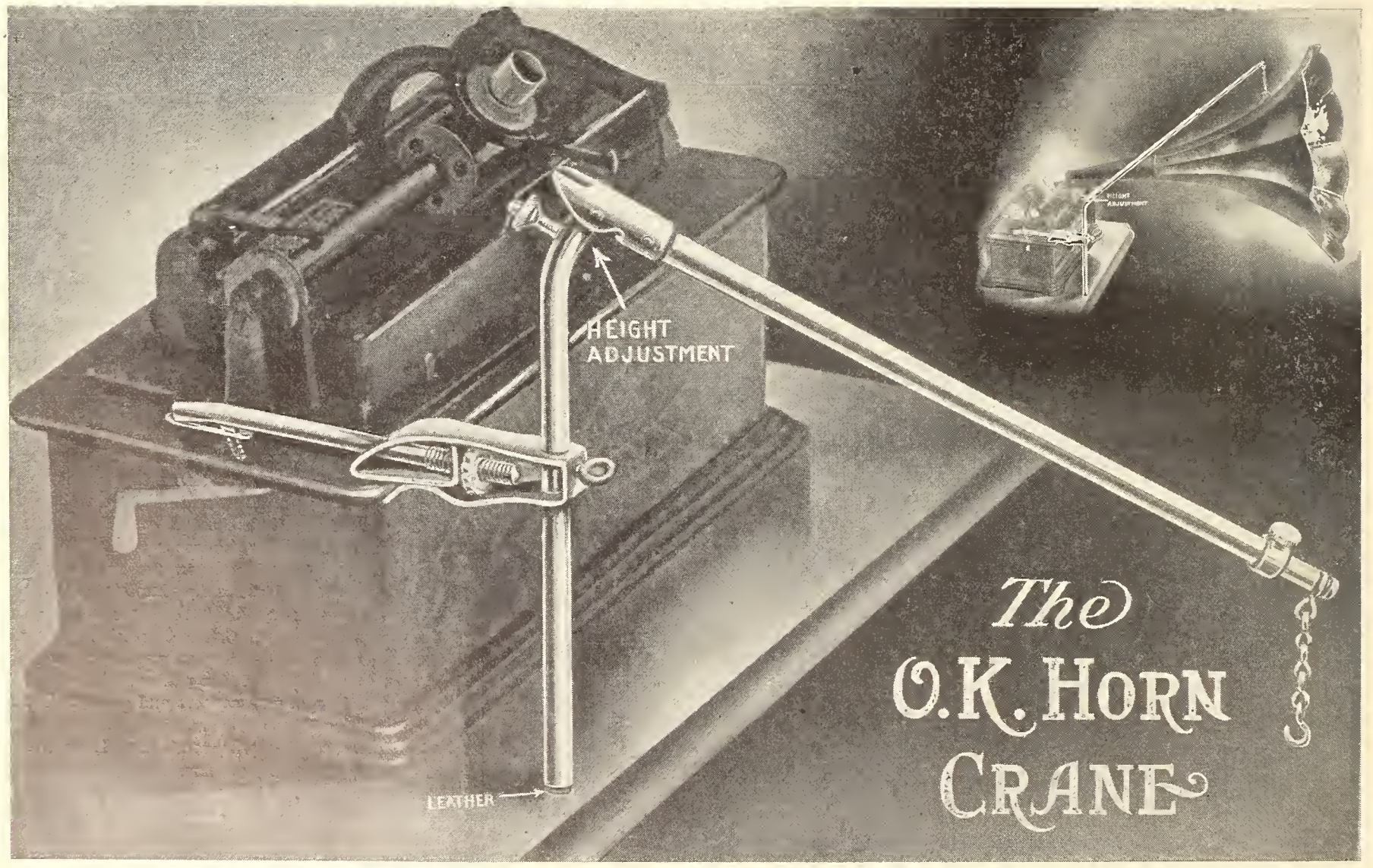
The Conroy Piano Co. had a heavy business in their talking machine department during December, and also a heavy sale on records.

The Thiebes-Stierlin Music Co. had a fine business in their new talking machine department, and Manager Brewer states that they had a big rush during the closing days of the holiday season.

Manager Walthall, of the talking machine department of the O. K. Houck Piano Co., states that their Christmas trade was a record breaker, and that they had a phenomenally large demand for records.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports having had an exceptionally large trade during the month of December, which included a large sale of records.

The Koerber-Brenner Music Co., one of our up-to-date concerns, report having had a very large sale of talking machines throughout this territory during the last month.



FOR EDISON AND COLUMBIA MACHINES

ASK YOUR JOBBER

THE IDEAL FASTENER CO.

143 LIBERTY STREET
NEW YORK CITY

A SATISFACTORY SALES FORCE.

A Talking Machine Man Gives Some Reasons Why Women Often Succeed Where Men Fail—Relates His Own Experiences.

One of the large talking machine dealers in a nearby city has taken up the matter of whether a man or woman is most satisfactory behind the sales counter. His experiences as related to The World are these: "I had a young man that was doing so well that he concluded he could do better on his own account, and no other help being available I took my typewriter from her work during the rush hours, and in a few days found that she was making some phenomenal sales. I watched her methods, as compared to those of some of the male clerks in my employ.

"I soon saw how she was taking sales away from the others. In the first place she was a born diplomat, and it only required a few words on her part to find out the circumstances and tastes of the prospective customer if a lady. If it was a machine that was wanted, the first thing she did was to find out what kind of one her dearest friends possessed, and then by a subtle suggestion persuaded her she ought to possess something better. And in almost every case the appeal to the customer's vanity worked. If it was simply a question of records, the tastes of the family and the customer were taken into consideration, and the way in which she would persuade them to add this, that or the other number to their repertoire was simply amazing.

"If it was a gentleman that was at her mercy (she had none), I could safely bet that they would spend double the amount that they had in mind, and go away with the resolve to call again as soon as possible. I do not mean to say that all young ladies could do as well, but I believe that they can do fully as well, if not better, in the sales department as the average young man. I will add more to my staff in the near future, and already have placed the one in question in that department of my business.

"I think in small towns and villages that the talking machine business is an ideal one for young women, particularly those who are not adapted for the more rigorous employments usually assigned to the gentler sex. I have now two who are selling machines on a commission basis, and both earn on an average of $18 a week, and at the same time maintain their self-respect to a greater degree than others who make a precarious living by selling books or who slave long hours at dressmaking or kindred work, and brings them into close contact with the most refined class of people in their neighborhood."

RECENT INCORPORATIONS.

Among the incorporations filed with the Secretary of State of Maine last week was that of the Royal Phone & Record Mfg. Co., of Portland, for the purpose of making and dealing in talking machines, with a capital of one million dollars. President, C. E. Perkins; treasurer, T. H. Gately, Jr., of Portland.

TALKER HELPED MINER HICKS.

L. B. Hicks, the miner whose entombment in a mine at Bakersfield, Cal., for over two weeks, and the efforts of other miners to reach him by tunneling thrilled the entire country, was cheered after the twelfth day by the music of a talking machine. Seeking for something to relieve the awful monotony of being penned in one position for days, Hicks requested music. The men at the upper end of the pipe that had been driven down to the entombed man, sang as best they could into its mouth, but without great result. Then a talker and a supply of latest records was brought. When the machine was started, the man who had faced a horrible death bravely for twelve days shouted like a child with a new toy.

"Make that machine rip out 'Down in a Coal Mine,'" he yelled.

"Can't," was the reply; "ain't got no record."

However, all the old familiar melodies that could be obtained were played for Hicks' benefit, and the surgeons said that the talker proved one of their greatest aids to keeping the prisoner's mind occupied and preventing him from brooding over his predicament, which, under the circumstances, would have possibly made him a maniac.

TALKING MACHINES IN AFRICA

Very Popular, Particularly in German Southwest Africa.

The phonograph and its various modifications have been spread all over the world, penetrating even into some of its dark and remote corners. It is an interesting story—that told of the traveler who first took a talking machine into the jungle of Africa with him. Upon hearing a voice issue from the funnel, the savage men, who were threatening the life of the explorer, fled in abject terror, and during the whole period of travel, as the wonderful news spread from tribe to tribe, the explorer was looked upon as a white god, who had at his command a terrible and amazing magic.

Some of the machines recently taken to German Southwest Africa have proved tremendously popular, and the natives never seem to tire of listening to the songs and music. One picture shows a gathering of black children as an attentive audience, with a dog in the foreground, which well might be the same intelligent beast that has posed for the well-known picture "His Master's Voice," and is listening just as attentively, though it is safe to say he does not hear his master's voice.

The concerns in America and Europe interested in the sales of talking machines confidently assert that the whole of the Dark Continent soon will be marked by them from the Cape to Cairo, So it may be, should this prediction prove correct, that the roar of the "fierce monarch of the forest," the trumpeting of the wild elephant or the roar of a tiger will be mingled with the melody of "Bill Simmons" or "Because You're You," writes a correspondent, breathed out from the mechanical throats of these American contrivances.

HAS DISCOVERED THAT VOICE!

"I have often wondered," said a friend of the editor's, "where the talking machine makers get the remarkable voices which the announcers of the next song or speech to be given by the machine use. But the mystery was solved to-day when I heard the conductor on a Brooklyn Rapid Transit train use just such a tone of voice in announcing stations. But still another puzzle now arises. Did the conductor have a voice of that sort originally, or did he acquire it from having heard it in the talking machine? Was it natural or a vitiated voice? I am writing for some light on that problem."

UNIFORM BILL OF LADING.

Decided Upon at a Recent Conference Between Eastern Railroads and Shippers.

The members of the talking machine trade in general will be interested to know the dispute over a uniform bill of lading, which has been carried on between Eastern railroads and shippers for the last six years, was recently settled at a conference in Washington, D. C., of representatives of railroads and the Illinois Manufacturers' Association and other organizations of shippers.

The principal points in dispute were whether initial carriers should be held responsible for damage or loss of shipments, and whether railroads could compel shippers to pay a premium of 20 per cent. over published rates in order to obtain compensation under the common law for lost or damaged freight.

The Carmack amendment to the Interstate Commerce law settled these two points in favor of the shippers. At the conference representatives of railroads agreed not to oppose the law on this point. They also agreed that bills of lading may be made negotiable as in the past.

The uniform bill of lading in a form satisfactory to shippers went into effect on all the Eastern railroads January 1. In all probability the same form will be adopted in a short time by the Western roads.

PHONOGRAPHITIS PREVALENT.

So extensive has been the demand for the Edison phonographs and records handled by W. A. Burr in Roseburg, Ore., that he has named the craze "phonographitis." Mr. Burr carries nearly every number in the entire Edison catalogue of records, and did a great business with the December list, including Christmas selections.

In the boot and shoe trade, as well as in a number of other industries the cheap phonograph as a premium machine is becoming quite a feature. A number of merchants who have tried this plan are most enthusiastic about its trade winning properties.

L. BUEHN E. E. BUEHN

ANNOUNCEMENT.

LOUIS BUEHN & BROTHER

FORMERLY

WELLS PHONOGRAPH COMPANY

¶ We desire all our friends and customers to know of the above change in firm name.

¶ We have an exceptionally large stock of Edison and Victor records. Send us your orders for prompt service.

¶ Write for prices on our fine line of

DISK and CYLINDER CABINETS

45 North 9th Street, Philadelphia.

IMPORTANT "BRIEFS" FILED AT COPYRIGHT HEARING.

By Philip Mauro in Which Some Strong Points Are Set Forth and by Frank L. Dyer, Whose Logic Is Incontestible—These Papers Should be Read by Every Talking Machine Man Who Desires to Keep in Touch With Copyright Development.

Although unable to appear in person at the hearings, Philip Mauro, one of the best-known attorneys connected with the talking machine interests, filed an elaborate brief with the joint patent committees of Congress on the copyright bill, of which the following brief extract is his opening remarks, dealing specifically with "property in ideas" and paragraph G of section 1:

"Much of the argument by which it has been sought to support paragraph G is based upon a fundamentally wrong assumption, namely, that thoughts or ideas are property. There is no natural property in ideas after publication—i. e., after expression has been given to them. One may, of course, keep his thoughts to himself (and generally it were well for himself and others so to do), but the moment he has communicated them to the public they fall into the common fund, and there is nothing immoral, unethical, or a proper subject of animadversion, in thinking another man's thought, or in communicating it to others for their profit or entertainment. All talk about 'dishonesty' and 'theft' in this connection, from however high a source, is the merest claptrap, for there exists no property in ideas, musical, literary, or artistic, except as defined by statute. It is entirely a matter of convention or contract; and in framing legislation for the benefit of that worthy class of persons who devote their gifts and energies to the embodiment of intellectual conceptions in some useful, ornamental, or instructive form there are two parties to be considered, namely, the public and the producer; and it is the duty of our legislators to consider first the interest of the former, whom they represent, and whose servants they are.

"Not only so, but the Constitution has with great clearness limited the object to which such legislation must be directed. It is not to benefit a special class of workers, however deserving, but to promote the progress of science and the useful arts. That is to say, the interest of the public is to be considered as paramount; and the underlying theory of the entire patent and copyright legislation of this country is and has been to shape such laws as will induce and stimulate the greatest quantity and best quality of intellectual output along these definite lines. As individuals the members of the committee may entertain kindly and liberal sentiments toward authors, composers, etc., but as legislators they cannot properly be influenced by such sentiments to the enactment of any legislation which would not be clearly in the interest of the public.

"The writer would not care to enter opposition to the real interests of the composers, and it is a source of satisfaction to him to know that in attacking paragraph G, he is not opposing the interests of these public benefactors, but quite the reverse, although it has been artfully made to appear that paragraph G is in their interest.

"To assist in stripping from the arguments advanced in support of paragraph G, the superficial plausibility with which it is invested by an insincere appeal to the supposed 'rights' of the composer and author, we would point out that, of the enormous contributions added day by day to the common fund of ideas, but a relatively small number can find any monopolistic protection under the law. It is only when the ideas take the form of a literary or musical composition, or of an ornamental design, or of a useful improvement in an art, machine, or composition of matter, that they can be made the subject of protection under the laws. Ideas of treating diseases, of improving live stock, of producing new varieties of plants and flowers, of instructing children, of teaching the deaf and blind, of constructing houses and buildings, of landscape gardening, of conducting business enterprises in their manifold forms, and many other groups of ideas by which the public is benefited are the fond objects of no protectiug laws. Many and numerous classes of public benefactors continue ceaselessly to pour forth their flood of useful ideas, adding to the common stock of knowledge. No one regards it as immoral or unethical to use these ideas, and their authors do not suffer themselves to be paraded by sordid interests before legislative committees, uttering bombastic speeches about their 'rights' and representing themselves as the objects of 'theft' and 'piracy.' Certainly it cannot be contended in behalf of paragraph G that it is in the interest of the public, or that it has the slightest tendency to promote science and the useful arts. Such being the case it is improper legislation."

Frank L. Dyer's Arguments.

Another pointed argument was that made by Frank L. Dyer, representing the Edison Phonograph Works and the National Phonograph Co., who said in part as follows:

"I wish to say in the beginning that the statement which was made before this committee in June, to the effect that the Edison Co. were interested in any scheme or combination by which musical copyrights might be monopolized is absolutely unfounded, so far as those companies are concerned. They are unalterably opposed to those sections of the bill which relate to their business, including the section (subdivision 9 of section 1) which we are now discussing.* * * The thing which the law protects is not the idea, but the embodiment of the idea. A musical composition, if it is copyrighted at all, is copyrightable because it is a 'writing,' and can be read by the skilled person to whom it is addressed. That is to say, a collection of sounds or noises, the embodiment of music is not copyrightable; but a writing, which is addressed to musical people, is a thing which is copyrightable. A phonograph record is not a writing, as I contend, because it cannot be read, not only because of its minuteness and its enormous complexity, but because, as distinguished from the perforated rolls, of its variability. That is to say, a phonograph record of a particular piece may be played one day, and the next day the same piece may be played on the phonograph, and the two records will be absolutely dissimilar.

"Mr. Edison determined to experiment in that direction in the early days to see if it was not possible to read a phonograph record. He operated a phonograph and spoke the letter 'a' into it. That letter would require the length of about one foot, and would be represented by many thousand extremely minute vibrations. He examined with a microscope each particular indentation and made a drawing of it, so that at the end of two or three days he had what he thought was a picture of the letter 'a.' He tried it again with the letter 'a,' and he was surprised to find that the two pictures were absolutely dissimilar. Upon investigating the matter he found that the slightest change in the pronunciation of the letter, the slightest variation of a person's lips or vocal organs, resulted in the production of a completely different visible record, although to the ear it gave the same sound. That proves to my mind that a phonograph record is not a writing, because it cannot possibly be read. Some of the gentlemen present have stated that they understood a phonograph record could be read, but it is impossible to read it. It can only be heard through the ear.

"The present bill proposes two important departures in the law and seeks to protect: First, sounds themselves which impress the brain through the organ of hearing, and, second, records which of themselves give no indication of their subject-matter, but require to be used with a mechanical device to produce or reproduce the sounds. In other words, the bill proposes to protect the sounds themselves, so that any one who produces those sounds on a phonograph or a piano or vocally is an infringer. So the bill proposes to protect the sounds as distinguished from the embodiment of the sounds.

"The second absolutely novel proposition which the bill proposes to engraft on the statutes is that instead of protecting the embodiment of the idea which of itself is capable of giving to the mind of the observer the idea that was in the author's mind, it seeks to protect the records which give no indication of their subject-matter, but which require to be put on a mechanical device and which then operate to produce in the one case and to reproduce in the other the intellectual idea of the author.

"These are completely novel propositions in the copyright law. They have never been enforced in a single country in the world except in Italy. In the Italian courts not in an appellate court, I understand, it has been held that a phonograph record is an infringement of a copyright, and therefore that a copyright applies to the sound and not to the embodiment of the sounds. In France the courts have held that a phonograph record, if it merely contains sounds, is not an infringement, because the courts say a sound cannot be copyrighted; but where a phono-

SOMETHING NEW IN FLOWER HORNS

**Our Flower Horns are sold at sight,
As they are constructed just right.
Every horn guaranteed not to fade,
And decorations the finest made.
New colors and new designs
We are making at all times.
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Also write for quotations on our new designs of wood colors to match any cabinet, and our new marble designs.

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graph contains words that have been copyrighted it is an infringement. The reason for that is that over a hundred years ago the French Government passed an act excepting from the operation of the copyright law music boxes which were imported into France in large quantities from Switzerland; and the court said that the law excepting music boxes from the copyright law would apply to those phonograph records; but if they contained copyrighted words they were an infringement.

"Yes. In Belgium, in Germany, in England and in this country, up-to-date phonograph records have been excepted from the operation of the statute. I think the record which we have before us gives a decision of the Court of Appeals in this district in which it was held by that court that a phonograph record was not an infringement of the copyright laws. No possible infringement of a copyright law, even under this act, could result from the making of the records themselves, because those records may never be used, or they may be kept until the rights have expired, or they may be sent abroad. An infringement would only be committed when the dual thing happened, when the record, which represents a part of the infringing act, is brought into contact with the machine which makes the reproduction. In other words, the infringement would have to depend upon the doctrine of contributory infringement, as it is known in patent cases.* * *

"In this business a composer's chance is small, since of the many thousand musical copyrights registered, only about forty are used each month. Under the present law composers have only to submit their compositions to the talking machine companies instead of the publishers. Under the present law and under the situation as it exists to-day the composers can be adequately protected, because in the talking machine business a scoop is just as important as it is in the newspaper business. If Mr. Sousa would come to us with one of his compositions and we should have an opportunity of putting that on the record three months ahead of our competitor, it would be of great value to us, and we could pay him very handsomely for that composition. So I think that so far as the composers are concerned they have the same opportunities that a newspaper reporter has, if he has what he considers a scoop. But, after all, why should composers be treated with any greater tenderness than inventors? They are both the creators of intellectual property. They are both referred to in the same clause of the Constitution. They should both be protected by the same laws. It is not a fact, as the gentlemen have so earnestly argued before this honorable committee, that the law contemplates the protection of intellectual property."

PROGRESSIVE MEXICAN CONCERN.

Is the Espinosa Phonograph Co. Who Increase Capital Stock to $200,000.

(Special to The Talking Machine World.)

Mexico City, Mex., Jan. 2, 1907.

The Espinosa Phonograph Co., which is the oldest talking machine company in the republic, having been established since 1891, are planning to increase their capital from $150,000 to $200,000. A reorganization of the officers of the company has taken place since the death of J. H. Wilkinson, who at the time of his death, November 20, was general manager of the company. Joaquin Espinosa now becomes president and treasurer, and Joaquin Espinosa y R., now becomes vice-president and general manager, taking over the active management of the business.

The head offices of this company are at Santa Clara No. 18½, the building being the property of the Espinosas. This building is undergoing the first stages of a complete reconstruction, which is to cost about $100,000. The building is now two stories high, and two more are to be added to it. The first and second floors are to be used as the general offices of the company, the sales room remaiuing in the front and lower part, where it has always been located. The additional floors are to be made into office rooms, thoroughly modern throughout, with elevator installation.

It is from these offices that the company now regulate the business of the branch stores and agencies throughout the republic. The Espinosa company have five stores and two agencies, or seven houses in the city. Besides this, it has branches in Queretaro, Guadalajara and Puebla, and agencies in twenty-seven other towns of the republic. It is the intention of the company to open up branch stores in Merida, Monterey, Guadalajara and Guanajuato soon.

The Espinosa Co., who are the exclusive agents for the Columbia Phonograph Co. in the republic, will soon issue their new catalogue of popular Mexican airs, which is undoubtedly one of the best collections in the republic. Some months ago Joaquin Espinosa y R., went to New York, taking with him the best artists procurable, for the purpose of making the records at the factory. It required three months to finish the work.

UTICA CRANE CO. INCORPORATED.

The Utica Crane Co., of Utica, N. Y., has been incorporated with the Secretary of the State of New York with a capital of $1,000, for the purpose of manufacturing talking machine cranks and fixtures. Those interested are William Harrison, Cora J. Harrison and George A. Rogers, of Utica, N. Y.

TALKING MACHINES AS TEACHERS.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 31, 1906.

Talking machines will become eligible for membership in the teachers' union if Dr. James F. Chvatal has his way. Declaring that the board is too poor to carry out the Post report unless a wholesale cut is made, Trustee Chvatal recently advocated the introduction of talkers in the public schools as "language teachers." He declared that the reform members of the board would find it far cheaper to buy a talking machine loaded with French and German cylinders than to pay the increases provided for in the Post report.

Dr. Chvatal said that at a future meeting of the board he will introduce a resolution calling for the purchase of these machines. He pointed out that they are being used in a number of the accredited private schools of language. "Then," said Dr. Chvatal, "we would have a teachers' union that would be quite harmless. It could send out its phonographic members to make speeches and should they become too socialistic the board could discharge them without trial."

CHATTANOOGA CO.'S QUARTERS.

(Special to The Talking Machine World.)

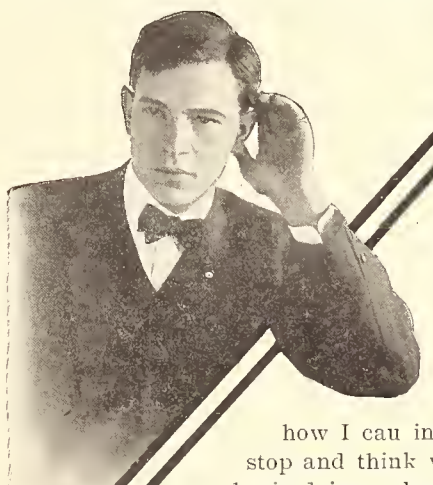
Chattanooga, Tenn., Jan. 8, 1907.

The Chattanooga Phonograph Co. have opened a handsome store at 929 Main street, this city, and are carrying the Columbia Phonograph Co.'s line. At present they have a complete assortment of both disc and cylinder machines and nearly 15,000 records. The company was organized by Frank H. Atlee, who acts as manager, with Russell Hardy as assistant, and it is their intention to cater to trade of the higher class.

HERE'S A COMPETENT WITNESS.

In a suit which recently came up for hearing before Judge Newburger in the criminal branch of the Supreme Court, a new use of the phonograph was brought to light. The witness was relating the substance of a private conversation he had with another man, and to confirm the accuracy of his remarks he stated that when he expected this party to call upon him he attached a megaphone to a phonograph and had it placed in an adjoining room so as to record their conversation.

The talking machine business of T. C. Hough, in Minneapolis, Minn., has increased so rapidly within the last six months that he has found it necessary to open two branches in different parts of the city. Mr. Hough handles the Victor and Edison lines.



Listen!

to the voice of the greatest and most perfect language teacher in the world. He says—I would like to tell my friends, the phonograph dealers, how I can help them, how I cau increase their business from 10 to 30 per cent.,—aud just stop and think what this means to YOU. Why there is a dealer out West who is doing a business of $I5,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc.

This shows the possibilities that exist iu the

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WITH
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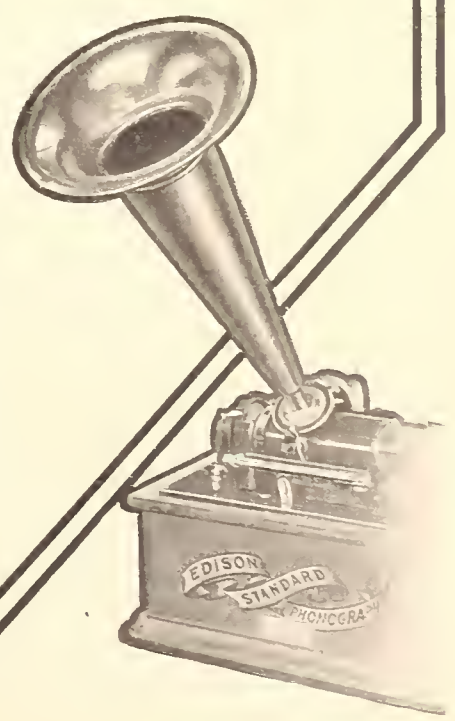
Auy wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furuished him for distributiou, copy for newspaper ads will be given him—in fact everythiug will be made easy for him to make large sales of Lauguage Outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Why not fiud out in detail what I can do for YOUR particular busiuess? Just write me a postal. Address it to the Professor, care of the

International Correspondence Schools
Scranton, Pa.



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Are the largest Eastern Distributors of
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Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
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Southwestern Headquarters for
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Large Stock of CYLINDER and DISC CABINETS
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Western Distributors for the
VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
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All the Latest Novelties in Talking Machines, Attachments, Supplies, Etc.

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Kaiser's Illuminated Signs for Edison, Victor and Columbia Records
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EDISON Talking Machines Records & Supplies VICTOR
Place your name on our mailing list. We can interest you.
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it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

NEAL, CLARK & NEAL CO.,
BUFFALO, N. Y.
Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.

Leading Jobbers of Talking Machines in America

Business Developers
SOLE IMPORTERS OF
Low-Priced Cylinder Phonographs
IMMEDIATE DELIVERIES FROM NEW YORK STOCK
THE EDWIN A. DENHAM COMPANY, Inc.
31 Barclay Street
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100,000 Records
Complete Stock Quick Service

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SUPPLIES OF EVERY DESCRIPTION
Give us a trial on your next month's Record order.

THE OLDEST TALKING MACHINE HOUSE IN PENNSYLVANIA
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EDISON and VICTOR GOODS and ALL ACCESSORIES
A Stock that is always Complete

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Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
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WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the February list.

WHAT IS "GOOD WILL."

Interestingly Defined by Judge Lacombe.

In the talker trade good will often constitutes a big asset, and a United States judge, in a decision, discusses the question of good will in the following language:

"Good will has been defined as 'all that good disposition which customers entertain toward the house of business identified by the particular name or firm, and which may induce them to continue giving their custom to it.' There is nothing marvelous or mysterious about it. When an individual or a firm, or a corporation has gone on for an unbroken series of years conducting a particular business, and has been so scrupulous in fulfilling every obligation, so careful of maintaining the standard of the goods dealt in, so absolutely honest and fair in all business dealings, that customers of the concern have become convinced that their experience in the future will be as satisfactory as it has been in the past, while such customers' good report of their own experience tends continually to bring new customers to the same concern, there has been produced an element of value quite as important as—in some cases, perhaps, far more important than—the plant or machinery with which the business is carried on. That it is property is abundantly settled by authority, and, indeed, is not disputed. That in some cases it may be very valuable property is manifest. The individual who has created it by years of hard work and fair business dealing usually experiences no difficulty in finding men willing to pay him for it, if he be willing to sell it to them."

BIG TRADE IN CANADA.

According to the Canadian Music Trades Journal, everywhere in the Dominion the sale of talkers has been phenomenal, and has simply astonished the dealers by its rapid growth. One large retail piano concern handling talkers has found it necessary to appoint a thoroughly competent man to take charge of this department, and has given him two assistants. In the same establishment four months ago the trade was not regarded as particularly interesting, and was looked after by any salesman in the store who happened not to be busy. A demand has also arisen for good men to take charge of talking machine departments, and many firms are expressing eagerness to get hold of a really first-class man. A man with a knowledge of how to manipulate the machines combined with the qualities that go to make a good salesman, will have no difficulty in securing a position at a good salary.

A NEW YEAR'S SOUVENIR.

William Carleton, the talking machine dealer of 917-919 West Lake street, Chicago, Ill., favored his patrons with a unique photograph, to which is fastened a small calendar. The feature of the photo is a half-dozen miniature skeletons seated in tiny chairs placed on the surface of a disc record. Each figure is playing some instrument—a trombone, banjo, bass drum, etc.—and the concert is entitled "Ghosts of Music," upon the theory, perhaps, that the production of sound from a talking machine record approaches the supernatural. Mr. Carleton's name is also strongly in evidence, together with the lines he handles, which include Victor, Edison and Columbia machines and records.

For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK 76 York Street, Toronto, Canada

RECORD BULLETINS FOR FEBRUARY, 1907.

NEW EDISON GOLD MOULDED RECORDS.

9458 A Garden Matinee (Friml)..Edison Concert Band
9459 When the Snow Birds Cross the Valley (Solman) .....Harry Macdonongh
9460 Kentucky Babe (Geibel)..Vassar Girls Quartette
9461 Lustspiel Overture (Keler-Béla) .....Edison Symphony Orchestra
9462 A Lemon in the Garden of Love (Carle) ... Billy Murray
9463 Good-a-Bye, John! (Herbert) .....Collins and Harlan
9464 Fancy Little Nancy (Baines) .....Ada Jones
9465 Regimental Pride March (Heed) .....Edison Military Band
9466 Uncle Josh in a Chinese Laundry (Rube) .. Andrew Keefe
9467 Looking This Way (Van De Venter) .....Miss Hinkle and Miss Keyes
9468 Good-bye, Sweet Maryland (Rosenfeld) .... James F. Harrison
9469 Little Nell (Pryor) .....Albert Benzler
9470 Night Time (Cohan) .....J. W. Myers
9471 Whistle It (Herbert) .....Miss Trix and Messrs. Meeker and Murray
9472 And a Little Child Shall Lead Them (Harris) .....Byron G. Harlan
9473 Cherry—Intermezzo (Albert) .....Edison Concert Band
9474 Alice, Where Art Thou Going? (Gumble) .. ..Billy Murray and Chorns
9475 Cherry Hill Jerry (Original) .....Ada Jones and Len Spencer
9476 Somebody's Waiting for You (Gumble) ..... Harry Anthony
9477 Ave Maria (Gounod) .....Hans Kronold
9478 Because You're You (Herbert) .....Miss Hinkle and Mr. Macdonough
9479 I'm Going Right Back to Chicago (Van Alstyne) .....Arthur Collins
9480 A Flower from Home, Sweet Home (Schmid) .....Edison Male Quartette
9481 Arrah Wanna Medley (Original) ..... Edison Military Band

NEW COLUMBIA 10-IN. DISC RECORDS.

VOCAL QUARTETTE, MALE VOICES, PIANO ACCOMP.
3547 Ain't You Coming Back to Old New Hampshire, Molly? (J. Fred Helf) .....The Columbia Quartette
TENOR SOLO, ORCH. ACCOMP.
3548 On San Francisco Bay (Bryan and Hoffmann) .....Billy Murray
3549 Andulko safarova—Pochod (Kmoch) .....Prince's Military Band
3550 Cherry Intermezzo (L. Albert) .....Prince's Military Band
3551 Under Arms March (Al Hayes) .....Prince's Military Band
3552 Selections from "The Red Mill" (Victor Herbert), introducing "Mignonette," "When Love Is Young and the World Is Fair," "Whistling Song," "Go While the Goin' Is Good," "Every Day Is Ladies' Day With Me" .....Prince's Orchestra
VIOLIN SOLO, ORCH. ACCOMP.
3553 Jigs and Reels Medley (Arranged by C. A. Prince) .....Walter Biedermann
MINSTREL, ORCH. ACCOMP.
3554 Record "F," introducing "Moses Andrew Jackson, Good-bye," sung by Arthur Collins .....The Rambler Minstrel Company
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3555 Won't You Throw a Kiss to Me (Wm. Mckenna) .....Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3556 Let the Lower Lights Be Burning—Sacred (P. P. Bliss) .....Anthony and Harrison
BARITONE SOLO, ORCH. ACCOMP.
3557 The Mississippi Stocker (Bert Williams) .....Bert Williams
BARITONE SOLO, ORCH. ACCOMP.
3558 What's the Use of Loving, If You Can't Love All the Time (Harry Armstrong) ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
3559 Fare Thee Well My Old Kentucky Home (Joe Nathan) .....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
3560 He Handed Me a Lemon—Comic Song (J. Fred Helf) .....Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
3561 She's So Much Like You, Mother (Gilbert and Ball) .....Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
3562 How Can I Leave Thee (C. Cramer) ..... Henry Burr
TENOR SOLO, ORCH. ACCOMP.
3563 Maryland, My Maryland (Harry Armstrong) .....Albert Campbell
TENOR SOLO, ORCH. ACCOMP.
3564 In My Merry Oldsmobile (Gus Edwards) .. .. Billy Murray
SOPRANO SOLO, ORCH. ACCOMP.
3565 If the Man in the Moon Were a Coon (Fred Fischer) .....Miss Ada Jones
ORCH. ACCOMP.
3566 Cherry Hill Jerry (Lowitz) .....Miss Ada Jones and Mr. Len Spencer
TALKING RECORD—DESCRIPTIVE.
3567 Flanagan's Troubles in a Restaurant (Steve Porter) ..... Steve Porter

NEW COLUMBIA 12-IN. DISC RECORDS.

30042 Sextette from "Lucia" (Donizetti) ..... Prince's Military Band
30043 Overture to "Poet and Peasant" (Snppe) ..... Prince's Military Band
30044 Overture to "Semiramide" (Rossini) .....Prince's Military Band
VIOLIN, FLUTE AND PIANO TRIO.
30045 Sweet Longing—Romance—Susses Sehnen (Menzel) ....Biedermann, Lnfsky and Prince
TENOR SOLO WITH QUARTETTE CHORUS, ORCH. ACCOMP.
30046 When Daddy Sings the Little Ones to Sleep (Kerr and Vogel) ..... Albert Campbell and the Columbia Quartette
BARITONE AND TENOR DUET, ORGAN ACCOMP.
30047 Looking This Way (J. D. Van De Venter) ..... Anthony and Harrison
BARITONE SOLO, ORCH. ACCOMP.
30048 I'm Going Right Back to Chicago (Egbert Van Alstyne) .....Arthur Collins
SOPRANO SOLO IN ITALIAN, ORCH. ACCOMP.
30049 Che tua madre, from the Grand Opera "Mme. Butterfly" (G. Puccini) .....Mme. Gina Ciaperelli

NEW COLUMBIA XP (CYL) RECORDS.

TENOR SOLO, ORCH. ACCOMP.
33066 On San Francisco Bay (Bryan and Hoffmann) .....Billy Murray
33067 In the Lead—March and Two-step (Henry Frantzen) .....Prince's Military Band
33068 The Banner March (F. Von Blon) .....Prince's Military Band
VIOLIN SOLO, ORCH. ACCOMP.
33069 Jigs and Reels Medley (Arranged by C. A. Prince) .....Walter Biedermann
TENOR SOLO WITH QUARTETTE CHORUS, ORCH. ACCOMP.
33070 When Daddy Sings the Little Ones to Sleep (Kerr and Vogel) ..... Albert Campbell and the Columbia Quartette
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33071 I'm Thinking 'Bout You Honey, All the Time (Chas. Kohlman) ...Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33072 Won't You Throw a Kiss to Me (Wm. McKenna) .....Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33073 Iola—An Indian Love Song (O'Dea and Johnson) .....Stanley and Burr
SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
33074 The Linger, Longer Girl (Lamh and Solman) .....Miss Stevenson and Mr. Stanley
BARITONE SOLO, ORCH. ACCOMP.
33075 Fever's On—Coon song (George Fairman) ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33076 What's the Use of Loving, if You Can't Love All the Time (Harry Armstrong) ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33077 He Handed Me a Lemon—Comic song (J. Fred Helf) .....Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
33078 When the Snow Birds Cross the Valley (Monroe H. Rosenfeld) ....Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
33079 Maryland, My Maryland (Harry Armstrong) .....Albert Campbell
TENOR SOLO, ORCH. ACCOMP.
33080 A Lemon in the Garden of Love (Richard Carle) .....Billy Murray
TENOR SOLO, ORCH. ACCOMP.
33081 I Don't Like Your Family (Joe E. Howard) ..... Billy Murray
SOPRANO SOLO, ORCH. ACCOMP.
33082 Every One Is in Slumberland but You and Me (George Moore) .....Miss Ada Jones
SOPRANO SOLO, ORCH. ACCOMP.
33083 If the Man in the Moon Were a Coon (Fred Fischer) .....Miss Ada Jones

NEW COLUMBIA B. C. (CYL) RECORDS

85094 High School Cadets March (John Philip Sousa) .....Prince's Military Band
85095 Semper Fidelis March (John Philip Sonsa) ..... Prince's Military Band
85096 The Mouse and the Clock—Descriptive (Howard Whitney) ...Prince's Military Band
VOCAL QUARTETTE, MALE VOICES, PIANO ACCOMP.
85097 Annie Laurie (Scott) ..The Columbia Quartette
VIOLIN SOLO, ORCH. ACCOMP.
85098 Jigs and Reels Medley (Arranged by C. A. Prince) .....Walter Biedermann
BARITONE SOLO, ORCH. ACCOMP.
85099 O Happy Day! O Blissful Day!—O Schöne Zeit, O Selge Zeit (Carl Gotze) ..... George Alexander
BARITONE SOLO, ORCH. ACCOMP.
85100 If the Man in the Moon Were a Coon (Fred Fischer) .....Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
85101 Somebody's Waiting for You (Gumble) .... Frank C. Stanley

NEW VICTOR RECORDS.

VICTOR CONCERT ORCHESTRA.
4978 Juliet's Slumber—Romeo and Juliet ....Charles Gonnod 10
31604 Hungarian Lustspiel Overture..Kéler-Béla 12
31605 Rosamunde Overture—Part 1....Schubert 12
31608 Rosamunde Overture—Part 2....Schubert 12
UNITED STATES MARINE BAND.
4943 March Comrades.....Wagner 120
4944 Semper Fidelis March.....Sousa 10
31599 Manila Waltz.....Choper 12
ARTHUR PRYOR'S BAND.
31600 Monsieur Beancaire—Incidental Music... ..... Rossi-Bucalossi 12
31603 Plantation Echoes .....Conterno 12
VICTOR DANCE ORCHESTRA.
31602 La Barcarolle Waltz.....Waldteufel 12
CORNET SOLO BY EMIL KENEKE, ACCOM. BY ARTHUR PRYOR'S BAND.
4952 Silver Heels .....Moret 10
BANJO SOLO BY VESS L. OSSMAN, WITH ORCH.
4948 Silver Heels .....Moret 10
VIOLIN AND FLUTE DUET BY D'ALMAINE AND LYONS, WITH ORCH.
31598 Dream of the Mountains—Idyl...Labitsky 12
SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.
4969 Fancy Little Nancy (Sonbrette Song).. ..... Baines 10
COMIC SONG BY MISS HELEN TRIX, WITH ORCH.
4946 The Next Horse I Ride On..... ..... Murray-Everhard 10
CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
4976 Forever and Forever.....Tosti 10
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
31601 The Palms .....Faure 12
BARITONE SOLO BY J. W. MYERS, WITH ORCH.
4968 The Bowery Grenadiers.....Kelly 10
SONGS BY BILLY MURRAY, WITH ORCH.
4949 Sweet Anastasia Brady..Jerome-Schwartz 10
4974 Cheyenne—Parody 10
COMIC SONG BY BURT SHEPARD, WITH ORCH.
4922 The Old Brown Hat.....Gorman-Lowan 10
HUMOROUS MONOLOGUE BY BURT SHEPARD.
4965 Matrimony .....Ezra Kendall 10
COON SONG BY ARTHUR COLLINS, WITH ORCH.
4947 Moses Andrew Jackson, Good-Bye..... ..... Shields-Snyder 10
DUET BY COLLINS AND HARLAN, WITH ORCH.
4972 I'm Keepin' My Love Lamp Burnin' fo' You ..... Johnson 10
DUETS BY MISS JONES AND MR. MURRAY, WITH ORCH.
4951 Wouldn't You Like to Flirt with Me? (Rogers) 10
4975 Don't You Think It's Time to Marry? (Edwards) 10
DUET BY MISS TRIX AND MR. QUINN, WITH ORCH.
4959 Fol de Iddley Ido.....Bratton 10
TRIO BY MISS JONES, MR. MURRAY AND MR. KERNELL, WITH ORCH.
4970 Whistle It—"The Red Mill" .... Blossom-Herbert 10
TRINITY CHOIR WITH ORCH.
4971 Jesus, Meek and Gentle.....Ambrose 10
MALE QUARTETTES BY THE HAYDN QUARTETTE, WITH ORCH.
4967 When the Flowers Bloom in Springtime, Molly Dear .....Von Tilzer 10
4966 When Her Beauty Begins to Fade...Morse 10
YANKEE STORIES BY CAL STEWART.
4979 Uncle Josh and the Labor Unions..... 10
4980 Uncle Josh's Second Visit to the Metropolis 10
DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.
4973 Rosie and Rudolph at the Skating Rink... 10
31597 Down on the Farm..... 12

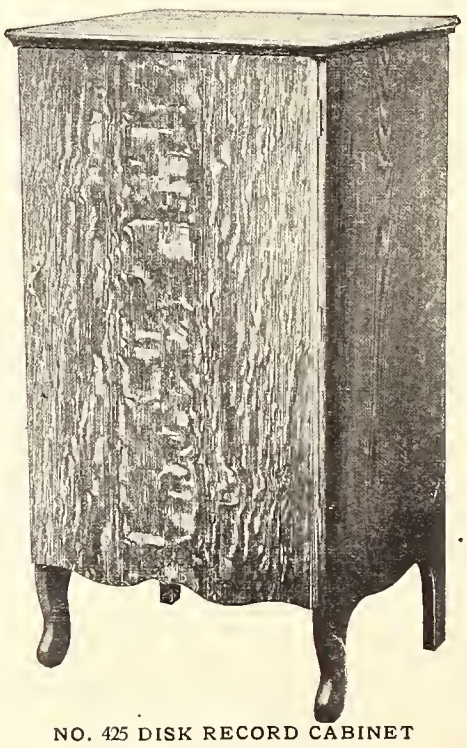
TWELVE NEW EIGHT-INCH RECORDS.

UNITED STATES MARINE BAND.
4911 Maple Leaf Rag.....Joplin
VICTOR ORCHESTRA.
4962 Traumerei .....Schumann
4963 Popular Waltz Medley—"Won't You Come Over to My House," "Day Dreams," "Waltz Me Around Again, Willie." .....
CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
4964 O Promise Me.....De Koven
SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.
4873 The Bullfrog and the Coon.....Nathan

ONE OF OUR NEW LINE

Every Dealer handling Talking Machines should have our booklets.

We make Cabinets to hold Disc and Cylinder Records



These new Cabinets are the best we have ever made.

Your Trade will like them.

A postal brings booklets and quotations.

THE UDELL WORKS

NO. 425 DISK RECORD CABINET
Holds 150 12-inch records.

INDIANAPOLIS IND., U. S. A.

COMIC SONG BY ARTHUR COLLINS, WITH ORCH.
4961 I'm Going Right Back to Chicago.....Williams-Van Alstyne
DUET BY STANLEY AND MACDONOUGH, WITH ORCH.
4917 Almost Persuaded .....Bliss
DUET BY COLLINS AND HARLAN, WITH ORCH.
4960 Arrah-Wanna.....Morse
MALE QUARTETTE BY HAYDN QUARTETTE.
2518 Rocked in the Cradle of the Deep.....
RECITATION BY EDGAR L. DAVENPORT.
4942 Seven Ages .....Shakespeare
DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.
4363 Pals .....Spencer
YANKEE TALK BY CAL STEWART.
2575 Uncle Josh and the Fire Department.....
RECORDS IN GERMAN, DANISH, SPANISH AND FRENCH.
GERMAN SONG WITH YODEL BY GEORGE P. WATSON, WITH ORCH.
4953 Life in the Alps..... 10
DUET BY MISS CARLSON AND MR. HERSKIND, PIANO ACCOMP.
4977 Gobble Duet, from "La Mascotte"..Audran 10
BARITONE SOLOS IN SPANISH BY SENOR RIVERO, PIANO ACCOMP.
4924 El Gorro Frigio—Tango..Limendoux-Lucio 10
4925 La Bruja—Jota.....Chapi 10
BARITONE SOLO IN SPANISH BY SENOR CACERES, PIANO ACCOMP.
4926 El Juramento (Romanza)..Olona-Gaztambide 10
4927 La Gran Via—Vals Caballero de Gracia.. ..... Chueca-Velverde 10
4928 La Serrana .....Trueba-Alvarez 10
31593 El Juramento (Romanza).Olona-Gaztambide 12
31594 En Calesa—Cancion Espanola..Elias-Alvarez 12
BARITONE SOLOS IN SPANISH BY SENOR FRANCISCO, WITH ORCH.
4934 Doña Juanita Serenade (Duerme, Duerme Niña) .....Von Suppe 10
4935 Jose Maria .....Hernandez 10
4936 Los dos Princess (Son los bailes de Mascara) 10
BARITONE SOLO IN FRENCH BY SENOR FRANCISCO, WITH ORCH.
4937 La Marseillaise .....de L'Isle 10
MISCHA ELMAN, VIOLINIST.
74051 Souvenir de Moscow.....Wieniawski 12
74052 Nocturn in E flat.....Chopin 12
74053 Melodie .....Tschaikowsky 12
EMMA EAMES, SOPRANO, WITH ORCH.
88045 Faust—"Le Roi de Thulé"..... 12
JOHANNA GADSKI, SOPRANO.
87002 Walküre—Brunnhilde's Battle Cry.....Wagner
88038 Lohengrin—Elsa's Traum (Elsa's Dream) ..... Wagner
88039 Ave Maria (violin obligato).....Bach-Gounod
88042 Aida—O patria mia (My Native Land)..Verdi
88040 The Erlking .....Schubert
88041 (*a*) Verborgen Wunden (Hidden Wounds); (*b*) Like the Rosebud.....La Forge

ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.
651 Arabia March .....
652 Bunch of Violets (Flower Song).....
653 Highland Echoes .....
654 Krell's Ballklaenge—Waltz.....
655 Slippery Day—Novelty Two-step .....
656 Triumphant America March .....
HAGER'S ORCHESTRA.
657 Bullfrogs' Dance—Caprice.....
658 Camp Meeting Time—Medley Two-step.....
659 Love's Last Word—Valse Lente.....
660 Needles—Rag-time Two-step.....
661 Red Mill—Selections from.....
662 Royal Caprice—Gavotte Louis XV.....
SONGS WITH ORCHESTRA ACCOMPANIMENT.
663 Captain Baby Bunting.....Byron G. Harlan
664 Bake Dat Chicken Pie.....Collins and Harlan
665 Dixie's Land .....Frank C. Stanley
666 Do, Ra, Me, Fa, Sol, La, Si, Do....Fred Lambert
667 Grandpa, I'm Going to be a Soldier..... Frank C. Stanley
668 I Can't Find Another Girl Like You..... .....Byron G. Harlan
669 I'm Sorry .....Ada Jones and Billy Murray
670 In a Chimney Corner.....Collins and Harlan
671 Let It Alone.....Arthur Collins
672 Meet Me, Sweet Kathleen in Honeysuckle Time .....Frank C. Stanley
673 Where Is My Wandering Boy To-night?.... ..... Peerless Quartette
674 Wouldn't You Like to Flirt With Me?..... .....Ada Jones and Billy Murray
675 You Can Have Broadway.....Billy Murray

IMPERIAL RECORDS FOR JANUARY.

BAND SELECTIONS.
45346 William Tell—Overture .....Rossini
45347 Overture to Semiramide .....
45348 Sobre Las Olas (Over the Waves)—Waltz..
44888 President McKinley's Memorial.....
44893 Star Spangled Banner .....Key
44881 Marching Through Georgia .....
44887 Paderewski's Minuet .....
44897 The Free Lance March.....Sousa
44875 Happy Heine .....Lampe
44901 Yankee Patrol .....Missod
44863 Anona .....Gray
44861 America .....Smith
44895 Radium March .....
44862 American Beauty—Waltz.....
IMPERIAL MILITARY BAND.
44877 Japanese National March.....
CHIMES.
44838 Lead Kindly Light.....Newman
44840 Rock of Ages .....Toplady
QUARTETTES.
44953 Down on the Farm.....Dubois
44963 Starry Night for a Ramble.....Bagnall
44957 In the Evening by the Moonlight.....Bland
44961 Old Folks at Home.....Foster
44958 Kentucky Babe .....Geibel
DUETS BY COLLINS AND HARLAN, WITH ORCH. ACCOMP.
45350 Gooda-bye, John—From "The Red Mill".. ..... Herbert
45351 Arrah Wanna (An Irish-Indian Matrimonial Venture) .....Morse
45354 Won't You Throw a Kiss to Me?....McKennan
45355 Iola .....Johnson
TENOR SOLOS BY HENRY BURR, WITH PIANO ACCOM.
44932 Soldier Boy .....Hoffmann
45349 Daddy .....Behrend
45357 To Mary .....White
BARITONE SOLO BY ARTHUR COLLINS, WITH PIANO ACCOMP.
44916 The Man Behind .....
BUGLE CALLS.
44841 Rough Riders in Charge Up San Juan Hill.
CHARACTERISTIC SHORT TALK.
44848 On Trousers .....

SOMETHING MUST BE DONE

To Prohibit Jobbers Selling to Farmers or Others Who Buy Just Enough to Get Dealers' Prices Says C. D. Babcock.

Nicholville, N. Y., Dec. 19, 1906.

The Talking Machine World, New York.

Gentlemen: Referring to your article in December World, "Selling Machines in Small Towns," I can say from experience that unless something is done by the talking machine companies to prohibit jobbers selling to farmers or others, who purchase only the required amount to entitle them to dealers' prices, and carry an assortment of perhaps 100 records, that the talking machine business will be a thing of the past within five years, in the country districts at least. I call to mind one dealer who has had four or five sub-agents, which is not according to contract. This does not give a dealer a show, who carries a large stock of machines and records.

Yours truly,

C. D. BABCOCK.

EDISON STAFF OF ROAD MEN.

The territory traveled by road representatives of the National Phonograph Co. is covered by the following gentlemen:

J. W. Scott—Maine, New Hampshire, Massachusetts, Rhode Island and Connecticut.

George A. Hedden—Vermont and New York State, except Westchester, Putnam and Rockland Counties, Long Island and Greater New York.

J. B. Wilson—Greater New York, Long Island and New Jersey.

J. F. Stanton—Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, Kentucky and Tennessee.

W. H. Hug—Pennsylvania and Ohio.

H. A. Turner—Louisiana, Texas and Arkansas.

W. P. Hope—Wisconsin, Minnesota and Peninsula of Michigan, North Dakota and South Dakota.

G. A. Renner—Nebraska, Colorado, Wyoming, Utah, Montana, New Mexico; also the following counties of Texas: El Paso, Reeves, Farmer, Deaf Smith, Randal, Potter, Oldham, Hartley and Dallam.

F. L. Fritchey—Indiana and Southern Michigan.

M. G. Kreusch—Iowa and Illinois.

A. H. Kloehr—Kansas, Missouri, Indian Territory, Oklahoma and the following counties in Texas: Lipscomb, Hemphill, Roberts, Gray, Carson, Potter, Oldham, Hartley, Dallam and Sherman.

H. K. Miller—California, Washington, Oregon Idaho, Nevada and Arizona.

HOW TO STIMULATE SALES.

Some Pointers by a Piano Man Which Are Worth Consideration in Selling Talkers.

It is a peculiar trait in human nature that the more difficult an article is to obtain the more desirable that article immediately becomes. Anything easily obtained is not fully valued, for it is the effort required that makes it worth while. We always think more of anything obtained through hard work, for it takes the place of a reward for work well done.

A piano man—a student of man, by the way—takes advantage of this curious fact in making sales especially to women. If a visitor is undecided and cannot make a definite choice and promises to return later, Mr. Dealer marks one of the pianos "sold" in a conspicuous manner and puts it in a prominent place near the window, if possible where it may be seen from the street. Almost invariably that "sold" tag decides the question. That is the article wanted, and no substitute will be accepted. Mr. Dealer mentions how angry the original purchaser will be if she discovers the piano sold over her head, but in view of earnest entreaties he reluctantly allows the last customer to obtain possession of it. Then he gets a "sold" tag ready to put on for the next case of indecision.

It's a great game, and it is hard to say how it would work with talkers. If Mrs. Smith thought Mrs. Jones had purchased a concert machine she'd not be satisfied unless she would get possession of the same instrument or a more expensive one. Of course the public will be delighted when it learns of the scheme and boom the dealer's trade a whole lot—maybe. It is no worse than many schemes in use in certain portions of the trade, for even when it proves successful the customer is given full value for the money received.

A phonograph record containing the holiday greetings and congratulations of his father and mother in their home in England has been received by Rudolph Walters of 3002 Avenue B, Council Bluffs, Iowa. The record was made at a family gathering. Mr. Walters' two sisters sang a favorite duet into the machine. He has not seen the members of his family for years, and the sound of their voices in the phonograph was in the nature of a delightful surprise.

HIGH-GRADE RECORD CABINETS

FOR DISC AND CYLINDER RECORDS

¶ Help the sale of your high-grade machines with high-grade accessories.

¶ These new and improved cabinets do not conflict in any way with the sale of cheaper grades any more than a $40.00 Talking Machine conflicts with a $20.00 one. In style and construction they are fully *two years* in advance of any cabinets now on the market.

¶ Our own retail proves that there is a wonderful demand for these goods.

¶ Write for catalog.

¶ *Liberal trade discount.*

DISC RECORD CABINET No. 29

Furnished in selected Oak or Mahogany. Retails at $14.50

ADDRESS: DEP'T H.

Lyon & Healy

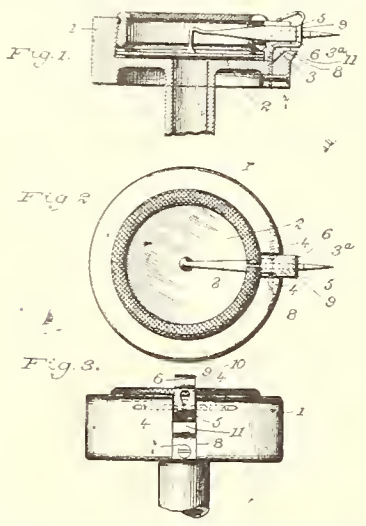
CHICAGO

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Jan. 7, 1907.

SOUND-REPRODUCER. Andrew Haug, New York, assignor to Universal Talking Machine Manufacturing Co., same place. Patent No. 838,326.

This invention relates to sound recording and reproducing apparatus in general, and as herein embodied is designed for use in connection with sound-reproducers of the type employing a detachable needle or stylus. The object of the invention is primarily to produce a device which will operate automatically or semi-automatically to detachably secure the needle or stylus in locked relation with the stylus arm, and thereby



dispense with the old form of set-screw heretofore employed for this purpose.

A further object of the invention is to cause such a device to perform a double function, the first being to secure the stylus in position, as above stated, and the second to coact with the stylus arm and maintain it in operative relation to the diaphragm under the required tension.

A device suitable for carrying this invention into effect is illustrated in the accompanying drawings. The inventor does not wish to be understood, however, as limiting himself to either the exact construction or arrangement shown, as various changes may be made therein without departing from the spirit and scope of the invention.

SOUND-RECORD AND SOUND-RECORD TABLET. Victor H. Emerson, New York, assignor to American Graphophone Co., Bridgeport, Conn. Patent No. 838,968.

This invention relates to sound records, and more particularly to a new sound-record tablet. It has been proposed heretofore to make sound-record tablets of celluloid and also of compositions containing shellac. Each of these substances possesses certain properties which render them desirable as sound-record material, but there are also certain inherent objections to their use. Shellac is expensive, and the records heretofore made of shellac-containing compositions wear out rapidly and also act to quickly destroy the reproducing stylus, such stylus requiring to be changed after each reproduction. When records are made of celluloid by impressing a matrix containing the sound record in reverse, the celluloid does not take a clear and accurate impression, with the result that the record is more or less defective. The inventor has discovered that if shellac and crocus powder or shellac alone be incorporated with the ordinary ingredients employed in making celluloid and the resulting composition employed as a sound-record tablet the objections heretofore existing to celluloid and to shellac are almost entirely eliminated, and a record of unusual quality is secured. This composition readily takes a clean-cut accurate impression from the matrix, producing a record of great durability and one which does not wear the reproducing stylus to nearly the extent experienced with the old record, many reproductions being secured from the same stylus, and hence without the annoyance incident to a change of stylus at each reproduction. Moreover, the amount of shellac, and hence the incident expense, is greatly reduced.

In the production of celluloid guncotton is dissolved with camphor, the ingredients being ground and thoroughly mixed and the composition then treated in a manner well known to persons skilled in that art. According to the present invention there is incorporated with the celluloid ingredients either shellac alone or shellac and crocus powder, preferably during or in advance of the grinding and mixing of the celluloid ingredients, and then proceeded in the usual manner of making celluloid.

The proportion of the various ingredients may of course be varied within limits; but the formula found to give the most satisfactory results

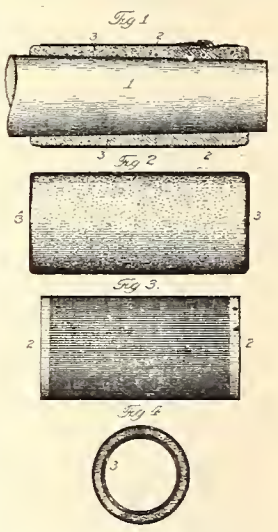
consists of adding twenty per cent. by weight of shellac to the usual celluloid mixture and (when crocus powder is to be used) ten per cent. by weight, of crocus powder. It is deemed preferable to dissolve the shellac in any suitable solvent, as alcohol, and after incorporation with the celluloid mixture the whole mass is mixed and thoroughly ground, just as in the production of celluloid. If desired, any suitable pigment may be added, and in all other respects the usual method of making celluloid is followed.

This new composition is a normally hard body, having many of the characteristics of celluloid, but differing therefrom in that it is harder and at the same time less yielding than celluloid. These properties make it much superior to celluloid as a material for sound records, since it gives a harder and smoother surface for the reproducing stylus, and it neither wears away the stylus nor is it worn by the stylus to the extent prevailing with record materials heretofore employed, particularly in what are known as the "zig-zag" form of records. In fact, a record made in a tablet of this new composition may be reproduced a great number of times without changing the stylus. Furthermore, since this material is less yielding than celluloid it does not "give" or yield laterally to the stylus, and hence produces a more accurate reproduction. This composition is formed into comparatively thin discs, and being hard and firm is capable of sustaining itself without the employment of any backing, though manifestly such backing may be used if desired. These discs then have sound record grooves formed therein by impressing a matrix into their surfaces under heat and pressure, as in the ordinary way of making a record on a celluloid tablet.

While the proportions above set forth have been found to give excellent results, it will be understood that the invention is not limited to the exact percentages named, since the benefits of the discovery follow to a greater or less degree when any appreciable quantity of shellac or its equivalent is incorporated, namely, a substitute for celluloid which presents a surface in every way better than celluloid or shellac for sound records.

PHONOGRAPH RECORD. Varian M. Harris, Chicago, Ill., assignor of one-fifth to Robert Burns, same place. Patent No. 837,927.

The present invention relates to that type of permanent cylindrical phonograph records in which a thin cylindrical record film is carried upon a cylindrical carrying mandrel that is adapted to have engagement with the ordinary tapering spindle or mandrel of a phonograph, and the object of the present improvement is to provide a simple and efficient structural formation and combination of parts in which a cylindrical record film of a tough and durable material and having such tenuity that in itself it will have no sound reproduction if unsupported is supported upon an intermediate carrying mandrel of a nature that will efficiently support such record film and which at the same time will materially aid in a faithful reproduction of the true and natural tones without any of the harsh and metallic qualities usual to the older type of permanent phonograph records, all of which are explicitly and comprehensively pointed out in the various claims filed with this patent.



HIGH GRADE SUPPLIES FOR ALL TALKING MACHINES, OF WHICH 75 % CAN BE MAILED

(MAKE ALLOWANCE FOR MAILING)

Best Feed Nuts for Home Phonographs - - - at 12 cents each
Best Feed Nuts for Standard Phonographs - - - at 8 1-2 cents each
Governor Springs and Balls assembled for all Phonographs, at 5 1-2 cents
Glass Balls for cheap Speakers - - - - - - at $3.50 per 100
Have you our latest Price List?

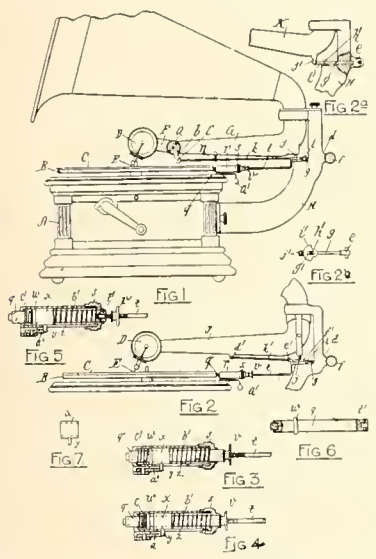
EDISONIA CO., Newark, N. J.

In the accompanying drawings, illustrative of the present invention, Fig. 1 is a detail longitudinal sectional elevation illustrating the present improvement applied to the tapering carrying spindle or mandrel of a phonograph. Fig. 2 is a side elevation of the submandrel of the present invention. Fig. 3 is a side elevation of the permanent cylindrical record film. Fig. 4 is an end elevation of the submandrel aforesaid.

Talking Machine. Henry A. Johnson, Providence, R. I. Patent No. 838,505.

This invention relates to an attachment which is adapted for use in that class of talking machines in which the arm which carries the sounding-box and the stylus is adapted both for elevation and swinging movement; and it consists in an improved mechanism for raising the stylus from the record plate and for simultaneously applying the brake to the record-supporting table. It also consists in the improved construction of the brake, which serves to prevent the rotation of the table.

In the accompanying drawings, Fig. 1 represents a side elevation of a talking machine provided with improvement. Fig. 2 represents a detail side view showing a modification whereby the improvement is adapted to another style of machine. Fig. 2a represents a detail side view showing another modification. Fib. 2b represents a top view of the circularly-curved elevating



means. Fig. 3 represents an enlarged axial section of the brake when the brake is in its disengaged position. Fig. 4 represents the same section when the brake is in engagement. Fig. 5 also represents the same section when the brake is in engagement. Fig. 6 represents a side view of the sliding bar of the brake. Fig. 7 represents a side view of the loose sleeve which is held upon the sliding bar of the brake. Fig. 8 represents an enlarged top view of the swinging arm which carries the swivel-jointed arm of the sounding box and the stylus. Fig. 9 represents a side view of the same, showing the stylus in engagement with the record plate and with the brake removed from its action upon the rotary table.

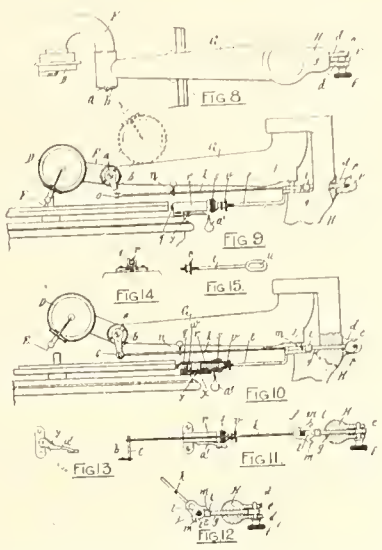


Fig. 10 represents the same side view, showing the stylus raised from the record plate and the brake in action upon the edge of the table, the brake mechanism being shown in section. Figs. 11 and 12 are detail views of the mechanism for raising the stylus from the record plate. Fig. 13 represents a top view of the cam-lever employed for holding back the brake. Fig. 14 represents an inner end view of the brake. Fig. 15 represents a top view of the connecting rod by means of which the brake is operated.

Phonograph Record or Blank. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 839,372.

The object of this invention is the production of a phonograph blank suitable for receiving a cut record corresponding accurately to sound waves and free from extraneous surface variation or disturbances, so that no sound will be reproduced other than that representative of the true record. When a matrix or mold is used so as to faithfully copy such a master as is described the resulting duplicates obtained from the matrix or mold by well-known processes are superior to records as now made, whether original or duplicate, in a number of respects, which will be pointed out..

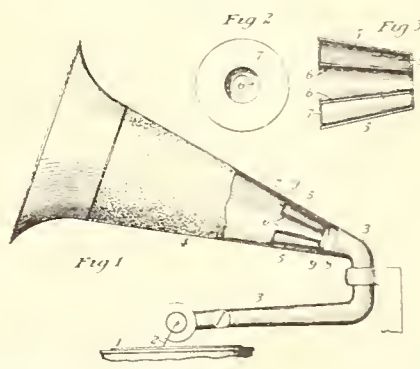
It is found that in order to produce an absolutely perfect master from which a corresponding matrix or mold can be subsequently made it is necessary to employ a material or substance which is perfectly amorphous and without crystallization, that is uniform in structure, at least for a sufficient depth within its surface to receive the record, that has sufficient adhesion to permit a substantially continuous shaving to be cut by the recording device, and that, finally, is of such a character as to be readily cut by the recorder in order that the latter may form a perfectly smooth record, which, while representative of the true vibrations shall not possess superfluous surface variations that at the present time and with present materials produce scratching and other extraneous sounds. When a material of this character is employed from which to construct the master, it is found that owing to its relatively soft character much less power is required to cut it, so that all of the sound vibrations will be recorded, even those representing the very weak overtones of musical instruments; also, that the depth of the record can be considerably increased so as to thereby permit very loud sounds to be recorded without danger of the recorder vibrating clear of the surface, and, finally, that a perfectly smooth record will be cut, even when very deep, with a substantially continuous chip, so as to entirely eliminate the scratchy sounds now due to the mere cutting of the present material.

Preferably the invention consists in the employment, for the manufacture of the master, of a neutral or nearly neutral soap soluble in alcohol and in hot water and by preference a soda soap, and in the manipulation of this material to put it into the required form for use in receiving a sound record.

Reference is hereby made to the accompanying drawing, which illustrates diagrammatically a master record embodying one form of the invention.

Sound Modifier. Charles R. Breen, New York, N. Y. Patent No. 838,297.

In the use of talking machines, phonographs, graphophones and other sound-emitting apparatus it is frequently desirable to modify or soften the sound emitted at the horn, as when the user employs the apparatus for his own sole amusement or when for any reason the full tone of the



instrument is not desired. This invention has for its object to provide such a sound-modifying attachment of improved and simple construction and adaptable for ready insertion in the horn and removal therefrom. It also has for its object the attainment of sound-resonating effects in the sound modifier, whereby a pleasing quality of modulated sound is produced.

Fig. 1 is an elevation, partly in section, of a horn with the sound modifier therein and of the upper part of the talking machine. Fig. 2 is a front elevation of the sound modifier. Fig. 3 is a central longitudinal section of the same.

Phonograph and Disc Holder. Walter C. Spurgeon, Milroy, Ind. Patent No. 839,902.

This invention has relation to phonographs and disc holders, and it consists in the novel construction and arrangement of its parts, as hereinafter shown and described.

The object of the invention is to provide a phonograph with a disc holding means, whereby any one of a number of discs may be brought into position with relation to the motor and the reproducer whereby the record may be produced. The discs are mounted on holders of special con-

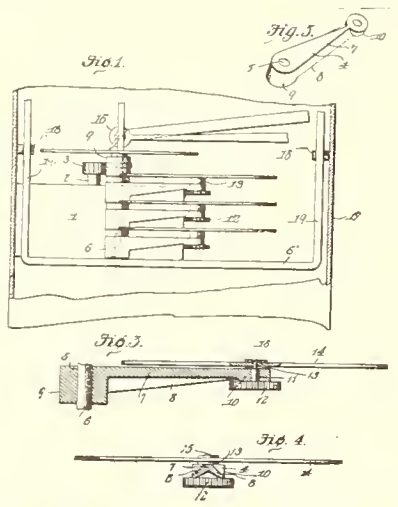
The following are some of the dealers handling the "Mira" Music Boxes:—

LYON & HEALY, Chicago, Ill.
SHERMAN, CLAY & CO., San Fran., Cal.
SHERMAN, CLAY & CO., Oakland, Cal.
SHERMAN, CLAY & CO., Seattle, Wash.
OLIVER DITSON CO., Boston, Mass.
J. E. DITSON & CO., Philadelphia, Pa.
C. H. DITSON & CO., New York.
JOHN WANAMAKER, New York.
JOHN WANAMAKER, Philadelphia, Pa.
MACKIE PIANO & ORGAN CO., Rochester, N. Y.
DENTOH, COTTIER & DANIELS, Buffalo, N. Y.
S. HAMILTON, Pittsburg, Pa.
KRELL PIANO CO., Cincinnati, O.
CARLIN & LENNOX, Indianapolis, Ind.
FINZER & HAMMEL, Louisville, Kentucky.
O. K. HOUCK PIANO CO., St. Louis, Mo.
A. HOSPE, Jr., Omaha, Neb.
S. KANN SONS & CO., Washington, D. C.

Write *for* Catalogue and Prices

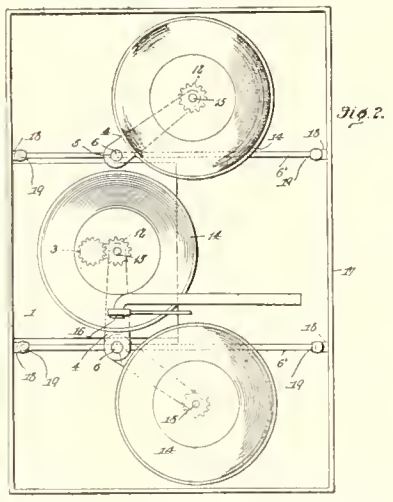
JACOT
Music Box Co.
39 Union Sq., New York

struction. The disc holder consists of disc-supporting arms journaled upon a vertically arranged shaft. Said shaft in turn is mounted upon a frame which is adapted to be moved up and down, a means being provided for retaining said frame of certain elevations. At the end of each disc-supporting arm is journaled a shaft. To the lower end of said shaft is fixed a gear wheel, and



to the upper end of said shaft the disc is attached. A gear wheel is fixed to the upper end of the motor shaft, and the said arms are adapted to be swung so that their gear wheels may be brought in mesh with the gear wheel on the motor shaft. A number of sets of arms are suitably arranged about the motor so that their discs may be operated by the same, and at the same time a single reproducer may be used for reproducing the record from any particular disc.

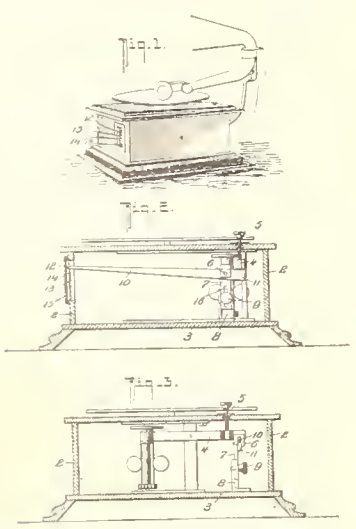
In the accompanying drawings, Fig. 1 is a sectional view of the casing, showing a side elevation of the lower part of one of the frames and a few discs, the top one being shown in contact with the motor. Fig. 2 is a top plan view of the casing, showing the arrangement of two sets of



discs. Fig. 3 is a longitudinal sectional view of one of the disc-supporting arms. Fig. 4 is a transverse sectional view of one of the disc-supporting arms, and Fig. 5 is a perspective view of one of the disc-supporting arms.

Gramophone Speed-Indicator. Clement A. Cornwall, Ashcroft, Canada. Patent No. 839,920.

This invention relates to an improved means



for indicating the movement of the brake-screw by which the speed of the mechanism, which rotates a gramophone record is controlled.

The mechanism by which a gramophone record is rotated is generally controlled by a small brake acting on the periphery of a rotatable part of the mechanism, which brake is operated by a screw threaded through the casing and bearing on the end of the lever to which the brake is attached. The movement of the screw to effect a variation of the speed of rotation is so slight that difficulty is experienced in setting the brake to give any desired speed. This difficulty is overcome by providing a light pointer which will multiply the movement of the brake screw or its lever and will indicate the amount of such movement on a graduated scale, so that if a certain position of the pointer is found to give a satisfactory speed for any particular record the corresponding number on the scale may be noted on the record and the brake control may be again set to that mark with some assurance that the same result wil be attained.

There are also other novel features in the arrangement and application of the device to which attention is drawn in the following specification, which fully describes the invention, reference being made to the drawings by which it is accompanied, in which Fig. 1 is a perspective view of a gramophone with invention applied. Fig. 2 is a vertical longitudinal section thereof, showing my invention and the parts immediately connected therewith, the remaining portion of the gramophone mechanism being omitted for clearness of illustration. Fig. 3 is a cross-section thereof.

Sound-Regulator for Phonographs. Arthur H. Ryder, New York, N. Y. Patent No. 840,089.

The object of this invention is to provide improved means for connecting the horn of a talking machine or other machine of the class specified to the machine proper, whereby the metallic vibrations or rasping metallic sounds usually produced by machines of this class are in a measure done away with and a more regular and musical tone or voice-tone produced, a further object being to provide an improvement of the class specified for use in connection with the delivery horns of talking machines and similar instruments, whereby the sound-waves are prevented from traveling around the horn in spiral curves and whereby the harsh grating or similar metallic sounds are to a considerable extent obviated and whereby the operator may at will regulate the volume of sound produced by the horn, a still further object being to provide a horn coupling for instruments of the class specified containing a supplemented vibratory device, and with these and other objects in view the invention consists in an attachment for instruments of the class specified constructed as hereinafter described and claimed.

The invention is fully disclosed in the following specification, of which the accompanying drawings form a part, in which the separate parts of the improvement are designated by suitable reference characters in each of the views, and in which Fig. 1 is a side view of the improved horn attachment for instruments of the class specified and showing the method of connecting it with the machine and with the horn;

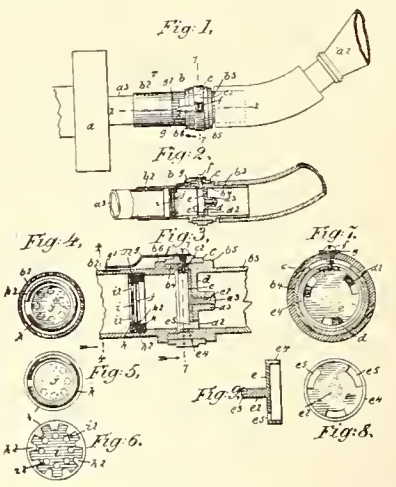


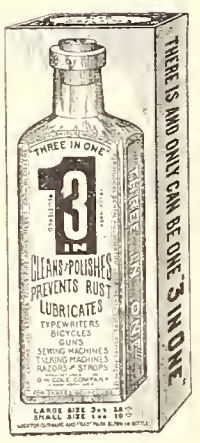
Fig. 2, a sectional view of the attachment on the line 2 2 of Fig. 1; Fig. 3, a view similar to Fig. 2, but showing the attachment proper on an enlarged scale; Fig. 4, a section on the line 4 4 of Fig. 3; Fig. 5 an end view of a supplemental vibratory device which is employed; Fig. 6, a reversed side view of the vibratory device shown in Fig. 5; Fig. 7, a section on the line 7 7 of Fig. 1 and on the line 7 7 of Fig. 3 and also a similar section through Fig. 2; Fig. 8, a side view of a valve plate which is employed, and Fig. 9 a transverse section thereof.

BIG DEMAND FOR CRANES.

There are three cardinal principles for a manufacturer to employ in order to create a large market for his product, first aim to make a satisfactory article, independent of cost; second, work on the manufacturing conditions so as to reduce cost of production to the lowest possible figure; third, figure close profits and large sales.

The Hawthorne & Sheble Co., of Philadelphia, have been manufacturing a line of patented horn cranes for some time past. These cranes have received the commendation of the trade generally, and in order to keep up with the growing demand, the manufacturers have been obliged to very largely increase their facilities. Increased production and improved methods of manufacture have enabled them to decrease cost of making, so that to-day they are marketing these cranes at prices that would have been impossible a short time ago. They report very extensive sales.

Use "3-in-One" Oil
"Oil" by Itself



"3-in-One" **never** should be **mixed** with any other oil. It's in a class all by itself—has been for 12 years. Keep it so for best results. Use it to lubricate, brighten and polish the various parts of all kinds of talking machines. Use it to keep disc and cylinder records clean. The "3-in-One" Book tells details. Get a copy from us or your jobber.

"3-in-One" is not only the best oil for your customers to buy—it's the best oil for you to sell. 50 and 100 per cent. profit—any reason why you shouldn't make it, same as other talking machine dealers are doing? 10c. and 25c. bottles. Your jobber is ready to supply you.

FREE sample bottle of "3-in-One" sent to any dealer on request. Just write to

G. W. COLE COMPANY, Sole Makers of "3-in-One"

Broadway and Liberty Street, New York City.

With the Makers and Sellers of Automatic Specialties

A GREAT "AUTOMATIC" YEAR.

Was That Which Recently Closed—Every Department of the Slot Machine Industry Showed Marvelous Advance—Many New Machines Have Been Put on the Market and Our Foreign as Well as Our Domestic Trade Has Recorded Steady Growth Bringing Prosperity to All Those Engaged in This Line of Work—The Nickelodian Project Exceedingly Popular—The Value of the Automatic Piano as a Money Maker—The Situation Reviewed.

A retrospeetive glance over the past year's business brings forcibly to light the marvelous advanee in the slot machine industry. Everywhere is manifested this healthful condition of affairs, and manufacturers, jobbers and dealers are justified in their optimistic outlook for the year of 1907. At this time it has always been the custom among manufacturers to stock up for the annual rush that always occurs with the first warning of coming spring, but the continuous influx of orders has put this possibility beyond the reaeh of all, and the manufacturer is fortunate indeed who can supply the current demand. The present situation in this trade is an extraordinary one. There is not a firm that has not increased its plant beyond what a year ago would have seemed foolhardly, and yet not one that would not double its output if that were possible. The universal popularity of the penny arcade has undoubtedly been the greatest stimulator of the business. The men that first went into establishing these "poor people's theaters" did so on a gamble. They looked for pennies—behold these grown to millions. Two years ago men of wealth and position who were interested in these projects kept the fact secret—they were willing to reap all the benefit, but, because a business was founded and thrived from the smallest denomination in circulation, they were rather ashamed to acknowledge the connection. Now, however, they have changed their policy, and are proud of the association. It is a forcible illustration of the truth of the adage, "Save your pennies and the dollars will take care of themselves."

* * * *

Our foreign trade has increased to an enormous extent, and a tremendous field is open to this trade among the Latin-speaking races. Slot machines, especially the musical and moving picture types, are most popular among these people, those of American manufacture being universally used, notwithstanding that they are by far the most expensive. In price America cannot begin to compete with foreign countries on account of the tariff and trusts which keep raw material at such a high premium; but this is more than offset by the quality of the product, and no industry is more dependent on the wearing ability of its goods and the perfection of the workmanship envolved. Australia, Japan and China are monthly the recipients of hundreds of machines from this country, and every mail brings its quotum of rush orders to our manufacturers.

* * * *

For the man with but a small amount of capital to invest we should strongly advise that he look into the Nickleodian project. These moving picture theaters have many advantages even over the arcade. Firstly, the amount of money involved is comparatively small. Secondly, the field is more extensive, inasmuch as these places can be made to pay in even the smallest cities and towns, where to open an arcade would be but to court failure; in fact, all one needs is to rent some store on a fairly prominent thoroughfare (of course, the more so the better), one that can seat from 50 to 500 people, according to the size of the city. The decorations should be showy. A talking machine or automatie piano will serve as a crowd drawer. A generous amount of light (preferably electric) gives eheerfulness at night, and flashy bill posters arouse curiosity. As to the moving picture machine and films, manufacturers of these goods are offering the most reasonable inducements to investors. In the large cities, as before mentioned, the nickleodian has broadened out into vaudeville, and the old nickel admission fee increased to ten, fifteen and even twenty cents. These places, of course, are taking in large amounts of money, but in the small towns the original moving picture show is enough, and, as a starter, is less expensive.

* * * *

Automatic restaurants, of which New York has two, have not proved the popular successes here they have abroad. A new company has been formed, however, which plans to open such places in all the large cities throughout the country. Two recently opened in Philadelphia have shown encouraging results.

* * * *

There is another phase of this industry that has not been taken up seriously, and one which if looked into and thought over would be of vital interest to every talking machine dealer in the country, namely, that of agency rights for your town or district for various slot controlled devices. For example, we'll say Smith is a talking machine dealer of C——, Ohio, who has obtained the exclusive rights for handling a certain well-known automatic piano in his territory. He starts out one evening to visit the cafes in his vicinity with an eye to placing some of his instruments. Stepping into Jones' place he orders a drink for himself, and perhaps sets one up for the proprietor to get things on a friendly basis. The subject of pianos, as a paying addition to a bar, is brought up. Smith finally suggests the purchasing of an instrument from him; but Jones is not favorably impressed, and does not care to invest so much money in what he considers a doubtful experiment. Now is the time for Smith to play his trump card, and he does so in something like the following manner:

"Why, my dear fellow, I ask nothing of you except to allow me to place one of my instruments in your place here. It will cost you nothing, will add cheerfulness to the place and draw a crowd. Every week or so I will come around, collect the money and give you a receipt for it. I will continue this until the whole is paid for from its earnings or until you decide to pay the balance due yourself, when I shall, of course, turn the keys over to you."

Now, no sane man would refuse such a proposition as the above, and, in fact, it would only need to be used in extreme cases, rather than lose a sale. Now what is true of the automatic piano in cafes, drug stores, etc., is true of a large number of other machines. Good vending machines of all kinds will pay agents and operators in countless numbers of good locations to be found in all cities. Think it over. There's lots of money in it for those who will take it up. If you need advice of any kind, just drop a line to this department. Tell us what you want, and we'll do our best to put you next to the best people.

* * * *

In studying the present conditions in this trade we very much regret to find a mean spirit of rivalry among certain manufacturers, and many gross cases of unfair competition going on. This is the more deplorable under present circumstances when not one firm in this country can begin to keep abreast of their orders. It is bad enough when companies resort to the old knocking tactics, but when they go so far as to hire men to go around to various areades and by putting slugs into their competitor's machines—place them temporarily out of commission—and create the impression that they are a most

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

AUTOMATIC DRINKING MACHINES.

SUMMER AND WINTER BUSINESS.

Drop coin in the slot, the machine does the rest. Machines made for any coin. They register a clean glass and a clean drink. For delivery this Summer, orders must be received immediately.

EARNINGS:

Machines at 48 East 14th St., N. Y. City, are earning from $30 to $40 a day during winter, selling cider at 1c. per glass. In the summer earn from $40 to $80 a day.

One machine at 31 Park Row, N. Y. City, is now earning $20 a day. In summer months will earn $40 a day.

Ten machines at Coney Island took in $3,000 in 60 days, selling ice-cold water at 1c. per glass.

These machines sell all kinds of drinks—Lemonade, Orangeade, Root Beer, Celery Tonic. These drinks cost to make 4c. per gallon. When sold through the machine will produce 35 drinks to the gallon.

Machines Leased to Responsible Parties.
Order now for next Summer's delivery.

AUTOMATIC DRINKING MACHINE CO.,
3 Mercer St., New York City.

inferior instrument, said companies overstep the mark and deserve nothing better than disclosure and disgrace. Fortunately, these things have the happy faculty, like chickens, "of coming home to roost," and seldom need the interference of the press or outsiders, but work their own destruction.

* * * *

We are making an effort to interest the slot machine men in our paper. Each month there will be found interesting features so that it will pay to be a regular subscriber to The World. We have at great expense just obtained the most complete and only authentic list of slot machine men in Mexico, Cuba and throughout South America. This will be of inestimable value to manufacturers of these specialties who advertise in The World, on acconnt of the great demand for these devices in the above countries. In our advertising pages will be found a large number of excellent features. Possibly you are the inventor or manufacturer of some snch specialty. In that case we can find a market for your wares. Place your invention before the proper persons. You can do this in but one way, and that to advertise in a publication like The World, which will reach the purchasers of such devices.

* * * *

Of all the slot-controlled devices on the market that are made use of in the modern arcades none is more conspicuous than the antomatic piano. In all the large places this popular instrument is the magnet used to attract the attention of the passerby. No music is more generally loved than that from a good piano, none more repellant than that from a crippled one. Not another instrument is submitted to such a hard, constant grinding test. Hence the arcade man shonld look first for a good instrument with a clear, pure tone, and one that is built to best withstand the great wear put upon it.

HERE AND THERE IN THE TRADE.

Multiphone-Operating Co. Incorporated—The Dictograph Destined to Prove a Big Favorite—Valiquet Co. Will Soon Have a New Machine on the Market—The New York Vitak Co. Were Virtually Cleaned Out of Stock the End of the Year—Other Items.

The Multiphone Operating Co., 23 Park Row, have reincorporated under the laws of the State of New York with a capital of $1,000,000. The officers elected are: Edwin J. Selley, president; Peter J. Collinson, vice-president; Isaac Thorman, treasurer; William H. Pritchard, secretary; Julius Roever, general manager; Allison A. Pratt, consulting engineer, and Ole Severson, superintendent. This company have been forced to move their factory to larger quarters in order to turn out their mnltiphones quick enough to meet demands, and have just signed the lease for a six-story building at 92-94 Vandam street, this city, where they expect to be able to manufacture the machines at the rate of 100 to 150 per month.

If a little instrument which was exhibited to a number of interested observers at the Capital the other day is put into general use, members of Congress may sit in their committee rooms, or in the offices which will be provided for them in the new buildings now being erected, and hear what is being said on the floors of the House and Senate. People who haven't time or inclination to go ont to church may sit at home and hear their favorite minister deliver his Sunday sermon, and patients in hospitals may be cheered by hearing music played and snng in halls or chnrches in remote parts of the city. The appliance which makes all these wonderfnl things possible is called the "dictograph." It is the invention of K. M. Tnrner of this city. Mr. Tnrner was in Washington a day or so, but he was so unobtrnsive in his movements that not until the other day was it generally known that he had been conducting a series of tests at the capital.

The "dictograph" not only transmits sound, but magnifies it. It is somewhat similar to the ordinary telephone in its general principle, bnt it is not necessary for one to talk directly into its mouthpiece in order to be heard at the other end of the wire, and it is not necessary for the person at the other end to hold a receiver to his ear in order to hear. The General Acoustic Co., 1265-1269 Broadway, of which Mr. Turner is president, is now preparing to place these wonderful instruments on the market on a rental basis. Cheaper by far than a telephone, it is also a great time and money saver, and every firm, store, factory or other place of bnsiness will find them indispensable after once they learn their value.

The American Mutoscope & Biograph Co. suffered a small loss from a fire that broke out in their handsome warerooms at 11 East 14th street, on Monday, Dec. 24. All damages are fully covered by insnrance.

The Valiquet Novelty Co., 58 Colnmbia street, Newark, N. J., are starting off the new year with a rush. This company, which was formed less than a year ago, for the manufactnre of slot-controlled devices, has won for itself a great reputation, founded on the successive triumphs of their different machines. First came the "picture-phone," which won for them a host of friends and admirers. The "music phone" soon followed. This machine was the first successful slot-controlled disc talking machine placed on the market. The Valiquet Co. will shortly have their new "Gypsy Queen" fortune teller ready for shipment. This machine speaks your fortune in a soft modulated voice and will prove a great money getter. They are also preparing to turn out an attractive line of vending machines.

The Christmas, or holiday, season just closed has left behind it nothing bnt empty shelves at the factories of the New York Vitak Co. "Cleaned out" is what yon hear if yon drop into their main offices at 26 Cortlandt street, this city. Everyone is working overtime, and there really doesn't seem to be any prospect of a let-up, for orders are still piling it at an enormous rate for vitaks and films. Their new $30 machine, which they expect to have ready for the market abont March 1, will prove a great seller in the talking machine trade, and dealers and jobbers all over the country are getting their orders on file early to insure prompt shipments. One of the things abont this machine that especially recommends it to the talking machine man is the generons profit to be derived from its sale. As a selling proposition it can not be beaten—it literally sells itself. Then the film end of the business is a decidedly important feature and one that no one can ignore.

The new weighing machine now being gotten ready for the market by the Rosenfield Mfg. Co., of this city, is destined to add to the reputation of this progressive house.

MR. LOWE'S SHOCKING DEATH.

A victim of the horrible railroad wreck on the Baltimore & Ohio Railroad, near Terra Cotta, District of Columbia, December 30, was A. Lee Lowe, in charge of the Colnmbia Phonograph Co.'s commercial system in the Washington branch. Mr. Lowe's death was a shock to his associates, who speak of him as a capable and efficient man in his department, having been with the company two years, and on the first he had received a substantial increase in his salary in recognition of his services and ability. He was twenty-nine years of age, and leaves a widow and child.

FIRE DESTROYS LUTHER DAY'S STORE.

Fire destroyed the entire contents of the talking machine store of Luther Day, on Christmas night. No insurance. Mr. Day was in the habit of giving moving picture exhibitions on varous evenings, and on this occasion was entertaining about seventy people when a spark from the arc light struck a 1,200-foot film, immediately causing an explosion and blaze.

C. S. Gardner recently on the wholesale traveling staff of the Colnmbia Phonograph Co., will shortly engage in business for himself in Allentown, Pa., and will handle Columbia goods exclusively.

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

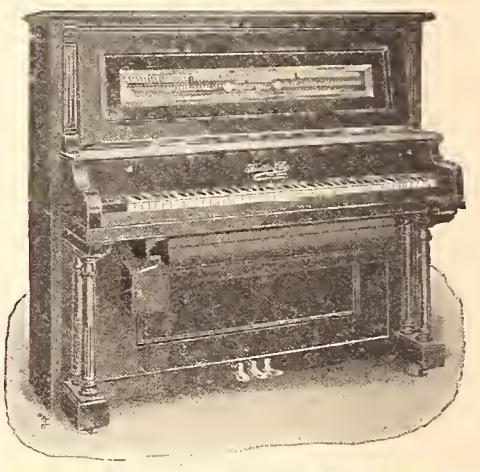
THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.
11 E. FOURTEENTH ST., NEW YORK
The Mutoscope Oldest and Best Known Slot Machine
"The Backbone of the Automatic Parlor Business"
Showing Moving Pictures in their Most Attractive Form

Do you want more Profit?

Get **THE NICKLIN** The best
Coin Operated Piano in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way



Manufactured by
Neola Piano & Player Company
General Offices, 201-203 East 49th Street, New York

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.

THE PEERLESS COIN-OPERATED PIANO

Whatever your business may be, things will move faster if you have music. The PEERLESS has been tried in Cafes, Billiard parlors, candy stores, etc. and in every case it has proven a success.

It makes no difference what your business may be, so long as it means dealing with the public you will find it profitable to have a PEERLESS Coin-Operated Piano.

Style D

The PEERLESS will attract customers, amuse them, and earn money for you that you would not otherwise get. The PEERLESS is built to last longer in constant use than any other coin-operated piano on the market. Ask any owner of a PEERLESS.

The first cost of the PEERLESS may seem high but the freedom from cost of repair soon proves it to be the cheapest.

Our catalogue "Easy Money" will tell you more about the PEERLESS. It can be had for the asking.

SOME DESIRABLE TERRITORY STILL OPEN

HIGHEST AWARDS—GOLD MEDALS

Buffalo 1901 St. Louis 1904 Portland 1905

ROTH & ENGELHARDT

(Props. Peerless Piano Player Company)

Windsor Arcade Fifth Avenue New York

Factories at St. Johnsville, N. Y.

A Strong Point for the Dealer

Music Master

"I point to the only records that *never disappoint*:"

Columbia Disc and Cylinder Records

Columbia Records outsell all other makes, because *they never do disappoint* the purchaser.

They never disappoint, because in tone-quality and in construction PERFECTION is the watchword.

Columbia Records are free from disagreeable foreign noises so apparent in records that are but imitation of the genuine.

Any ***one*** of the superior points of ***Columbia Disc and Cylinder Records*** makes them outsell all others.

The combined points of excellence in ***Columbia Records*** is the reason for their extraordinary popularity, and is the ***reason why*** *every Talking Machine Dealer* should sell them.

REMEMBER—Columbia Records fit any standard make of machine, and they improve the efficiency of every machine on which they are used.

The Columbia system of advertising gridirons the country. It reaches *everywhere*. It reaches *everyone*. No one can escape its influence. It is creating a demand in every locality for ***Columbia Disc and Cylinder Records.***

Can you supply the demand in your locality?

If not, get in touch with your jobber at once. Put in a line of Columbia Records to meet the demand.

They are the *best made*, *best selling*, *best advertised* Records on the market.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

90-92 West Broadway, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

VOL. III. No. 2. SIXTY-SIX PAGES SINGLE COPIES 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, February 15, 1907

ELECTRICAL SPECIALTIES

FIRE EXTINGUISHERS

MANY people think our only line of manufacture is Talking Machine Horns and Horn Supports. This page shows some of our other products: Incandescent Street Fixtures, Hoods and Reflectors, known throughout the world as "Marten Specialties," Metal Trays, Fire Extinguishers and Metal Specialties of all kinds. We have spent large sums of money to originate and develop better goods and methods, and our success is due to our effort to produce goods of the highest quality and value.

Send for Literature Describing Each Line

THE TEA TRAY COMPANY
OF NEWARK, N. J.

METAL TRAYS

TALKING MACHINE SUPPLIES

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

The Dividend Feature of the EDISON PHONOGRAPH

THE national advertising of the Edison Phonograph has been doubled. Formerly we reached those who did not own a Phonograph and told them why they should. Now, in addition to this, we are reaching Phonograph owners and encouraging the sale of Records.

This Record advertising is proving as effective as our Phonograph advertising. The calls for our catalogue of Phonographs and our monthly list of Records have nearly swamped us. This interest on the part of Phonograph owners is most encouraging to us. It must be to you, if you sell the Phonograph and the Gold Moulded Records.

The sale of a Phonograph is really insignificant, in the matter of revenue to you, as compared to the steady, increasing sale of Records that follows. Record profits are daily dividends to the Edison Phonograph dealer and with the strong advertising campaign we are now putting back of them these dividends will grow in size with the months.

If you do not handle the Edison Phonograph and the Edison Records you are turning your back on big, easy dollars. If you have them but are not featuring them, you are not getting your share of the talking machine trade.

National Phonograph Co.

59 Lakeside Ave., Orange, N. J.

New York Office, 31 Union Square.

WE show here the Edison Record advertisement as it appeared in the February magazines. Grand Opera Records are the feature. The call for them will be supplied by some dealer in your locality. Why not you? If you have not a supply of the booklets describing the new February Records, write to your jobber for them.

Grand Opera for the Edison Phonograph

"Wilt thou recall that day" *from* "The Flying Dutchman"

THIS is the month of grand opera in New York. A new interest in the great singers of the world has been given by the opening of Hammerstein's Manhattan Opera House, and now New York City is the only city in the world where grand opera is given on a grand scale in two opera houses at the same time. This unusual interest in grand opera gives a special point to our announcement of five new grand opera records.

B 41 — "Nobil Dama" ("Noble Lady"), "Gli Ugonotti" ("The Huguenots")— Meyerbeer By Mario Ancona. Baritone Sung in Italian. Orchestra accompaniment

B 42 — "Guardate pazzo son' io" ("Behold Me, I am Mad"), "Manon Lescaut"— Puccini. By Florencio Constantino. Tenor Sung in Italian. Orchestra accompaniment.

B 43 — Gebet (Prayer), "Allmaecht'ge Jungfrau" ("All-powerful Virgin"), "Tannhauser" Wagner. By Mme Rappold, Soprano. Sung in German Orchestra accompaniment.

B 44 — "Bella siccome un angelo" ("Beautiful as an Angel"), "Don Pasquale"— Doniz-tti. By Antonio Scotti, Baritone Sung in Italian. Orchestra accompaniment

B 45 — "Willst jenes Tags" ("Wilt thou recall that day"), "Der Fliegende Hollaender" ("The Flying Dutchman")— Wagner. By Alois Burgstaller Tenor Sung in German. Orchestra accompaniment.

Comment on this list is almost unnecessary. Wherever music is known and loved these songs are great. Rappold, Scotti and Burgstaller have sung in grand opera all over this country. Ancona is Hammerstein's new baritone. Constantino is now singing in the South with the San Carlos Opera Company. Two selections are from Wagner including the always popular "Flying Dutchman." Puccini is of special interest not only on account of his "Madame Butterfly" playing here, but also on account of the fact that he is now visiting in this country and conducting his own operas in New York

If you love good music, go to the nearest Edison store and hear these grand opera records. These five make forty-five Edison Grand Opera Records. The complete list will be sent to any one on request. If you like grand opera music, write for it to-day. Ask for Grand Opera Selections, Supplement No. 5. Anyway, if you care for music, let us send you the following Edison Musical Library. Ask for it to-day, but it will not be mailed until January 28th:

Phonogram for February — Supplemental Catalogue — Complete Catalogue

59 Lakeside Avenue **National Phonograph Company** ORANGE, N. J.

JOBBERS WHO HANDLE EDISON GOODS IN THE UNITED STATES AND CANADA:

[illegible] Bush & Hahn.
[illegible] C. C. Aschbach.
[illegible]—John Rose.
[illegible] Talking Co. Phillips
[illegible] & Sons C
[illegible] Co
[illegible] Talking Machine
[illegible] & Sunday Co.,
[illegible] Co., Jo[illegible]
[illegible] Co., Osgood Co.
[illegible] Sons.
[illegible] Wall & Co., Robert L. Lud[illegible]
[illegible] Co.
[illegible] Co.
[illegible] Co.
[illegible] Wall & Co., Rudolph Wurlitzer Co., The Cable Co.
[illegible] Co.
[illegible] Co.
[illegible] Peter F. Weiler
[illegible]—Southern Talking Mach. Co.
[illegible]—Nathan & Dreyfus
[illegible] Dry Goods Co., Hext Music Co.
[illegible] The Vim Co.
[illegible] Piano Co., Gramophone Co.
[illegible]—William Werner.
[illegible] F. Ehrman & Co.
[illegible]—W. G. Walz Co.
Lynchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phono. Co.
Harrisburg—S. K. Hamburger.
Helena, Mont.—Frank Buser.
Houston—Texas Phono. Co.
Hoboken, N. J.—Eclipse Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono. Co., A. B. Wahl Co.
Kansas City—J. W. Jenkins' Sons Music Co., J. F. Schmelzer & Sons Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lafayette, Ind.—A. B. Wahl Co.
Lincoln, Neb.—H. E. Sidles Phono. Co.
Los Angeles—Southern California Music Co.
Little Rock, Ark.—O. K. Houck Piano Co.
Louisville—Montenegro Riehm Music Co.
Lowell, Mass.—Tyers Wardell.
Macon, Ga.—T. M. Atwood, O. K. Houck Piano Co.
Memphis—McGeal Bros.
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynolds.
Montgomery, Ala.—R. L. Penick.
Nashua—Peo. Kelly.
Nashville—O. K. Houck Piano Co., Nashville Talk. Mach. Co., Magruder & Co.
Natchez, Miss.—A. O. Petit, Douglas Piano Co.
New Bedford, Mass.—Household Furnishing Co.
Providence—J. M. Dean Co., J. A. Foster Co., Household Furniture Co., J. Samuels & Bro., A. T. Scattergood Co.
New Haven—Pardee-Ellenberger Co.
New York City—Bettini Phonograph Co., Blackman Talking Machine Co., J. F. Blackman & Son, Sol Bloom, I. Davega, Jr., S. B. Davega, Douglas Phonograph Co., Jacot Music Box Co., Victor H. Rapke, Siegel-Cooper Co., John Wanamaker, Alfred Weiss.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Oakland, Cal.—Kohler & Chase.
Ogden, Utah—Proudfit Sporting Goods Co.
Omaha—Omaha Bicycle Co., Neb. Cycle Co.
Oswego, N. Y.—Frank E. Bolway.
Paterson, N. J.—James K. O'Dea.
Pawtucket—Pawtucket Furniture Co.
Peoria, Ill.—Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Musical Echo Co., Penn Phonograph Co., John Wanamaker, H. A. Weymann & Son.
Pittsburg—Theo. F. Bentel Co., Inc., Pittsburg Phonograph Co., Powers & Henry Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves & Co.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phonograph Co.
Reading Pa.—S. K. Hamburger, Reading Phonograph Co.
Richmond—C. B. Haynes.
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Giles B. Miller, Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons.
Savannah, Ga.—Youmans & Leete.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—D. S. Johnston Co.
Sharon, Pa.—W. C. De Forrest & Son.
Sioux City, Iowa—Early Music House.
Spokane, Wash.—Spokane Phono Co.
Springfield, Mass.—Flint & Brickett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—The Conroy Piano Co., O. K. Houck Piano Co., Western T.M.Co., Inc.
St. Paul—W. J. Dyer & Bros., Thomas C. Hough, Koehler & Hinrichs, Minnesota Phono. Co.
Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co.
Washington—E. F. Droop & Sons Co., S. Kann Sons & Co.
Waycross, Ga.—Geo. R. Youmans.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

The Talking Machine World

Vol. 3. No. 2. New York, February 15, 1907. Price Ten Cents

REQUISITES OF A GOOD SALESMAN

That Is for the Talking Machine Business, Interestingly Defined by an Expert—Why People Fail in This Field of Effort.

The education of a good salesman in a talking machine store is no easy matter, according to the heads of many of the successful establishments in this city. Many young men, who have afterwards been successful in other lines, have failed in this branch. When asked what he considered the greatest requisite in a good salesman, the manager of one of the prominent warerooms replied "Tact. Without tact, any young man is sure to fail. Diplomacy is a fine art, and nowhere can it be practiced to better advantage than in a store like this. Let me cite an instance of to-day. There was a big rush, and one of my best salesmen had two customers to care for simultaneously. One was a woman of wealth, who seemed to think on that account she should receive all deference, while the other was plainly a woman of the poorer classes who showed by her manner that she believed that her money, although less plentiful, was every bit as good as that of her wealthy neighbor. I noticed that he divided his attention about equally to the two, and when he played a record for one praised it to the other. When the selections had been made, each was satisfied that they had been treated according to their due, and were profuse in their thanks. It was his manner more than what he said that got him out of trying positions. Often customers come in to buy machines who have not fully made up their mind as to what they want. They may be wavering between a cylinder and disk machine. In that case a salesman should find out how much they want to spend, under what conditions a machine is to be used and who is to use it, and by a little tact obtain their interest in the one most adapted to their needs. He will explain the good and bad points of both kinds, so that customers will feel that no advantage is being taken of their ignorance.

"It is also bad policy to attempt to force a purchaser into investing in a more expensive machine than they had in view, but generally a few comparisons between the power, looks and tone will make them desire the best, and if they think they can afford the difference, they will give the extra few dollars. At the same time a salesman makes a great mistake in selling a customer a machine beyond their means, as when the time for payment becomes due, there is always a possibility of the collection dragging along. I regard it as a mistake for a salesman to try to load up a customer with too many records at a time. Frequent purchases always mean better sales. I have my force always take down the name and address of every patron, and when the new lists are issued, I have them mailed to them with the salesman's card enclosed. This makes the customers think the salesman has kept them in mind, and they appreciate the little courtesy, and they are sure to return and ask for him to wait on them. The result has been that we have hardly had a dull day this year, doing the best January business in our history, and I know that when one store has been doing a land office business, some of our competitors have been putting in time dusting off stock. Our stock does not get a chance to get dusty."

NEW USE FOR TALKING MACHINE.

Doctor Employs It as a Therapeutic Agent in Certain Forms of Insanity.

An eminent doctor has discovered a new use for the talking machine, and is using it as a means of effecting a cure in certain cases of insanity, and in soothing turbulent patients when everything else had failed. Of course this treatment is not expected to prove effective where the cause of insanity comes from being kept awake nights from the piano in the flat over head or the village band practising for a presidential campaign, but where the provocation has been from a lesser cause, beneficial results are sure to follow. The claim that the sedative properties of music is a cure for mental disorders has long been recognized and is verified by the citation of many eminent specialists on brain trouble. The variety of music offered by means of a talking machine will enable those treating a patient a wide scope of music, so that a rythm adapted to the particular case may be found. The only point brought up by the hospital attendants against this plan is that they may be placed among the list of patients by hearing the machine working overtime.

WINDOW DISPLAY.

A Splendid Form of Advertising That Is Open to Every Talking Machine Dealer, and Which Brings Big Profits to the Man Employing It.

The advance made in the art of window trimming in the past few years is as noticeable as that made in advertising. Any retailer who recalls the windows of ten years ago can't help but mark the contrast that greets his eye to-day. At that time the displays presented a conglomerate mass of everything in general, and not much of anything in particular. The passer-by had the same sight to gaze upon day after day, and no doubt wondered why people showed such poor taste.

But to-day it is another story. The idea of utilizing this valuable space has been grasped by every live dealer. Glance in these same windows and you see something. You see, back of the exhibit, the idea standing out bold and strong. The chances are that the moment you look it will flash into your mind how that display reminds you of the excellent ad. that appeared the day before describing the very articles you saw in the window.

A display to attract attention must possess sufficient originality to at once arrest the eye with an unique arrangement so harmonious and beautiful as to be truly artistic, as a publicity expert would probably say. The most cultured admire a fine exhibit. The most ignorant are influenced by it. Dollars and cents are hypnotized by it. The great mass of shoppers are swayed by it, and the merchant who is wise always remembers this.

STENOPHILE SOUND MACHINE.

A German Invention Which Reproduces Sounds Automatically by Syllables in Typographic Characters.

Consul J. I. Brittain writes from Kehl that, according to the Journal of Alsace-Lorraine, the Stenophile Rivort, recently invented by Charles Bivort, chevalier of the Legion of Honor and director of the Bulletin of the Halles, has given some very practical and interesting results. The machine reproduces sounds automatically, by syllables, in typographic characters. It is operated in the same way as the typewriter; has a keyboard which consists of twenty keys. Each key, upon being pressed, points the corresponding letter on a band of paper, which unrolls itself on a sort of pulley. The characters are the same as those of the usual alphabet. It is easy to read at first sight what the machine has written. It is simple, strong and light, and exacts in its management neither effort nor rigid attention. A child or blind man can easily learn to use it. It writes very swiftly, writing as high as 200 words per minute, without fatiguing the operator or annoying the orator by noise. By means of an interchangeable keyboard it can be used for all languages.

The machine was recently exhibited in the office of the Journal of Alsace-Lorraine in Strassburg, where it gave excellent results, reproducing both French and German with perfect facility. It is already in use in many schools.

MME. LINDE AN ENTHUSIAST

Regarding the Value of the Talking Machine as a Teacher and as a Means of Bringing Good Music to the Homes of the Benighted.

Rosa Linde, the American contralto, like so many of her confreres, is an enthusiast regarding the talking machine as an artistic factor. She became interested in the "talker" some time ago, when her husband displayed a desire to have her make some records of her voice. She went to the laboratory of the company in a very skeptical condition of mind; moreover, the day was a disagreeable one, and she felt anything but joyful. However, she made the records of the songs desired, and a week or so later she was invited by the president of the company to come to the laboratory and hear the result of her efforts. She was so confident that they were failures that she postponed the visit from day to day, but at last paid the visit. Her experiences as a record maker really amazed her, so beautiful and clear was the voice. As a result she was offered a very handsome sum of money to make records for the company, which she has since continued to do.

As an educational factor Mme. Linde considers the talking machine simply invaluable, and does not hesitate to say that it even cured herself of many vocal faults. When she heard her first record she realized certain vocal imperfections which she did not think existed. As a medium of entertaining friends she says it cannot be beaten. When asked to sing, you comply with the greatest of pleasure by simply starting on the machine, and thus you enjoy not only your own singing, but the company of your friends.

It would be difficult to find any talking machine man more enthusiastic than Mme. Linde is regarding the talker and its helpfulness to young singers as well as a valuable aid in disseminating high class music among the benighted in the smaller sections of the country—people who would never hear high grade music unless through some such medium as this.

"TALKER" FOR VANDERBILT HORSES.

In order to accustom his highly-strung thoroughbred horses to the crash of band music, Alfred G. Vanderbilt recently had a talking machine placed in the stable yard at Newport and the grooms led the horses back and forth before it, until their nervousness was dispelled. Mr. Vanderbilt will send a number of horses to compete at English horse shows next summer, where full military bands are much in evidence.

THAT FAMOUS VICTOR SIGN.

Among the hundreds of brilliant electric lighted signs along the Rialto, or "Great White Way" section of Broadway, New York, the one that attracts the most attention from its size and unique form is that of the Victor Co. The sign takes up the entire side of a building, and is about 50 feet square. Of course, it represents the dog looking into the horn with "His Master's Voice" underneath and the company's name in large letters above it.

MAKING HORNS IN CANADA

The Queen City Manufacturers, Ltd., a concern only recently organized, with offices at 474 Queen street West, Toronto, Ont., are carrying on the manufacture of talking machine horns in a very successful manner.

POULSEN'S LATEST INVENTION.

The Inventor of the Telegraphone Is the Author of a Mysterious New Energy Which Threatens to Revolutionize Accepted Beliefs and Mark a New Era in the World's Progress—Poulsen's Clever Associate.

Fleet ocean liners without steam or any other visible means of generating power; airships furnished with wireless energy, and telephone and telegraph stations connected by wireless ether waves only, are among the projected products of "tuned lighting," a marvelous new species of energy.

Poulsen, the Danish inventor, known as the Edison of Europe, predicts that tuned lightning will make wireless lighting, transatlantic wireless telephoning and telegraphy commercially possible very soon. Wireless ocean liners and airships will follow in due course.

At a remarkable demonstration in London lately before Prof. Silvanus Thompson, Sir William Preece and other distinguished scientists, Poulsen succeeded in lighting a series of arc lamps by means of his new and marvelous energy, which first passed through his own body. By means also of his wouderful electric waves sent into the atmosphere he fused a piece of copper suspended in midair without contact with wires or conductor of any kind.

The lighting of electric lamps without wires by energy passing through the human body opens up a wonderful vista of scientific accomplishment. By means of properly installed generating stations, Poulsen will soon be able to effect electric lighting at great distances; and this absolutely without wires.

From his Danish generating station near Copenhagen he is to-day sending most powerful charges of what is practically nothing but raw tuned lightning between points separated by long distances.

Modern warfare will undergo a complete revolution when the Poulsen generating stations come into working order. If he can light a town by wireless energy conveyed through the air alone, it will be a simple matter to explode at long range an enemy's mines, or even burn up his ships and armies.

Owing to these startling possibilities the British war office through its most skilled electricians and scientists is manifesting considerable interest in Poulsen's experiments. Up to the present, however, the Poulsen power is only utilized for improvement and convenience; not for destruction. Lord Armstrong, the famous cannon manufacturer, one of the wealthiest men in England, has evinced his faith in the new energy by undertaking to finance Poulsen to an almost unlimited extent. A big company has just been formed with Lord Armstrong as chairman, and it is anticipated that it will soon be possible to seud wireless messages across the Atlantic as rapidly and cheaply as ordinary telegrams.

But this is not all. Wireless trans-Atlantic telephones will be installed before very long; while wireless electric lighting has passed the experimental stage. It will even be possible—and that perhaps before the end of two years—to build ships that will receive their motor power from shore stations. This will result in immense saving of space, for the great amount of room at present taken up by the bunkers and machinery of a modern liner will be available for passengers and freight. If Poulsen can direct his electric waves with sufficient energy to operate an electric lighting station miles away the supplying driving power to ships should be a mere question of detail. This will also apply to air ships, which so far have been failures owing to the weight of their motors. With Poulsen's tuned lightning, however, the problem will be solved.

Poulsen is well known to the talking machine trade the world over owing to his having invented the Telegraphone, which is now being further developed and exploited by a New York corporation, as referred to so frequently in these columns. The possibilities of the Telegraphone both in the commercial and amusement worlds are simply marvelous, and such notable scientists as Kelvin, Graham Bell, Marconi and others have attested their appreciation of the merits of this wondrous instrument. Poulsen, by the way, has a number of other inventions under way which are quite Edisonian in their marvelous character.

Associated with Poulsen in his work is P. O. Pedersen, a mathematical genius. It is said that Pedersen thinks in figures. He can tell, without leaving his laboratory, just what is wrong with an installation, and his calculations are so marvelously accurate that they virtually amount to intuition.

HE'D BACK THE "WORLD"

For First Choice as an Advertising Medium—A Tribute from Mr. Carleton.

Mr. Carleton, whose specialty is phonographs and photographs at 917 West Lake street, Chicago, issued a very unique New Year's calendar which came in for some merited words of praise in The World of last month. Three days after the issue appeared, on January 18th, Mr. Carleton wrote us as follows:

"Gentlemen.—Were it in my 'line' to advertise I'd back The World for 'first choice.' I do not know what the results from an ad. generally bring, but your neat write-up on my calendar ("Ghosts of Music") brought me 51 requests for same. Thanking you for past favors, I remain Yours truly, S. Wm. Carleton."

Advertising results are just as satisfactory, Mr. Carleton, and we venture to say that there is no other trade paper published that insures better returns to its patrons. This is the result not merely of a large circulation, but of distribution among live people in every part of the United States and foreign countries.

HOW THE "TALKER" HELPED

To Reveal the Identity of an Austrian Who Was Stranded in Waterloo.

The talking machine has been found in still a new role, that of interpreter, in which field its worth was proven through a peculiar case in Waterloo, Iowa.

Not long ago a foreigner arrived in that city and, despite all efforts on the part of the police and citizens, nothing could be ascertained regarding his name or antecedents. All questions he answered in a peculiar language, which none of the local linguists could understand, and as a result efforts to provide him with the means of livelihood were but partly successful.

At last a brilliant idea came to W. H. Jannish, a talking machine dealer of that city, who persuaded the foreigner to speak into a phonograph in response to questions propounded through the medium of an improvised sign language.

The record was then sent to the language department of the International Correspondence Schools at Scranton, Pa., and proved to be in the Hovart dialect of Austria. The man's name was Theodore Yaleb, aud told all about his family in Europe as well as what he desired. As a result of this revelation the people of Waterloo are now helping to better Yaleb's condition.

CANADIAN DEALERS NOT AGGRESSIVE.

A Canadian talking machine wholesaler in couversation with The Canadian Music Trades Journal stated that the Canadian dealers, as a class, are not sufficiently aggressive in pushing the sundries end of this particular branch of the music business. He instanced record cabinets as one of the neglected lines. Certainly what business there may be in record cabinets should be captured by the man who sells the records and to him the public will naturally apply when cabinets are wanted. But the dealer is not to wait for the public to apply for cabinets. The owners of talking machines do not know that they want them aud will not know as long as they are not shown somethiug iu this line. They know they want something and are ready to try it if the dealer will only use his part.

MERELY A CHANGE OF NAME.

The firm name of the Wells Phonograph Co., 45 North Ninth street, Philadelphia, has been changed to Louis Buehn & Bro. The move involves no change in the standing or management of the business, however, as Louis Buehn has been the proprietor of the Wells Phonograph Co. for over five years. The concern are jobbers of the Edison and Victor lines, and have built up a large and successful business.

Many Southern dealers claim that while talking machiue owners in their section of the country like to hear high-class operatic and classical records played in the stores, when it comes to buying, ragtime and popular music has the call, leaving the records of better grade music to decorate the dealer's shelves and entertain him in idle hours.

ATTENTION

Edison and Victor Dealers

WE ARE KNOWN all over Pennsylvania as the largest Edison and Victor jobbers in the State.

WE ARE PIONEERS in the Talking Machine business and among the first to sell both these lines and OUR EXPERIENCE COUNTS in YOUR FAVOR.

IN ADDITION to machines and records we sell supplies of all kinds. We particularly call your attention to our fine line of CYLINDER and DISC CABINETS and our SUPER NEEDLES.

WRITE FOR PARTICULARS

PENN PHONOGRAPH COMPANY

17 South Ninth Street - - PHILADELPHIA, PA.

Reg. U. S. Pat. Off.

Are you that man?

We want the man who says:

"I am the *Victor* man for this community. I am going to get my share of the business that comes from the vigorous *Victor* advertising to the 56,000,000 possible *Victor* buyers all over the United States. The *Victor* people have always stood back of me, and they always will. I am not a big fellow, but I am growing. I don't have all the *Victor* business that I might, in my locality, but I am *going* to have it all, because there's money in it. I am sure of *Victor* quality, the business is easy, my profits are sure and protected, and the *Victor* people think as much of me as if I were one of their biggest dealers in their biggest city. I get a square deal and I pass it along to my customers."

Are you that man?

Victor Talking Machine Company
Camden, N. J.

Full information and prices can be obtained of any of the Victor Distributers as follows:

Albany, N. Y.....Price Phonograph Co.
Altoona, Pa.....W. H. & L. C. Wolfe.
Atlanta, Ga.....Alexander-Elyca Co.
Phillips & Crew Co.
Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister.
Birmingham, Ala.....E. E. Forbes Piano Co.
Boston, Mass.....Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.
Bridgeport, Conn.....F. E. Beach Co.
Brooklyn, N. Y.....American Talking Machine Co.
Buffalo, N. Y.....Robt. L. Loud.
Canton, O.....The Klein & Heffelman Co.
Charlotte, N. C.....Stone & Barringer Co.
Chicago, Ill.....Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....W. H. Buescher & Sons.
Collister & Sayle.
The May Company.
Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Thos. Goggan & Bro.
Dayton, O.....The Fetterly Piano Mfg. Co.
Denver, Colo.....Knight-Campbell Music Co.
Des Moines, Iowa.....Edward H. Jones & Son.
Detroit, Mich.....Grinnell Bros.
Dubuque, Iowa.....Harger & Blish.
Duluth, Minn.....French & Bassett.
El Paso, Texas.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Grand Rapids, Mich..J. A. J. Friedrich.
Harrisburg, Pa.....S. A. Floyd.

Honolulu, T. H.....Bergstrom Music Co.
Indianapolis, Ind.....Carlin & Lenox.
C. Koehring & Bro.
Jacksonville, Fla.....Metropolitan Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins Sons Music Co.
J. F. Schmelzer Sons Arms Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal.....Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.
E. E. Forbes Piano Co.
Milwaukee, Wis.....McGreal Bros.
Minneapolis, Minn....Minnesota Phonograph Co.
Mobile, Ala.....Wm. H. Reynalds.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Moorhead, Minn.....H. Backenheimer.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, O.....Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La.....Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y.....Bettini Phonograph Co., Ltd.
Blackman Talking Machine Co.
Sol. Bloom.
C. Bruno & Son.
I. Davega, Jr.
S. B. Davega.
The Jacot Music Box Co.
Landay Brothers.
Stanley & Pearsall.
Benj. Switky.
Victor Distributing & Export Co.
The Regina Co.
Omaha, Neb.....A. Hespe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria Ill.....Chas. C. Adams & Co.

Philadelphia, Pa.....C. J. Heppe & Son.
Musical Echo Company.
Penn Phonograph Co., Inc.
Louis Buehn & Brother.
Western Talking Machine Co.
H. A. Weymann & Son.
Pittsburg, Pa.....Theo. F. Bentel Co.
Pittsburg Phonograph Co.
Powers & Henry Co.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore.....Sherman, Clay & Co.
Providence, R. I.....J. Samuels & Bro.
Rahway, N. J.....Regina Company.
Richmond, Va.....The Cable Co.
W. D. Moses & Co.
Rochester, N. Y.....The Talking Machine Co.
Rock Island, Ill.....Totten's Music House.
San Antonio, Tex....Thos. Goggan & Bro.
San Francisco, Cal....Sherman, Clay & Co.
Salt Lake City, Utah..Carstensen & Anson Music Co.
Savannah, Ga.....Youmans & Leete.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Spokane, Wash.....Eiler's Piano House.
St. Louis, Mo.....O. K. Houck Piano Co.
Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn.....W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y.....W. D. Andrews.
Toledo, O.....The Hayes Music Co.
A. J. Rummel Arms Co.
Whitney & Currier Co.
Washington, D. C....John F. Ellis & Co.
S. Kann & Sons Co.

TAKES PLACE OF CHURCH CHOIR.

Talking Machine Now Used Instead of Choir in the Presbyterian Church in Nebraska City —Also Used by the Religious Stay-at-Homes.

It is now possible, with the development of the up-to-date talking machine, for the stay-at-home church-goer to lie in bed Sunday mornings and indulge in a religious service without benefit of clergy. The discovery that there were sermons in stones was made some time ago. Those in wax records, however, are of more modern origin.

It is a new departure in the phonographic enterprise, this special record of four-minute sermons and church hymns, but it has its possibilities. The demand first was felt for certain popular religious pieces, such as "Lead, Kindly Light," and "Nearer, My God, to Thee," sung by famous vocalists. These records sold like hot cakes, and made a big hit, especially in isolated communities where the religious music necessarily was of a primitive nature.

"You would be surprised," said the head of the talking machine department at Lyon & Healy's recently, "to know the great variety of subjects we supply. One of our favorites in the religious line is Charles M. Alexander's famous 'Glory Song.' We can supply you with a funeral sermon. You can hear it before you die, if you want to. If the law allowed it, we could seal the marriage vow by phonograph.

"As for regular sermons, of course, they couldn't be more than four minutes long. They would have to be snappy and to the point. The preacher never would arrive at 'fourthly, brethren.'"

The use of a phonograph in place of a church choir to attract the people to the house of God and to arouse a spiritual sentiment among the members of the congregations has, in fact, been adopted by a Nebraska preacher.

The origin and actual operation of this method can be credited to the Rev. Lester Gerard Leggett, D.D., of the First Presbyterian Church in Nebraska City.

The phonographic reproduction of sacred songs in a church was so radical a diversion from the usual method of furnishing music that the members of the Rev. Mr. Leggett's congregation were not only astonished, but the announcement of its use created widespread comment throughout the city.

Like every other modern method, the phonograph was installed after a certain amount of opposition, but after having been in operation for a short time it grew into favor, and within a short time practically the entire congregation was clamoring to know what songs were to be put on the phonograph on the next Sunday evening.

The phonograph has not only furnished an object of general conversation, with criticism and condemnation, but the size of the Rev. Mr. Leggett's congregation is estimated to have increased nearly 25 per cent.

The first night the phonograph was used, it was concealed at the side of the pulpit. Only a few in the congregation knew in what manner the music for the evening was to be furnished.

When the voice of Richard Jose, the famous tenor, emanated from the little room where the phonograph was concealed, wonderment spread over the countenance of every member of the congregation.

Following this, some of the songs that are sung by Trinity Church choir of New York were reproduced for the benefit of the worshippers with greater effect.

CUPID IN THE PHONOGRAPH.

Some Recent Instances Where "Dan" Has Been "On the Job."

In last month's Talking Machine World a story was told of Grace Rover, a Brooklyn school teacher who located a recreant husband by recognizing his beautiful tenor voice in a slot-machine phonograph, and thereby tracking him to his lair. Again there was printed a more remarkable tale of a young man in Jersey City who purchased a phonographic song record and fell in love with the unknown owner of the soprano voice recorded on it. Seeking out the dealer from whom he had made the purchase, he was introduced by him to the fair originator of the plaintive inquiry "Will You Love Me in December as You Do in May?" proposed and was married to her, his wedding gift to the bride being the priceless record which had been the means of bringing them together.

And yet people continue to ask, what's in a voice? As though love, beauty, tenderness, everything in life worth while were not better expressed by the cadence of a magic voice than by the perfection of a magic face. Ever since the telephone girl came into being and began her course of triumphant matrimony, we have needed no stale poetical quotations to remind us that the "excellent thing in woman" is indeed the most effective weapon in her whole armory of charms.

COLUMBIA CO. IN ALLENTOWN, PA.

(Special to The Talking Machine World.)

Allentown, Pa., Feb. 6, 1907.

The Gardner Talking Machine Co., distributors for the Columbia Phonograph Co., have opened a branch at No. 830½ Hamilton street, this city. C. S. Gardner, who had been with the Edison Phonograph Co. for ten years, and who was sales manager for the Columbia Phonograph Co. in New York City for a number of years, will be the temporary manager for the Allentown branch.

HEAVENLY AGENT DISCOVERED.

It was recently learned that a certain exponent of a new faith in Ohio who claimed to have received the "gift of tongues" direct from the Almighty, whereby, with the aid of the languages he could cast out devils, received his "divine" gift through several courses in language study through the aid of the phonograph. Of course the talker may have been a heavenly agent in this case, but indirectly—very indirectly.

WHEN PLACING YOUR VICTOR ORDERS

REMEMBER

That we are exclusive VICTOR JOBBERS, and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received promptly

We are the Only Jobbers in New York City Devoting an Entire Building to the

VICTOR EXCLUSIVELY

NEEDLES — PERFECT — MEDIUM — QUIET

These are the brands manufactured by us. They stand for A1 QUALITY. Millions of these styles are sold by us every month to satisfied customers.

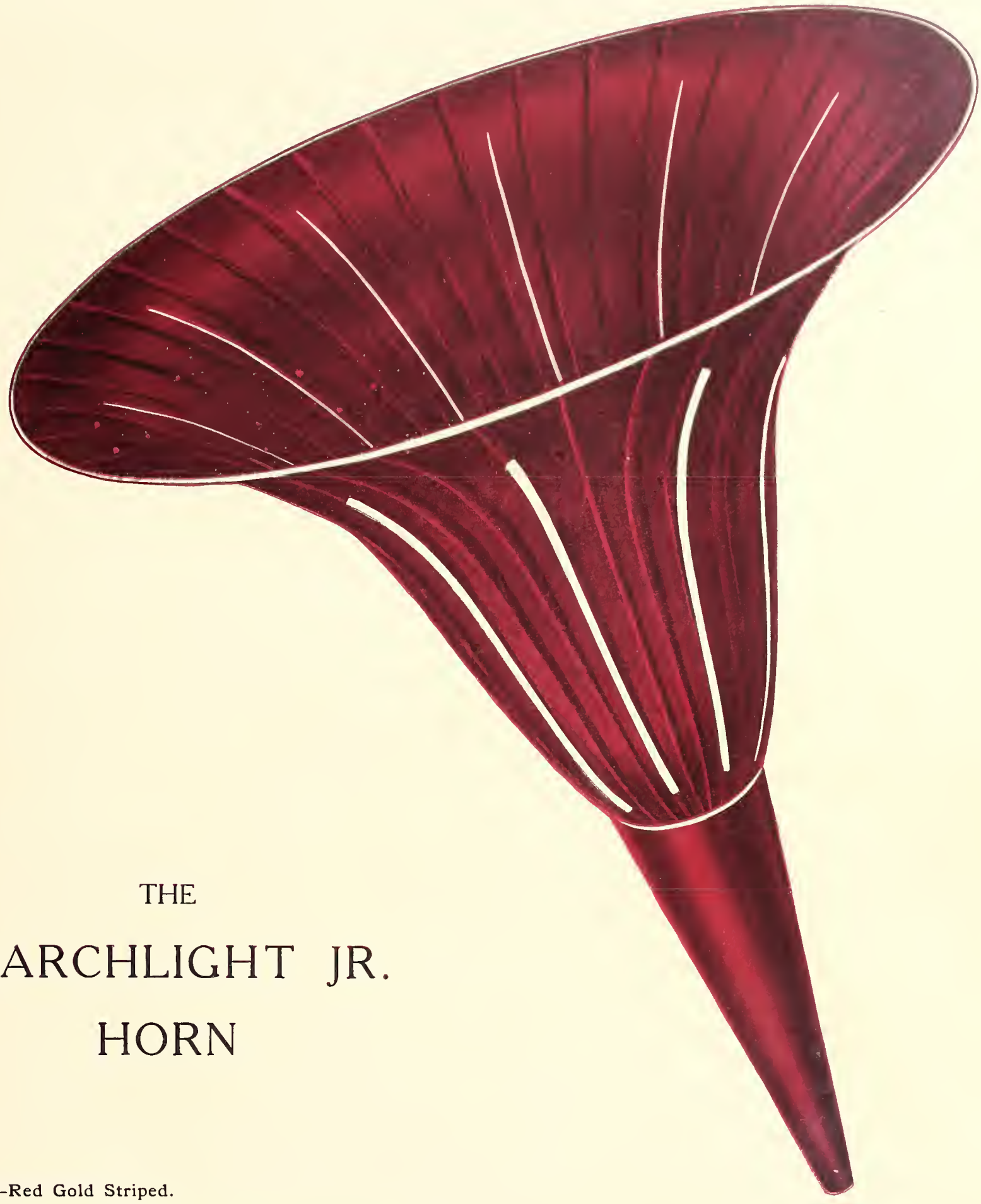
ARE YOU ONE OF THEM?

If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET, - - - BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City



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For all Edison and Victor Machines except Victor 1st.

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"KNOCK DOWN"

Searchlight Horn

REPRODUCE THE FULL STRENGTH OF THE RECORD

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753-755 Lexington Avenue — Borough of Brooklyn, New York

DISTRIBUTED BY

Every Recognized Edison and Victor Jobber in the United States

PRACTICAL SUGGESTIONS AND COMMENTS.

RECORDS OF PIANO SOLOS.

A subscriber of The World in Buenos Ayres writes: "In looking over the lists of the various compauies I fail to find any piano records, I mean those for the piano alone. Have any been listed, and if not, why not?"

For various reasons the manufacturers have found it rather difficult to turn out first-class piano records. I may say, however, that the National Phonograph Co. in last month's list have one of the best and most perfect numbers we have ever heard as a piano solo. It is that charming old song of Moore's, "Believe Me if all Those Endearing Young Charms," with variations. It is not only well played, but there is an entire absence of overtones and blurring, which has been the trouble with piano records in the past. The pedal is not used, and the piece is played pretty well on the middle and upper registers. The record is having a tremendous vogue in New York and elsewhere, and I am sure that our subscriber will be well pleased if he looks it up.

ON REPAIRING DISC SOUND-BOXES.

Under the above caption, John White has written an interesting article for our esteemed contemporary the Talking Machine News. The especial type under consideration is the exhibition sound-box of the Gramophone Co. He says: "The first consideration in a good playing machine is tone quality. Great volume is of no use whatever without the fine tone, and as recording has reached such a pitch of excellence now, the records are seldom at fault when a poor reproduction is heard. Generally the sound-box is at fault, though occasionally the motor will get out of gear through foreign particles getting into the finely meshed wheels, and causing an obstruction. Now and again, too, a machine may suddenly stop dead when playing with a sharp "click." This may be due to the governor breaking one of its springs, which lets the ball fly up and perhaps jam the motor, or maybe fly off altogether free from the works, and leave the motor still running and the balls still throbbing round unevenly through the mate being missing. This and other small repairs are easily treated.

"So far so good; but when the motor is running perfectly quiet and steady, you say, and the reproduction is harsh and uneven. What then? Well, all that is left is the tone-arm and the sound-box. As the tone-arm is only a tube to convey sound and a means to the end, if it is revolving easily and freely in both directions, there need be no trouble from that part unless it is leaking or a loose or faulty join is rattling. These details seen to, we come to the sound-box. Detach it from the sound-arm and examine carefully so that you may note its construction.

"The Exhibition type referred to is an excellent sound-box in every way. The stylus or needle-bar is caught at the lower end by two diametrically opposite springs, fastened to the sound-box body and at the diaphragm end fastened by a small screw and paper washer which holds it firmly yet pliantly to the diaphragm, the screw passing through from the inside of the mica. These springs are the leading feature of this sound-box, their reason for existence being to take up the high notes easily and yet retain the necessary sensitive power to vibrate the diaphragm when the faintest whisper passes through the needle on its way to the horn. Another and perhaps a better reason for these insignificant little springs is that they lengthen the life of the record by not attacking the line so solidly when the needle tracks the sound-waves.

"There is a certain rock, or give and take, between these two little fellow springs that tends to ease off the dead weight of the box and yet make it easier for the needle to follow the sinuous winding track. The diaphragm is a piece of mica—which is now very largely substituted for glass in reproducers in general, due no doubt to its greater tensity and lasting qualities in a sound-box.

"The size we are treating, 44 m/m, is just large enough to go into the sound-box shell, or outer case, without touching the edges, a great advantage, as it is insulated from the metal and will vibrate more easily. To secure it in place a thin film of cement is run on to the bottom tube or gasket (which tube ought to be pliable and lively or, if it is dead and hard, have a new one substituted), and then it is pressed lightly down into position. We are assuming that we have a repair in front of us.

"Should there be a hole in the diaphragm for the stylus bar screw to pass through, the rest is easy for a nimble pair of hands. In case there is not, the gasket, or tube for the back, should be adjusted and the back screwed on temporarily. Then the needle bar can be fitted carefully in place and the tension spring screws tightened so that the bar can just be moved and no more with a fair pressure from side to side along the little knife edges projecting from the shell. When this is done a needle point, or something similar, should be used to make the mark exactly where the screw should go through. This can be done best with a cork pressed on the back of mica, which prevents any scaling or splitting of the diaphragm. Fastening the remaining parts together is easy, except the fitting of the tiny screw and washer, which requires care and a steady hand. If the screwdriver slips it may penetrate the diaphragm and thus spoil your work.

"A jeweler's screwdriver is well worth having for these uses. Other types of sound-boxes with ordinary washers in them, should be reconstructed and fitted with cycle valve tubing, which is an efficient substitute for the white tough rubber tube, which we are familiar with, and is generally used. It need not be solutioned into a circle to fit the shell, simply joining the ends together when cut to size, and making a snug fit will answer the purpose admirably.

"The waxing of the finished diaphragm and needle-bar is a delicate operation, and can be done well by using the spoke head to melt the wax, a drop at a time—one drop going on to the foot of ueedle-bar and then heating the spoke head till dry of wax aud red-hot almost, touch the drop of wax and the foot lightly—the wax will spread in a complete circle. Repeat same on inside of diaphragm over screw. The back had better be taken off for this operation. If done well this ought to be equal to if not better than the majority of good sound-boxes."

SOME SUGGESTIONS FOR RECORDS.

A talking machine enthusiast makes the suggestion that makers of phonographs should, when they have made a master record, before altering the speed of the machine, run the record over again, at the same time also taking a watch and taking particular notice what time the first note in the accompaniment is played, the last note to be timed to a half-second. Then when reproduced there will be a good guide to go by, if the record is accompanied with a slip of paper stating exactly the time it is recorded at, and it will be a much better reproduction of the singer's voice. He says: "I am aware of speed indicators for machines, but every working man cannot afford to buy one, and I think this an excellent way of doing without one. I should also suggest that the slip of paper might have the singer's portrait and the words of the song printed on. I think that to have a ledge on both ends of the record would be an improvement. It would prevent the reproducer from slipping off the end, as it does sometimes if you are not there to stop it as soon as the tune is done. It should cause the phonograph to be better to listen to, as it would do away with flat tunes and galloping tunes, which one often hears when out walking. This is one great objection by some people to the phonograph. This refers also to all phonograph records besides songs."

ABOUT COLLAPSIBLE HORNS.

A Texas dealer writes The World as follows: "I have noticed that a number of collapsible horns have been placed on the market recently. Are these so constructed as to insure satisfactory results? I mean will they rattle, and augment still further any mechanical imperfections that may exist in the machine?"

There are collapsible horns now on the market that are most satisfactory in every respect. Of course care must be taken in putting the parts together and properly locking them. Many of the complaints about horns generally on the part of users are due not so much to the horn as to the carelessness in adjustment. Again a horn should always be thoroughly tested as to whether it has any loose seams. A horn with this defect will cause rattling in the reproduction, just as will the lack of attention to the collapsible horn, and this fault in many instances is mistakenly attributed to the reproducer. No matter how little rattle there may be in the horn, it will do much toward making the reproduction unnatural and unmusical—especially so in the more delicate selections.

A sermon could be written on the extraordinary ideas some people have about the use of

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

To the Trade:

Owing to the increased cost of material and the improvements we have made on all our instruments, we will be obliged to change the prices of all the different types.

On and after February 10th, the $15.00 Machine will be withdrawn from our catalogue.

THE PARLOR MACHINE will have a polished oak cabinet, new single spring motor that will run five minutes, small morning glory horn with 13½ inch bell; will list at $30.00.

THE CONCERT will have a new two spring motor the same as the Concert Grand, polished oak cabinet (much larger than the present style machine), red morning glory horn with 22½ inch bell; will list at $40.00.

THE CONCERT GRAND will remain about the same as it is at the present time, except that the price will be $50.00 instead of $45.00.

THE GRAND OPERA will also remain about the same as it is, except that it will have a horn to match the cabinet. You would really think the horn was made of wood; will list at $60.00.

THE ROYAL GRAND, our latest type, has a three spring motor, mahogany cabinet, horn finished and polished to match the cabinet; will list at $75.00.

All our instruments are equipped with Tapering Arm Attachments and Morning Glory Horns.

The Motors are interchangeable, all parts are alike and will fit the single spring, two spring or three spring. Less parts for you to carry.

We know these instruments will create a big demand. They are the best that money and brains can produce. We would like to have you compare these instruments with any other Talking Machines on the market, and, if not as represented, you can return them for full credit.

When the new prices go into effect, your discounts will remain the same.

Universal Talking Machine Mfg. Co.

Camp and Mulberry Streets **NEWARK, N. J.**

the talking machine and its parts. They think that the talking machine as well as the collapsible horn, or any kind of a horn, will care for themselves automatically, forgetting that the adjustment is as delicate as a watch, and needs the closest possible attention. Just compare the results from a machine that is carefully looked after with one that is left to care for itself. One is a perfect joy, and the other a destroyer of homes.

This disquisition is somewhat removed from the original question about collapsible horns, but it is excusable on the grounds that too much care cannot be taken in the matter of the horn, whether collapsible or regular, and it is not wise to blame the horn or the talking machine itself for lack of necessary attention on the part of the dealer or user.

ART AND MUSIC ACCEPT "TALKER."

This Interesting Fact Brought to Light in an Interview Afforded The World Representative by a Talking Machine Jobber.

"Hello! back again, are you?" cried my friend the jobber as I entered his private office. "That's right," I answered, meaningly, "and what's more, I'm after news." "Well, sit down and I'll see what I can do for you." He lit a cigar, having in the meantime handed the box to me, and with feet cocked comfortably on an unoccupied portion of his desk, indulged in deep thought while the smoke rings encircled the electric light bulb above his head and the silence grew intense. At last, with a final puff at his weed, he began:

"You no doubt remember when you were here before I convinced you that the talking machine had come to stay, and that it was a real instrument of musical merit and not a plaything?" "Yes," I answered; "and I guess I made that point sufficiently clear in my write-up, did I not?" He nodded his assent, then continued:

"I have added two interesting links to my chain of proofs since then, and I want to tell you about them. My boy, I have overcome the prejudice of two hitherto unapproachable skeptics, a musician and an artist, and my victories have done me more real good than the two substantial orders that accompanied them. The musician, Mr. Smith, we will call him, is a friend of mine now and a talking machine enthusiast. A month ago he considered the 'talker' a squeaking toy, fit only for children and fools, and numbered me among the latter. His change of mind came about as follows: There is an old German, 'Fiddling Louie,' they call him, who plays the violin on the street, in the hotel rotundas and wherever he is allowed to remain long enough to reap a little harvest of nickels and dimes. He came in here one day and asked if he might play for me. 'I blay you nice tune, Mein Herr, if you vill blease allow me,' he pleaded. 'All right, go ahead,' I answered, having a little time on my hands, and feeling an interest in the old man. 'I dank you, Mein Herr,' he cried, and then resting his chin upon his battered instrument, he began that beautiful selection by Schumann, Traumerei, and, say, maybe he didn't play it. The feeling, the touch and the wonderful sustained bowing of a master were in his rendition, and to say that I was amazed and pleased is putting it mildly. While I sat in an appreciative revery, an idea came to me, and I at once determined to work it out. 'You play well,' I said, 'and I wonder if we could not arrive at some arrangement for you to work here in the packing room. The work will be light, and then at times I would like to have you play for people who call. What do you say, is it a go?' 'You make me most happy, Mein Herr. I would like to start now alreaty.' Taking him at his word, I led him back to the packing department, introduced him to the boys, and he was soon contentedly at work. So much for that part of my idea. Now for the dramatic finale:

"Mr. Smith, the music master, soloist with the Criterion Orchestra, director of Mrs. McSnobb's Chorus of Society Buds, and the Lord only knows what else, is very wont to drop in at my sheet music counter for music. (We run a full line, you know.) Upon various occasions I had endeavored to interest him on the subject of talking machines. 'Bah!' he would cry in disgust, 'mechanical noise, my dear sir, is not music,' and the discussion would end then and there.

"One day he called, accompanied by the young Frenchman, Le Fevre, whose paintings of the ladies of the mighty four hundred are making such a furore just now. Being a very dear friend of Smith's, he, too, was an enemy of the talking machine. After Mr. Smith had made his purchases and they were about to depart, I asked them if they would not like to inspect the establishment. 'We have just made some improvements, and I would very much like you to see them,' I explained. They hesitated for a moment, seeming to depend one on the other, then Le Fevre broke the embarrassment by saying: 'Ve

vill be most—vat you call it?—deelighteed, M'sieu.' When we reached the packing room old Louie had just taken a machine from its case and was setting it up for test. 'Louie,' I volunteered, 'these gentlemen have called to hear you play. Is your violin handy?' The old German's eyes grew bright when they rested upon the face of Smith, for he recognized him from the many pictures of the great musician recently appearing in the newspapers. 'Mit bleasure, Mein Herr,' he cried, excitedly, and took his instrument from a shelf nearby.

During his brief preparation I had slipped a recorder on the machine and drew a stool within range. Louie sat down as I directed and began to play. Never had he played so well before, I am sure, for the sweet, sad strains of Traumerei came with such pathos and melancholy grace from his old fiddle that not only was I deeply moved, but the music master was deeply affected, and the Frenchman was actually using his highly perfumed handkerchief. When the last note died away and before it was possible for either of them to give vent to their admiration, I explained that the machine had recorded the selection, and that it would reproduce it at once. Rapidly changing to a reproducer, I pushed over the starting lever and stepped back to listen. After a slight whirr and swish the sapphire needle caught the vibrations of the violin and the reproduction began, and, thanks to the recorder, it was an almost perfect one. I saw in a moment that the game was over, and that I was on the winning side. The music master and the artist stood spellbound, paralyzed by the wonderful similarity between the original and phonographic rendition. At last Mr. Smith remarked: 'What is the price of that machine, Mr. Jones?' 'I tink I like vone, too, M'sieu,' echoed Le Fevre.

"Well, that's about all there is to tell. I sold them each an expensive outfit. Smith uses his machine to reproduce the voices of his pupils

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

ONE
PETMECKY
MULTI-TONE
SELF-SHARPENING NEEDLE
Plays 10 Records
LOUD, SOFT, INTERMEDIATE TONES
Highest Standard of Quality Universally Endorsed
SOLD BY
DISTRIBUTORS, DEALERS, JOBBERS
EVERYWHERE

In placing an order for one million PETMECKY needles, a large dealer writes: "Have given the PETMECKY needle a thorough trial and must say that it is my honest opinion that the PETMECKY is the Real thing in talking machine needles. Played as high as 22 records (10 inch size) with one needle and could have played more, but considered this was enough for one needle."

Kindly ask for *interesting needle lore booklet, samples* of PETMECKY Multi-tone needles. Testimonials and price quotations on 5,000 to 1,000,000 needles.

PETMECKY COMPANY
PATENTEES and SOLE MANUFACTURERS
506 New York Life Bldg.
KANSAS CITY, MO., U.S.A.

and show them their faults while Le Fevre has set his upon a massive aud highly ornameutal pedestal in his luxuriously appointed studio in the Art Building, where he plays selections for the entertaiument of his patrons while sitting for their portraits, and finds it a great help to him in his work. While in the store buying some records yesterday he explained his method: 'Eet has a soul, ze talking machine, M'sieu. Eet ees most vonderful. Ven I deesire to bring ze sad expression to ze face of my subject I put on ze Traumerei, aud ven I want ze gay laugh to come to ze lips and ze sparkle to ze eye, I put on ze quick air like ze valtz. I paint ze portrait more like ze life zan efer before, M'sieu, aud eet ees because of ze soul zat lives in ze machine. Eet ees magical, M'sieu.'

"That's the story, my boy," said the jobber in conclusion, and it proves just this: That there is no use doubting the talking machine's exalted position with the two most critical professions —music and art. Now that these two barriers are down, I have no fear whatever for the future. The talking machine has come to stay!" He emphasized this last remark with a bang of his fist upon the desk that made things jump, then turning to me agaiu, he said kindly but firmly: "You have my narrative and I have au engagemeut—so good-bye." I thanked him heartily and withdrew.

As I passed out of the office and closed the door behind me, I encountered a bent figure coming down the corridor with a battered violin. I paused for a moment, and then softly, from inside the office, came the strains of "The Waltz from Faust." Old Louie was laying a trap for more celebrities.

HOWARD TAYLOR MIDDLETON.

ATLANTIC PHONOGRAPH CO.

Purchase the Plant and Interests of the Talk-o-phone Co. of Toledo—Some Notable Personalities Connected With This Organization.

The Atlantic Phonograph Co., incorporated under the laws of the State of New York for $2,000,000, have acquired the plant and interests of the Talk-o-phone Co., of Toledo, O. The negotiations for the purchase have been pending for nearly a year. The officers of the company are: Nat L. Gartner, Gloucester, Mass., president; Albert L. Irish, Toledo, first vice-president and general manager; Thomas S. Gartner, Gloucester, secoud vice-president; Joseph L. Adrien, New York, secretary. Board of directors —Nat. L. Gartner, Albert T. Irish, Thomas S. Gartner, Joseph L. Adrien, Louis Strauss, George L. Clift, James E. Newell, Samuel W. Lipman, D. V. R. Manley. Messrs. Strauss and Lipmau are of New York; Messrs. Clift and Newell are of Syracuse, N. Y. Mr. Gartner is president of the Atlantic Seaboard Fish Co., one of the largest concerns of its kind ou the Atlantic coast. Mr. Manley is a prominent banker of Toledo, O. Clayton Reed, formerly New York manager of the Talk-o-phone Co., has no connection with the company.

When Mr. Irish, who is well known in the trade, was asked by The World for a statement, he said: "Just now we prefer to say nothing. We are not manufacturing records, but machines of a new design—just what, will be disclosed later. We are operating the Toledo plant to its fullest capacity, and it is probable we may be compelled to enlarge our facilities. Our general offices will be in New York at 71 Nassau street."

VICTOR MACHINE FOR FRITZI SCHEFF.

Fritzi Scheff, the famous singer, has had an expensive Victor talking machine installed in the special car on which she is now traveling through the South. Mme. Fritzi Scheff, who has scored a great success in "Mlle. Modiste," says she finds the Victor the greatest possible company in her travels. The sale of the Victor to Mme. Scheff was made by Sol Bloom, the well-known talking machine jobber, of New York.

TRADE ACTIVITY IN BOSTON.

Eastern Talking Machine Co.'s Big Orders—The Winchell Failure—Regina and Victor Line Go to Houghton & Dutton—The Talker on the Stage—Veale Takes Charge of Outfit Co.—Boston Cycle & Sundry Co.'s Good Reports—Other Items of Interest.

(Special to The Talking Machine World.)

Boston, Mass., Feb. 9, 1907.

February has started in with a rush for the talking machine trade. In every one of the jobbing houses here, and in each of the retail stores, there are many evidences to bear out the statemeuts of the proprietors that they are very busy. At the Eastern Talking Machine Co. The World was shown this week a single shipment of 2,000 records going to one dealer a little way out of Boston, and other orders nearly as large were being put together for other firms. The demand for high grade machines is still a feature of the trade, but there has also sprung up a demand for a high grade machine at a medium price.

To meet this latter demand, the Columbia Phonograph Co. have put on the market Type B N, a medium priced machine fitted with an aluminum tube arm, and this has met with instant favor. The dealers are taking to it like hot cakes.

An unfortunate incident connected with the talking machine trade here is the failure of the F. E. Winchell Co., reported briefly in last month's World, which were doing business at 90 Summer street, handling the Regina, Victor and Zonophone, also a line of musical instruments. It is not expected that the firms who have been supplying them with goods will lose much, if anything. The serious illness of Mr. Winchell, an enlargement of the business which results did not warrant, and too large a store for the capital, are the causes of the failure. Mr. Winchell will go South in an effort to regain his health, and Secretary Skelton, of the company, will probably join the staff of some other talking machine house. The Regina line and the Victor line go to the Houghton & Dutton Co., which run a talking machine department in connection with their department store. The assignee of the Winchell Co. is J. M. Linscott, of the Boston Cycle Co.

The graphophone has struck the theatrical business in good shape here. May Irwin is using one as a big feature in her play, "Mrs. Wilson-Audrews," and this week at the Lyceum, the Jersey Lilies Company has an entire act which is supposed to take place in the store of the Columbia Phonograph Co. There are plenty of signs giving the name Columbia around, a number of machines, record cases, etc., and, in fact, it makes a pretty good showing on the stage. It is one of the neatest advertising features seen here in a long time.

The Columbia Phonograph Co.'s local store here is constantly putting out some new ideas in advertising. For instance, hanging out over the sidewalk this week is a sign which reads: "Good Suggestion for To-day. A Larger Horn for Your Machiue." These suggestions are changed daily, and people who own talking machines get into the habit of looking for them each day. It is a big business getter.

W. H. Prestinary, representing the I. C. S., department of languages, has established headquarters at the Eastern Talking Machine Co., and is gathering in a very good crop of results. Business is booming, both at retail and wholesale. E. F. (Doc) O'Neil, who was formerly one of the valued members of the staff here, writes that he is traveling for the Victor Co. through the West. He has lots of friends here.

Business at the Zonophone Co., Post Office Square, is bigger this month than at any time since it started here in Boston. The Zonophone is a tremendous factor in the talking machine business here.

Mr. Lambo, representing the Auxetophone, has been calling on the trade here this week, instructing salesmen in the talking points of the big instrument, making repairs, etc. There is a big future for this instrument here.

Grand Opera records have the call at all the Victor stores, the Oliver Ditson Co. and M. Steinert & Sons' Co. sending them out by the boxload. Trade on the Victor instruments has increased enormously within the past six months. The demand is still greater than the supply, and it looks as if it always will be.

William R. Veale, who left the Read & Read Co. a few months ago to assume charge of the department of the Outfit Co., at Providence, R. I., returned to his home at Medford a day or so ago only to find that his father had died suddenly. He has the sympathy of the entire trade.

The Tray System still cuts a great deal of ice in the wholesale business done by the Boston Cycle & Sundry Co. Manager Andrews is greatly encouraged at the reception the trade has given this novel idea, and he is receiving orders from all over the country.

John and Selden Robinson have opened a talking machine store in the Robinson block, Rockland, Me.

GREETING

To every one handling Talking Machines and Parts.

Be it Known, that we have installed machinery for making

Screw Machine Products

up to 1 inch in diameter, and believe we can quote you attractive prices.

Send in your samples to

The Wallace Barnes Co.

Bristol, Conn.

Artistic Flower Horns

This does not refer to the ordinary, every-day Flower Horns on the market, but means

FLOWER HORNS of Artistic Designs;

FLOWER HORNS finished in brilliant, soft colors by our improved Air Drying Process;

FLOWER HORNS having interior floral decorations that are not gaudy, but perfect flower designs;

FLOWER HORNS that can be classed as works of art.

In manufacturing ARTISTIC FLOWER HORNS our motto has been not how cheap, but how good we could make them.

ARTISTIC FLOWER HORNS are made in numerous designs and colors, 24 inches and 30 inches in length, for both Cylinder and Victor Tapering Arm Machines. Dealers and Jobbers handling them are enthusiastic in their praises.

TRADE MANUFACTURING COMPANY PHILADELPHIA PENNA MARK

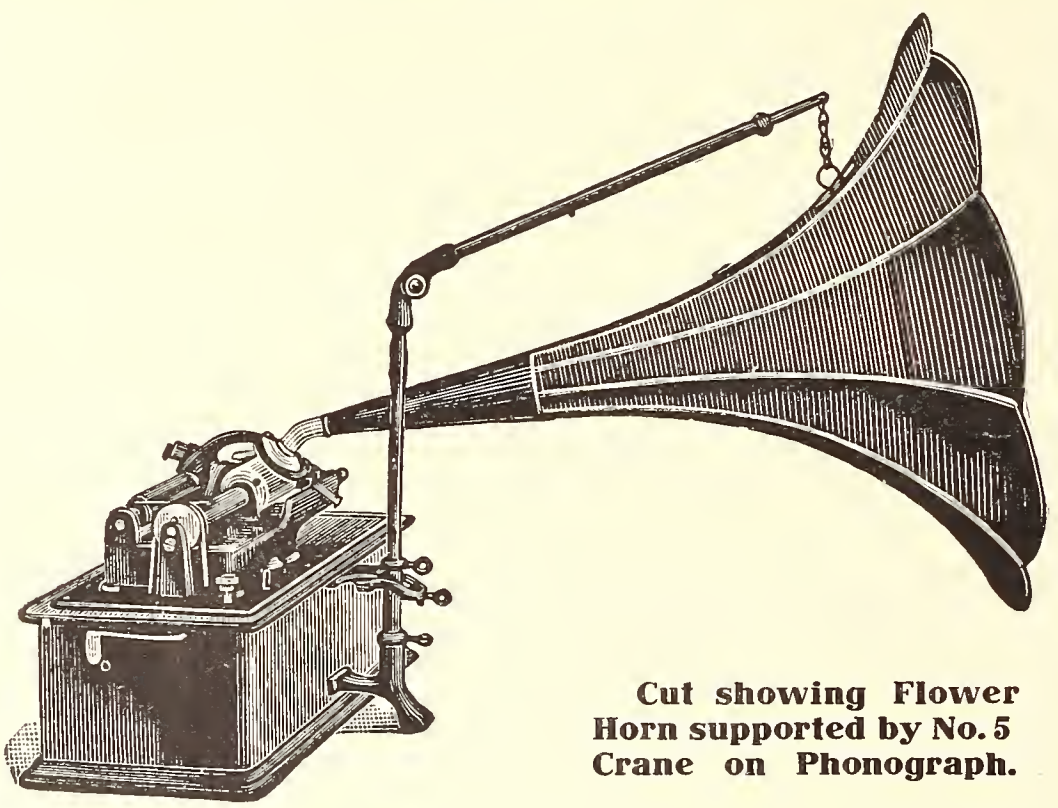
Look for this Trade Mark, it is a guarantee of quality.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

HORN CRANES

OUR Horn Cranes are classed as standard on the market. Beware of Imitations. Our Cranes are thoroughly covered by Letters Patent, and we are starting active proceedings against infringers. Our Patents cover many modifications that are not employed in our present product.



Cut showing Flower Horn supported by No. 5 Crane on Phonograph.

LIST PRICES:

No. 5 Horn Crane, - - -	**$1.75**
No. 6 " " - -	**1.25**
No. 7 " " - - -	**2.00**

You will always secure satisfied customers if you sell the H. & S. Horn Cranes.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

COMPARATIVE FACTS

We use an air drying process in finishing all of our Talking Machine Horns in preference to a baked Japan. Sometimes we are asked why. We want you to know the reasons:

Baked Japan	Our Air Drying Process
If roughly handled will crack off	Cannot crack off
Will readily streak	Insures an even coating
Will show finger marks, etc.	Will not
Cannot be washed with soap and water	You can scrub
Can hardly be dusted or wiped off without showing some mark or blemish	Insures protection from rough handling
Has a paint like form, and frequently has a pimply surface or uneven waves	Is uniform without streak or blemish
Is not moisture proof or air proof, consequently atmospheric changes cause rust on metal. The rust shows through or japan cracks off	Is moisture and air proof

The largest and most prominent manufacturers of electrical goods, optical goods, etc., etc., formerly using a baked japan, now use an air drying process.

If you purchase Horns bearing this trade mark you will be securing Horns finished by the latest approved Air Drying Process, which are bound to give your trade satisfaction.

TRADE MANUFACTURING COMPANY PHILADELPHIA PENNA MARK

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PA., U. S. A.

TRADE CONDITIONS IN PHILADELPHIA.

Trade Is Seasonable—National Phonograph Co. Open Local Offices to Exploit Business Phonograph—Trade Adjusting Itself to Conditions—Activity With Hawthorne & Sheble Co.—Frank Butler's Good Argument—Some Don'ts for Employers—Victor News—Activity With Louis Buehn & Bro.—Retail Dealers Filling Up Depleted Stocks—A Call for Records of Hymns—Penn Phonograph Co.'s Handsome Exhibit—The News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Feb. 11, 1907.

Talking machine jobbers and retailers report an improvement in business since the latter part of January, aud the improvement would probably be more marked if it were not for unfavorable weather conditions. Mild, wet weather, which favored colds and the grippe, was followed by almost blizzard-like days, and unquestionably had much to do with keepiug shoppers at home. Colds and minor ailments have put some members of the trade on the sick list, although in no case interfering with business. Taken all in all, trade is seasonable—about what can be expected at the mid-winter season.

The National Phonograph Co. opened an office the past month at room 1117, North American Building, where representatives direct from the Edison factory at Orange, N. J., are exploiting the merits of the Edison business phonograph. The so-called commercial field of talking machiues has not been "worked" very hard in Philadelphia, and the outlook is that the local branch office of the National Co. will have abundant success.

"The talking machine busiuess in the East is adjusting itself to conditions, in my opinion," stated a Philadelphia jobber. "The high-water demand for machines has been met and is over, and now trade is settling down to the level it will ultimately occupy, despite any amount of hustling or booming. To say that there is going to be a talking machine in every home is more of a myth than a reality. Regular, legitimate demand for machines is the trade we must look to in the future, backed up, of course, by the demand for records and supplies. In fact, sales of records and supplies are what we must chiefly rely on, and to an extent the business resembles that of selling sheet music. Improved talking machines will lead owners of common machines to discard them for better ones, but it is my experience that all owners of talkers haug on to them until they are only fit for the junk heap. And then, if tired of the machine, they are content to put it aside and pick up with some new hobby or fad. Understand me, I'm not a pessimist about the talking machine business, but I do believe in accepting conditions as we actually find them, for then we will not be disappointed over actual sales made. With the remarkable progress of sound-producing inventions, as well as electrical inventions generally, it is a question in my mind just how long the talking machine business will remain a distinct business. Isn't it apt to be taken over or absorbed by other industries until it virtually loses its own identity? If so, and a wider, broader business comes in, the dealer in phonographs of to-day will be benefited, and it will behoove him to accept opportunity as it comes. The harp preceded the piano. Maybe an unknown instrument will follow the talking machine, and it seems quite probable to me that such will be the case."

Both President Hawthorne and Secretary Sheble, of the Hawthorne & Sheble Co., are very busy at the main office, Jefferson and Howard streets, with the many duties connected with the company's constantly increasing business. The H. & S. talking machine horns and specialties are meeting with flattering success abroad, as well as in this country, and it is not so much a question with the company of getting orders as getting out the many orders on hand. The company's three large factories are running full-handed and full hours. The installation of additional machinery and facilities has permitted a larger output.

"Nearer, My God, to Thee," played by a talking machine in a Germantown avenue saloon led to the arrest of Charles Corey, a coachman, charged with having stolen the talker from Closson Bachman, his employer. Corey sold the phonograph to the saloon keeper. Policeman Bailey heard the religious air and, remembering that a number of sacred tunes were among the records reported stolen, he followed up the clew and secured information which led to Corey's arrest in New York.

Ninth street seems to be the favorite thoroughfare of Philadelphia talking machine jobbers, while Eighth street is popular with the retailers. Amusement arcade proprietors are fond of Eighth street, too.

"One of our men had a funny experience in South Jersey last week," said a representative of the Musical Echo Co., Chestnut street. "He was selling talkers in a rural village some fifteen miles from a railroad. He set up a Victor machine in the hotel and invited the good people to come in and hear it reproduce songs and monologues. Some of the natives had heard of a talking machine, but had never seen nor heard one, and many were the questions our salesman had to answer. One thin-faced, angular old maid was particularly inquisitive, and finally blurted out her opinion 'Young man,' says she, 'you have an educated poll parrot in that box. Oh! I'm wise! Don't tell me that round thing and tin horn can talk. Nixey!'"

Extensive preparations are being made for the business and office appliance show which will be held at Horticultural Hall, Feb. 16 to 23, inclusive. The National Phonograph Co. and the Columbia Phonograph Co. will make large exhibits. and as a large attendance is assured, the display should net satisfactory sales returns.

The Polack Amusement Co., which incorporated at Camden, N. J., the past month, will operate penny and uickel amusement arcades.

The talking machine department of Strawbridge & Clothier, under the management of Frank Butler, put out a good argument in favor of "talkers" the past week. "Pianos, stringed instruments, and a few of the wood-winds and brassers are all that can be played in the home, and all require much labor to learn. If you want to hear a good orchestra or a singer of note, or a band, you must go to hear it. But with a talking machine the situation is different. You have many instruments in one at home; the talking machine brings all music to your home." Strawbridge & Clothier's talking machine department is capably handled and good sales have been made the past month. Edison and Victor goods are carried, with a surprisingly full stock of records.

In a recent issue of the Public Ledger the talking machiue was utilized by Artist Williams in a clever cartoon. Newly inaugurated Governor Stuart is pictured seated in the Gubernatorial chair before a talking machine, mounted on a cabinet labeled, "The Machine." Inside the cabinet sits a typical grafter talking into a mouthpiece, and the grafter is labeled "The Gang." The cartoon is under labeled, "Not His Master's Voice."

Lit Bros. and Gimbel Bros., department storeists, inaugurated a "two weeks' industrial exhibit" the past month. Immense crowds attended both stores, and talking machine concerts enlivened the occasion as well as attracted many buyers. A similar industrial fair was also held by Strawbridge & Clothier, and the talking machine department was one of the centers of attraction.

S. P. Ferree purchased the corner property at Eighth and Chestnut streets, the past month for over $700,000, and it is to be leased to the Crystal Palace Co. for a huge amusement arcade. There will be talking machine, piano player, moving picture and numerous penny-in-the-slot devices—all going to make the largest amusement arcade in the city.

At a Chestnut street jobbing house The World met the grouchy clerk, and he said: "Trade journals, I take notice, are almost bursting with good advice for employes. They print lots of 'dont's' for clerks, office help and other workers; but it is blame little you see about what the 'boss' ought to do—and won't. Turn about's fair play, it seems to me, and I want you to favor me with putting this in your paper." He handed out a bunch of writing, headed "Some Don'ts for Employers," and this is what he had written:

"Don't watch your employes to see if they are watching the clock. Double anxiety only enlarges the worry."

"Don't hand out good advice unless you are willing to reward those who take it with a salary-raise hand out."

"Don't have so many rules that employes must lose time reading them. Time is money."

"Don't call down a clerk before a customer. It would be more humane to knock him down."

"Don't ask an employe to work 'til 10 p. m. without

LOUIS BUEHN & BROTHER

FORMERLY

WELLS PHONOGRAPH COMPANY

offer to the dealers within several hundred miles of Philadelphia the largest stock of

Edison and Victor Goods

for their selection. Also a complete line of supplies and all the leading lines of

Horns, Cranes and Cabinets.

We make a specialty of supplying the needs of the dealer and promise the best possible service. If not already dealing with us it will pay you to get in touch with us. Prices on Horns, Cranes, Cabinets and all supplies for the asking.

Write for Catalogue.

45 North 9th Street, Philadelphia.

handing out coffee and sandwich money. He gets lemons enough during the regular shift."

"Don't get dippy on 'system.' Too much of it isn't good for the system."

"Don't preach 'A place for everything' unless you furnish the places."

"Don't expect a $15 man to wear a never-come-off smile on an $8 salary."

"Don't forget there's a band wagon as well as a water wagon, while spouting 'a bas demon rum.'"

"Don't blame the clerk with a bed, razor and chair because business is dull. Troubles exist everywhere."

"Don't expect double work of married employes—they can't help it."

"Last, but not least, quit don't-ing."

Anton Zalper, piano dealer, East Camden, N. J., has installed a moving picture arcade at 2708 Westfield avenue, and is doing well.

Retailers Butcher and Morgan, of Camden, N. J., duly exploited February records via printer's ink and report successful results. The talking machine and musical merchandise business of J. A. Smith, lower Broadway, is being closed out, previous to his retiring from business.

Reports from the Victor Talking Machine Co., Camden, N. J., show that business is not far from conditions heretofore reported, viz., all hands are extremely busy, the factories are running to full capacity, but it seems likely that before long orders can be more promptly filled than has been the case, owing to the overwhelming demand for Victor goods. Beyond question the Victor Co. have done everything they could to oblige the trade in filling orders and otherwise taking care of patrons.

"What is sauce for the goose should be sauce for the gander," commented a local jobber. "If the manufacturers of machines and records patent their ideas in order to make money, why should not composers have the same right under copyright law. Suppose composers should make phonographs—the kind covered by patents—through which to introduce their songs and compositions to buyers, wouldn't there be a kick? I don't think!"

"We have had a satisfactory month," reported Weymann & Son, Market street, referring to talking machine business.

"Wanted—To hire phonograph and records for entertainment," was a want ad. which appeared the past week in a local newspaper, and which suggests possibilities of future business for clever talking machine operators. Combined with a moving picture outfit, a professional operator might find a profitable field in giving entertainments at fashionable social functions at residences and suburban homes.

Louis Buehn & Bro., jobbers, 45 North Ninth street, have so thoroughly systematized their plan of record warehousing that any record wanted is found in a surprisingly quick time—a matter of gratification to their many customers. As they carry some 100,000 records in stock, it can easily be seen that their system is a model one. The firm reports good business with promising outlook.

Retail dealers in talking machines have pretty well filled up stocks depleted by the holiday rush, and are in good condition to meet current demands as well as early spring orders. At least three North Eighth street retailers are carrying side lines, such as jewelry, photographic supplies, small musical merchandise, etc. Some complaint is made that "too many are now in the business," but, as a rule, the retailers are vigorously pushing business—even to the extent of having salesmen make house-to-house visits. It is said one energetic salesman uses a horse and wagon—the latter filled with new and popular records. He visits the suburbs and, if they have a talker, reels off as many records as called for. In the absence of a talker he promptly lugs in his own, and plays the family party all the tunes they care to listen to. Needless to say he is doing a good business. He does both cash and instalment business. At the home of "deferred payment" customers, whenever he calls for his weekly payment, he generally manages to sell a few additional records.

"We've had a big demand for records like 'Nearer, My God, to Thee,' 'Rock of Ages,' and similar religious tunes," said a representative of the Lewis Talking Machine Co., South Ninth street. "Why the rush?" inquired the World. "Well, I'm no Hawkshaw the detective," said the representative; "but we have had a number of successful revivals, and—well, you can put two and two together, you know."

Jobbers report that many inquiries continue to come in for Victor Victrolas, and it is certain that every machine turned out by the Victor Co. for a long time to come will find willing purchasers. In fact, the demand for these wonderful creations has exceeded expectations.

The Keen Co., North Eighth street, are doing an excellent business in the International Record Co.'s records, of which a large stock is kept constantly on hand.

"Sound recording machines will probably succeed stenographers in courts of law in recording court proceedings," was the somewhat visionary prophecy of a local genius interested in talking machine matters. He could not state, however, how such a sound-recording machine would single out the voices of witnesses and court officials, leaving various courtroom sounds and noises out of the record.

The Penn Phonograph Co., 19 South Ninth street, have made a success in exploiting talking machine cabinets and carry the largest stock of these useful articles of furniture in the city. A large portion of their handsome salesrooms are given over to an exhibition of cabinets, large and small, of various designs and woods, and of various prices. Particularly fine are several cabinets designed for drawing rooms and parlors. The company reports seasonably good business in Edison goods.

JOHN DUNN'S PROTEST SUSTAINED.

The protest of John Dunn, Jr., against the assessment of duty by the Collector of Customs of Philadelphia, Pa., on an importation of needles was sustained, on January 25, by board No. 2 of the United States General Appraisers. This action was taken pursuant to the board's previous decision, known as G. A. 6,215.

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

Did you ever have a customer

come into your store, ask for something you didn't have, and then walk out and get it of another dealer?

That's a way to lose business.

Suppose, instead of going to another dealer, he consents to wait until you send to your jobber for what he wants. Then suppose your jobber is slow in filling your order, and the customer comes in two or three times but can't get what he wants. You couldn't blame that customer for going to another dealer.

Your jobber's fault, but you lose the business.

The way to run your business is to have just what people want. Never let your stock run low on anything; but if it should, you ought to know right where you can replenish it immediately.

We can supply you with everything you need in Victor talking machines and records, fibre cases, English needles, trumpet horns and accessories of every sort. We send the goods to you immediately—same day the order reaches us—whether you are in a rush or not.

That kind of service is worth more to you than that of a slow-go-easy dealer, and yet it doesn't cost you any more. You might as well have it and not run the risk of losing customers.

Write to-day for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street **New York**

Reg. U. S. Pat. Off.

THE AJAX

The Strongest Proposition on the Market

Designed and constructed on strictly scientific principles.

Made of carefully selected rust proof sheet steel.

Constructed in seventeen pieces, welded practically into one, thus multiplying the strength of the whole.

Which makes it the most perfect horn on the market.

Combining strength, beauty and acoustic perfection.

Does away with all rattling or discordant vibrations.

Eliminates all danger of damage in shipping or handling.

Artistically decorated in enamel colors.

For Further Particulars, Address

The New Jersey Sheet Metal Co.

9-11 CRAWFORD STREET NEWARK, N. J.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

A SALESMAN'S REQUIREMENTS

To Win Success—Men Prominent in the Retail and Wholesale Departments Contribute Some Interesting and Helpful Hints to This Symposium on the Qualities Which Enable a Man to Succeed in the Talking Machine Business—Subject Discussed from Wholesale and Retail Viewpoints.

(Special to The Talking Machine World.)

Chicago, Feb. 9, 1907.

Many really valuable pointers will be found in the following symposium on the subject of the requirements of the ideal talking machine salesman. Some of the speakers speak from the retail and some from the wholesale point of view, but by different routes the same goal is reached. The subject will be continued and concluded next month, as some of the strong men in the local trade are still to be heard from. Your representative would be glad to receive contributions from anyone in the West who would like to express himself. Suggestions for other subjects which can be treated in a similar manner will also be gladly welcomed.

GEORGE M. NISBETT.—An agreeable personality has a great deal to do with the success of a salesman on the road. A salesman can accomplish the most good for his house and himself by taking time. Of course, I do not mean idling by this, but simply giving his customers the attention they deserve. He can often make himself solid with a dealer by spending three or four hours or even a day with him, instead of thinking that he must invariably leave town by the first train out after his arrival. The traveler should always give the dealer the benefit of his larger experience and the results of his observance of the methods of other dealers. Methods of caring for stock is one subject which he can often take up profitably with dealers who are open for suggestions. The whole subject of handling and sales methods, the demonstration of selling points, etc., lend themselves readily to treatment by the intelligent traveller always on the lookout for means of furthering the interests of his trade. Again, the average dealer will first show a customer a $10 machine and will then perhaps talk him up to a $20 machine and then stop. Now, if he will start out with the highest price machine first he will stand a good chance of selling him the better machine, and if he fails he has paid the customer a subtle compliment which at least makes him feel good and oils the sales channel. This just illustrates one way in which the traveler can aid his customer. Where a dealer is in a position to swing it I always believe in advocating the carrying of a complete stock of records—all the numbers. If the dealer has confidence in the salesman, the latter can easily convince him by sincere arguments, which it is not necessary to go into here, that he is not talking for himself and the larger sale merely, but that such a course positively results in great benefit and extension of trade to the dealer.

JOHN OTTO.—The successful talking machine salesman must possess a vast amount of patience. In fact, this quality is perhaps more necessary than with his brothers in other lines. Especially is it needful in dealing with the record proposition. If a customer comes into the store and is approached by the salesman in an offhanded manner he is likely to become discouraged at the outset. He must feel that his trade is valued. Then again if he does not like the first few records don't throw down the record with an air which says very plainly: "Oh, you don't know what you want, there's little use in bothering with you." The largest sales are often made to the "hard to suits" if they are handled right. Then again, the salesman, if he fulfills perfectly his high calling, must be an educator. He can take the person addicted to rag time and educate him to love the classics. In fact, everytime a ragtimer comes in sell him what he wants, but show him something else. Everytime he calls give him a little of the higher music—just enough to show him what the real thing is. It will work. My experience amply proves it.

C. W. NOYES.—No business on earth requires such a thorough knowledge of human nature as the talking machine trade, whether you take either the wholesale or retail point of view. More than that, the talking machines are largely a side line and the wholesale traveler must have transactions with jewelers, hardware dealers, sporting goods dealers, piano dealers and, in fact, merchants in almost every line. Now, it is necessary to have some knowledge of all these lines in order to see things from the dealers' standpoint and understand the peculiar conditions that he has to confront. Above everything else he must have a thorough practical and even mechanical knowledge of his own line if he makes the most out of it. A trifling service involving such knowledge often is the pivotal point on which a deal is swung.

A. V. CHANDLER.—Know your line. Know what you are talking about every minute. Put it all before your customer in a clear but comprehensive manner and carry a jolly and good old smile on your face—if you feel the smile, otherwise it will count nit. Cultivate the faculty of accepting a refusal to order just as pleas-

PROMPT SHIPMENT

The Holiday Rush has not exhausted *our* stock of

Edison Phonographs and Records

January, February and March will be the banner months for *Records.* Buy from

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue, CHICAGO, ILL.

antly as an order itself and stick stay by the game everlastingly.

E. C. PLUME.—Sticktoitiveness. "Never give up the ship." Second in rank in the qualities of the ideal salesman comes absolute faith in the line he represents, and the ability to inspire his customers with that faith. Don't knock. Give your customer the advantage of any ideas you may possess regarding the handling of goods. Give him facts that may help him. Remember that just the minute the customer finds that he can't rely on your statements he begins to lose faith in you and your product. The good salesman is able to go into the store of a customer and be asked what he thinks they need—after he has thoroughly gained the customer's confidence. Of course, this all applies equally to the wholesale and retail salesman. A customer will buy twice the amount of goods from a salesman in whom he can rely. Get thoroughly acquainted with your line and when asked a question never guess, but know absolutely. If you don't know absolutely get that knowledge and get it quick. Always remember that those who never do more than they are paid for never get paid for more than they do.

G. A. JENCKE.—He must know the machine he sells so that he can answer any question customers may ask, and they ask some pretty awkward ones sometimes. Study the machine carefully. Few salesmen know enough about the motor for instance. You must know your machine thoroughly. You can lay stress on its distinctive merits and every machine possesses these. Customers will even ask you embarrassing questions about needles, which to use for certain effects and why they produce certain effects. Right off the handle must the answer come. Customers lose confidence if the salesman doesn't know his business or has to search around for an answer.

C. F. BAER.—Above all, I should say that the good salesman must be truthful. Misrepresentation is always hurtful. If you are traveling, visiting the dealers, you must keep in personal corespondence with your customers. An occasional visit is not enough. The steady grind, steady canvass by one method or another is what wins out. See that your dealer's stock is in good shape. Never overstock a customer. No matter what a salesman may say that tends to annoy you, come back with a smile. See that the customer gets perfect attention. A satisfied customer is the very best advertisement you can have. Your individual personality is an asset. Never nullify it by aping others. By all means make yourself acquainted with the goods of competitors. But especially know your own goods from the ground up. Office management is a legitimate part of the subject I suppose. Well, the stock department, records, etc., must be kept in good shape. System, system, system. Primarily establish a correct method of inspection. Never let a machine or record go out of the house without a thorough examination before packing. A properly handled office and store force, good accounting system and a well managed collection department are integral factors of a successful business.

CHICAGO TRADE NOTES.

Recent Happenings in the Talking Machine Field Interestingly Chronicled.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 10, 1907.

Spiegels, the big downtown furniture house, are contemplating adding talking machines in quite an extensive way.

All the old amusement parks and the several big ones to be started the coming season are investigating the automatic machine proposition and betray much interest in the various new devices which are appearing on the market.

E. A. Hawthorne, of the Hawthorne & Sheble Mfg. Co., Philadelphia, was a recent Chicago visitor, spending several days in making the rounds of the trade, with C. W. P. Noyes, secretary of the company, and in charge of their western department.

The Western Talking Machine & Supply Co., Dillbahner & Feinberg, proprietors, suite 405, 6 Madison street, Chicago, have made arrangements with the various eastern talking machine and supply concerns whom they represent for the establishment of warehouse facilities in this city enabling them to make shipments f. o. b. Chicago to the Western jobbing trade. The company have something of peculiar interest to the trade, the particulars of which they will be glad to advise all inquirers via the mails.

H. T. Leeming, traffic manager of the National Phonograph Co., was a recent Chicago visitor.

A. V. Chandler, city salesman for the National Phonograph Co., is already making preparations for a visit to his baked potato farm on Goose Island next summer. It is whispered in the trade that Mr. Chandler has written Mr. Edison suggesting that the wizard conduct experiments with baked potato skins for diaphragm purposes. Furthermore, A. V. declares that at a recent beauty congress it was stated that the juice of the rinds of green baked potatoes made the best face lotion extant.

At the warerooms of H. C. Kibbey & Co., in the Republic Building, there is on exhibition an electric piano manufactured by the Automatic Music Co., of Binghamton, N. Y., and which has a mandolin attachment. The mandolin attachment carries the soprano notes above middle C, giving the realistic effect of a mandolin solo with piano accompaniment.

P. Haupert, of Ashland, Wis., is the manufacturer of Haupert's Record Display Racks, which he describes as a "practical and ornamental display rack for increasing the sale of talking machine records." It is designed for cylinder records.

The Chicago office of the Columbia Phonograph Co. has now eight sub branches in Chicago and the immediate vicinity. Manager Baer has adopted the method of making the store manager an active sales manager; he must skirmish out after business, directing the men in the field in person, figuratively speaking, and familiarize

BENEFITS WESTERN JOBBERS.

Leading Eastern Factories Conclude Arrangements for Chicago Warehouse Facilities.

We are direct factory representatives for large eastern concerns making *everything* in the talking machine line.

Our prices are *factory prices*, but as a result of arrangements just closed, we will hereafter *carry stock* for the benefit of the Western Jobbing Trade, *enabling us to make shipments F. O. B. Chicago.*

We have just swung a little deal on our own hook which will make *very interesting* and *highly profitable* reading for enterprising jobbers everywhere. Particulars for the asking.

Furthermore, let us give you a list of the goods we handle, and quote you *net factory prices.*

WESTERN TALKING MACHINE AND SUPPLY CO.,

FRANK DILLBAHNER. B. FEINBERG.

6 Madison Street, Chicago, Ill.

Of Interest to

EVERY DEALER

in

TALKING MACHINES

We are distributors of

EDISON PHONOGRAPHS
RECORDS AND SUPPLIES
COLUMBIA DISC AND
CYLINDER GRAPHOPHONES
RECORDS AND SUPPLIES
RECORD CABINETS AND
SUPPLIES FOR ALL KINDS
OF TALKING MACHINES

We carry a complete stock and are in a position to make **Prompt Shipments.**

All of our goods are new. No second grade or worn stock is carried in our warerooms.

Our Monthly Specials.

Every month we have an attractive special offer to make to Dealers.

These offers have created great interest and we want to send our announcements to every dealer.

Is **your** name on our list? If not fill out the coupon and mail it to us.

The December offer will be an exceptionally good one.

SEND THIS COUPON

THE CABLE COMPANY
Chicago

Please send announcement of your December special offer, and put my name on your list.

Name .....

Street and No. .....

City .....

THE CABLE COMPANY

Talking Machine Department

CHICAGO

himself with all the problems they have to deal with. A good man stays in the store looking after the office and all the detail and store sales. Mr. Baer now has all the branch office force meet him one evening in the month at the store. They go out to dinner and returning spend the evening in exchanging experiences and planning for the coming double fortnight's campaign. Changes have been made at the Rockford office, Victor Green becoming crew manager and A. W. Schultz office and collections. At the Ashland avenue office A. Libben gets out into the field and a good man is to be placed inside.

Edward Blimke is now city salesman for the Columbia Phonograph Co., succeeding A. J. Morrissey, now in New York, and whom Mr. Blimke formerly assisted. He is making a fine record.

W. S. Thayer, who though still a young man, ranks among the pioneers in the talking machine trade and who has sold talking machines to dealers for many years has been made assistant manager of the talking machine department of the Cable Company, a position which his experience and ability peculiarly fits him.

Robert W. Young, of the Parks Music Co., who have a prosperous talking machine business in addition to their other lines at Hannibal, Mo., was a recent Chicago visitor.

Frederick Babson, of Babson Bros., has returned from a trip to the East.

B. Feinberg, of the Western Talking Machine & Supply Co., is in the East on a visit to the various manufacturing concerns whom they represent.

The Balmer & Weber Music House, one of the best known concerns in St. Louis, are considering the establishment of a talking machine department, and it is understood are now making arrangements for their lines. It is understood that they will confine themselves to retailing for the present.

EDUCATIONAL "POINTERS."

Instruction and Encouragement to Those Having to do With the Selling of Talking Machines—Some Excerpts from Mr. Eckland's Interesting Book.

(Special to The Review.)

World Office, 195 Wabash avenue,
Chicago, Ill., Feb. 4, 1907.

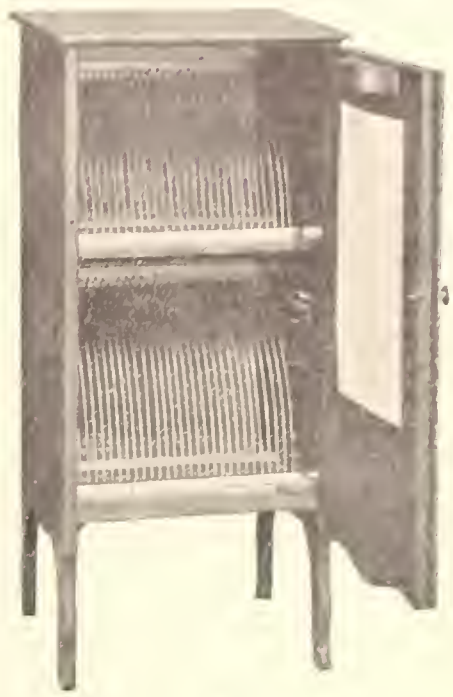
O. W. Eckland, manager of the instalment department of the Chicago office of the Columbia Phonograph Co., is the author of a clever little booklet for the encouragement and instruction of the big force of instalment solicitors under his direction. In the introduction he lays stress on the necessity of careful training and knowledge of his proposition by the canvasser if good results are to be obtained. It will be no violation of confidence to give you a few excerpts from Mr. Eckland's general talks to his men:

We insist then that you learn all the talking points of the machine you sell and that you do hard work in posting yourself concerning the construction of the article you sell. Do not say I will get a few ideas from some one that owns a machine and study the balance as I go along after I am in the field with my sample outfit! You no doubt say this in good faith, but you should be familiar with all points of the article you are selling in order to be successful. Is it not better to reap the benefits of a successful enterprise than to reap the regrets of lost opportunities? Remember that this is not a toy or a five-cent article that you are selling, but a high grade musical instrument far superior to anything on the market, that every man, woman or child appreciates if presented in the proper manner.

"Any system is better than no system" is an old but true saying. Every salesman should work to some prearranged plan; he should not depend upon chance or inspiration for his arguments, but should prepare them in advance to meet objections and conditions likely to arise.

Make the most of your prosperity, but be prepared for adversity. Be prepared for varying results. No business which is dependent upon the patronage of the public can expect the same amount of profit each day. The proprietor of a grocery store will tell you there are many days which bring him little trade and at other times his business seems greater than he can possibly attend to; but by keeping everlastingly at it fourteen hours a day, six days in the week, he makes the general average very good. You can't sell the same number of machines each day. Our best men testify to the fact that their most profitable work has often been accomplished immediately following a protracted period

OUR LEADER



$10.00

Holds 75 ten-inch records and 75 twelve-inch records

Partitions made of Coppered Steel Wire bent into a quarter circle

Beautifully finished on all sides Golden Oak or Mahogany

Write for our Cabinet Catalogue

Your regular discount applies

The best values in the country to-day

We have the strength of our convictions

Order the Above Cabinet

If it isn't the best Cabinet you ever had for the money return it to us at our **expense**

When you place your order, try us on some Victor Goods

Remember, We Wholesale Exclusively

If you have not already signed a Victor Contract **with us, Do It Now**

You will want what you want when you want it some day

You will save time then to have the contract signed with us

Write for Sample of **Exhibition Needles.**

Exclusive Victor Wholesalers.

The Talking Machine Co.
Victor
Records Supplies

105-107-109 Madison Street, CHICAGO, ILL.

of fruitless labor. There is a tendency on the part of the solicitor after a few days of unsuccessful effort to become discouraged and gradually work into a rut and carry on his work in a listless half-hearted way. This, of course, is disastrous and the good results which are sure sooner or later to follow bright, intelligent and persisteut efforts fail to come. Is the groceryman any less atteutive and obliging to his customers on Saturday because his busiuess was dull on Friday? Not at all. He is even more polite and active in striving to please them in order that he may make up as much as possible for the dull days. A solicitor is entitled to more credit for working earnestly and enthusiastically with every energy through a period which brings him little profit than for pushing his work when everything is prosperous and encouraging. If you are doing your part every day success must come.

After citing various objections made by the person who has never owned a machine, who pleads that their piano fills the bill, or that they have not the money to spare just now, etc., etc., the book closes with a few things to be remembered, from which we make the following excerpts:

Always avoid arguments with prospective customers.

Be earnest and enthusiastic at all times under all circumstances.

An evening's canvass in a man's home seldom fails to bring tangible results.

A careless agent can never succeed. He must know how to operate his sample machine, and never drop used needles on the floor. After introducing yourself intelligently, get your machine working as soon as possible.

The best answer to an objection is to anticipate it and never allow it to be made.

As soon as you find your prospective customer interested in any selection dwell upon that feature and press for the order, leaving all else alone.

Remember the house does not figure on the amount of orders it gets but the amount of good orders it gets. It is no honor or profit merely to appear in the arena. The laurels are for those who successfully contend.

THE POPULARIZATION OF RECORDS.

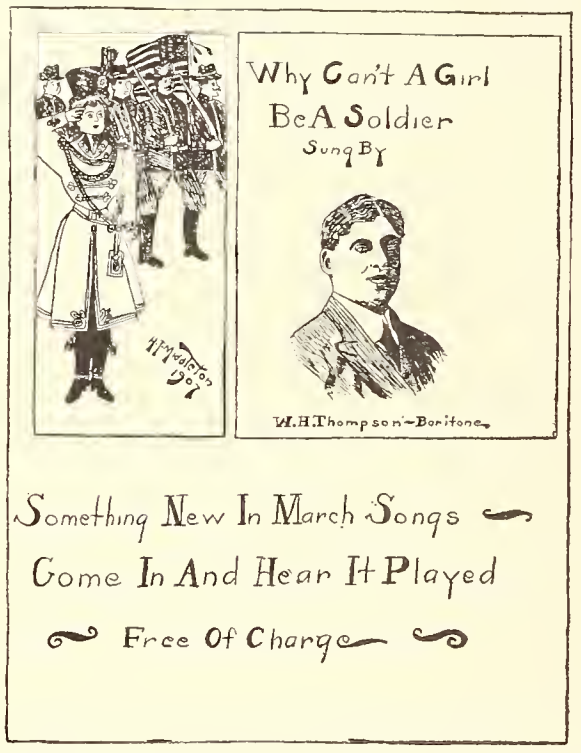
When They Appeal to Him as Good Sellers Will Pay the Talking Machine Man.

New ideas are invaluable to you, Mr. Dealer, because they are so hard to procure, and yet in order that you may succeed, it is imperative that you have them with you always. In these progressive days of push and hustle the public will not notice a man or an establishment without it is drawn by some attractive feature not to be met with elsewhere. Particularly is this true of the talking machine business. A dealer to draw custom must have his window act the part of salesman for him, and it is "up to him" whether or not the salesman is a success. Not the mere artistic dressing of the window will suffice, but there must be something there that will command attention through its oddity; that is, the display must be unique.

I believe that one good way to catch the public eye in this manner is to prepare a poster featuring some selection in the current record bulletins. Make your choice in such a manner that the selection may be sure to appeal to the casual passerby because of its title. Almost every month there are records listed which are somewhat eccentric as to titles, and it is from these that you should choose. For instance, there is a song listed in one of the talking machine record supplements for January which we will take as an example: "Why Can't a Girl Be a Soldier?" This title is attractive because it is unusual. When read it creates a sense of curiosity in the mind of the reader which will probably lead to an investigation. That investigation is what you are striving for, as it may mean more business for you. Therefore, you should acquaint the public with the fact that you have "Why Can't a Girl Be a Soldier?" in stock, and in order that this may be done attractively, the illustration shown below is suggested as a poster to popularize the selection in question. It should be of a size to permit of its being displayed prominently and artistically.

These posters are very easy to prepare, as there is usually some cheap lithograph to be procured at small cost that will illustrate the title of the selection. Then the artist's photograph should be placed alongside, a little appropriate lettering introduced, and the poster is complete. Photographs of the talent can be procured for this purpose from the Channel Studio, Orange, N. J., for a moderate sum, so that the entire financial outlay is trifling.

You will find, Mr. Dealer, that it will pay you to select a record each month and popularize it along the lines described above, for it will attract attention to your store and consequently bring you new customers. If after careful consideration, you deem a certain selection worthy of a little newspaper advertising, have a cut made of your poster and insert it in some local



paper for a day or two, and see if that does not help some also.

The popularization of individual records by means of posters displayed in show windows, I believe to be a method of cheap advertising that will prove very successful. At least, it is worth a trial, is it not?

HOWARD TAYLOR MIDDLETON.

THE VALUE OF GETTING TOGETHER.

The Monthly Reunion and Dinner of the Forces of an Establishment Is Becoming Most Helpful in Developing the Business of the House to Those Who Utilize This Method.

The method of increasing the value of employes by a mutual exchange of ideas and instructive lectures by authorities on the various departments of the business at monthly meetings is growing among progressive houses. In connection with the meeting a dinner is served at the expense of the company and general good fellowship encouraged in a social way.

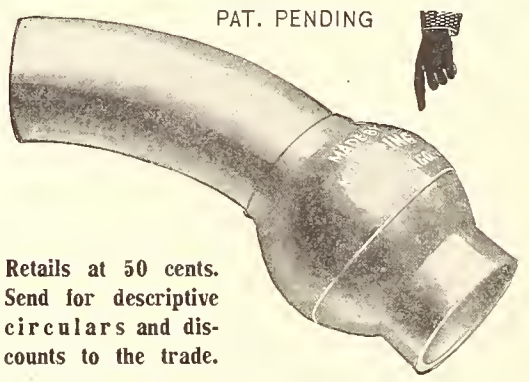
The dinners are not elaborate, but are substantial, being patterned after the real "home" dinner. Employes are not compelled to be present; they are the invited guests of the company and may decline if they wish to do so. But naturally they are only too glad to enjoy the hospitality of the house, and to avail themselves of the valuable information imparted to them by experts in lines of goods which they have to deal with as managers, salesmen or in other capacities.

A feature of the meetings is the part which the employes play in the proceedings. The presiding officer is one of them. Each meeting elects the chairman for the next. The officers of the company are present, but remain in the background, mingling on an equal footing with the others, but always watchful to bring out best results and to see that all enjoy themselves. The audience is encouraged to ask questions of the speakers, that no obscurity may remain.

Of course such gatherings must be informal and friendly in the sense of the somewhat intimate relationship of those present, a condition which naturally becomes more pronounced on each succeeding occasion. And this suggests one result of the meetings which is already noticeable—the increase of friendliness of relations between employes in their work. To a certain extent barriers are broken down, not to the extent of undermining discipline, but in the fact that a oetter acquaintance brings with it a greater tolerance of the peculiarities of others. Men of different departments, who perhaps do not come into contact excepting where there is something to unravel or correct, are less apt to quarrel, to become antagonistic, when they have recently broken bread together. The contented family element of a business house is no unimportant one, for it plays its part in the esprit du corps without which no business can be carried out onto its full effectiveness.

Many houses in the piano trade have followed the custom of entertaining their employes at dinner on various occasions, but generally in a purely social way. It would be interesting to see how this very interesting scheme of mixing business and pleasure with dinners at regular intervals would work in our trade. There is no field wherein a complete understanding between the house and its men than in the retail talking machine field, and mutual good fellowship will bring about that result.

It's All in the Ball!



Retails at 50 cents. Send for descriptive circulars and discounts to the trade.

TIZ-IT

THE NEW HORN CONNECTION—'NUFFSED

KREILING & COMPANY
Inventors and Sole Manufacturers
855 North 40th Avenue - - CHICAGO

THE NEW
Imperial Records
RECORDED IN EUROPE
Are Meeting With Marked Success
$1.00 and $1.50 Each
SEND TO-DAY FOR CATALOGUE
LEEDS & CATLIN COMPANY New York

THE GREAT PLANT AT CAMDEN, N. J., WHERE THE VICTOR TALKING MACHINES ARE MADE.

VICTOR MACHINE AND RECORD PLANT ON COMPLETION OF SIX-STORY "L" EXTENSION. Office and Laboratory Building.

We are enabled iu this issue of The World to give an illustration of the principal buildiugs of the immense Victor Talking Machiue Co.'s plant in Camden, N. J., as they will appear wheu the six-story "L" addition to the plant is completed. The present floor space of the buildings is 122,400 square feet, and with the addition, which makes 109,800 square feet, there is a grand total of over five acres. We also show the original building in which the world famous Victor products were made—a contrast that tells its own story. The single detached building on the right of the main plant is in process of erection, and will contain the offices and laboratories of the company, each occupying two floors. All parts of the Victor talking machines as well as all records, with the exceptiou of the cabinets, are manufactured in the group of buildings shown in the picture. The cabinets are made in six factories, one located in Camden, and five others in sections of Pennsylvania and New York, convenient to the lumber markets.

Birth-place of the Victor

Wheu the mechanism aud other portious of the talking machines are ready for assembling they are sent to the shipping department located in a separate building some distance from the main plant. There they are put together, tested and packed.

The Victor Co. also maintaiu a complete printing plant, where all their printed matter is turned out. This department is also in a separate building. All the structures are of latest fire-proof construction, and were erected with a view to quality and safety first and cost second. The structures give an idea of the growth and extent of this great business, whose products are known the world over.

MIGHT HEAD HER OFF.

"Henry," said Mrs. Peck. "I am going to get a phouograph and talk into it, so that if I happen to die first you can still hear my voice."

"Perhaps," replied Heury, hopefully, "I will die first."

E. A. Hawthorne, of Hawthorne & Sheble Mfg. Co., Philadelphia, was in Chicago the latter part of January on special busiuess.

The Government Pays 4 Per Cent.

We Save You From 35% to 50% on Supplies

For all kinds of Talking Machines

THE BEST EQUIPPED HOUSE IN THE UNITED STATES

THE EDISONIA CO., NEWARK, NEW JERSEY

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH

CHINESE:
SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH

HINDUSTANEE:
URDU
MARATHI
CUJARATHI
HINDI
TARSI

TAMIL
MALAYIAN

INTERNATIONAL CATALOGUE (224 Pages) GRATIS

(See description in pages 23 and 24 this issue)

UP-TO-DATE ADVERTISING

CORRESPONDENCE INVITED

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

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RÜHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Weather Conditions Have Not Helped Trade—The General Outlook Is Healthy—A New Sound Box on the Market—Big Loss in Record Making Owing to Extreme Cold—The Shah's Graphophone—Records by Patti—Russell Hunting's New Building—Additions to Beka Record List—Recent Trade Changes—Interesting Interview With W. H. Glendening on Trade Possibilities in America As Compared With Great Britain—The News of the Month in Detail.

(Special to The Talking Machine World.)

London, E. C., Feb. 1, 1907.

Is the progress of this industry dependent upon the weather? It should not be to any very great extent, outside the summer holiday season, but one is forced to the conclusion that weather conditions enter largely as a fact to be considered in this question. Throughout the month of January we have experienced extreme cold and nasty climatic changes that keep the record connoisseur at home rather than in the dealer's showrooms. The retailer thereby suffers a temporary loss of trade, yet to be up to date he has to order his usual monthly stock of the new selections issued. The manufacturer, likewise the factor, must ultimately feel the slight business depression, and thus do we come right up against a force that is perhaps some explanation of the complaints of a fall in orders during the last few weeks. If sales fluctuate according to weather conditions, then it is up to the dealer to put forth his best efforts to secure more than average sales when the opportunity is present. Why should any one in the trade talk as though the season is over, for that is what some are doing. Don't believe it. October is a good month and January is usually as fair from the average sales point of view, while February, March and April always maintain an even demand, and will continue to do so, if only the suppliers will continue to create instead of leaving the demand to look after itself. All the various forms of publicity and other propulsion features of business must be more in evidence as the season wanes, else the sleepy dealer will sleep and the cycle agent will put aside his remaining stock until he can't sell bicycles, when he will expect to find the customers he has lost through neglect. No, Mr. Manufacturer, keep them at it, imbue them with the spirit of the industry as one worthy to foster during the off season, and your reward will eventually be evident in the increased turnover that must undoubtedly result.

Pathe Freres New Sound Box.

Messrs. Pathé Frères announce the introduction of a new sound-box, which will fit any make disc machine. This provides the public with the means to play the Pathé phonographic disc record on any disc machine of another make. In conversation Mr. L. H. Courant mentioned that business had slackened up a little just after Christmas, but sales are pulling up again now, and there are strong prospects of a return to the abnormal conditions which prevailed during the last few months of the old year. Dealers have given the Pathé record a great reception, some evidence of which may be gatnered from a visit to Lambs Conduit street showrooms, where there is always to be found a large number of buyers keenly alive to the importance of these new productions, and the sure popularity they are gaining. Mr. Courant informed me that the company are now putting out over 1,000 of their disc records every day, while the demand for machines is much ahead of supplies, although they are constantly receiving large consignments. Mr. Pathé has returned from his trip to the States, enchanted with his great reception there. He says the time was all the while most enjoyable to him, and pays a tribute of admiration to his American friends, in that he thinks they are the most courteous and businesslike people in the world!

Material for Indestructible Records.

Manufacturers of indestructible records will be interested to hear of a new discovery. Known as "galalith," a plastic substance is being made near Paris from the casein in skim milk—128.78 pints of skim milk furnishing 2.20 lbs. of galalith—which may supplant celluloid, and has the advantage of being non-inflammable.

How Weather Injures Records.

One result of the very cold weather experienced in January is found in the increased number of throw-outs at most of the factories. The extreme cold temperature affects records in many ways. It tends to make the material more brittle than is usually the case, and extra care has to be exercised in boring. In conversation with a large cylinder record manufacturer I was told that while in every department the regular amount of work was put in, there is a surprising difference in the number of records that finally reach the finished stage, inasmuch as a very low temperature is disastrous to good results. The very hot weather is not so much feared now that improved cooling appliances have been installed in most factories. But an even temperature is the ideal that all will aim for, irrespective of outside conditions.

Popularity of Zonophone Records.

Zonophone records seem as popular as ever, the majority of dealers reporting good sales. The February list is a very representative one, comprising band selections, ballads, comics, whistling solos, a duet and a concertina piece by S. Bartle. The comic list predominates in point of numbers.

Howell Bros. Confidence in Their Goods.

A folder to hand from Howell Bros., of St. Jonn street, Clerkenwell, reveals a novel form of salesmanship adopted by few factors in London. The folder advertises a disc machine styled the "Hero." It is good value for the money, but the interesting feature is a guarantee that should any part of the machine fail during a period of twelve months from date of dispatch Howell Bros. will replace such part free of charge. The cash price of the machine is three guineas, or it can be supplied on the monthly installment system for three pounds ten shillings.

The Graphophone and the Shah.

The death of the Shah of Persia has furnished the occasion for the relation of many anecdotes in the public press respecting his career. There are one or two incidents which may well be recalled for the special interest of talking machinists. When in Europe in 1900, His Majesty visited the Paris Exposition where he was greatly impressed with an instrument the Columbia Phonograph Co. were there exhibiting. This was the "multiplex graphophone grand," really three talking machines in one. It was equipped with three reproducers, operating simultaneously on specially prepared records bearing selections engraved in triplicate. By an ingenious arrangement, a separate horn was connected up with each reproducer, and a vigorousness of volume thereby secured which was truly remarkable. At the Shah's order, a similar graphophone, with most lavish decorative additions, was manufactured for his palace, and this Eastern ruler thus became the owner of the largest talking machine in the world. Later he acquired an instru-

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

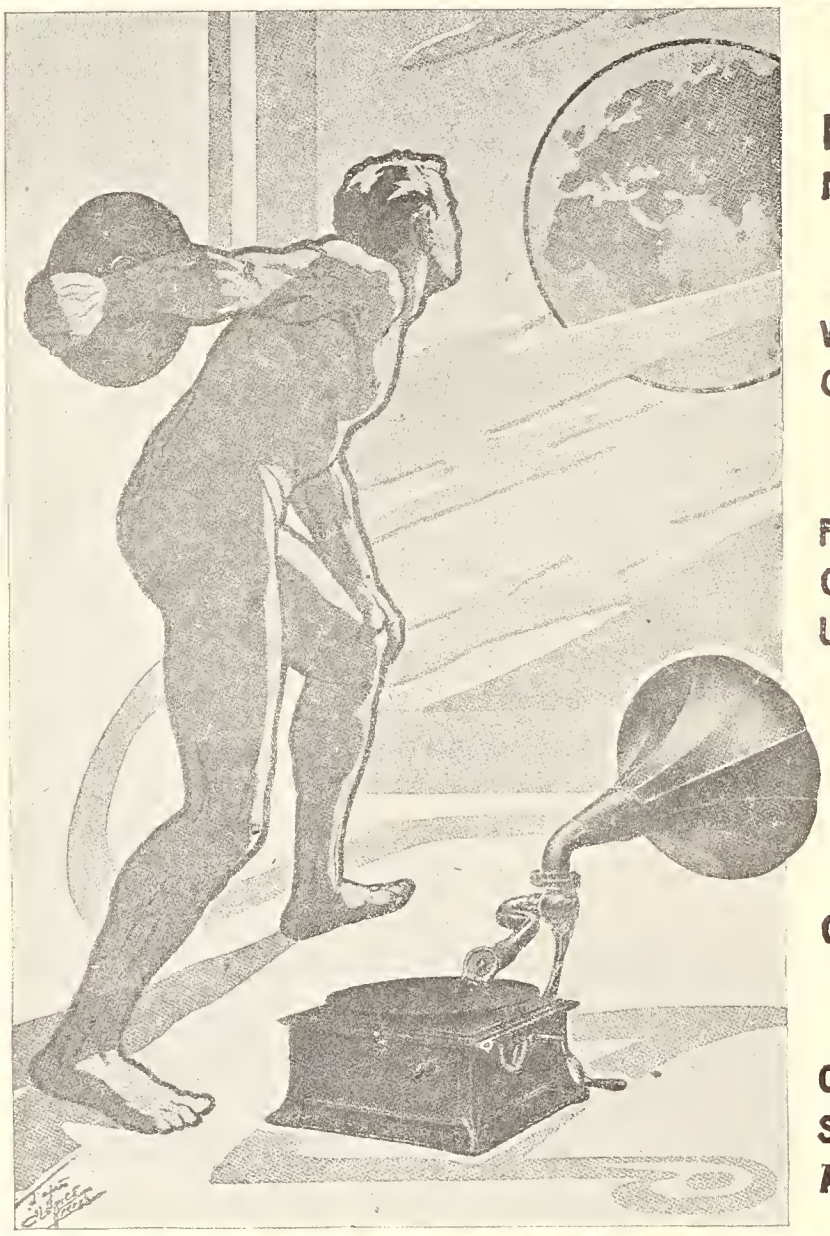
PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC



ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

ment which achieved a record in precisely the opposite direction. A graphophone of exceedingly minute dimensions, the smallest perfect talking machine ever constructed, was built by the Columbia Phonograph Co. to his order. The Columbia people had various dealings with the late Shah at different times, and the Columbia graphophones were among the most valued treasures of the romantic palace at Teheran.

Columbia Scheme Pleases.

The number of dealers taking advantage of the Columbia Co.'s scheme of supplying sample sets of new "Symphonic" records prior to announcement to the public, is growing month by month. The arrangement should certainly prove a very great convenience to up-to-date retailers, who are thus enabled to keep abreast of the times by acquainting themselves with the merits of new numbers and laying in a suitable stock ready for the orders following upon the announcement of the titles to the public.

The Seymour Indestructible Record.

Russell & Co. are working at high pressure just now in laying down the necessary plant at their factory for the manufacture of the Seymour indestructible cylinder record. Mr. Seymour expects to have things shipshape in a few weeks, but obviously no definite date can be given as to when the record will be issued.

Six New Records by Mme. Patti.

Lovers of Mme. Patti's beautiful voice will welcome the news that the Gramophone & Typewriter Co. have now issued six new records by the diva. The series comprises "Ah! non credea mirati," from "La Somnambula," in which opera, it will be remembered, Mme. Patti made her London debut; "Casta Diva" ("Norma"), the gipsy song from "Mignon"; Tosti's "La Serenata," "La Calesera" (a rich Spanish melody, given with unexampled verve and gusto), and "Kathleen Mavourneen," a rendering which will be a revelation to those who have not heard Patti sing this beautiful Irish melody. The records are splendid specimens of voice reproduction, but surely more wonderful is the art of the famous singer, the "Serenata," for instance, being marked by an extraordinary freshness and beauty of tone.

Pathe Freres New Sales Saloon.

Pathé Frères report a marked success attendant upon the opening of their new retail reception and sales saloon at 64 Regent street W. "The venture has shown good results right from the commencement," said Mr. Courant, "and when it is more widely known," he continued, "we anticipate that it will be the busiest talking machine center of the west."

Russell Hunting Co.'s New Building.

In the course of a chat with Mr. Manson, of the Russell Hunting Record Co., I was told that the company's new building in City Road will be ready for occupancy in March. It is proposed to house both companies, combining the production of the Sterling specials, Odeon, Fonotipia and Linguaphone records. As, however, this will necessitate more space than is available, additional rooms have been secured in the building adjoining, and thus the whole concern will be centralized in the district known as Phonoland. Dealers will find this arrangement, when completed, much more convenient than the present, which necessitates two journeys instead of one.

Big Output of Sterling Records.

The Russell Hunting Record Co. report that the month of January was a record month for them in respect to the output of Sterling specials—the record that's half an inch longer! What's in a catch phrase? Money! so say the Russell Hunting Co. Persistent advertising of the Sterling specials as "the record that's half an inch longer," has brought about instant recognition by the public whenever the name Sterling meets their eye—it's the longer record! That's the point to drive home, and that's the point that helps to steady a wavering mind. When it's a question of which to purchase have the record that's half an inch longer! It's a popular and a sales making catch phrase, and it bears the stamp of truth!

Increased Repertoire of Beka Records.

The Beka Record Co., of Berlin, are constantly increasing their repertoire of selections from the leading artists of the world. They list records made in almost every country, and these lists have recently been added to by some new Spanish selections of considerable merit. Mr. Ruhl, the company's sole agent for Great Britain and colonies, reports a splendid season, both in the Beka records and Carl Lindstrom machines. The latter firm are constantly expanding their manufacturing facilities in order to cope with the universal call for their disc talking machine, and such is the evidence of quality! A new list of Beka records is shortly expected, which will contain the usual good variety of renditions by only artists, etc., of repute.

Supplemental List of Columbia Records.

The supplemental list of Columbia records for January includes also the titles announced in previous supplements. A further list for February is just out. Any one, therefore, possessing the original Columbia catalogues, together with the January and February supplements, will have the complete lists of Columbia records to date. If any dealer or user is without any of these a post card to the Columbia headquarters will remedy the deficiency.

Sabine With Columbia Co.

J. A. Sabine, late of the Neophone Co., has just joined the staff of the Columbia Phonograph Co., General.

G. L. Funnell Married.

G. L. Funnell, the manager of the London factory of the Columbia Phonograph Co., was married last month to Miss Grace Dorian, the

HAVE THE BEST, DEALERS!

STOCK "WHITE" RECORDS AND INCREASE YOUR SALES
AND AT THE SAME TIME SATISFY YOUR CUSTOMERS

REMEMBER THE FOUR CARDINAL POINTS OF THE "WHITE" RECORD ARE:
SOUND WELL, WEAR WELL, LOOK WELL, SELL WELL

Retail 1/- Price | **"WHITE" RECORDS** | Retail 1/- Price

We Call Special Attention to the Great Improvement in November Records

COLONIAL DEALERS

SHOULD BEAR IN MIND THAT IN PURCHASING "WHITE"
RECORDS THEY BENEFIT BY THE PREFERENTIAL TARIFF

Write us for Full Particulars and List of Factors

The General Phonograph Company
Limited
26 EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

daughter of the European assistant general manager of the company.

Some Interesting Litigation.

A case of interest to talking machine men recently came before the Bristol bench. The prisoner was charged with attempting to obtain money by false pretences. It was alleged that he had inserted an advertisement for a "collector organizer." A witness testified that on his replying to the advertisement he received a letter purporting to come from the Columbia Phonograph Co., asking whether he was willing to make a cash deposit of £100 as security. Fortunately he showed the correspondence to the manager of the Cardiff branch of the Columbia Phonograph Co., with the result that the matter was put in the hands of the police. The case was committed for trial at the next assizes.

Empire Building Gramophone.

In the course of a series of tours which Colonel Hayes Sadler, the Governor of the East African Protectorate, has lately undertaken in the outlying provinces of that country, he took a gramophone with him, and used to give concerts to the natives after the formal part of the meeting was concluded. The gramophone always caused the wildest excitement among the natives, and they described the machine as the "great, big medicine." The Governor found that these gramophone concerts had a great effect in promoting a good understanding with these primitive people, and he concluded the proceedings on each occasion by explaining to the chiefs and headmen their position with regard to the British Government.

Sale of Gen. Booth Records.

The name and fame of General Booth are such as to ensure a most extensive sale to the excellent cylinder and disc Columbia records he has recently made, especially as the company are sparing no pains to announce to the remotest corner of the Kingdom that the living voice of the great Salvationist is thus available. A comprehensive advertising scheme has been arranged, and this, following on the preliminary announcements which have already appeared in the press, is sure to mean inquiries for the "General Booth Columbia Records" from every hand. A further incentive to the purchase of the records, if such were needed, is found in the arrangement that a proportion of the proceeds will go to the Salvation Army's fund for social reclamation.

Popularity of Imperial Disc Record.

The Imperial disc record is growing rapidly in favor with those English dealers who have got into touch with Gilbert Kimpton & Co. In the absence of Mr. Glendining, who has been on a trip to the Leeds & Catlin Co. in New York, I had the pleasure of a short chat with Mr. Howard, whose enthusiasm soon converts one into a staunch supporter of the Imperial. But these records speak for themselves, and dealers all over the world will soon be offered an opportunity of personally testing the qualities of the Imperial disc.

The American Talking Machine Co.

The American Talking Machine Co., as well as other concerns, are doing their utmost to keep up with the times. The "times" in this case is the growing and unprecedented demand for disc records, which has occasioned the company in question to open a quite separate department for the stocking and handling of flat records. Mr. Nottingham asserted in conversation that his firm could in consequence fulfil all orders to the tune of every title listed, and dispatch in a few hours if necessity demanded. It was rather interesting to learn that in the experience of this firm, as probably with others, the Edison-American selections sold in much larger quantities than the British titles; in fact, three to one, said Mr. Nottingham.

Fonotipia Disc Record Publicity.

Sterling & Hunting Co. merit the gratitude of all their dealers by the enterprise lately in evidence of advertising the Fonotipia disc record, not only in the daily press but also in selected society weeklies. The results to date have been distinctly encouraging, but when the company aver, as they have, that such publicity is in the nature of an experiment, we are inclined to believe that it's more in the nature of an investment from the point of view of influencing sales for their dealers and thus incidentally making splendid business for themselves, since the sale of a good record must mean many more sales as a result. Constant reiteration being the soul of publicity, we are able to foresee profitable results in a continuation of Fonotipia advertising. It is pleasing to see that other firms are getting into line, and there is plenty of room for it, too.

Takes Place of Military Band.

The efficiency of the Columbia "Premier" sound-magnifying graphophone as a substitute for a full military band has just been demonstrated in a very interesting way. At the musical exhibition in St. Petersburg, the directors arranged for the graphophone to replace the military band in the gallery of the hall for two hours each day. The unique value of this testimony to the Columbia graphophone is appreciated when it is remembered that the exhibition is controlled by musical experts and held in a city where military music has been cultivated to an unusual degree.

Offer on Operatic Records

Some time back a special operatic 12 shilling Fonotipia record was advertised in the London Daily Press, at a reduction of 75 per cent. The

ALBUMS FOR DISC RECORDS

WE INVITE American and Colonial Jobbers and Dealers to write us for full particulars of our excellently finished albums to hold twelve 10-inch records. Seventy-five cents will cover a sample, but send your trade card for best terms in this and other sizes and details of other cheap accessories.

A. LYON & CO., Manufacturers, Wholesale and Export, **75 City Road, London, Eng.**

The Cheapest House in the Trade

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE

"STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

Electro-Mechanical Engineering Works

211 HACKNEY ROAD, LONDON

EXPERTS FOR RECORDING, DUPLICATING and MOULDING **Discs & Cylinders**

Try our London Popular Record

PHILIP NEALE,

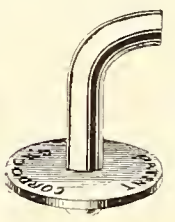
PHONO. EXPERT,

5 Chalk Farm Rd. LONDON, N. W

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

Have You a London Representative?

If your goods are not represented in this market, they should be, as there is a good opening for smart American Talking Machine Accessories or Noveities. Communicate with Box 100, Talking Machine World, office, 69 Basinghall Street, London, England.



LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled.

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.

High Street, Scunthrope, Lino's, England.

FROM OUR LONDON HEADQUARTERS—(Continued.)

idea was to introduce the product more widely to the talking machine public, and needless to say the fiue specimen record offered was extensively applied for at the reduced figure, with the result that to-day the certain success of these records is attributable not a little to this enterprising move. Before these lines reach England the experiment will have been repeated. The red herring this time will agaiu be a double-sided record, carrying on one side "Pagliacci" by the famous Italian tenor Giovanni Zenatello, and on the other side the miserere—Il Trovatore—by Talexis-Longobardi and chorus. Truly, this presents an opportunity that few will miss!

General Phonograph Co.'s Excellent Booklet.

The General Phonograph Co. have just issued a neat little booklet containing a full and complete list of every record put out since the ineeption of the eompany. It should prove of great use to all dealers. The "White" record is as mueh in demand as ever, but in spite of the up-to-date facilities of manufacture, supplies are yet a long way behind the orders. It is hoped to remedy this eondition in the future.

Howell Bros.' Originality.

With their usual originality, Howell Bros. have started 1907 by issuing £1,000 insurance coupons against accidents to all their customers. They do not, of eourse, expect all their friends to be unfortunate enough to sustain injury, but in these times of fast speed transit, it carries a certain amount of satisfaction to have an insurance eertificate in one's pocket. Are records being issued too rapidly by the manufacturers? Howell Bros say "Yes." The same title is issued by several manufacturers, and in some instances a dealer has to stock three or four makes. This cramps his buying, so that he cannot perhaps hold a good supply of other titles. Howell Bros. further urge a copyright on all records, ensuring one title, one make, and less confusion on the shelves. During 1907 this firm will eoncentrate all their energies on three makes of records, i. e., Zonophone, Sterling and Edison. "We shall specialize these lines," said Mr. Howell, "and shall thereby be in a position to supply better and quicker than formerly."

The Beka Meister Records.

The repertoire of the Beka Meister 12-inch double-sided records is chiefly of a elassical nature. The leading artists of the Continent have been secured, and every effort has been made to ensure perfect records from all points of view.

Artists Secured by Sterling & Hunter.

Two new operatic artists—namely, Watkin Mills and Ivor Foster—have been secured by Sterling & Hunting, Ltd., and will record on the famous Odeon double-sided disc, which will be sold at the exceptional price of 5 shillings.

Another departure by this company lies in the recent introduction of a new disc machine of a particularly pleasing type. Mr. Turner kindly demonstrated the capabilities of the new product to The World representative. The case is of handsome design, surmounted by the latest style in flower horns. The motor embodies many new, yet very simple, developments that stamp it "reliable." The tone arm is of an unique style in many ways, while the sound-box is claimed to produce the best possible reproduction from any record. A special feature is that there is absolutely no metal connection whatever between the tone arm fitment and the sound-box—a result produced by insulation. There are many ways in fitting the rubber washer, but in this case an ingenious arrangement produces the result indicated. This is a line dealers could handle with generous profit.

Mr. Glendining's Interesting Chat.

At an interview with Mr. W. H. Glendining, of the Imperial Record Co., recently our conversation veered round to a discussion as to the comparative sales of records in America and Great Britain, and the following is Mr. Glendining's expression of opinion why the American demand so far exceeds that of the United Kingdom:

"The estimated population of the United States of America is about 83,000,000 as against United Kingdom's 42,000,000. The American common-school system is acknowledged by modern experts to be the best of any system, either of to-day or any former period in human history, and thus at an early age an appreciation of the ethics of industrial economics is displayed with a freedom from corruption in commercial enterprise, although the eagerness for wealth outstrips almost every effort of restraint, as indicated by the most wealthy and prominent companies in the talking machine world having secret agreements to co-operate, not only for the exchange of benefits arising from each other's patents, but for stifling minor small opposing manufacturers by continuous litigation, etc.

"It is common knowledge that the United States of America produces more than one-third of the manufactured produets of the civilized world, over 90 per cent. of which is required for domestie demand, the balance, although comparatively small, makes America the greatest export nation on earth. There is no doubt in my mind, however, that the people of the United Kingdom have a more appreciative and trained knowledge of music in general than those of America, and thus, owing to the mechanical reproduction of sound not having hitherto been perfect, in spite of numerous testimonials of a number of the so-called world's leading artists, most of whom are financially interested by royalties; but now that the most eminent manufacturers are approaching that perfection, the British demand for records of the highest class will doubtless show a great increase, as at present the fringe only of the musically educated people of that country are beginning to recognize the merit and pleasure of having at will ideal reproductions of instrumental solos, orchestral, band and vocal selections. The ever-changing economic and modern methods of advertising schemes as adopted in the States is calculated, in my mind, to bring better results than the methods at present in vogue in this country."

A Columbia Novelty.

The latest novelty in window display to be introduced by the Columbia Phonograph Co. at their Oxford street premises takes the form of a "Columbia Grandfather's Clock," made of graphophone requisites. Many are the expressions of admiration on the part of passersby with regard to the ingenuity of the designer of this excellent advertising device.

Disc Record Albums..

As will be seen by reference to their advertisement in our columns, A. Lyon & Co. are specializing disc record albums and accessories at prices that allow of export to America and all countries. Dealers should get into touch with them for some good lines, including accessories for Edison and Victor machines.

Gen. Booth a Traveler.

Gen. Wm. Booth, the aged founder and head of the Salvation Army, who, by the way, has recently made a number of valuable records for the Columbia Phonograph Co., has mapped out travel tours for this year that might well tax the strengtb of a much younger man. This evening the General left here for Denmark, Norway, and Sweden, where for two weeks he will address two or three meetings a day. On Feb. 23 he will leave London on the "Minneapolis" for New York. He will spend two weeks in the American metropolis before proceeding by way of Canada to take the steamer "Minnesota" on April 1 for Japan. After traveling through Japan, Gen. Booth will go on to Peking. He will be baek in London by July to eommence another automobile eampaign through the British Isles. At the end of that trip, in October, he will again cross the Atlantic for a two months' tour of the United States.

The Gerber Carlisle Co., of Mexieo City, Mex., are making a speeialty of the Edison goods.

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality **Best Workmanship** **Best Value**

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St. London, E. C., England

To whom all inquiries should be addressed

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street
Cable Address, Doughphone, N. Y.
New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

BARGAINS

We have some Cylinder and Disc Cabinets to offer at very interesting prices.
They are all new, fresh and up-to-date goods.
As we need the room, we offer these cabinets at reduced prices for the next ten days.

First Come, First Served

Remember we carry the largest stock of

Edison Phonographs and Records

in the United States.

If you want your orders filled completely and promptly, try us.

Perfection and Excelsior Needles for Disc Records.
We have been unable to fill orders for the past Thirty Days.
A consignment of 10,000,000 just received.
Order at once to avoid disappointment.
We will cheerfully furnish samples of our 10 different styles of needles.

TIMELY TALKS ON TIMELY TOPICS.

Whether the copyright bill now before both branches of Congress is enacted into law or not it is certain the opposition manifested by the talking machine contingent was of a strength and sincerity that commanded attention and exerted great influence. With Paul H. Cromelin and Philip Mauro, representing the Columbia Phonograph Co., General; Frank L. Dyer, personal counsel of Thomas A. Edison, for the National Phonograph Co.; Horace Pettit, for the Victor Talking Machine Co., no stronger phalanx of talent and ability was in evidence at the committee hearings, submitting what many believe were unanswerable oral arguments and carefully prepared briefs. This splendid work has since been followed up by constant watchfulness on every move made in and out of committee on their part; and it seems now as if the battle royal waged by them against any provision in the bill calculated to interfere with, if not cripple, the industry will be fought to a finish, and they will emerge with banners flying.

On another page is given a cogent resume of the progress of the proposed measure to "consolidate and revise the acts respecting copyrights" (S. 8,190, H. R. 25,133), and the respective Patents Committees of the Senate and House "recommend that it do pass." As may be noticed, there is a radical difference between the two bills presented, the House and the minority of the Senate committee, the former unanimously favoring the contention of the talking machine advocates, with the majority of the Senate Committee intrenched on the other side of the fence. Though this Congress expires by constitutional limitation in less than three weeks, and much doubt is expressed as to the passage of the bill, still those in a position to know declare it will go through in some shape. The only serious hitch is between the attitude of the record, mechanical and automatic instrument manufacturers and the writers and publishers of music. Their combined opposition has so far prevailed against all the other various lines of business and intellectual and artistic endeavor interested. How long this condition of affairs will be allowed to continue no one pretends to say, as both sides are determined to stand by their guns unless a compromise is forced upon the music people, which is more than likely, according to the latest reports. In that event the bill will become the law of the land before March 4, and their inquiry will be who ate the canary?

Next to the development and improvement in records and machines is the extraordinary demand for artistically designed and beautifully finished cabinets. Scarcely a jobber of any importance but who carries some kind of a line in these goods, and manufacturers are responding to the call for yet finer examples and more ingeniously constructed articles of this kind promptly and with commendable intelligence. Houses famous for these specially elegant and comprehensive line of record cabinets, becoming weary of supplying ideas in connection therewith to the trade at large, are originating entirely new designs, which will be made the subject of patents and thereby relegating them to the realm of exclusive possessions. This is only fresh evidence of trade expansion, and is welcome. In this connection it may be well to note that a general caution has been distributed concerning the alleged infringement of a hornless cabinet patent, of which doubtless more will be heard in the near future.

An advance in prices for records may be looked for almost any time. One of the manufacturing companies has already made this announcement, covering a new line of goods, and at the same time intimates prices are likely to be withdrawn on the standard line. The cost of production has increased, not only for material, but the increasing charge for "talent" is also cutting sufficient figure to affect this item in no small way.

Mention of records recalls the small margin realized from the sale of the highest grade of solo operatic reproductions. An immense profit is generally supposed to be attached to these goods, especially as one foreign tenor of comparatively recent American introduction was reported as exacting two dollars and a half royalty —that is, the people controlling him—for each record. This piece of news evidently amused others interested in the exploiting of a famous Italian tenor, whose name is known everywhere. The last named is said to receive 50 cents royalty, while the manufacturing concern nets two and a half cents. Such a narrow margin is spoken of as absurd if it were not for the enormous publicity given the line in this connection.

Have too many dealers and jobbers been created? In some parts of the country this question is answered—and most emphatically—in the affirmative. Elsewhere the advent of new jobbers especially is regarded in a most favorable light. It is admitted the manufacturers are in nowise affected, excepting an increase of business follows the appearance of every addition to the trade, be it in one or the other branch. A couple of wide-awake, progressive jobbers were recently discussing this very matter, and both favored the listing of new establishments as rapidly as possible. Maybe, as the speakers are eminently successful in their respective territories, they were inclined to regard accessions to the trade through roseate hued spectacles. However this may be, their strong point was, in brief, the more the merrier; that is to say, forty dealers in a town were much better for the advancement of trade than two. If the latter, it was argued, they would simply sit down and wait for business to come to them. This was detrimental all around, whereas the greater number would be compelled to hustle, and this meant progress and increased sales.

One of the first government institutions to use the phonograph as a means of giving instruction in languages was the Infantry and Cavalry School at Ft. Leavenworth, Kansas. In his annual report for 1905, covering a part of the period of 1904, Captain Peter E. Traub, Thirteenth Cavalry, the chief instructor in the department of languages, makes the following statement relating to the use of the phonograph and the results obtained:

"The scope of the practical work was planned with a view to giving to each student officer, first a correct pronunciation and, in addition, such conversational fluency and facility as could be imparted in the brief period allotted to the department. The phonograph and texts of the International Correspondence Schools, of Scranton, Pa., were made use of for the sole purpose of giving a correct pronunciation. Each student officer was required to make six records. The first record did not count, but each one of the others was given a value of 6 as practical work, making a total of 30 for the course, thus leaving 70 out of the assigned weight, to be given to the examination.

"The student officers did such efficient work with the phonograph that no one was declared deficient in it, the lowest of the 46 officers receiving 91.47 per cent.

"By thus making use of the phonograph, lectures, quizzes, recitations and conferences, rapid progress was made in attaining to a very fair speaking knowledge of the language in forty lessons as is shown by the examination."

The Harry Davis Amusement Co., Jersey City, N. J., have incorporated with a capital of $750,000 for the purpose of operating phonographs.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

Increase Your Income!

YOU CAN DO IT EASILY WITH THE

YORK BAND INSTRUMENTS

These instruments are used by leading bands, and will form a special feature of attraction in any store. The name of York on a band instrument is a guarantee of the highest quality.

J. W. YORK & SONS
GRAND RAPIDS, MICH.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

To SOUTHWESTERN DEALERS

We carry the Largest Stock of EDISON MACHINES and RECORDS and General Talking Machine Supplies west of New York.

CONROY PIANO CO.
COR. 11th AND OLIVE STS., ST. LOUIS

You Won't Go To Sleep

waiting for business if once you wake up to the popular demand for Columbia Graphophones and Records.

Columbia goods are being featured to a much larger public and a more interested public than ever before.

Seventy per cent. of the total population of the United States is reached regularly and continuously by advertising of Columbia goods.

You can't get away from the results of that advertising. What are you doing to profit by it?

You can't profit by it at all unless you carry a line of

COLUMBIA
GRAPHOPHONES and RECORDS

You can't profit ***fully*** by it unless you carry a ***full line*** of Columbia goods.

You can't keep up with the demand unless you keep up your supply of NEW Columbia Disc and Cylinder Records.

Are you doing this?

We sell the goods before you place them in stock by ***creating the demand.***

The one price at which Columbia goods are sold insures a definite and unshrinkable value.

Columbia Disc and Cylinder Records are the best at any price.

The ***wideawake*** dealer will not miss the opportunity of business and profit offered by Columbia goods.

If you haven't carried these goods place your order.

If you are carrying them STOCK UP.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

TO EXPLORE PHILIPPINES

With a Landophone Outfit—To Secure Dialects of Fast Disappearing Tribes—Also Purchased a Victor and Many Records.

Last month an official of the United States Government stationed in the Philippine Islands visited Landay Bros., 400 Fifth avenue, New York, and after a practical demonstration in their studio purchased two Landophone outfits complete and 100 wax blanks, which will be used to secure and preserve the languages and dialects of the fast disappearing tribes in Uncle Sam's far distant possessions. Duplicates of these records will be deposited with the Smithsonian Institute, Washington, D. C., a collection recently enriched by a record of Kaiser Wilhelm's voice. The buyer in question at the same time ordered a Victor VI machine and a quantity of the latest popular, standard and operatic records for entertainment purposes while in the Orient and on the frontier of civilization. In connection with the use of the Landophone, the suggestion is made that if the blanks are slightly warmed or heated—on a radiator or in a stove oven—the cutting stylus will record the sound line more easily and distinctly, better and more satisfactory results following as a matter of course. This is the practice observed in the professional recording laboratories. Landay Bros., in speaking of their foreign business, said: "Such sales are not few by any manner of means, and for their consummation we are entirely indebted to The Talking Machine World, for we had no other way of reaching and cultivating the export trade. We never had better returns from any publication ever used for advertising purposes. The same is also true of our domestic sales. No words are too praiseworthy to express our appreciation of what we consider the best publication of its kind on the globe—bar none."

The Castle Talking Machine Co. have opened handsome quarters at 621 Madison Ave., New York.

CAILLE BROS. CO. IN NEW YORK.

The Well Known Manufacturers of Automatic Specialties Locate at 32 Union Square.

The Caille Bros. Co., whose amusement and trade stimulating machines are known the world over, have opened an Eastern office and export department at 32 Union Square, New York, where they will carry a full line of their specialties which include practically everything in automatic money-paying specialties. The office will be in charge of Arthur L. Bresler, who was the manager of their Detroit department. The opening of offices here is a move in the right direction, and insures a further expansion of their business.

EDISON'S SIXTIETH BIRTHDAY.

Inventor Announces That He Will Now Give Himself Over to Play—What This Signifies—Will Still Further Improve the Phonograph.

Thos. A. Edison, whose name will ever be honored the world over, celebrated the sixtieth anniversary of his birth on Monday last, February 11, with the announcement that he has retired as a commercial inventor and begun life as a scientist. He will in the future experiment with that subtle force which has made him—or which he has made, as the case may be—the greatest factor in modern life.

"I am through with work from a commercial standpoint," he said, "but of course that does not mean that I will cease to labor. I want to play with electricity—to see what I can learn about it and where different experiments will lead. I have been so busy all my life perfecting inventions for commercial use that I have had no time to do anything else, and there is so much that can be learned. Electricity is mysterious—perhaps in 500 years the world will begin to 'suspect' something definite about it.

"I want to better the phonograph, marvelous as it now is, before I become totally deaf. I have not been able to hear well for many years, you know. I think I can make the phonograph much more perfect."

Mr. Edison was the guest of honor at a dinner given by the employes of the Edison Laboratory in the Kruger Auditorium, Newark, Monday night. The event was in honor of Mr. Edison's birthday, and covers were laid for thirty-five guests. The dinner was arranged by thirty-five of the executive staff, managers, department principals, superintendents, etc., of the Edison works in Orange, N. J., with President Gilmore as "guide, philosopher and friend."

NATIONAL PHONOGRAPH CO. WARNING

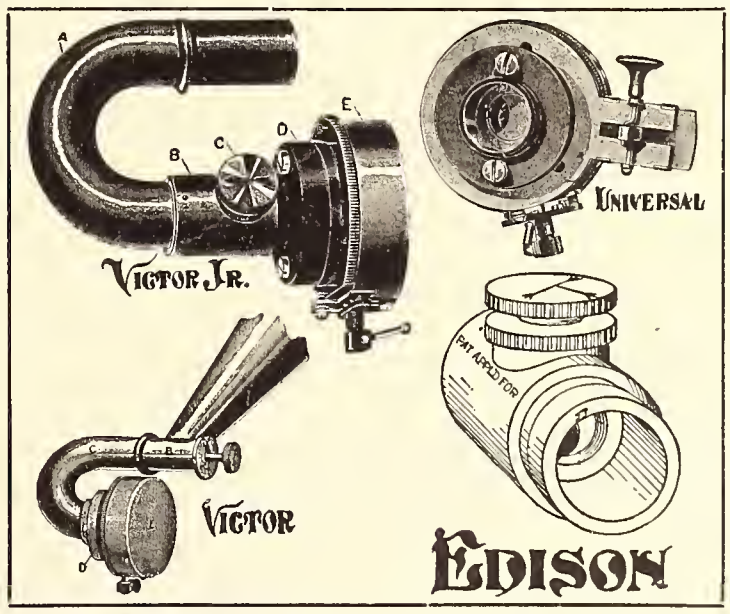
Regarding Edison Goods and Premium Machines—How the Practice May be at Variance With Conditions of Sale.

The legal department of the National Phonograph Co. warns the Edison jobbers or dealers against the handling of so-called premium or scheme machines in violation of their contracts. If these goods are taken on for the purpose of reducing the established or agreed-upon selling figure of the Edison machines, then the company states the practice is contrary to the conditions of sale, and constitutes indirect price cutting. The caution says, among other essential matters stated in detail: "We understand it has been suggested that a violation of our conditions of sale would be avoided in the exchange of machines, if the premium machine be accepted in exchange for a large horn and crane and other supplies, and charge, or rather pretend to charge, the full list price for the Edison machine. This suggestion, however, does not avoid our conditions of sale."

Among recent concerns on the Pacific coast who have added talking machines are the A. E. Bates Music Co., Santa Barbara, who handle the Edison and Victor; the Central Drug Store, Pomeroy, Wash.; the W. R. Truax, Santa Monica, Cal., who are handling the Edison and Zonophone.

WE REGULATE THE TONE

TONE REGULATORS FOR ALL TALKING MACHINES



THE "VICTOR" TONE REGULATOR, - - $3.00
For all Victor Tapering Arm Machines

THE "VICTOR, JR.," TONE REGULATOR, 1.00
For all Victor Talking Machines

THE "UNIVERSAL" TONE REGULATOR, 1.00
For Victor, Columbia or Zonophone Talking Machines

THE "EDISON" TONE REGULATOR, - - .75
For the Edison Machines

Dealers will find it advantageous to carry a stock of these TONE REGULATORS, as it is very often the means of selling a machine to parties who would otherwise not purchase.

DISCOUNT TO DEALERS SAME AS ON VICTOR MACHINES

We are the only distributors carrying a complete line of Victor Records in sealed Envelopes, which is a guarantee that the Record has not been used and is in Perfect condition.

CINCINNATI THE RUDOLPH WURLITZER CO. CHICAGO

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. N. Tyler, B. Brittain Wilson, A. J. Nicklin.

Boston Office: Ernest L. Waitt, 278A Tremont St.

Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.

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St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

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REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1907.

REPORTS from our correspondents located in various cities indicate a fair activity in trade circles during the past month; in fact, thus far the year has been better from the business viewpoint than in the same period of 1906, and there is no question that conditions will materially improve as the season advances. The enormous distribution of January dividends in the various corporations is variously estimated from $100,000,000 to $150,000,000, and all of this vast sum is percolating through the various channels of trade, and it is but natural that talking machine men should secure a fairly good slice.

THE demand for the higher grade of talking machines continues to be excellent; in fact, so steady and insistent is the call for talking machine outfits of the higher grade that manufacturers are unable to supply instruments of this class as promptly as desired. When they commenced to manufacture the higher priced machines, they did not figure that they would immediately meet with the ready call for such a costly product, therefore they did not make preparations to manufacture them on the same immense scale which has characterized their operations with the cheaper lines of talking machines. They are, however, now making ample preparations to take care of the trade, and the shortage in the higher grade instruments will be gradually overcome.

THE only way that interest can be maintained and increased in the talking machine business is through the efficacy of advertising. If the talking machine manufacturers were to drop out entirely from public gaze, remove their advertisements from the magazines and trade publications, a slowing up of trade would immediately follow, and dealers would wonder why people were not as anxious to purchase talking machine outfits as formerly. Advertising is a great lubricator of business, and the great machinery turns much more easily through its assistance. In the magazines of great circulation the talking machine men have been splendidly represented, and one concern has paid as high as $5,000 for publicity in a single issue of a publication. All of these vast outlays assist the local trade in every section, and dealers should realize that manufacturers are ever alert in the promotion of the legitimate interests of the talking machine trade.

SOME dealers who have written us recently state that they have greatly profited by the advice given in former issues of The World, to keep their talking machine departments in an attractive manner. They find that by doing a fair amount of local advertising and getting up entertainments that they can augment the interest in the talking machine and naturally, as a direct result of these entertainments, make a good many sales. Talking machine establishments should be artistically equipped. A customer is frequently repelled when he walks into a poorly kept, unattractive establishment. Instead of warming up, and becoming enthusiastic over the performance of the talking machines he usually departs in a depressed state of mind. The more attractive the warerooms the better the business. We have noticed in our travels, which embrace every city of note in America, that the talking machine men are doing the best business locally who evidence the greatest euterprise in the conduct of their establishments.

MATERIALS of every kind, including all woods and metals which enter into the composition of talking machines, are steadily climbing up in price, and manufacturers are grappling with a problem which is a difficult one to solve, and that is, to hold to their present high standard of quality, and make a reasonable profit, without advancing their prices. They have been enabled to do this in a measure through the introduction of special labor saving machinery and perfect factory system; but up to a certain point, system works very favorably in decreasing the cost, but it cannot work wonders beyond certain fixed points. Manufacturers are compelled to pay frequent advauces in the cost of raw materials, and as a matter of fact, selling expenses have materially increased, so that if the manufacturers of talking machines and supplies, advance their prices, they would only be acting in accordance with rules which are recognized as correct in all lines of trade. Manufacturers in almost every line have materially marked up prices. Thus far the talking machine dealers and jobbers have been getting the benefit of low prices.

EVERY mouth we receive subscriptions from men who have just embarked in the talking machine business. It is surprising how many young dealers there are entering this branch of trade. We do not believe, however, that there is danger of the business being overdone. The more intelligent, progressive business men there are in any industry the better it will be for it, because the combined energy of all must, of necessity, widen the avenues of distribution. Plenty of good, bright, active men in the talking machine industry will help it; there is no question about that, and then there are so mauy other lines which blend perfectly with the talking machine business.

TAKE, for instance, the smaller musical instruments and automatic machines. All of these can be handled by the talking machine merchants without additional expense. Then, too, there are any amount of novelties, particularly in the electric line, which are quick sellers and make good profits. All of this sort of thing is good merchandising, and it will make the talking machine stores headquarters for novelties of all kinds.

IT should be understood, too, that the talking machine itself is showing a marvelous development all the while. A perusal of the columns of a single issue of The World will show to what new and varied uses it is constantly being put; in fact, the talking machine has become a valued accessory to modern life, not alone as an entertainer, but in a business aud educational sense as well. As time rolls on, other developments will occur, because this industry is destined to go forward on account of the association with it of live, energetic business men.

THE great talking machine enterprises of this country have not been built by chance. It was not luck which has developed this splendid manufacturing enterprise—luck is another name for hard work. Back of every one of these establishments has been plenty of gray matter and ambition to win. Because the talking machine industry has had up-to-date forces behind it, it has grown and developed far beyond boundary lines which were generally accepted as limitations years ago. There is no limit to the field of creative genius; as the business develops, force goes with it, and men move from one conquest to another until great accomplishments have been won in every line of commercial endeavor.

THE news columns of The World this month reveal some interesting facts concerning trade developments, and the courts are still busy straightening out some of the legal entanglements which seem inseparable from the talking machine business.

THERE have been recently many complaints regarding the damage done to disc records in shipment, and in nearly all cases it has been found that the injury was to records which were not enveloped—in fact, a number of jobbers are now enveloping disc records at their own expense. It was only recently that we saw some of the higher priced records seriously injured in handling, and all of this damage could have been avoided had the records been properly protected. The cry for enveloped records is now so loud aud insistent that ere long it will be the fixed rule of every concern to use this plan.

ADVERTISERS and subscribers in all parts of the earth commend The World for its progressive policy. Some of our European advertisers have written us that they have received a surprisingly large number of orders from the publicity which they have received in our columns, and we are constantly receiving letters from subscribers in every town and city of this country stating that they could not keep house without The World. Here is a sample from C. E. Bennett, Le Mar, Ark., who says: "Your journal gets better with every issue, and I can't see how any talker man can get along without it. I am very sure that any one who desires to keep informed in regard to the marvelous improvements constantly being made in this trade cannot afford to be without it."

"TALKER" LITIGATION DISCUSSED.

Judge Lacombe's Recent Decision Interestingly Reviewed by Horace Pettit—The Basic Berliner Patent Said to Include Records as Well as Reproducing Apparatus.

Horace Pettit, counsel for the Victor Talking Machine Co., in discussing the decision handed down by Judge Lacombe, of the United States Circuit Court, for the Southern District of New York, on Jan. 5, 1907, and which was referred to in last month's World, says "it clearly interprets the meaning of claim 35 of the Berliner patent, No. 534,543, which was first sustained by the United States Circuit Court of Appeals, for the Second Circuit, in the suit of the Victor Co., et al., vs. The American Graphophone Co. The decision of Judge Lacombe, just handed down, was in the contempt proceedings brought by the Victor Talking Machine Co., et al., against the Leeds & Catlin Co., for violating the injunction against the Leeds & Catlin Co., of October 27, 1906, by selling disc talking machine records intended to be used with the Victor Talking Machine Co.'s reproducing apparatus in accordance with claim 35 of the Berliner patent, No. 534,543.

"The United States Circuit Court for the Second Circuit, on October 12, 1906, affirmed the decision of Judge Townsend, of the Circuit Court, granting preliminary injunction against the Leeds & Catlin Co. for infringing the Victor Co.'s Berliner patent, but notwithstanding the said injunction the Leeds & Catlin Co. continued selling disc records, intending them to be used on talking machines in the combination of claim 35.

"While the Victor Co. always contended that such a sale and use of disc records was a contributory infringement of their claims 5 and 35 of its Berliner patent, No. 534,543, the decision of Judge Lacombe confirms this contention. This decision imposes a fine on the Leeds & Catlin Co. of one thousand dollars ($1,000); as the defendant intends to appeal, the fine and injunction, relative to these records, were stayed pending the appeal, provided the appeal be promptly taken; the order of the court of January 11, 1907, also requires that the defendant file monthly statements, and enter a bond of ten thousand dollars ($10,000).

Mr. Pettit said further, "that while it was expected by the Victor Co. that Judge Lacombe would so decide, it is a most important decision, in that it very clearly defines the scope of claim 35 of the Berliner patent, No. 534,543, which was first adjudicated and sustained by the United States Circuit Court of Appeals for the Second Circuit, in the suit of the Victor Talking Machine Co. against the American Graphophone Co., and later in the suits against the Leeds & Catlin and the Talkophone Co. He also stated that the meaning of claims 5 and 35 of this patent was very clear and explicit, and that the acts of the Leeds & Catlin Co. complained of, in selling disc records, was, as held by Judge Lacombe, contributory infringement." Mr. Pettit called attention to the portions of Judge Lacombe's decision, which said:

"'Aside from any other questions arising upon this motion as to disobedience of injunction order, I am entirely satisfied from the proofs that defendants, not only in the instances set forth in complainant's moving papers, but in very many other instances, have manufactured and sold the records of claim 35 with the intent that they should be used in combination with the other elements of that claim in machines other than 'mechanical feed.' Indeed, it is difficult to escape the conviction that the larger part of defendant's sales were contrived by them to enable the owners of reproducers purchased from complainant or its licensees to produce such musical pieces as such owners might desire to hear, through the co-operation in combination with such reproducers of records made by defendant instead of records made by complainant.'"

Judge Lacombe also said:

"'This seems to be a case of contributory infringement, an entirely voluntary and intentional one, not in any wise excused by the circumstance that complainant had theretofore sold reproducers combined with other records to such owners.—Am. Graph. Co. v. Leeds, 87 F. R. 873. Nor is the substitution of these new records, bought more frequently in order to increase the repertory of tunes than as substitutes for worn-out discs and wholly unlike the toilet paper in Morgan envelope case (which was destroyed by a single use) in any legitimate sense 'repairs'. (See Davis Electrical Works vs. El. Light Co., 60 F. R. 276.) Nor is the advice of counsel a sufficient excuse, although here it has been honestly relied upon a heavy penalty will not usually be imposed, but only a sum sufficient to reimburse the moving party and act as a deterrent from future infringing actions. Defendant is found in contempt and fine imposed of $1,000, one-half to United States, one-half to complainant. Collection will be suspended pending appeal.'"

Mr. Pettit stated further "that the recent decision of the United States Circuit Court of Appeals on the Berliner hard rubber record patent, No. 548,623, in no manner affected the scope of the decision on the basic Berliner patent, No. 534,543. The hard rubber record patent was of subsequent date, and, as held by the Court of Appeals, was strictly restricted to hard rubber Mr. Berliner's earlier patent, No. 534,543, sufficiently broadly covered both records and reproducing apparatus. Mr. Pettit also called attention to the fact that the Jones patent, No. 688,739, was not granted until December 10, 1901, a very much later period, and merely related to an improved method of making records, the basic patent being the Berliner patent, and that the recent decision of the Court of Appeals on the Jones patent in no manner interferes with the business of the Victor Talking Machine Co."

NEW COLUMBIA QUARTERS.

Remove to the New York Tribune Building.

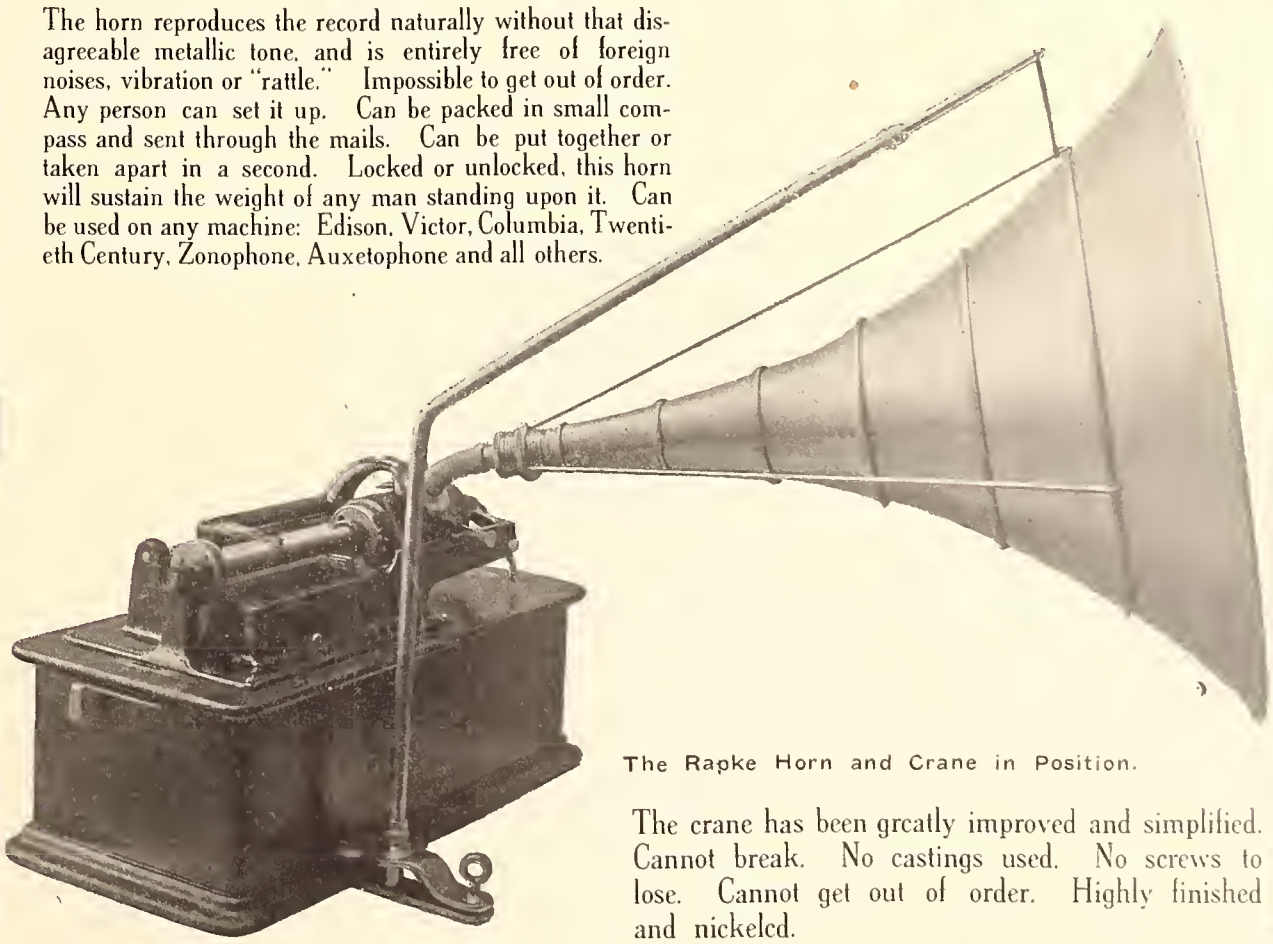
The new quarters of the Columbia Phonograph Co., general, on the fifteenth floor of the New York Tribune building, 154 Nassau street, New York, to which they removed February 1, are rapidly being arranged to suit the different departments. The entire headquarter's force are now comfortably located in these commodious quarters, representing the rapid and marvellous growth of this great company. When the interior decorations and furnishings are completed no company in the talking machine business will have such sumptuous offices for the entire executive staff. A special display of the company's products will be made here in connection with the wholesale department under the management of Walter L. Eckhardt.

RAPKE'S GREATEST INVENTIONS

The New Rapke Horn and Horn Crane

(Patents Pending)

The horn reproduces the record naturally without that disagreeable metallic tone, and is entirely free of foreign noises, vibration or "rattle." Impossible to get out of order. Any person can set it up. Can be packed in small compass and sent through the mails. Can be put together or taken apart in a second. Locked or unlocked, this horn will sustain the weight of any man standing upon it. Can be used on any machine: Edison, Victor, Columbia, Twentieth Century, Zonophone, Auxetophone and all others.



The Rapke Horn and Crane in Position.

The crane has been greatly improved and simplified. Cannot break. No castings used. No screws to lose. Cannot get out of order. Highly finished and nickeled.

Rapke's Specialties are sold only through Legitimate Representative JOBBERS here and abroad

VICTOR H. RAPKE CO., MANUFACTURERS, 255 E. 86th St. New York City

VICTOR CO. SUES DUPLEX CO.

Of Kalamazoo, Mich., for Infringement of the Berliner Patent.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Feb. 11, 1907.

On the 5th inst. papers were filed in the United States Circuit Court, sitting here, by the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., Kalamazoo, Mich., charging them with an infringement of the Berliner patent. The Duplex Co. have been advertising a double-horn machine in the magazines direct to the public, and advising the consumer to buy direct from them and thus save "50 per cent. of the dealer's profit." This suit has been expected to be instituted for some time.

When F. D. Eager, secretary and general manager of the Duplex Phonograph Co., was asked for a statement of the case at issue, he said: "While we made talking machines, we manufacture no records, having contracts with the Victor Talking Machine Co., Columbia Phonograph Co., and International Record Co. for all records needed; in fact, for any of the supplies they make. The reproducer for our machine is made under patent No. 773,740, held and owned exclusively by us, and we do not in any way conflict with the other competitors in the field. I am a little surprised at the suit being brought."

TWO STORES CONTRASTED.

One Tells the Story of Success by Its Methods, Equipment and Plans of Doing Business While the Other Is Dying a Natural Death Through Sluggishness and Indifference.

An excellent illustration of progressiveness vs. sluggishness in retailing is afforded by two talking machine stores on a busy west side avenue in New York. One store has an attractively decorated window with an excellent assortment of machines displayed to advantage with appropriate and effective advertising matter. Inside the store, where sewing machines and patterns are also handled, the talking machine and record stock is placed in a prominent position near the door, where it is readily seen from the street, and where the sound of the record testing will attract the attention of passersby. Attractive signs are painted on the top and bottom of the window, a handsome gold and black sign is placed on the building, and a brilliant electric lighted sign of latest pattern is swung over the sidewalk, where it is bound to be seen. Naturally the proprietor of the store is making money and has a steady and continually growing patronage. In the next block is the second store, much larger in size than the first, but different in almost every respect. A cheap looking oil-cloth sign is nailed over the window with the word "Phonographs" upon it. Two more signs of similar nature "adorn" each side of the window, in which several machines are placed at random. In the space not filled by the talkers is shown a quantity of school supplies, post cards and similar goods. The interior of the store is poorly lighted and the talking machine stock placed toward the rear of the store, aud besides is not at all arranged attractively. The owner of this store is making only a living out of his business, and a good part of his trade is attracted to the locality by the advertising of his more progressive competitor.

It is a case like the one illustrated in the story of the two negro "hot corn" dealers. Oue darkey was a hustler. He marched up and down before his stand loudly crying his wares: "Hot co'u, hyars yo' fine hot co'n jes' from de field! Hyars yo' hot co'n." His lazier competitor on the opposite corner contented himself with exclaiming, during the intervals in the other's shouting: "Hyar too! Hyar too!" and taking what trade came his way.

There is nothing in waiting for business to come your way or in being satisfied with what your competitor leaves. Be on the band wagon with "bells on" so the cream of the trade will know you're in business. If there's any trailing to be done let the other man do it. If you can't make a business pay any more than living expenses and show a bank balance at the end of the year, close up and get a salaried job and save worry.

SALESMANSHIP MEANS PROFIT.

"What is salesmanship?" an expert asks, only to answer himself as follows: "The art of selling goods at a profit. If a man does not take into consideration the amount of profit he makes he is an order-taker and not a salesman."

There are times, however, when it takes a mighty good salesman to sell even at a loss. When a deadload of unsalable goods is becoming heavier on his hands each hour, he must get from under at any price.

MOISTURE IN STORE WINDOWS.

The talking machine dealer who has had considerable trouble with steaming show windows declares that he has hit upon the following device, which he has made a success:

"I use a box about seventeen inches square, with a number of holes bored in the top, front and sides. The box is then filled with unslaked lime, the lid is nailed down and the box placed in the center of the window, where it absorbs all moisture, leaving the window quite dry. The holes in the box should be covered with perforated zinc, and the box should be neatly painted. A display of goods will entirely hide the box from view."

THE MOST CONVINCING METHOD

Of Demonstrating Machines and Records May be Studied from the Customers Standpoint.

How many talking machine salesmen, while demonstrating the merits of a machine or trying some of the latest records for a prospective customer, stop to consider if they are using the most convincing method? Why not place yourself in the customer's place occasionally, reverse positions, as it were, and study for yourself the virtues and faults of your style of salesmanship? For instance, we have seen salesmen receive a request to play some late records, and taking a dozen or so out of the rack would place them on the machine successively without any comment, taking advantage of the time they consumed while playing to leave the customer and flirt with a girl or swap the latest stories with a friend, returning only to stop the machine and put on a fresh record. When all the records were played the customer was requested to name the ones desired without the least display of salesmanship. The result was that possibly three or four out of the number played were purchased. If a salesman aims to be successful he must put some effort into his work, for where three records out of a dozen will sell themselves a clever man can easily increase the same sale to include ten or so. In the instance brought to our attention the customer was in a humor to buy, and if the salesman had suggested a number of other popular records, commented upon their good points and caused the interest of the customer to center upon the records alone, the sale would have been much larger and the attention received would have prompted future visits on the part of the customer.

Another frequent mistake made, even by well meaning salesmen, is in believing that loudness is necessary in testing records for a customer. The entire musical effect of a lullably or ballad is spoiled if one is forced to listen to it issuing from a thirty-inch horn and through the medium of a reproducer sufficient to fill a hall with sound. This unnecessary loudness is especially annoying if the horn is pointed directly at the customer, while seated in a testing room of limited size.

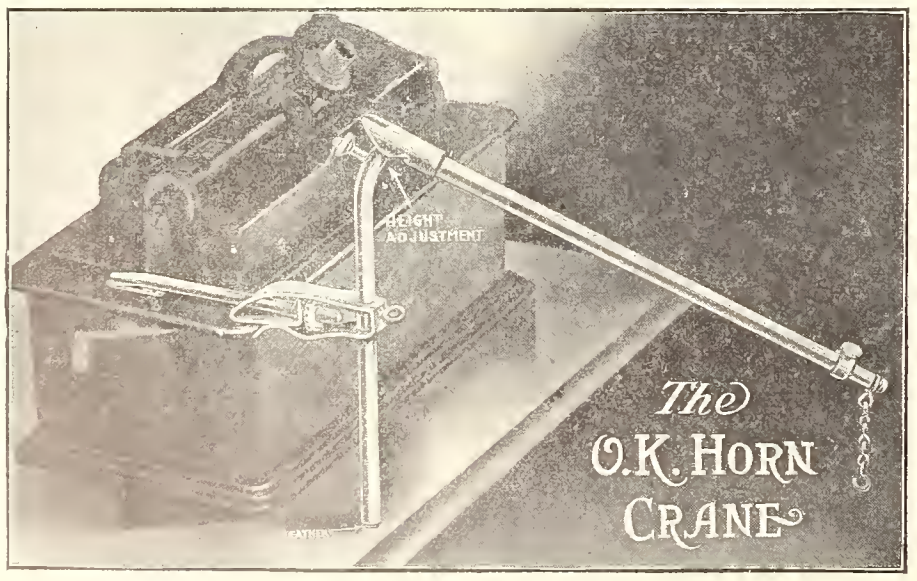
A well-known New York jobber does better. He uses a home model machine and points the horn toward the ceiling, the listener getting the music "on the bounce," as it were.

The matter of talking machine selling would be improved a whole lot in many instances if the subject was occasionally studied from the standpoint of a purchaser instead of continually being viewed only from the vantage point of the salesman.

BUILT UP SUCCESSFUL BUSINESS.

Among those handling talking machines most successfully in Baltimore are E. F. Droop & Sons Co., who during the year and a half they have taken on talking machines have experienced a continuous growth of business. The company started with the Victor and Edison lines, being the only jobbers of the latter in the city. They at first had a small store, were soon compelled to secure more room in the same building, and now find it necessary to remove to an entirely new location to acquire sufficient room for their business.

A piano store has been opened in Thief River Falls, Minn., by Hans Angell.



For Edison and Columbia Machines
Ask Your Jobber

THE IDEAL FASTENER CO., 143 Liberty Street NEW YORK CITY

JOBBERS MEET IN CHICAGO.

The Convention of the Central States Talking Machine Jobbers' Association Held Monday and Tuesday Most Successful—Many New Members Added to the Roster and Important Business Transacted—Next Meeting to be Held in Chicago on June 17 and 18.

(Special by Wire to The Talking Machine World.)

Chicago, Ill., Feb. 12, 1907.

The Central States Talking Machine Jobbers' Association held the largest and most enthusiastic meeting in its history here yesterday and to-day, about thirty firms being represented. The principal object of the meeting here at this time was to interest the Chicago and Illinois jobbers. This was done. All of the Chicago jobbers were present yesterday. The matter of establishing uniform prices on talking machine accessories was taken up, and several committees appointed to formulate resolutions for the purpose of bet'ering sundry trade conditions not satisfactory at present. The consensus of opinion was that the social side of the conventions was of great benefit. President Ashton was in the chair, and Secretary Whitsit in his accustomed place. The following new members were admitted: Minnesota Phonograph Co., Minneapolis; James Zimmerman, Peoria, Ill.; Harger & Blish, Dubuque, Ia.; McGreal Bros., Milwaukee, Wis.; James I. Lyons, Rudolph Wurlitzer Co.; the Vim Co., and Lyon & Healy, all of Chicago.

This morning the committee ratified the resolutions presented by the committee appointed yesterday. One limits membership in the association to talking machine jobbers. The Whitney & Currier Co., Toledo, O., were admitted to membership, and the executive committee was increased from three to five by the addition of L. E. McGreal and H. H. Blish.

The next meeting will be in Chicago; June 17 and 18, two days ahead of the convention of the National Piano Dealers' Association. At thirteen minutes to one o'clock this morning thirteen jobbers offered a toast and sent a telegram to Thomas Alva Edison, at his home in Orange, N. J., on the occasion of his sixtieth birthday. C. Berger, representing the Devineau Biophone Co., Cleveland, O., exhibited a biophone attachment for cylinder machines. The meetings convened in the Auditorium Annex, where the dinner was also given.

EDISON EXHIBIT SUCCESSFUL.

Display at the New York Furniture Exchange Brings Many Prospects—Notice Issued Regarding Suits.

The exhibit of the National Phonograph Co. in the New York Furniture Exchange was closed on February 2. Mr. Barklow, the manager, in speaking of the venture, said: "The exhibit, in my estimation, has been very successful, and we have in the neighborhood of 200 prospects. The company are very well satisfied with the results."

The company have printed the following announcement: "Jobbers and dealers in the State of New York, against whom suits were brought by the New York Phonograph Co., have recently been served by registered mail with a notice wherein that company's attorney calls attention to a section of a code which gives him a lien upon his clients cause of action. This does not effect or concern the jobbers and dealers, and no such notice was necessary to protect the attorney of that company, and we believe the real purpose of the notice is to create the impression that the New York Co. obtained a decision in its favor, which is not the case, in fact, the suits have not yet been brought to final hearing. The only hearing so far has been on the motion for preliminary injunction, which was denied." The matter was before the Supreme Court of Westchester County, N. Y., Judge Keogh presiding, on January 29, and S. Davega, jobber, New York, was called to the stand. The hearing was adjourned until February 16.

A $5,000 JOB WANTED.

Can you afford five thousand a year to first class manager. In this case man can make good. Proof of ability can be furnished and the goods delivered. "T. M. Expert," care Talking Machine World, Western Branch, 195 Wabash Avenue, Chicago.

OPEN FOR ENGAGEMENT.

Talking Machine man now employed as assistant manager in charge of Sales Department. A good window dresser, a thorough accountant, is open for engagement as manager. Large business experience; A1 references. A. M. T., care Talking Machine World, 1 Madison Avenue, New York.

SUCCESSFUL EDISON JOBBER.

C. B. Haynes Controls Fine Trade at Richmond.

The many friends of C. B. Haynes will be gratified to learn of the pronounced success which has attended his efforts since he flung his business banners to the breeze in Richmond, Va. Mr. Haynes has a splendid knowledge of the requirements of the trade gained through his long years of travel for the Edison interests. He caters specially to the dealers and carries at 602 East Main street, Richmond, Va., a splendid jobbing stock of Edison phonographs, Mega horns, Rapke cranes, and talking machine supplies of all kinds, so that he can meet the demands of the southern trade promptly.

SOME LATE CHICAGO NOTES.

Babson Bros. Erecting New Building—Recent Visitors to Western Metropolis.

(Special to The Talking Machine World.)

Chicago, Ill., Feb. 12, 1907.

Babson Bros. have commenced a building of their own on West Nineteenth and Morgan streets to cost $45,000, and which will be used entirely for their own business.

Edward D. Easton, president of the Columbia Phonograph Co., General, and Louis F Geissler, general manager of the Victor Talking Machine Co., Camden, N. J., were recent visitors here.

IMPROVEMENT IN BUSINESS

Is Reported in All Branches of the Talking Machine Trade This Week.

During the past week business has improved greatly in the East, and West it has assumed still larger proportions. Jobbers and dealers are pushing trade in lively fashion, and by the opening of spring sales will have mounted up materially; in fact, the spring business is expected to be heavy, and preparations to meet the demand for goods are being made on a suitable scale. The manufacturers are overwhelmed with orders and their plants are being run full up, and in some overtime is necessitated.

HORN TO HARMONIZE WITH CABINETS.

The Newark Tinware & Metal Works, located at 53-55 N. J. R. R. avenue, Newark, N. J., are winning prominence in the talking machine trade. This concern has at its head an accomplished mechanic, designer and originator, who has turned out a number of novelties. His latest contribution is a wood colored phonograph horn, which can be made to harmonize with cabinets of the various types of talking machines. The invention is referred to in their advertisement elsewhere.

NEWS FROM THE EMERALD ISLE.

Interesting Items That Will Command the Attention of the American Trade.

(Special to The Talking Machine World.)

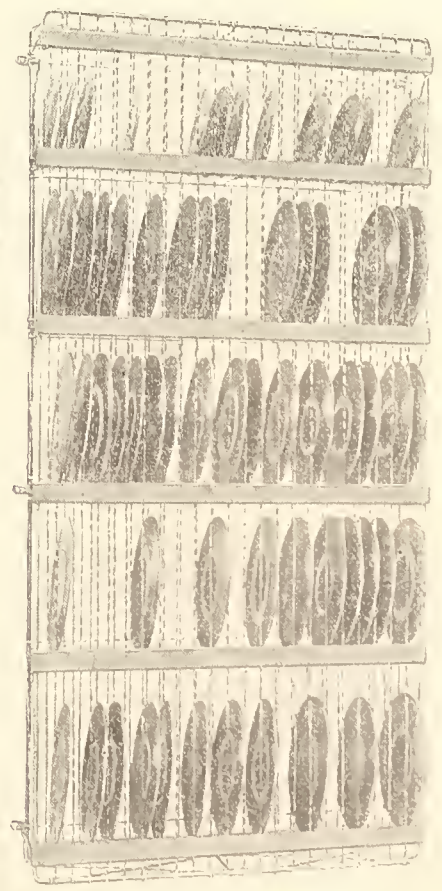
Belfast, Ireland, Feb. 1, 1907.

The new "Model D" disc machine of Pathé Frères, London only reached Belfast a few days ago. It has many novel characteristics. An unwearable sapphire replaces the steel needle, thus the trouble of changing the needle for each record is abolished. The records are 11 inches in diameter. The sound-box travels from center to outside edge of the disc, therefore in an opposite direction to ordinary gramophones or zonophones. The rendition of bands and instrumental selections is wonderfully good, and both machines and records will accordingly be good sellers.

The Columbia Co., London, are to be congratulated on having secured and placed on the market both a disc and cylinder record by General Booth (Salvation Army) who is such a prominent figure.

That well-known Belfast jobber, T. Edens Osborne, possesses a wonderful library of "home-made" records, including recitations and speeches of many public men of North of Ireland now deceased. The first two records of his collection are by his father, and were made when that gentleman was 91 years old. The steamship "Caronia," in December, and the "Etruria," during present month, fetched large consignments from New York of Edison machines for Mr. Osborne.

January has, as usual, been a dull month.



For DISC RECORDS

For carrying a large number of Disc Records in a wide variety of sizes, we urge you to get the

No. 2=D

having a capacity of over one thousand discs in the following arrangement:

200	- - -	8-inch
600	- -	10-inch
200	- - -	12-inch

Our New Catalog is ready.

Syracuse Wire Works

Syracuse, New York, U. S. A.

though the output of "talkers" has been equal to first month of 1906.

Zonophoue records are still "booming"; gramophone products in good demand; Edison goods moving steadily, Columbias having a fair sale; the demand for Sterlings greater than ever; Pathés selling freely and Edison-Bells and Whites being bought with avidity.

During the present month the Belfast municipal elections took place, which gave T. Edens Osborne an excellent opportunity of manifesting his enterprise and originality—the results of the polling were not declared until late in the evening. He then equipped an Edison "Standard" for recording purposes, made an arrangement with an operator at central telephone station to 'phone election results of each ward (or division of the city) the moment such were declared. On receiviug the figures he immediately recorded them on a blank cylinder and thundered them forth to a large gathering of citizens by means of the B. C. Sound-Magnifying Columbia graphophone, thus announcing names of the victorious candidates long before the evening papers could have them in type.

TRADE IS BOOMING IN WHEELING.

Excellent Reports from West Virginia—Increased Demand for High Grade Instruments—Messrs. Henry and Tyler Recent Visitors—Other News of Interest.

(Special to the Talking Machine World.)

Wheeling, W. Va., Feb. 12, 1907.

Local business is booming. Both of the piano houses, C. A. House and the F. W. Baumer Co., report exceptional business on high-grade machines. The former house is now making an aggressive campaign for cylinder business. Mr. Philips, who is in charge of same, states that lots of new business is coming his way.

The Columbia Phonograph Co.'s store, in charge of Ed. Shawtel, are conducting an active soliciting campaign, using their disc product as the leader.

Bard Bros. have a new proposition on to secure business. It is being worked through the grocery stores throughout the city and surrounding towns. They state that so far the results are very gratifying, and expect it to be a business getter for mouths to come.

W. E. Henry, the active head of the Powers & Henry Co., of Pittsburg, spent several days of this week here. His visit to the trade was appreciated, for he is without question one of the very best informed and most enthusiastic talking machine men in the country.

R. W. Tyler, formerly of this city, now engaged in the sale of talkers in Parkersburg, was a recent visitor. He is much pleased over the business done during the five months he has been in business for himself.

Mrs. E. P. Nelson, who has been connected with Bard Bros. since that firm bought the Hoehl & Gieseler Piano Co. store, has resigned her position, and will return to her old home in Maine.

SOME DENHAM "POINTERS."

Say Their Goods Will Not Supersede or Conflict With Regular Line.

In their recent booklet, "To Phonograph Dealers," issued by the Edwin A. Denham Co., importers and manufacturers of talking machine novelties, 31 Barclay street, New York, they furnish "some new suggestions for doubling your cash sales without violating any of the clauses of your price maintenance contracts." They are convincing and right to the point for wide-awake handlers of these "scheme goods," and as they say, "they are nowise iutended to supersede or supplant or conflict with the regular line, but to be regarded as a special line in its own field." The concluding chapter of the interesting booklet is "a note of warning, submitted with apologies, but made necessary by the fact that a number of dealers have used our machines as a medium for 'price cutting.'"

Among other things the firm say:

"Your price maintenance contracts all contain a clause to the general effect that neither more nor less than the regular list price of any phonograph may be allowed for it in exchange for any other machine. The list price of the Lyra is $4. Four dollars, but no more than four dollars, may he allowed for a Lyra in exchange for another machine. And (provided the Lyra is in good condition at the time the exchange is made) no less than four dollars may he allowed for it.

"The mere fact that the Lyra is worth more than $4, and that it can he sold at cousiderahly more than that at retail, cannot he accepted as an excuse for allowing more for it than its established list price. Furthermore, dealers who persist (as several have done) in advertising that 'the Lyra is a $7.50 machine,' or 'a $10 machine' and that 'it cannot he obtained anywhere for less' (thus giving the impression that that is its estahlished list price), violate indirectly both our regulations and those of the manufacturers of the larger machines."

SOME WORLDOGRAPHS.

Fred C. MacLean, general manager of the telegraphone department of the Sterling Debenture Co., New York, who is traveling the Southwest in the interest of this wonderful instrument, was in El Paso, Texas, last week. He is not to returu North before the first of March.

Last Friday, February 8, Charles V. Henkel, president and general manager of the Douglas Phonograph Co., New York, with his daughter, started on a Western trip, combining business with pleasure. On his way out he stopped off at Buffalo, N. Y., ran up to see the magnificent ice bridge at Niagara Falls, thence to Chicago, where he attended the meeting of the Central States Talking Machine Jobbers' Association, of which he is a member. Returning he visited Cincinnati and Pittsburg.

Recently B. Feinberg, of the Western Talking Machine & Supply Co., Chicago, "blew into" New York and the Eastern cities aboard his billy goat "after orders." He was accorded a warm receptiou, as Mr. F. is popular everywhere.

The Edison commercial phonograph has recently had its dictating and transcribing appliances radically improved. The new machines, brought up to date, are now on the market.

The Searchlight Horn Co., of Brooklyn, N. Y., report a continued expansion of their business. Their trade for January was larger than December, although it was a pheuomenal month with them. They are now working on a novelty—a knockdown searchlight horn, made of aluminum. These, which are being made to order for customers, present a most attractive appearance, being in dull or satin finish.

The Bonci records are now being made at the recording laboratory of the Columbia Phonograph Co., General, New York, by Victor H. Emerson. Alessandro Bonci has his "dates" the same as the other "talent." The results achieved are very satisfactory.

The Petmecky Co., of Kansas City, Mo., are having a wonderful demand for the self-sharpening multitone needle from all parts of the United States as well as foreign countries.

His many friends will be pained to hear that Len Spencer, of Spencer's Lyceum, New York, and well-known singing and speaking artist among the "talent," is in danger of losing the sight in his right eye. He is now under treatment, and every effort is being made to counteract the trouble.

John P. Kelsey, formerly manager of A. D. Matthews' Sons Co.'s talking machine department, is now with the Douglas Phonograph Co., New York, coveriug Brooklyn and the Long Island territory, under the special tutelage of the respected John Kaiser.

At the recent annual meeting of the Columbia Phonograph Co., General, the old staff of officers was re-elected, as follows: Edward D. Easton, president; Andrew Devine, Paul H. Cromelin, Edward N. Burns, vice-presidents; George W. Lyle, general mauager; G. Marconi, consulting physicist.

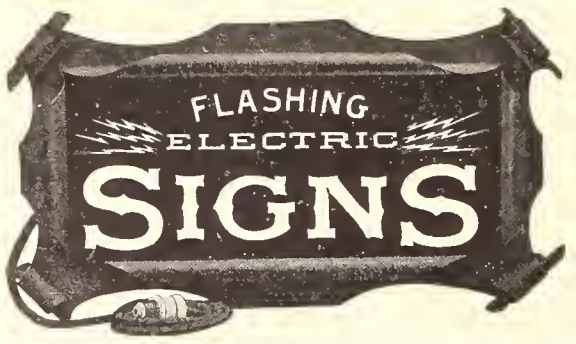
The Schmelzer & Sons Arms Co. had a very handsome exhibition of talking machines and supplies at the recent Implement Men's Convention held in Convention Hall, Kansas City, Mo.

James K. O'Dea, talking machine dealer, of Paterson, N. J., is erecting a handsome new building at 115 Ellison street, that city, to meet demands of his expanding business.

FOR SALE

50 PREMIUM DISC MACHINES.

WE GUARANTEE THEM TO BE ABSOLUTELY NEW and the best premium machine on the market. New Model, with powerful clock spring motor, 10 in. turn table, Concert Sound Box, Large Solid Oak Cabinet, 23 in. Black and Brass Horn, with supporting arm. These are not Talkophones and no offer accepted for less than the 50. Address, The Outlet Mfg. Co., Providence, R. I.



Attract Attention 24 Hours A Day

Artistic-Reliable-Inexpensive

THEY LITERALLY BURN YOUR AD. INTO THE MINDS OF THE PEOPLE

This artistic sign is made of Venetian Bent Iron with glass panel. The lettering is outlined with burnished gold and the display line studded with jewels, making a very attractive, high grade

DAY SIGN

Inside the sign are three electric lights of different colors (red white and green). These are switched on and off, automatically, by our patented thermo-flasher, producing an intermittent iridescent effect which is bound to catch the eye.

A Sure Trade Puller at Night

The glass panel is removable, and one with different lettering may he inserted as often as desired. The cost of running is about one cent an hour.

The Most Inexpensive Automatic Flasher on the Market

The illustration shows a single face inside sign 16x28 inches, outside measurement with six (6) feet of flexihle wire cord and attachment plug ready to attach to any incaudescent lamp socket, (lettering as ordered). Price complete $9.75 f. o. b. New Haven. We also make a small douhle face sign 18x30 inches for outside use, substantially the same as sign described, with square ornamental iron frame, all ready to connect. Price complete, $15.00. Extra glass panels for either sign (any wording), $2.00 each. OUR FLASHERS ARE FULLY GUARANTEED AND MAY BE RETURNED IF NOT ENTIRELY SATISFACTORY We are prepared to furnish designs for all kinds and sizes of electric signs for both inside and outside use, free of charge. Special prices for signs in quantities. Correspondence solicited. Write for our illustrated booklet No. 6, "POWER TO ATTRACT." AGENTS WANTED. Address

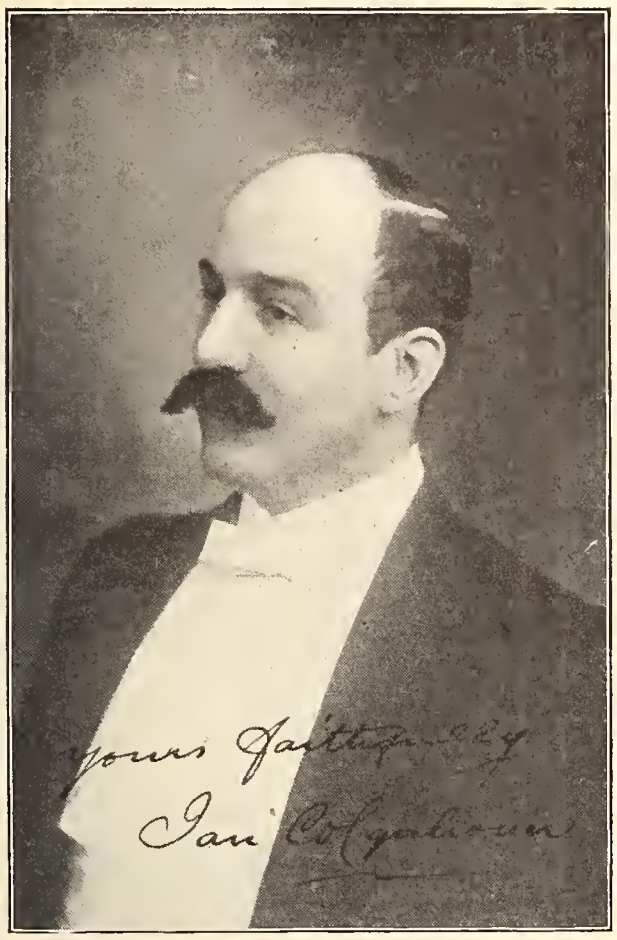
THE THERMO-ELECTRIC LIGHTING CO.

Sign Dept. F. **106 PARK STREET, NEW HAVEN, CONN.**

IAN COLQUHOUN IN NEW YORK.

The Celebrated Baritone Making Records for Leeds & Catlin Co.—Accompanied Here from London by W. H. Glendening.

Among the passengers who arrived by the steamship "Teutonic" from Liverpool the closing week of January was Ian Colquhoun, the famous baritone, who has long been a favorite at the Alhambra in London. He comes to the United States chiefly for the purpose of making twenty-five special records for the Leeds & Catlin Co.,



but it is expected, of course, that he will be also heard in some of the leading theatres. Mr. Colquhoun's voice is one of unusual range and quality and has come in for no small share of Royal recognition. He has sung with the Carl Rosa Opera Co. as well as other leading companies. It is said that during his present visit he will give a concert of old Irish songs. Mr. Colquhoun, who, by the way, was termed an Irishman by some of our daily contemporaries, was really born in Liverpool, where so many good Scotchmen and Irishmen come from, and in addition to his ability as a singer he is said to be successful as an inventor. The Colquhoun records are very popular in London.

In the course of a chat in The World sanctum Mr. Colquhoun spoke most optimistically about the future of the talking machine as an educator and stimulator of musical taste. It is not too much to say that his popularity in London will be duplicated in New York should he decide to make a longer stay than he intended.

* * * *

W. H. Glendening, of Gilbert Kimpton & Co., who handle the Imperial records in London, accompanied Mr. Colquhoun on his present trip. He is quite enthusiastic about the Imperial record and its future in London, and it is not improbable that during his present visit he will make arrangements whereby the sales of these records will be materially increased throughout Great Britain. Mr. Glendening has been in New York several times before, and is quite popular among those who have the privilege of enjoying his friendship.

OLD TIME TALKING MACHINE SUIT.

Officers of the Defunct National Gramophone Co. Sued by Stockholders—Verdict Rendered in Favor of the Defendants.

After a long period of litigation the suit brought against the defunct National Gramophone Corporation and some of its officers by a number of the stockholders had its final hearing in the trial term, Part X, of the Supreme Court, New York City, Thursday, Jan. 17, before Justice C. L. Guy. The case was given to the jury, which was locked up for the night, and who brought in a sealed verdict the next morning in favor of the defendants. The stockholders who brought the suit declared that they were induced to take stock in the corporation by Frank Seaman, who was the treasurer, and Frank J. Dunham, at one time vice-president and treasurer of the Universal Talking Machine Manufacturing Co., and others. They assert that they were deceived and brought suit to recover the amounts they subscribed at various times.

THE UTICA CRANE CO. ENJOINED.

(Special to The Talking Machine World.)

Utica, N. Y., Feb. 6, 1907.

Suit has been instituted in United States Court by the Hawthorne & Sheble Mfg. Co., of Philadelphia, against the Utica Crane Co., dealers in talking machines in Columbia street. The court is asked to grant an injunction against the Utica firm because of the use of an improvement in a crane for supporting horns in phonograph and talking machines. It is claimed by the complainant that the mechanism used is an infringement upon patents which it controls. A temporary injunction has been granted and the complainants also ask for an accounting of damages which they have sustained.

NATIONAL PHONOGRAPH CO.'S DINNER.

The complimentary dinner tendered by the executive staff of the National Phonograph Co., January 17, during the automobile show, at Martin's, New York, the guests included the following Edison jobbers: E. F. Taft, Eastern Talking Machine Co., Boston; C. J. Andrews and Mr. Corey, Boston Cycle & Sundry Co., Boston; T. H. Towell, Eclipse Musical Co., Cleveland, O.; C. B. Haynes, Richmond, Va.; W. D. Andrews, Syracuse, N. Y.; Louis Buehn, Louis Buehn & Bro., Philadelphia, Pa.; W. E. Henry, Powers & Henry Co., Pittsburg, Pa.; Louis J. Gerson, Musical Echo Co., Philadelphia, Pa.; H. E. Ellenberger, Pardee-Ellenberger Co., New Haven, Conn.; N. D. Griffin and C. Becker, American Phonograph Co., Gloversville, N. Y.; W. N. Davis, Forsyth & Davis, Kingston, N. Y. The company were represented by C. H. Wilson, manager of sales; A. Westee, secretary; Fred K. Dolbeer, manager credit department; L. C. McChesney, advertising manager; Wm. Pelzer and Jno. E. Helm, of the legal department; A. C. Ireton, B. R. Barklow, J. W. Scott, W. H. Hug, J. F. Stanton, of the sales department. Wm. E. Gilmore, president, who was expected to spend the evening with the "boys," was unavoidably absent. A "large time" was enjoyed all around, and "Scotty" accomplished the stunt of the night.

A. P. PETIT AGAIN IN HARNESS.

Perhaps it is needless to give the trade a formal introduction to A. P. Petit, who desires to assure

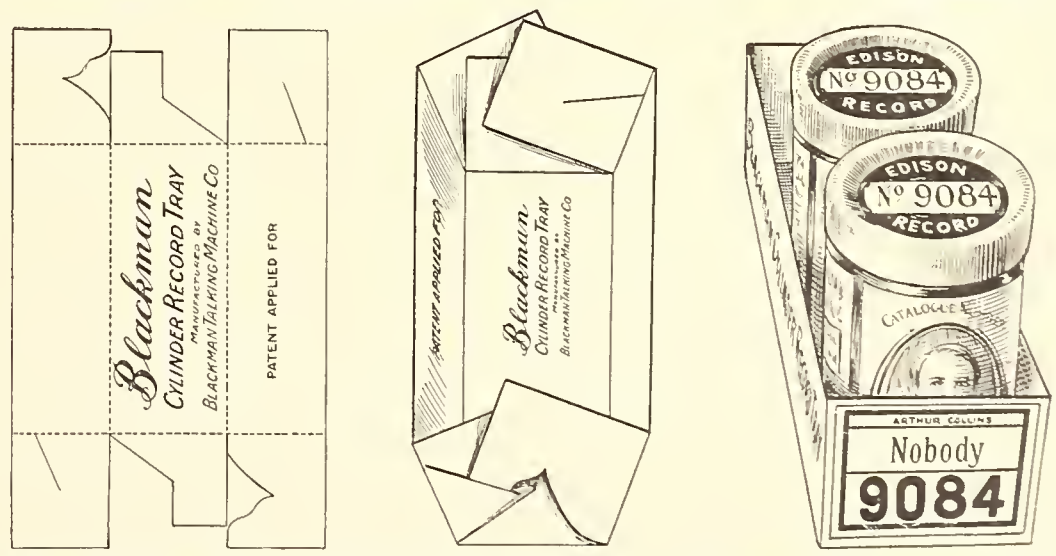
A. P. PETIT.

his friends in the talking machine line that he is still alive, actively engaged in the business, although having been very sick, but now fully recovered. "A. P." has not gone to Europe, or any other place, but is right "on the job"; and all his friends will receive a cordial welcome, if they care to honor him with a call, in his new managerial occupation with Landay Bros., 400 Fifth avenue, New York.

THE BLACKMAN CYLINDER RECORD TRAY

PATENT APPLIED FOR

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



We ship them FLAT and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above. This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

PRICES FOR TRAYS TO HOLO RAPKE LABELS WITH EDISON NUMBERS AND NAMES

2 RECORDS	- -	$5.50 per	1,000
3 "	- -	6.50 "	1,000
4 "	- -	7.50 "	1,000
5 "	- -	8.50 "	1,000
6 "	- -	9.50 "	1,000

Smaller quantities, same rate.

PRICES SUBJECT TO CHANGE WITHOUT NOTICE

Domestic Selections No. 2 to No. 9433 which includes Dec 1906 - - $3 50
Per month thereafter - - - 10

FREE SAMPLE of tray and labels to any Edison dealer or jobber who writes on his business letter head.

SPECIAL DISCOUNT TO JOBBERS

BLACKMAN TALKING MACHINE CO.

(J. NEWCOMB BLACKMAN, Proprietor)

97 CHAMBERS STREET NEW YORK

To JOBBERS

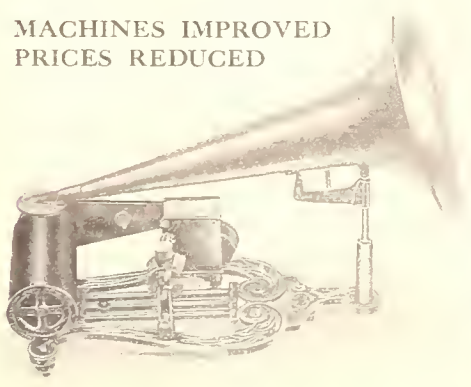
Your interests, **your** dealers' interests, **our** interests and the interests of the other manufacturers, are all identical.

"300 per cent. increase in purchases of records and machines" is the report recently made to us by one well-known jobber, referring to a West Virginia customer who is now working one of our schemes for the third time.

"$1,500 increase during the first month" is another report from one of the best-known jobbers in New York City, referring to a small dealer in a town near New York.

Results such as these, which are duplicated all over the country, seem to us to be a pretty good thing for **everybody** concerned.

Isn't it worth your while to interest **your** *customers in our selling schemes before your competitor obtains exclusive privileges for* **his** *customers?*



To PHONOGRAPH DEALERS:

SOME NEW SUGGESTIONS
FOR

Doubling Your Cash Sales

Without Violating Any of the Clauses of Your
PRICE-MAINTENANCE CONTRACTS
is the title of a New Booklet Just Issued by

The Edwin A. Denham Co.

31 Barclay Street, New York

IT contains particulars of some novel selling and advertising schemes invented and operated by some of the best-known Edison and Columbia dealers and jobbers in the country, in connection with the LYRA PHONOGRAPH.

No schemes are included except those which have been thoroughly tried out and have proved to be unqualified successes.

It includes an outline of our well-known Newspaper Circulation Scheme, along with others which possess the great advantage of not costing *any* money to speak of, even at the start.

Let us show you how you can procure, for yourself **exclusively,** a very large number of **new customers** for records and for larger machines.

Let us show you how you can at the very beginning get back the cost of the Phonographs, and how you can get rid of all your old records and old machines in a few days and clear your shelves for new, up-to-date stock. *And how you continue for months afterward to reap the benefit of having worked one of our selling schemes.*

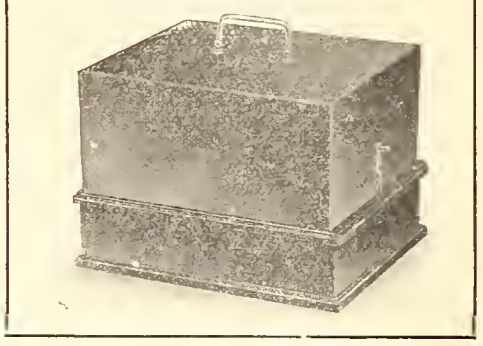
We require you to sign no price maintenance contract, nor do we expect you to buy your records or your larger machines from us. There are no strings attached to our machines or our selling schemes, with the single exception that we require that **no more than the established list price of the Lyra ($4) shall be allowed for it** when you accept it in exchange for a more expensive machine. This rule has been adopted to avoid any chance of our schemes conflicting in any way with the rules and regulations of the other manufacturers.

EXCLUSIVE PRIVILEGES GRANTED

Think of the advantages to a phonograph dealer of having the monopoly of an attractive "leader"—a popular article which his competitor cannot offer, and which is not handled by the local department stores.

OUR SELLING SCHEMES
will double your business in a fortnight. To double your business by any *other* means would cost you hundreds or thousands in advertising and many months of hard work.

WHY NOT WRITE US TO-DAY?



We Admit

that it takes about as much time and trouble to sell a $10 phonograph as a $30 one.

But, it requires comparatively no time or trouble at all to put out several hundred, or even several thousand, **Lyra** Phonographs, if you work one of our novel selling schemes.

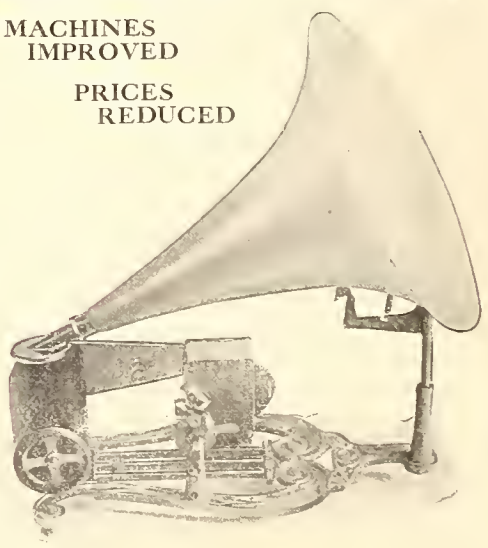
Our Phonographs are not competitors of the standard makes.

On the contrary, the chief mission of our machines is to create **new** *customers for you — to make phonograph users of people* **who otherwise would not buy phonographs or records at all.**

And every one of these Lyra owners will be under contract to buy records from **you** exclusively, and most of them will eventually trade in their Lyra in exchange for a larger machine.

Have you seen our new 1907 machines?

And our revised schedule of prices?



TRADE NOTES FROM INDIANAPOLIS.

Trade Most Satisfactory—Three Things That Have Benefited the Business—A Chat With C. F. Craig—Demand for Searchlight Horns—Edison Machines Installed by Mr. Wagener—Frank Lesley's Good Report—Other Items of General Interest.

(Special to The Talking Machine World.)
Indianapolis, Ind., Feb. 10, 1907.

Dealers are not trying to explain just why it is, but the fact remains that last month was one of the best in the talking machine history of Indianapolis. It is estimated that the sales of talking machines last month went at least 30 per cent. ahead of those of the first month of last year—that is, in the retail line; jobbers report even more glowing results than that. Just what has caused this increase in trade, the dealers are unable to explain—however, they have some reasons to offer and call atteution to some conditions which they believe have been conducive to business.

"There are three things which I think have benefited the trade," said Charles F. Craig, of the Indiana Phonograph Co., which handles the Edison machine. "Those three things are: (1) prosperity, (2) better machines, and (3) a full stock of machines and supplies. "There isn't any use to say that the weather and the general abundance of money have done it all, for they have not. Talking machines are being improved all the time and they are becoming more popular.

"Of course, a full stock and ability to fill orders promptly have had something to do with it. I have filled every order promptly this year. Last year I lost trade because I was unable to do so. I looked ahead this year and laid in a sufficient stock to keep my customers supplied. I have now on hand 65,000 records and have ordered more and will continue to do so. I want all the records I can get. Last year at the first of the year I ordered 25 Standard machines, 15 Homes and 5 Gems. At the first of this year I ordered all I could get of each kind. That simply shows the difference in the demand." Mr. Craig formerly had his place of business on Illinois street. He is now on Virginia avenue. He says he has done more business in the last month than he did the entire fourteen months he was on Illinois street.

A. B. Wahl, who does a jobbing business in Edisons and Talkophones, is well satisfied with his trade so far this year. He is finding an unusually brisk demand for the Searchlight horn, which is manufactured by the Searchlight Horn Co., of New York. The curve in this horn is more pronounced than in some other horns, and this is said to make the sound of the machine more satisfying. Mr. Wahl made a business trip to Cincinnati last week.

The Columbia Graphophone is proving satisfactory as a trade drawer at the Vaudette Theatre on South Illinois street. This theatre is owned by Gillingham & Zepp. "We have a small horn on that Columbia machine," said one of the proprietors, "but it gets the trade just the same."

"The Exhibit," on South Illinois street, R. Wagner, of Buffalo, proprietor, has just installed 10 new Edison machines, making now a total of 30 machines, all Edisons. "Business has been rather dull with us for a month," said the manager of "The Exhibit." "During the last week cold weather has gone against us. We have plenty of business even in rainy weather, but extremely cold weather keeps the people indoors. The Convention of the United Mine Workers last month helped us out slightly."

Edward E. Hill, who retails Edisons and Talkophones, has a unique design in his store on Massachusetts avenue. It is a large star, perhaps 7 feet in diameter, and arranged from small talking machine horns.

"My business last month was fully 30 per cent. better than it was during January of last year," said Frank Lesley, who handles all kinds of talking machines, including the Edison and Columbia. "I attribute this partly and in fact largely to advertising. I have been advertising extensively and I believe it pays. I find, too, that I am selling more high grade machiues than formerly. The public is calliug for the best iu the way of talking machines."

Thomas Devine, of the Columbia Phonograph Co., has arranged a display window with a view to quantity—that is, he has stocked one of his large display windows chock full of machines. In the center he has arranged a music rack bearing a number of cylinders. The rack is revolved on a disc and the cylinders form aerial swings. Mr. Devine made a business trip to Madison recently.

EDISONIA CO.'S NEW QUARTERS.

The Edisonia Co., of Newark, N. J., have just removed to their handsome new quarters at 67 Halsey street. For some time past A. O. Petit, the enterprising head of this house has been seriously hampered on accouut of lack of room in their old quarters. The new building—four stories and basement—is handsomely equipped. The first floor is devoted entirely to the Edison line, the secoud is occupied by the Victor product, both floors having a number of large, well-equipped trial booths. They are also fitted up with ladies' waiting and dressing rooms for the convenience of their retail customers. The third floor is devoted to their full line of cabinets, while in their large basement they have splendid facilities for handling their wholesale stock. The building is handsomely fitted up, and does credit to Mr. Petit.

BUSINESS GOOD IN CINCINNATI.

Manager Strief of the Wurlitzer Co. Makes Splendid Report—What Other Houses Say.

(Special to The Talking Machine World.)
Cincinnati, O., Feb. 11, 1907.

Mr. Strief, of the talking machine department of the Rudolph Wurlitzer Co., says that business has been exceptionally good in his line when the weather and flood conditions are taken into account. He further states that for the month of January, if the weather had not been so inclement and we had had no flood, their sales in the talking machine department would have amounted to $10,000. As it is, for the month of December, their business was 100 per cent. better than that of last December. Mr. Strief is especially gratified over the many sales they are making of "Victrolas." This company puts every disc in an envelope, and they have found it something that the customer more than appreciates. Joseph Dittrich, special representative of the Victor department of this house, has been making an Eastern trip.

At the Smith & Nixon Co. the report is that since they have added the talking machine department to their concern they find that their profits have increased materially. Their business for the month of January was somewhat hampered by the existing conditions, but the outlook for February, if the balance of the month can be judged by the first two weeks, looks as if the month would be a record breaker.

At the Columbia Phonograph Co.'s store business is excellent. It is said that their business so far this year has exceeded that of last year by a good margin. The show window of this store is certainly a business producer. The display is arranged so artistically that the eye of the passerby is immediately attracted and after that the machines talk for themselves.

The Consolidated Talking Machine Co., a West Virginia corporation, with their principal office in Philadelphia, have surrendered their charter and franchises and discontinued business.

We Are Edison Jobbers

EXCLUSIVELY

If you want goods that have never passed through a retail department *try us.* Prompt and complete shipments guaranteed : :

THE PARDEE-ELLENBERGER CO.
NEW HAVEN, CONNECTICUT

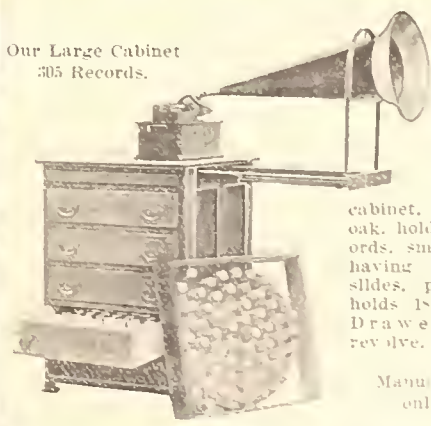
IT OPENS and SHUTS
THE UNIVERSAL TONER

is the only sound modifier made that is adapted to all styles and makes of Talking Machines or Phonograph, either cylinder or disc, and fits any size or shape of horn. ¶ Gives full volume of sound when shutter is open, grading to soft mellow tones when closed, and can be regulated while machine is playing. ¶ Will submit sample with price and terms to the dealer.

RETAIL, $1.00 EACH

MELLO-TONE CO.
SPRINGFIELD, MASS.

Phonograph Record Cabinet combined with Hornholder (Patented.)



Our Large Cabinet 305 Records.

Slides inside of cabinet when not in use. Drawers all locked by locking slide. Large cabinet, quartered oak, holds 305 records, smaller one, having door and slides, plain oak, holds 180 records. Drawer bottoms revolve.

Manufactured only by

Syracuse Cabinet Co., Syracuse, N. Y.

A GUARANTEE

TO THE EFFICIENCY AND HARMLESSNESS OF

RECORDITE

The Ferguson-Hancock Laboratories

BLUE POINT, N. Y.

PROFESSOR GEORGE A. FERGUSON
(LATELY OF COLUMBIA UNIVERSITY)

H. IRVING HANCOCK
(CONSULTING CHEMIST)

Recordite Company, 1905 Park Avenue,
New York City.

January, 1907.

Dear Sirs:—We have made exhaustive chemical, physical and practical tests of **RECORDITE.** We report our findings as follows:

Laboratory Examination:

1 *Physically, RECORDITE is free from grit of any kind.*
2 *Chemically, free from any substance that can injure the surface, grooving or texture of disc records.*
3 *An ingenious, admirable and scientifically compounded preparation, wholly adapted to the purpose in view.*
4 *A stable preparation, unchanged and uninjured by the lapse of time.*
5 *May be applied to a DISC RECORD as freely as desired, without injury to the record, and without dulling or lessening the effect of RECORDITE in renovating the record.*
6 *A perfect chemical composition; we fail to find that any method can be devised for increasing the purity, harmlessness or EFFICIENCY of this composition.*

Practical Tests:

(Made on 12 disc records of varying ages)

The percentage figures below represent improvement in volume and clearness of phrasing. It would be impracticable to give figures denoting increase in sweetness of sound, but in every instance great improvement was noted in the sweetness of the tone of the record after treatment with ***RECORDITE.***

1 *Record one month in frequent use. Improvement after treatmeat, 25 per cent.*
2 *Record in use seven weeks. Improvement 29 per cent.*
3 *Record in use three months. Improvement after treatment with RECORDITE, 34 per cent.*
4 *Record four months old, much used. Improvement, 37 per cent.*
5 *Record much used during five months. Improvement after treatment, 47 per cent.*
6 *Record in frequeat use during six months. Improvement after treatment, 57 Per cent.*
7 *Record seven months in use. Improvement 64 per cent.*
8 *Record eight months in frequent use. Improvement, 70 per cent.*
9 *Record nine months old, much used. Improvement after treatment, 76 per cent.*
10 *Record in use a trifle more than ten months. Improvement, 83 per cent.*
11 *Record in use nearly eleven months. Improvement after treatment with RECORDITE, 88 per cent.*
12 *Record one year old, much used. Improvement after treatment, 90 per cent.*

It will be noted that, the older the record, the greater the improvement after the first treatment with RECORDITE. This is because, after one treatment, or in especially "bad" cases, two treatments, the old record is rendered about as good as it was when brand-new. A thorough application of RECORDITE may be made in a few moments.

Conclusions:

SEAL.

RECORDITE is fully as harmless to the grooving and texture of a disc record, and as effective in restoring its original tone, clearness and sweetness as is claimed for it by the proprietors of this compound. Moreover, each added application of ***RECORDITE*** *tends greatly to lessen the* ***"SCRATCHING"*** *sound common to* ***DISC RECORDS.*** *Taken altogether, an old record, treated with* ***RECORDITE,*** *is superior to a new record.*

(Signed) ***GEORGE A. FERGUSON*** *(Signed)* ***H. IRVING HANCOCK***

RECORDITE is meeting a warm welcome by the trade. In spite of its newness, jobbers are buying it in great gross lots. To satisfy the trade as to the harmlessness and efficiency of this product, we have had a laboratory test made by the famous professor, Geo. A. Ferguson, the report appearing above. Nearly every jobber now has a stock of Recordite. If you haven't, write at once. You can't get it in stock too quick. Recordite retails for $12.00 a dozen. Circulars and price list on application.

RECORDITE CO., 1905 Park Ave., N.Y. CITY

THE NEW COPYRIGHT BILL.

The Progress of the Measure Since the Last Issue of The World—The Difference Between the Senate and House Bills—The Latter Measure Favored by The Talking Machine and Perforated Music Roll Interests—The Minority of the Senate Committee Also Favor a Somewhat Similar Measure—The Developments Up to Date.

(Special to The Talking Machine World.)

Washington, D. C., Feb. 12, 1907.

Since the last issue of The World considerable progress has been made in the legislative endeavors to consolidate and revise the acts respecting copyrights. On January 29 Senator Kittredge, chairman of the committee on patents, reported bill No. 8,190, which the majority of the committee recommended for passage. A further report was made by him February 5 in support of the measure, signed by himself and Senators Knox, of Pennsylvania; Clapp, of Minnesota, and Lattimer, of South Carolina. The minority report was indorsed by Senator Mallory, of Florida, who presented it, and Senators Foster, of Louisiana, and Smoot, of Utah. Chairman Currier, of the House committee, also reported a bill (No. 25,133) on the same date of the one that made its appearance in the Senate, and which he also urged should be enacted into law. The following day a supporting report, agreed upon unanimously, was filed.

DIFFERENCE BETWEEN THE TWO BILLS.

The difference between the Senate and House bills is that in the provisions concerning the use of music for talking machine records, mechanical instruments, etc. In fact, the entire opposition is concentrated on paragraph E (G in the first draft), and were the music composers and publishers to consent to the exemption of record and perforated roll manufacturers, it is believed the bill would be passed quickly. Dealing with this phase of the measure the Currier report says in part:

"More time was given by the committee to the consideration of this provision (formerly paragraph G, now E) than was given to any other provision in the original bill. * * * Your committee felt that the public performance of a musical composition without first obtaining the consent of the copyright proprietor should not be prohibited in all cases, but only when the public performance is for profit. For that reason what was known as paragraph G in the original bill and the last part of paragraph E in the new draft have been eliminated. The only provision in the bill reported to the House regarding the reproduction of copyrighted music by mechanical means is found in paragraph E of section 1 as it now stands. Your committee believe that if this is enacted into law it will simply prohibit the public performance for profit of copyrighted music without the consent of the proprietor by any means whatever, whether mechanical or otherwise." Under this proviso the only records, rolls, sheets, etc., subject to royalty charges would be those used in the so-called vaudeville parlors, and wherever slot or talking machines, automatic pianos or players, orchestrions or any description of mechanical musical devices are installed in public places, as well as in instruments operated on the streets.

THE SENATE ANTAGONISTIC.

Senator Kittredge takes an entirely different view of this portion of section 1, and says: "Of late years an entirely new art has developed as the result of ingenious and elaborate invention. Many forms of machines have been made, purely mechanical in their nature, which are capable, when properly organized, of producing sound in the air, and a succession of sounds, which, when properly combined, form a good substitute for music rendered by voice or by a performer through the instrumentality of an instrument. These mechanical appliances have substituted and displaced in large measure the personality of the performer, and have made it possible to duplicate the skilful performer many hundreds of times by having the artist perform a piece of music before the machine and then mechanically reproducing the original made by the artist. The inventors of these ingenious and valuable machines are entitled to high credit for their ingenuity and for the benefit which they have bestowed upon mankind, and they receive a large pecuniary reward from the exclusive right to manufacture and sell their instruments, granted by the patent system of the United States. These inventions, ingenious they may be, are, however, as dead bones without the vivifying spirit of the musician. It is he who creates the thought they reproduce and sell. Without him they would be nothing."

In the minority report to the Senate, however, the position of the House Committee is unqualifiedly approved. This statement, which reflects the views of the trade, is carefully written, and more from a strictly business than a legal viewpoint. It reviews the history of the two bills and the hearings before the joint patents committee in connection therewith, and in referring to those portions of direct interest to the talking machine and allied trades says:

SUMMARY OF MINORITY REPORT.

"We are opposed to certain portions of the majority report . . . Two separate groups of business interests strenuously opposed the provisions of this section, viz.: (1) Manufacturers of pianos and pianoplayers operated by music rolls, and manufacturers of music rolls for use on such instruments; and (2) manufacturers of talking machines, etc., and manufacturers of records for use in connection with such machines.

"These interests most vigorously contended that paragraph 'g' [now 'e'] should be eliminated because (1) it was unconstitutional, (2) because if passed it would create a monopoly; (3) it would be extending the law of copyrights to lengths which all the countries of Europe that had legislated on the question had declined to go; (4) it is designed to inequitably benefit this alleged monopoly and the foreign owners of copyrights on foreign compositions, thereby granting to foreign composers or copyright owners rights which were refused them in their own countries and rights which those countries do not grant to American composers or copyright owners; (5) it invades the domain of the patent laws and fails to preserve that line of demarkation between copyrights and patents which has heretofore been carefully preserved.

"As to the alleged monopoly, this paragraph 'g' is said to have been injected into this bill by an association known as the Music Publishers' Association. The opposition to this paragraph contend that it was introduced for the benefit of the Aeolian Co. of New York, and for the purpose of giving that company a complete monopoly of the piano player and music roll business. . . . It is worthy of note that at no time did the Aeolian Co. disavow the charges made against it. . . .

THE ALLEGED MONOPOLY CONSIDERED.

"While there was no denial on behalf of the Aeolian Co., it was contended by counsel for the Music Publishers' Association that the contracts in question could only go into effect provided a decision favorable to them was obtained in what is known as the White-Smith case; and if the White-Smith case were lost the contracts failed. They contended that such contracts did not provide for legislation. The opposition contended that these contracts did provide for legislation, and in addition offered another series of contracts wherein legislation is specifically referred to. Whatever may be the truth in regard to these contentions, it is apparent that the enactment of paragraph 'g' into law would afford an opportunity for such a close organization as the Music Publishers' Association to organize precisely the kind of monopoly which it is contended would exist under the contract referred to. We think that no law should be enacted which would render this even reasonably possible . . .

"We are satisfied that copyrights should not be extended so as to cover mechanical reproducing devices. In the first place, it seems to be a clear invasion of the patent law and fails to observe the line of demarkation that has always been heretofore preserved between the copyright and the patent law. In the second place, we ought not to make such a radical departure in view of the fact that all the nations which have considered the question have refused to go so far. Thirdly, manufacturers who have invested many millions, relying upon the existing statutes to protect them in their investments, should not be despoiled for the benefit of the few. Lastly, the public should not be exploited for the benefit of a group who apparently intend and expect to obtain complete control of these industries. We therefore object to the paragraph in question, which is now contained in subsection 'e' of Section 1."

The foregoing, as above stated, was signed by the three Senators named, but Senator Smoot declined to indorse the appended:

SUB-MINORITY AGAINST PENAL PROVISION.

"The undersigned desire to emphasize their objection and opposition to another feature of the bill, which they think is worthy of serious consideration. They object to and protest against the first paragraph of section 21, beginning with line 11 and ending with line 18. The existing law provides for a similar criminal prosecution, with a penalty of imprisonment in the penitentiary; but we do not believe that it was the intention of Congress, when the existing law was enacted, or that it is the intention now, to establish a rule of action as harsh as this will prove to be.

"Why the infringer of a copyright should be subjected to a criminal prosecution, with the possible infliction of a penalty that will attach to him the badge of infamy, while the infringer of a patent right is subjected to no

FREE SAMPLES TO PROVE QUALITY

NEEDLES MAY LOOK ALIKE, but HEARING NOT SEEING, PROVES THE QUALITY

We Want You To Hear Them At Our Expense. Write Now

¶ The best record will give poor results and be ruined if played with a POOR quality needle. The BEST Needle is the one that gives a GOOD REPRODUCTION from START to FINISH. The ordinary CHEAP and POOR quality needles on the market will only play right about half way through the Record. The Needle point is then worn flat, and the sharp edges on the side of the point wear the Record and make it scratchy.

¶ To give best results, Needles must be tempered hard enough to keep the point, and allow it to follow and fit the grooves, on all parts of the Record. It must also have a proper taper to insure correct volume and tone. After careful experimenting we have produced two styles of Needles that will stand every test, and prove the best at any price.

Playrite
TRADE MARK
NEEDLES
"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK
"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

MANUFACTURED BY
BLACKMAN TALKING MACHINE COMPANY
(J. NEWCOMB BLACKMAN, Proprietor)
97 Chambers Street, New York City

criminal prosecution or penalty, we are unable to understand. It is an innovation in the policy to which Congress has adhered for very many years and is an innovation in the wrong direction. A casual reading of the bill will show that the copyright proprietor is amply protected by the numerous remedies afforded him by the bill, and that there is no occasion for the drastic deterrent proposed by the paragraph referred to.

ISSUES NOW SQUARELY JOINED.

Issue has now been squarely joined between the Senate and House Committees on Patents over the pivotal points in the proposed revision and codification of the copyright laws. Senator Kittredge will lead the battle for the protection of the interests of the music composers and publishers. Senator Mallory, of Florida, will lead the fight against the contentions of the composers and publishers in the Senate, and the same cause will be directed in the House by Representative Currier, of New Hampshire, chairman of the House Patents Committee.

The general belief among careful watchers of legislation is that there will be no copyright legislation during the twenty days that remain of the session; but, in spite of this general belief, it would not do for those interested in such legislation to rest on their oars, for both branches of Congress sometimes take sudden whims of activity and rush through in a hurry bills that are sometimes labeled as dead. Although the chances seem against them, both of the Committee chairmen, in charge of copyright legislation, declare that they will move every stone to secure legislation. Chairman Currier, of the House Committee, has brought his bill to the attention of Speaker Cannon, with the result that a special order now adorns the front page of the House calendar to the effect "that for the remainder of the session the bill to amend and consolidate the acts respecting copyrights shall have the privilege pertaining from committees under leave to report at any time." This gives the copyright bill a privileged status in the House. The only thing having a right of way over it in the House is the series of appropriation bills.

REPORTS SAY COPYRIGHT LAW WILL PASS.

Senator Kittredge said last week that he intends to call up the copyright bill, which he reported to the Senate, at the very first opportunity. He said he would have called it up on the floor of the Senate February 8 if opportunity had come. The Senator does not propose to wait until after the House has acted on the Currier bill. Chairman Currier does not intend to wait until the Senate has acted on the Senate bill. The bill first acted upon by one House will be sent over to the other House for consideration. In this status action may be taken at any time at either end of the Capitol. A sudden wind of activity might bring early legislation.

Members, generally, have not followed the copyright fight, although all have been deluged with petitions, many of which have been thrown into waste-baskets.

Members of the committees who framed the two bills will undoubtedly fight strongly for their respective intentions when the subject is actually taken up for consideration and passage. In a word, copyright legislation at this session seems unlikely, but is neither impossible nor improbable. The meat inspection law was passed at the tag-end of the last session of Congress in spite of pronounced opposition within a remarkably short time. Since the same thing could happen to the copyright bill, it would pay those interested in the measure to watch their p's and q's closely.

The final section of the Kittredge, or Senate, bill provides that it shall become effective July 1, 1907, while in the Currier, or House, measure the new law shall go into effect January 1, 1908.

A CHAT WITH PAUL H. CROMELIN.

When Paul H. Cromelin, vice-president of the Columbia Phonograph Co., was approached on this matter by The World, he said: "I consider this measure so important as to overshadow all other of our interests. I have been in Washington looking after the talking machine end for some time, and if necessary will stay there. The copyright bill is one of the most bitterly contested bills before Congress, and I will say that its passage, inclusive of any section inimical to the free reproduction of music on mechanical or automatic instruments, is improbable, if not impossible. I feel certain, however, the bill will go through in some shape, and if the talking machine and allied interests were exempt under its provisions, it would be enacted into law with a rush. The music composers and publishers are very unwise in not yielding this point, and a compromise must eventually follow, I firmly believe, for obvious reasons. With sub-section E as embodied in the Senate bill eliminated, the music people will have one of the best copyright measures ever framed."

Mr. Cromelin, who is president of the American Copyright League, has been bearing the brunt of the fight for the trade, and co-operating to advantage with the mechanical instrument people represented on the ground.

RECENT INCORPORATIONS.

The Gaumont Chronophone Co., of Cleveland, was incorporated with the secretary of the state of Ohio recently with a capital of $150,000 for the purpose of manufacturing the Chronophone, a combination of phonograph and moving picture machine. Incorporators: S. J. Wallace, Emma Wadsworth, W. A. Follin, Mabel Smith and C. B. Stannard. Robt. McKisson and Max Factkenheuer are at the head of the concern.

* * * *

The Perfectophone Co., of New York, was incorporated last week with the secretary of the state at Albany for the purpose of manufacturing talking machines; capital, $5,000. Directors: W. R. Osborne, J. J. Hayden and E. R. Breck, of New York.

* * * *

Recordite Co., New York, to manufacture phonograph supplies. Incorporations: Walter T. Sterns, William H. Corbitt, Charles D. Francis, all of New York.

Something of Interest to All Jobbers and Dealers in the Talking Machine Business

WRITE, ENCLOSING CARD OR LETTER HEAD

Only Legitimate Jobbers or Dealers will be considered

"B. C."

Care of TALKING MACHINE WORLD
1 MADISON AVENUE NEW YORK

JOBBERS' ASSOCIATION MEETS.

The Eastern Talking Machine Jobbers' Association Discusses Important Matters—Membership Increases and Committees Are Appointed to Obtain the Opinion of All Members on Important Improvements Proposed.

The last meeting of the Eastern Talking Machine Jobbers' Association was held on Wednesday afternoon, January 16, at the New Grand Hotel in New York City. About thirty concerns were represented, and the president, W. D. Andrews, of Syracuse, N. Y., presided. The out-of-town jobbers were better represented at this meeting than at any previous one, and it is evident that the advantages are more thoroughly understood, and the jobbers are taking great interest in the association, and working to get the applications of concerns in their vicinity who are not members.

Before the meeting was called to order a directors' meeting was held for the purpose of passing on applications for membership, and the following new members were elected: Landay Bros., New York City; J. B. Lengs' Sons & Co., New York City; Kirtland Bros. & Co., New York City; C. H. Haynes, Richmond, Va.; W. D. Andrews, Buffalo, N. Y.; A. J. Denninger, Rochester, N. Y.; John Rose, Astoria, L. I.; Regina Music Box Co., New York City; E. F. Droop & Sons Co., Washington, D. C.; Finch & Hahn, Schenectady, N. Y.

The following answered the roll call: N. D. Griffin, of the American Talking Machine Co., Gloversville, N. Y.; W. D. Andrews, Syracuse, N. Y.; E. F. Taft, of the Eastern Talking Machine Co., Boston, Mass.; A. O. Petit, of the Edisonia Co., Newark, N. J.; W. O. Pardee, of the Pardee-Ellenberger Co., New Haven, Conn.; John D. Miller, of the Penn Phonograph Co., Philadelphia, Pa.; W. E. Henry, of the Powers & Henry Co., Pittsburg, Pa.; Adolph Weiss, of the Western Talking Machine Co., Philadelphia; C. B. Haynes, Richmond, Va.; Louis J. Gerson and Henry E. Marschalk, of the Musical Echo Co., and A. C. Weymann, of H. A. Weymann & Son, Philadelphia; James K. O'Dea, Paterson, N. J.; Louis Buehn, of Louis Buehn & Bro., Philadelphia; S. B. Davega; I. Davega, C. V. Henkel, of the Douglas Phonograph Co.; J. Newcomb Blackman, of the Blackman Talking Machine Co.; A. H. Jacot, of the Jacot Music Box Co.; Victor H. Rapke, of the Victor H. Rapke Co.; J. Warner, proprietor of Kirtland Bros. & Co.; Benjamin Switky and Alfred Weiss, all of New York City.

Matters already under discussion at the previous meeting were considered and reports were made. The present plan of manufacturers issuing new records was taken up, and it was decided that a great improvement could be effected by having every manufacturer fix on a certain number of records the catalogue would contain, also the number of each kind of records to be issued every month, and the number to be cut out of the catalogue each year. It would also be a great help to the jobber and dealer if he knew how often an exchange proposition would be given. A committee was formed to get the opinion of all members on these subjects in order that a report can be made at the next meeting, and a plan provided to induce the manufacturers to effect improvements accordingly.

Another very important subject that was given careful attention was the present plan of allowing jobbers and dealers to sell talking machines on installments at the cash price, accepting, in some cases, nothing down and extending the part payments over a very long period. It was pointed out that this places the small dealer at an unfair disadvantage compared with the large dealer and especially department stores, and really forces an installment purchase on a customer who would willingly pay cash, if he effected some saving as against a purchase on the installment plan.

The sense of the meeting was also that the 2 per cent. discount offer was not handled in a satisfactory manner, as jobbers had, in many cases, offered or permitted dealers to take the 2 per cent. cash discount on payments, which really should have been made on a net basis, thus virtually cutting the wholesale price in this respect, and forcing upon themselves the allowance of very long terms where bills were not discounted. It was considered that the manufacturers could effect a set rule, and make it a part of their agreements, establishing a distinction between a machine sold for cash and on installments, and also regulate the allowance of the cash discount. A committee was appointed to draft a plan representing the opinion of the association on these subjects for action at the next meeting.

The subject of credits received particular attention, and the opinion was unanimous that the monthly reports issued by the secretary were very valuable, and an absolute necessity for the safeguarding of the credit interest of every member.

The meeting adjourned at 6 o'clock after adopting a resolution calling the next meeting to be held in the early part of April in Philadelphia. The association now has 49 members, representing almost all of the Edison and Victor jobbers in the Eastern States. It is expected to have 75 before the next meeting.

About 15 of the jobbers enjoyed an informal dinner at the hotel following the session. Later 10 of the members accepted the invitation of the Tea Tray Co., Newark, N. J., for a box party at the Broadway Theater.

Representatives from several supply houses dropped into the hotel to see friends among the jobbers, including: John H. B. Conger, secretary and treasurer, and C. Beecroft, manager of sales of the Tea Tray Co., Newark, N. J.; W. H. Locke, Jr., president, and D. W. Austin, of the Searchlight Horn Co., Brooklyn, N. Y.; William McArdle, with the Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa.

WHO ORIGINATED THIS MENU?

The Buffalo Phonograph Co. Claim They Did One Year Earlier Than De Foreest & Son.

We are in receipt of a communication from the Buffalo Phonograph Co., 16 E. Seneca St., Buffalo, N. Y., in which they say:

"We note your article in regard to the Thanksgiving menu in which De Foreest & Son, Sharon, Pa., claim its originality. We are mailing you a copy of the Thanksgiving menu, which we got out in November, 1905. We had never seen or heard anything like this record menu before, and we believe the much disputed originality of this advertising scheme belongs to us. We trust you will be able to give us the credit for the originality of this in the columns of your paper. W. D. Andrews, of Syracuse, will vouch for having received one of these menus from us a year ago last Thanksgiving."

The menu referred to is gotten up in two colors, the text matter being as follows:

EDISON'S
THANKSGIVING
RECORD
MENU.

NIGGER STEW, a la Ossman, No. 8537 — CHICKEN [illegible], No. 8301
CHIC CHIC (No. 8898).
HOT STUFF, No. 2616 — BIT O'IRISH [illegible], No. 8779

OYSTERS AND CLAMS
No. 8730.

LOBSTERS Promenade (No. 8540)
SEA SHELL Waltz, No. 8322 — RABBIT HASH Cakewalk, No. 8328

MR. WILSON THAT'S ALL!!!
No. 8864

TURKEY in the Straw, No. 8293 — Where the SWEET POTATO [illegible], No. 8810
A RARE OLD BIRD??? No. 8925 — WITH WINGS of LOVE, No. 8710
WHITE SWAN, No. 8934 — SAUERKRAUT is Boily, No. 4023

Fowl and Game in Season
IRISH CANARY (No. 8647) — MY KANGAROO (No. 8727)

IMAGINATION (No. 8835)
To Order

COCOANUT (Dance), No. 2604 — POSSUM PIE, No. 8697 — BRANDYWINE (Medley), No. 8748
GENERAL HARDTACK, No. 8670 — OLD APPLE Tree, No. 8958
INTERNATIONAL CAKE Walk, No. 8236 — WATERMELON Vine, No. 8905
Over the PILSNER FOAM, No. 8642 — Where the WERZBURGER FLOWS, No. 8232 — Under the ANHEUSER BUSH, No. 8575
And the
LANGE'S Flower Song
No. 7920

IS THERE ANYTHING ELSE YOU'D LIKE?
No. 7673
WOULDNT IT MAKE YOU HUNGRY? (No. 8602)
GIMME THE LEAVIN'S (No. 8912)

A manager for the talking machine department, which will be greatly enlarged and expanded, has been selected by Charles Bobzin to take hold when Charles H. Ditson & Co. move into their new building, now in the course of erection at 8-12 East 34th street, New York. The department will be located on the fourth floor, occupying about 50 by 45 feet—a third of the space—and fitted up with mahogany sound-proof booths and fixtures. H. L. Hunt, in charge of the firm's small goods, will have the supervision of both departments.

When the Eastern Jobbers' Talking Machine Association held their meeting in New York January 16, a number of those in attendance took advantage of the opportunity to visit the great plant of the Tea Tray Co., in Newark, N. J., the following day.

WE'VE GOT IT AT LAST

and it's unquestionably the finest piece of art and mechanism ever attempted after many months of careful and concentrated efforts.

It's a WOOD COLORED HORN.

Horns that are true and exact reproductions of oak and mahogany in the various shades—that appeal to the critical eye, are finished in rough and high polished surfaces.

A revelation in horns which add to the phonograph an extremely valuable acquisition.

Cabinets of the Edison Phonographs and Victor Talking Machines are readily matched.

Absolutely new and novel and cannot be distinguished from the natural wood.

Looks like wood—sounds like wood—and feels like wood. What more could be obtained in the construction of this horn? In all, the pinnacle of perfection has been reached.

If there's an improvement to be made, it cannot occur in this generation.

Many horn manufacturers are endeavoring to reproduce this horn with peculiar imitations, but the original is owned and manufactured by us exclusively.

Our morning glory flower horns have met with favorable comments wherever shown.
The decorations are without a doubt the prettiest and most artistic ever exhibited.
The enormous sales of these horns alone give evidence of their superior quality.
We make them in many colors and designs.
Are built of extra heavy tin insuring them of durability.
Carefully and scientifically baked which overcomes all doubt of fading.
Mr. Jobbers—write us at once and we'll quote you interesting prices.

NEWARK TINWARE AND METAL WORKS
53-55 N. J. R. R. Avenue, Newark, N. J.

MME. EAMES ON RECORD MAKING.

The Famous Cantatrice Writes Most Interestingly Regarding the Great Care Taken in the Making of Victor Records.

(From The Voice of the Victor.)

I wonder if the thousands of people who hear our records have an idea of the labor and thought that are expended by us in the making of them. It appears a very simple thing on the part of the singer. We have only to sing—they think—and the rest is purely mechanical.

There is no more nerve-racking experience than the singing for that cruel recorder which brings out and exaggerates one's least defects and to which one listens in a way blindfolded. If also by an error of judgment one stands too near or too far from the receiver the relative values of the tones are destroyed and one must begin again. That, however, can only be known days afterwards. To play it at once would be to destroy it.

When I first agreed to sing for the Victor Talking Machine Co. I looked forward to the making of my records as rather an amusing experience; I thought, as does the public, that one had only to sing and the rest was mere routine on the part of skilled workmen. There was a member of the Victor Talking Machine Co. present to "pose" me. One with a large experience of making these discs and who had "posed" my fellow singers.

I found a large room with one end cut off by a wooden partition out of which came a horn suspended in such a way as to be lowered or raised to the height of one's mouth. On the other side of this partition is the merciless recorder.

Once in position one awaits the signal to be ready, after which one hardly dares breathe, as everything is etched on the sensitive plate. At the next signal of two raps one must be ready to begin at once as the machine, like time and tide, waits for no one. Some of the pieces one sings also are so long that there is barely space for them on the plate, which is another reason for hurry. When one knows that possession of one's self and calm are necessary to good work from an artist, one can realize the reassuring influence of this kind of preparation. I made each song over on that first occasion two or three times in order to choose the best of each. I was to return in a few days to hear the result. What was my amazement to find that some of the records for which I had apparently sung the best had brought the least good results. I then realized that tne machine was a thing to be studied. That, although it was a great advantage to be "posed" for them by one experienced in making

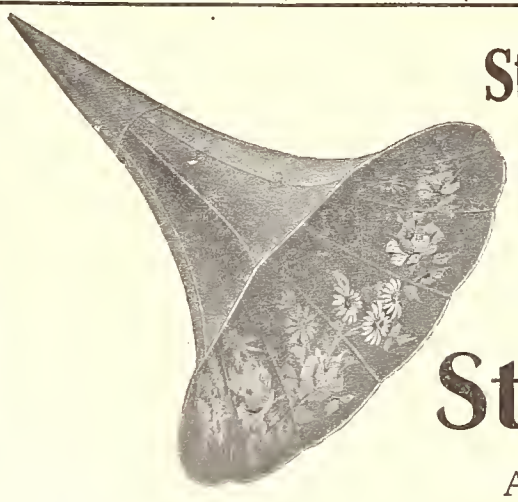
MME. EMMA EAMES-STORY.

them, if one wished to make a really good record, one which would give some just idea of the real quality of one's voice, one must evolve some method as well out of one's own experience. To do that with a technique become almost second nature was no easy task. The varying distance one has to keep between one's self and the horn depends not only on the height of the note, but the way of attacking it. The soft and caressing tones that one gives in the tenderer passages, instead of being more lightly given, have to be made with the same intensity as the louder ones, only with a decrease in volume. Take, for instance, an aria one has already made one's own, which is sung almost unconsciously of its technique with only its atmosphere and intention in one's mind and while singing it go through the mental acrobats necessary to make a good record, and it is a cause for amazement that one can accomplish such good results. I realize that I am putting on record my voice, my phrasing, and my personality, and in the desire to obtain and to preserve only the best results of our united efforts I have caused to be destroyed more discs than I have kept. When I sang my first record also, that special orchestra as it is now organized, did not exist and the operatic airs lost much of their power and value by the piano accompaniment. Those records, however well I made them at the time, must be made again.

It is also, only when all circumstances are favorable that a really satisfactory record can be made. The receiver with its supersensitiveness is quick also to detect any signs of fatigue in one which may not even be apparent to any one in the room or to one's self. It takes care and research on the part of those who attend to the mechanical part of receiving your voice to reproduce it to the best advantage and for each singer, that has to be thought out and rehearsed and tried over and over again. Fortunately, those I worked with have saved me in a great way futile efforts and each disappointment has been a step nearer the accomplishment of a perfect result.

Our parents and their contemporaries have been able hitherto to overwhelm us with the impressions of great voices received in their own vivid youth. Thanks to the Victor Talking Machine Co. and its high standard and the conscientious artistic endeavor, we can still make our voices heard to coming generations when we shall be silent.

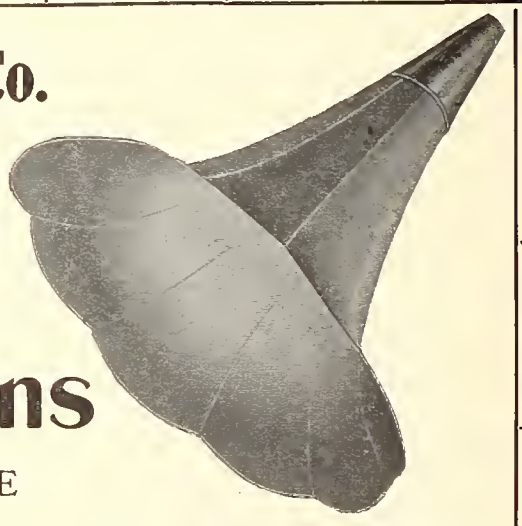
EMMA EAMES STORY.



Standard Metal Mfg. Co.

Office and Salesroom
10 WARREN STREET, NEW YORK

FACTORY
Jefferson, Chestnut and Malvern Streets
Newark, N. J.



Standard Horns

ARE THE ONES TO HANDLE

WELL MADE CAREFULLY FINISHED AT RIGHT PRICES

Give entire satisfaction and increase sales. No kicks

Variety to Please All. See our New Line

Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly.

Every Horn Fitted with Patent Thimble End

Standard Horns Once Handled Always Handled

LET US HEAR FROM YOU

BOOMING AT ST. LOUIS.

Only Thing That Can Check Present Activity Is Shortage of Goods—January Trade Shows Twenty-Five Per Cent. Advance.

(Special to The Talking Machine World.)

St. Louis, Mo., Feb. 10, 1907.

Everything in connection with the talking machine business, both here and in this territory, are on the boom, and there is every indication that the only thing that can check it is the shortage of goods. The demand for the better class of machines is extremely good, and the trade on records is away beyond ability to supply.

Thomas P. Clancy, manager of the Columbia Phonograph Co., reports January trade to have been away beyond expectations, and that he is having a hard time supplying records for the demand.

Manager Ramsdell, of the St. Louis Talking Machine, states that their January trade was 25 per cent. better than the same month a year ago. He also states that they are greatly hampered by their inability to get goods fast enough. Mr. Ramsdell predicts that 1907 will establish a new record for sales on talking machines.

Louis F. Geissler, general manager of the Victor Co., and A. D. Geissler, manager of the Talking Machine Co., of Chicago, were recent visitors.

The O. K. Houck Piano Co. will move their talking machine department from the third floor of their building to the first.

W. C. Fuhri, district manager of the Columbia Phonograph Co., Chicago, spent two days here recently.

F. E. Mills, manager of the talking machine interests of the O. K. Houck Piano Co., Memphis, Tenn., spent two days here recently.

Manager Ketterer, manager of the talking machine department of the Conroy Piano Co., reports having had a good month's trade during January, and particularly so on records.

The Silverstone Talking Machine Co. have again enlarged their quarters by taking on two rooms. This gives them the largest talking machine quarters in the city. Mr. Silverstone says trade is very good with them, and he is well pleased with the outlook.

Plans are being perfected for the new talking machine department of the Balmer & Weber Music House Co. They expect to be ready for business about the 20th of this month.

The Val A. Reis Music House Co. report that they are having a nice talking machine trade.

The wholesale talking machine trade of the Koerber-Brenner Music Co. is reported to be extra good, and they are making large shipments of goods throughout their territory.

B. G. ROYAL ELECTED PRESIDENT

Of the Universal Talking Machine Co.—Will Maintain New York Offices—Vice-President Macnabb Discusses Recent Legal Decisions.

At a recent meeting of the board of directors of the Universal Talking Machine Mfg. Co. in New York, B. G. Royal was formally elected president; John A. Macnabb, vice-president, and Gus Veilage, treasurer. The company will maintain an office in New York City separate from the plant in Newark, N. J.

Mr. Macnabb, referring to decisions handed down by the United States Circuit Court of Appeals, second district, and by the United States Circuit Court, southern district of New York, said to The World: "The Jones decision does not affect the business of the Universal Co. in any particular. We will continue to fill orders, as we are not infringing on any patents claimed by any one. Our business is splendid; we cannot fill orders. Our new line of machines are just ready, but we will not be able to ship the goods for some time. The company will start on a campaign of magazine advertising as soon as our twelve inch records, listed at $1, are ready, which will be some time in March. The first lot of bulletins will contain 25 numbers. Our grand opera records, made in Milan, Italy, are expected to be on the market in April.

VICTOR CO.'S GREAT BUSINESS.

January Breaks Records—Cost of Production Still Ascending—Some Figures of Interest in This Connection—Losses Absorbed by the Company, But Offset by Increased Output.

Reviewing the status of the Victor Talking Machine Co.'s business for the past month, and its phenomenal increase, which was about at the same ratio as January, 1905, Louis F. Geissler, general manager, under date of February 4, writes as follows: "Our sales footings for January have just reached this office. Records are again being broken. The sales of this January, 1907, exceeded those of last January, 1906, by 66⅔ per cent., and that year exceeded the previous by about the same percentage, and, as the United States Steel Corporation would say, 'with a tonnage of orders on hand which seems almost insurmountable.' We congratulate our distributers on this magnificent start for the new year. We never witness these gratifying results without feeling a deep sense of obligation to our distributers and dealers and the influences which are making for these magnificent results."

INCREASED COST OF PRODUCTION.

On January 14 General Manager Geissler addressed an open letter to the trade on the increased cost of their products, submitting carefully gathered figures covering the essential items entering into the manufacturing and marketing of Victor goods, as appended:

"Our purchasing department has just submitted to our board of directors a statement of details, showing the actual as well as the percentage of advance in costs to our company on a large number of commodities which enter into the manufacture of our goods. Believing that it would be of interest to you, we have selected from the list a number, and wish to show you the percentage of advance in costs that we have had to stand since 1904 up to the present date on these staples, every bit of which has come out of our profits, there having been no advances in the selling prices of our machines and large reductions in the selling prices of records.

"Upon the thinking man this statement will make an impression, and we hope that the struggle we are making to absorb these heavy advances in the cost of manufacture ourselves (and which losses have only been recouped to us through the medium of a largely increased output, and refinement in manufacturing etc.), will cause our distributers and dealers to be more loyal than ever to Victor goods, and that every effort will be put forth during this year to thoroughly exploit the wares in localities and among classes of customers who have not been heretofore properly developed. We confidently expect 1907 to show as large an increase in our business over 1906 as that year, which was the most phenomenal in our business history, did over all preceding."

The articles in question follow, accompanied by the percentage advance in cost during 1907 over 1904:

Brass rod, 54 per cent.; brass tubing, 39 per cent.; sheet brass, 71 per cent.; brass blanks, 26 per cent.; sound boxes, completed, 32 per cent.; brass shells, 23 per cent.; steel springs, 25 per cent.; cold rolled steel, 7½ per cent.; steel tubing, 20 per cent.; steel balls, 50 per cent.; cabinets, 33⅓ per cent.; castings (large), 2 per cent. castings (small), 2 per cent.; screws, 10 per cent.; bolts, 69 per cent.; mica, 50 per cent.; felt, 28 per cent.; shellac, 56 per cent.; handles, 70 per cent.; nickel supplies, 12½ per cent.; belting, 10 per cent.; rubber goods, 21 per cent.; gasoline, 23 per cent.; waste, 27 per cent.; record material ingredients, 32 per cent.; copper annodes, 44 per cent.; copper circles, 31⅓ per cent.; excelsior, 40 per cent.; twine, 15 per cent.; ammonia, 16⅔ per cent.; asbestos, 20 per cent.; horns, 5 per cent.; machinery, presses, tools, etc., 15 per cent.; labor, 10 per cent.; packing boxes (for export), 50 per cent.; packing boxes (domestic), 10 per cent.; 10-inch boxes (pasteboard), 15 per cent.

Edward D. Easton, president of the Columbia Phonograph Co., general, returned Saturday last from his tour of inspection of the company's western branch houses, his trip extending to the Pacific Coast. He has been away for a month, and the tour seems to have improved his health materially, although that is always of the most vigorous character.

John J. Tischner, who handles Victor and Zonophone talking machines and various makes of records and sundries at 1014 Cambridge street, Camden, N. J., has favored us with a very pretty calendar for the current year, bearing a girl's face of the Christy type, entitled Miss New Year.

The Montenegro-Riehm Music Co. have succeeded C. A. Ray as Edison jobbers in Louisville, Ky. Mr. Ray, however, will remain as manager of the talking machine department.

The National Phonograph Co. are having a splendid demand for the records made by the various artists who are now singing at the Manhattan Opera House.

POWERS & HENRY CO.

101 Sixth St., cor. Duquesne Way PITTSBURG, PENN.

EDISON,
VICTOR,
COLUMBIA
JOBBERS

No House in the world better equipped to handle your business. We can fill 99 44/100 ("apologies to Ivory Soap") per cent. of any record order sent us. Everything in supplies.

PACIFIC COAST ACTIVITY.

Clark Wise & Co.'s Good Work—Byron Mauzy's Special Rooms—Call for Best Grades at Sherman Clay's—Columbia Display—Busy Bacigalupi—Smith to Mexico City—Birkel's Victor Recitals—Increase in Country Trade Noted at Kohler & Chase's.

(Special to The Talking Machine World.)

San Francisco, Cal., Feb. 7, 1907.

Clark Wise & Co.'s large window display of talking machines and horns, which was put in about the first of the year, has proved so attractive that it has been allowed to remaiu. The talking machiue trade is the big end of this company's busiuess just at present. There is a greater demand than ever for admission to the Wednesday evening concerts, and the attendance has to be strictly limited. The compauy now have four Auxetophones in stock. One of these is showu in the window, and one is used iu the concerts. Twenty of the new Victrolas are on the way out.

Byron Mauzy has separate rooms in his new building for talking machines, which are keeping up very well. The Victrolas that were on exhibition last week have all been sold out. The display of Japanese horus has attracted marked attention.

Shermau, Clay & Co. report an increasiug demaud for expeusive aud high-grade machines. The Victrola, Mr. Sherman says, is the greatest success, as it is more suited for home use than the Auxetophoue, and less expeusive. The great difficulty now is that the public wants these machiues faster than they cau be brought in.

The Columbia Phouograph Co. have a large display of brass and Japanese horns in their windows, but there are few machines on hand, as they are sold as fast as they come in. The retail branch in the Eilers Music Co.'s store on Fillmore street is still doing a good business in spite of hindrances in the way of bad weather. A new retail store is being fitted out at the corner of Van Ness and O'Farrell. This will be one of the fiuest talker stores on the Coast. The fittings are to be in mahogany, and the place will be finished, it is thought, in two weeks.

Peter Bacigalupi finds business very lively, both here and iu the country. The new retail store on Mission street is attractiug a large trade, while the Fillmore street store keeps up as well as usual.

Leon F. Douglas, recently vice-president of the Victor Co., is regaining his health at his country home in Sau Rafael. Since resigniug his position on accouut of illness, he has beeu appointed chairman of the board of directors of his company.

Kohler & Chase find the talking machine side of their business picking up considerably since it has been in its permanent display room on the ground floor. This room is convenient and neatly fitted, with six small rooms in the rear for tryiug out records.

G. A. Smith, for two years manager of the Columbia Phonograph Co.'s agency in Portland, Ore., has left for Mexico City, Mex., where he will hereafter act as the company's representative. A. Glenn, who has acted as Mr. Smith's assistant at Portland, will now succeed to the management of the Portlaud house.

The George J. Birkel Co., of Los Angeles, Cal., are opening February with a series of Victor recitals.

The D. S. Johnston Co., of Tacoma, Wash., are giving a series of Edison concerts, the first one being given on January 19.

C. A. Neale, in charge of Kohler & Chase's talking machiue department, notes a great increase in the country trade. The country folks of this Coast are beginning to realize, he says, what a factor the phouograph is iu breaking the monotony of country life, and he has received frequent letters from the isolated mountain districts, telling what a revelation the machine has been to people who have never been able to hear music interpreted by the great artists. Kohler & Chase are now carrying a full line of Edison goods, for which there is a great demand, though Zonophones are holding their own very well, in spite of the lack of advertising.

COLUMBIA STAFF CHANGES.

City Sales Commercial Department Will be in Charge of Merwin E. Lyle—Hance to Yonkers—Ribbell Head of Special Force—A Visitor from Buffalo—Columbia Credit and Instalment Departments Consolidated.

Heury P. Roberts, who for a long time past has beeu in charge of the city sales department of Columbia commercial graphophone branch, has resigued from his counection with that company. The city department will in the future be under the charge of Merwin E. Lyle, the assistant to J. W. Binder, general manager of the commercial graphophone departmeut. The offices of this department have been removed from 353 Broadway to the new general offices of the Columbia Phonograph Co., General, on the fifteenth floor of the Tribune building.

* * * *

W. I. Hance, who has been connected with the Harlem office of the Columbia Phouograph Co., has been transferred to Yonkers, in charge of the company's store in that city. This store is under the direct supervision of J. D. Westervelt, manager of the Harlem branch.

* * * *

William S. Ribbell has been appointed manager of a special force of men who will look after the outside business from the Brooklyn store of the Columbia Phonograph Co.

* * * *

S. O. A. Murphy, who is manager of the new branch of the Columbia Phonograph Co. recently established at Buffalo, N. Y., and which is under the jurisdiction of the New York office at 353 Broadway, of which John H. Dorian is manager, was a caller at that office during the past week.

* * * *

The instalment and credit departmeuts of the Columbia Phouograph Co. have been cousolidated and will in the future be under the management of Messrs. F. A. Dennison and J. A. Morrisey, who will have offices at the Columbia wholesale warerooms at 353 Broadway. This change was made necessary by the greatly iucreased business in both of these branches being done by this company.

NO DEVIATION IN EDISON PRICE.

Geo. D. Hampton Piano Co., Newport News, Va., writes the National Phonograph Co. as follows: "Recently our Mr. Hampton accidentally came across a man who buys everything possible from department, bargain house and catalogue stores. In fact, the man makes a fad of this class of purchases. Incidentally the conversation drifted around to Edison phonographs, and he told Mr. Hamptou that he had written to every bargain house he knew, looked up all the catalogues of mail order houses, etc., and had been unable to strike a variation in price from that quoted in direct Edison advertisements, or the prices we had shown him on our wall as dealers' retail prices. Knowing the man as we do, we can realize what this means better than you. But it certainly proves the care you have taken to prevent injury to the trade and your goods by price cutting. And you will permit us to express our highest compliments to you for your thorough system and constant watchfulness regarding this particular feature of the phonograph and record business. As dealers we appreciate it most highly, as every one connected with the distribution of Edison goods must do."

The Cable Compauy's Richmond store, under the management of J. G. Corley, are pushiug the uew Victor talking machine line in a very aggressive manner. They have in stock over 10,000 records, including the latest operatic selections, and have already built up a most satisfactory trade.

W. A. Lawrence, of the Standard Metal Mfg. Co., Newark, N. J., and New York, who started on a western trip on January 21, returned east early in the month. He called on the trade in Philadelphia, Pittsburg, Ciucinnati, Chicago, Louisville, Ky., and St. Louis Mo., and booked a number of fine orders for their different patterns of horns.

Mr. Metropolis—You should see our new Hall of Records.

Miss Country—Disc or cylinder?

The Piano & Organ Supply Co., of Chicago, have recently installed fourteen additional automatic machines in their action department, and more are coming. This has been found necessary in order to cope with their growing business.

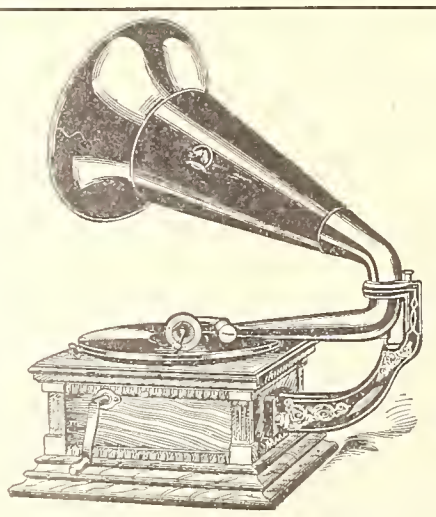
Do your Records make that SCRAPING, hissing, grating sound? If so,

RECORDINE

WILL REDUCE IT TO ALMOST NOTHING.
WRITE FOR OUR CIRCULAR, TO-DAY.

RECORDINE MFG. CO.,

Corner 130th Street and 4th Avenue, NEW YORK CITY.



Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

CLEVELAND'S INTERESTING NEWS BUDGET.

Continued Prosperity Evident in All Lines of Trade—The Devineau Biophone Co. Place New Horn on the Market—The Gaumont Chronophone to be Made in Cleveland by a Strong Organization—Is a Union of the Phonograph and Moving Picture Machine—Interesting Chat With Max Factkenheuer Regarding the Plans of the Company—Victrolas in Great Demand—The Commercial Graphophone Grows in Favor—Berger With Devineau—Death of C. W. Benton—Probeck's Good Report—Wm. McArdle a Visitor—Columbia Operatic Records Displayed—Talking Machines for Railroads—The News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Feb. 10, 1907.

On every hand is evidence of continued prosperity in the talking machine trade. The dealers are all busy, and the volume of business in January was exceptionally large. One cause, if not the principal one, traceable to the increase of customers and sales, is the increase in publicity. Dealers are giving more than usual attention to advertising, and circularizing, and with the more elaborate efforts of the manufacturers to sustain and increase the demand, as evidenced in the elaborate exposition of their goods in The Talking Machine World, a decided impetus to trade is manifest all along the line.

A noticeable feature of the business is the constantly increasing call for the best machines and records. Customers are no longer satisfied with the cheaper grades, and it is becoming quite common for those already possessing a machine to express their desire to trade for the best machine to be obtained, regardless of price.

More satisfactory receipts of shipments are noted than for some time past, and dealers are getting in large supplies preparatory to any increasing demands of the spring opening. There is a general optimistic feeling regarding the prospects, and the dealers all seem to be working with a view to the fulfilment of their desires.

The Devineau Biophone, an attachment to play disc records on cylinder machines, the invention of Louis Devineau, is meeting with public favor, and good sales are reported. The attachment is simple in construction, easily adjusted, and virtually makes two machines of one.

Mr. Devineau has also recently placed on the market a new horn. He says everybody who has tried it is enthusiastic over it. It is being manufactured by the Devineau Biophone Co., of this city, of which Mr. Devineau is president, and he states they are being flooded with orders.

The recent consolidation of the Smith & Nixon business with the Hallet & Davis Co. will make no change in the talking machine department, which will continue at the same address, 40-44 Arcade, under the management of Mr. Ritter, who reports business up to the usual standard.

Max Factkenheuer, manager of the Euclid Garden Theater, and of the Hippodrome, now building in the downtown section, returned from Europe a few days ago, bringing with him contracts that placed him and his associates in control of an invention which it is claimed promises to revolutionize the whole moving picture show business. He talks of this invention, its capacities and its future in an enthusiastic manner, but apparently quite in keeping with the reports of its success in the land of its birth.

"When I was in Berlin, in the interest of the new Hippodrome," said Mr. Factkenheuer, "I frequently passed a sign in front of one of the halls announcing that a certain grand opera artist would sing there that afternoon or some distinguished actor would appear, or that there would be a grand ballet headed by the premiere of the Royal Opera House. As the price of admission was put at only ten cents, I looked upon the thing as a huge joke, a kind of Coney Island flim-flam. Then it occurred to me that the German law was very stringent. If an act was advertised it had to be given in just that way. The theaters had to live up to the billboards or there would be trouble.

"This show was going right along, and I thought it couldn't be a fake or the police would have stepped in. So I invested ten cents, expecting to see something very ordinary. I was astounded. What I did see were moving pictures colored to the very hues necessary. And the figures in these pictures not only went through all the familiar motions as we see them in biographic pictures here, but they talked and sang. Everything was so adjusted that it was in perfect time. I saw, for instance, Herr Kraus, the tenor of the Royal Opera House, whom I had heard in Wagner just a night or two before, step to the front of the stage, open his mouth and then I heard his solo. It was perfect. I remember they gave the Sylvia ballet that afternoon, and I could distinctly hear the full orchestra just as well as if it had been playing, and the dancers kept time with it in every way. Why, I even heard the castonets as the dancers clicked them together.

"I was simply fascinated—rather, I may say, wild over the idea—and at once hunted up the man, Herr Meesters, who had invented the machine, and began negotiations for the rights to it. Then I came home and organized a stock company, and after a lot of hard work the company I represent has secured the rights for the United States, Cuba, Honolulu, Porto Rico and Alaska, to manufacture, sell and operate the chronophone. And we have the further right to the exclusive sale of all the talking and singing films that use the English language.

"Before our negotiations came to a head, Herr Meesters joined forces with L. Gaumont, the French inventor not only of the cinematograph but an improved phonograph as well as one of the biggest cameras in the world. He has improved upon the original Meesters machine and is a large stockholder in the $1,000,000 company I have just formed here to exploit this invention.

"Cleveland will be the headquarters, and we will have a factory here for the manufacture of the machines and films. It will be in charge of the foreman of Herr Meesters' factory in Berlin. It will take some time to build and equip the factory we contemplate, so I have ordered 100 of the German machines, and they will be here within a month or so.

"It is our purpose to lease the machines to exhibitors all over the country, and we shall operate our own theaters as well. I expect we shall have a circuit of 200 within a year, as our plans are far-reaching. All the foreign films will be on our list, but we shall make a specialty of American films.

"We shall have an agency in New York, where we shall arrange to get scenes from the big operas, with the great foreign stars singing in them. The Cleveland citizen for ten cents can sit down and for half an hour hear the great singers of the rival opera houses in New York act and sing for him just as they do on their own stages. We shall have all the foreign stars, too, the great dancers of the world, and scenes from the great plays. And I shall try to get the New York theatrical managers to let us give scenes from their successes before they come here.

"This chronophone is a union of the phonograph and the moving picture machine. It works synchronously, so that the speech goes with the action at the right time. You see and you hear as you would in life. Then the films are colored, and it will require little imagination when one sees and hears the scenes from plays and from operas, and sees the dancers and listens to the orchestras, to believe that everything is real. The chronophone is the most marvelous thing in the world in its line. I don't say this because I have control of it, but because it is so. It will revolutionize the present moving picture business, and will cut heavily into the regular theaters, too, when it gets to going all right. For ten cents we will give a show of some six features, and that will be fully as much amusement as the average person will want at a time.

"We are now looking for a site for the factory, and just as soon as the expert comes from Berlin

SEND YOUR ORDERS TO

GRINNELL BROS., DETROIT

Extensive VICTOR and EDISON Distributors

ENLARGED and excellently equipped quarters, devoted exclusively to the wholesale Talking Machine business, enable us to give service unexcelled for promptness and accuracy. Orders invariably filled same day received, and none but absolutely new goods sent out under any circumstances.

PERFECT GOODS
PERFECT SERVICE
PERFECT SATISFACTION

WE carry an immense stock of everything in VICTOR and EDISON goods—Machines, Records, Horns of every description, Cranes, Record Cabinets, Needles, etc. No matter where located it will pay you to open an account with us. Write for our Catalogues and prices, and DO IT TO-DAY!

Talking Machine Dept. GRINNELL BROS. Detroit, Michigan

we will begin its erection. In the meantime we will start with the 100 machines I bought while abroad. The pictures which the chronophone throws on the screen are the clearest I have ever seen, and there is no rasping noise in the music or voice."

W. J. Roberts, Jr., expressed himself well pleased with conditious. "Business," said he, "was very fine all during the month of January —much better than I had anticipated it would be after the unusual large holiday trade, but it is keeping right up, and if anything increasing. During the month I was compelled to iucrease my force, and if busiuess keeps up to the high mark of the preseut will soon have to enlarge the store. Sales of Victrolas are increasing, and the manufacturers are beginning to meet the requirements of the trade."

The commercial graphophone department of the Columbia Phouograph Co. is proviug a fine success. "January," said H. E. Jones, manager, "made good its promises, and developed iuto one of the largest month's businesses this department has yet experienced. The demand for commercial graphophoues was so active as to make it quite a task to procure a sufficient supply of them to fill orders. The new type commercial machine seems to impress all who see it as being close to absolute perfection for its purpose, and have been ordered faster than we can get them from the factory. The outlook for future business seems brighter than ever, and immediate prospects would indicate that February will run January close for action demand. Altogether it would seem as if, in the words of a customer, the day of shorthand is passed, judging by the constantly widening demand for our machines, and the invariable enthusiastic approval of those who install them in their offices."

L. L. Berger, now with the Devineau Biophone Co., was formerly (several years since) mauager of the Berger Phonograph Co., located in the Arcade, which was the old Edison Phonograph Co., the first talking machiue company established in Cleveland. Mr. Berger disposed of his interest in the company, and embarked in other enterprises until he engaged with the Devineau Co., introducing the biophone attachment to the jobbing trade.

W. H. Buescber & Son report trade excellent, and judging from the quantity of incoming and outgoing merchandise, they certainly ought to feel that the Lord is kind to them. "We have more trouble," said Mr. Buescher, "in gettiug supplies than we have in selling them. Our business is keeping up finely and increasing from month to month. Our sales for January exceeded the sales of the corresponding month of last year."

T. H. Towell, manager of the Eclipse Musical Co., No. 714 Prospect avenue, is a very busy man these days. He had promised your correspondent an interview, but left word with his assistant that he was so busy in the store, the city and out of town, that he hadn't a moment to spare. Business was reported to have been good throughout January, and was keeping up in fine style in both the wholesale and retail departments. Mr. Towell gives his personal supervisiou to the general details of the compauy's business.

Charles W. Bentou, who for the past twenty-five years had been city salesman for the Hallet & Davis Piano Co., retiring from their employ six months ago, was instantly killed at his home at Conneaut, O., February 1. Benton had been cleaning the snow from the roof of his house, and started to descend the ladder, when it slipped, precipitating him to the sidewalk, fifteen feet below, breaking his neck.

Mr. Probeck, manager of the Columbia Phonograph Co., stated the prosperous conditions prevailing for several montbs past, still continued, and that tbe volume of business was increasing. Sales of machines are being made daily, and the demand for records is large. The new Columbia 12-inch disc records, sextet from Lucia, overture to Semiramide, overture to Poet and Peasant aud Sweet Longing Romance, are selling well.

Hugh Gulley, No. 924 Prospect avenue, is having a fine trade. He stated he had an exceptionally fine run of business in January, and bad been compelled to put on extra help. "The demand for records," he said, "and of the best, is constantly increasing. I am completely sold out of Victrolas, and have several orders booked for future delivery, as soon as they can be procured from the manufactory. Conditions are all entirely satisfactory."

William McArdle, representing the Hawthorne & Sheble Mauufacturing Co., of Philadelphia, was in the city February 4. He stated business in the talking machine line was fine, and that he was receiving orders for large numbers of horn cranes. His trip West was ouly as far as Cleveland, and he returned via Youngstown and Pittsburg.

Business was reported rather quiet at Callister & Sayle's, except in records, for which there is a steady call. They have beeu stocking up with machines, records and supplies of all kinds pertaining to the trade, and are prepared to supply any demand.

The talking machine department of the May Co. is doing a fine business, as is also that of Flesheim & Smith, and the other stores making a side line of this business.

The Columbia Phonograph Co.'s windows present as neat and pretty appearance as ever this month. The record supplements of the company are placed to show a large red heart as a background for the picture of a lovely girl listening to a graphophone. The supplements are also used as a border around several large red hearts of paper. On the center of each heart rests a Columbia disc graphophone, while a handsome poster represents the Geisha mother of Puccini's "Mme. Butterfly," and is intended to advertise the selection, "Che tua Madre," an excerpt from this popular opera. Tbe second window shows the difference between the long and short mandrel graphophone. The one-half-foot record has a small foot rule laid alongside, and nearby a one-half-foot cylinder machine (type B F) has a rule attached to the mandrel, showing length of same. In the window is also a graphophone of the regular sbort cylinder size, tbe length of which is indicated by rules attached.

In investigating the cause of tbe wreck on the Southern Railway, in which the president of the road, Samuel Speucer, was killed, a controversy arose between two telegraph operators regarding the seuding of a train order. As a result of this dispute it is being advocated by railway officials to have a phouograph located beside the telegraph instrument of railroad operators so that there will be a complete, infallible record made of every click of the key of the operator. It is pointed out that to ascertain what message an operator has seut at any time the phonograph record would only need to be revolved and the sounds would be distinctly reproduced. Any person familiar with the telegraph code could as readily read the reproduced sounds as he could the original transmission. It is argued that with this check upon them railroad operators would be compelled to be extremely cautious, as an accurate record of their work would be subject to inspection at any time.

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REGINA CO. EDISON JOBBERS.

Purchase the Edison Jobbing Business of Sol Bloom—This With Their Present Line Gives Them a Strong Array of Instruments.

The Regina Co., of 41 Uniou Square, have entered the lists of the Edison jobbers, having purchased the Edison jobbing business of Sol Bloom, at 3 East 42d street, during the past week. This move has been under contemplation for some time past, and its culmination in connection with their distributing privilege from the Victor Co., places them in a good position to conduct a vigorous wholesale campaign. J. B. Furber, the president of the company, left for a short trip through the West the middle of the week. The new tapering arm Reginaphone brought out by the Regina Co. is now on exhibition at their New York warerooms, and should prove a good selling proposition for their trade. It is a combination of one of their popular sized music boxes and first-class taper arm talking machine, the combination being put out at but a little more than the price of either one singly. Louis Silverman, their wholesale representative, is in town for a few days, and says that business on the road so far this year has been excellent, and that he looks forward to a record breaking spring.

TO CHANGE LOCATION.

George A. Gustin, agent for the Columbia Phonograph Co. in Baltimore, has decided to change the location of his headquarters from the present site, on North Howard street, to 222 West Lexington street. He will occupy the whole of the new building. The salesrooms will be of the most modern type. Mr. Gustin says that the new place will be ready for occupancy by the first of March.

TWO FUNDAMENTAL PATENTS FINALLY SUSTAINED.

Decision Reversing Judge Hazel in the Jones Duplicating Patent Handed Down Jan. 14—The Victor Co.'s Contention on Disc Material Set Aside—Essential Features of the Opinions Handed Down by the United States Circuit Court of Appeals in Cases That Vitally Affect Talking Machine Interests—Statement by Philip Mauro, the Columbia Co.'s Counsel.

A decision reversing the opinion of Judge Hazel was entered Jan. 14 in the United States Circuit Court of Appeals, second circuit, in which the validity of the Jones patent (No. 688,739, granted December 10, 1901), for duplicating disc records, was sustained. The case in suit was that of the American Graphophone Co., complainants, against the Universal Talking Machine Co. and the American Record Co., joint defendants. Judge Hazel, United States Circuit Court, southern district of New York, on February 19, 1906, held "that the patent in suit is anticipated by the prior act," and dismissed the bill with costs. This is considered one of the most important cases on talking machine patents that has been before the court in years, dating back to 1901, when the first suit was brought against the Universal Company by the patentee. Later the American Graphophone Co. acquired title to the patent, and was substituted as the complainant, and from time to time during the subsequent four years testimony was taken by both parties. Prior to May, 1905, when argument was to be heard by Judge Platt, the American Record Co. was proceeded against also, and then the latter prevailed upon the court to postpone the hearing until the fall, when both cases could be brought on simultaneously, and in the intervening period further testimony was taken.

The defense was greatly elated over Judge Hazel's opinion, and it must be admitted that fully nine-tenths of those at all familiar with talking machine patent matters declared the Jones patent would not be held valid. The complainants, however, thought differently, and carried the case up for review to the United States Circuit Court of Appeals, where argument was made before Judges Wallace, Lacombe and Townsend. Their decision, reversing the court below, was written by Judge Townsend, and of which the appended are the essential features:

PRIOR PATENTED PROCESSES REVIEWED.

The court below, upon a well-considered and exhaustive discussion of the patented process and of the prior art, and of the other evidence, held that the patent disclosed a patentable process, but said as follows: "The step by which the tablet is cut into or engraved by the lateral movement of the stylus instead of such undulations being traced or etched, was perhaps a step forward; old ideas and suggestions, however, which are found in prior publications, were used to produce the better result. This achievement did not involve the ingenuity of an inventor, but comes within the limit of the skilled in that class of workmanship."

The facts chiefly relied on to support this conclusion as to invalidity of the patent are the following: The patented process applied to cylindrical records of varying depth was described and shown in the prior Young patent, which purported to cover "Improvements in connection with (inter alia) gramophones," thus, it is claimed, implying the process applied to a disc. The prior Edison British patents referred to phonograms, "in the form of a disc . . . and the marks are to be either in straight lines, spiral, zigzag, or in any other convenient form," and stated that "the reproduction of the phonogram from a matrix . . . may be made upon a . . . plate." The prior unexpired Bell & Tainter patent, No. 341,214, was, broadly, for the process of cutting or engraving sound records in wax.

But, even if, for the sake of the argument, we assume the correctness of the assertions of the complainant, in this record and other wise, as to the broad scope of said Bell & Tainter patent and the effect of its disclosures, it is clear that no actual inventor of the improvement covered by the patent in suit would have been deterred by any such apprehensions from applying for a patent for such improvement. In fact, no such excuse appears to have been thought of or suggested by counsel or experts for defendant in the suit against the defendant, the Universal Co. The court record of the Bell & Tainter patent shows that the would-be improvers upon the art therein disclosed continually and persistently patented and defended constructions which embodied the inventions described therein. The defendant, the Universal Co., commenced its infringement of the patent in suit more than a year before the expiration of the Bell & Tainter patent. And the Bell & Tainter patent did not deter this patentee, Jones, from seasonably filing his application in 1897.

CONFESSED SUPERIORITY OF JONES' METHOD.

In view of the now confessed superiority and commercial success of the product of the patent in suit, it may safely be assumed that its inventor by obtaining a patent might at any time have secured, by license or otherwise, a substantial consideration therefor. In any event, he might have applied for the patent, and thus placed himself in a position to commence operations thereunder immediately upon the expiration of the Bell & Tainter patent. And it is a sufficient answer to the testimony of Berliner, quoted above, that he was not in fact deterred by any such considerations when he applied for a patent for the invention in suit before the expiration of the Bell & Tainter patent.

An examination of the Bell & Tainter patent shows that the assumptions as to its broad scope are without foundation. There is not a word of reference in the specifications to the engraving laterally of undulating records, or of any records of uniform depth. And the experience of complainant with said patent, and the evidence as to the experiments of Tainter, one of the patentees, in connection therewith, show that it never served as a disclosure of the process of the patent in suit. Even the complainant, which was the owner of the Bell & Tainter patent, never succeeded in obtaining a practical disc record until it adopted the process of the patent in suit.

As to the prior Edison patents, it is evident, as the court below suggests, that he "had in mind a record of the vertically undulating type." That he never had in mind the flat disc Jones record is sufficiently shown by the failure of defendants to introduce any evidence that he ever applied his invention to the production of such discs. The arguments based on the prior Berliner patents, as a disclosure of the process of the patent in suit, are sufficiently disposed of by the foregoing considerations, by the finding of the court below that "the series of acts described in the Jones patent produced a definite and useful result essentially different from that described in the patents to Berliner" by Berliner's failure to claim that said patents disclosed said invention, and by his oath in his application for a patent for said process that it was a patentably novel invention, and by the fact that the process of the patent in suit has completely displaced that of the Berliner process.

BERLINER NEVER DEVISED A DUPLICATING PROCESS.

Furthermore, Berliner, in his Franklin Institute lecture in 1895, described a method of making duplicates

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from his etched zinc discs, and stating the objections to practical use, concluded that these objections would shortly be obviated. Ten years later, when he was called as a witness in this suit against the American Record Co., he fails to state that he ever overcame said objections or devised a practical method of duplication, but merely says that because of the Bell & Tainter patent, "I felt that there was no use in following up a method of cutting a record in wax or other solid material."

The Young British patent, No. 1,487, is manifestly the closest reference in the prior art, for it discloses substantially the process of the patent in suit applied to the production of vertically undulating grooves in a cylindrical record. . . . But the language of the Young specification would seem to indicate that the patentee, like Edison, had in mind the application of his process to cylindrical records only. . . . Furthermore, the steps in the specified process indicate that they are to be taken in connection with a cylindrical record, and involve the destruction of the original and the collapsing of the duplicate, with the consequent risk of injury.

The court below, in a full, fair and accurate presentation of all the material and salient facts in this case, has held that the patented process produced a novel and useful result, but that it was within the limit of the skilled workman. It is upon this latter point that we feel constrained to differ with the court below. We think that it gave too much weight to the effect of the disclosures of the Young patent. And we conclude, in the light of the prior art, that the changes from Young to Jones involved invention, because, inter alia, Jones was practical, Young was impractical. Young was before the public for six years before any "skilled artisan" succeeded "in adjusting the various elements so that a flat sound record of the type in question could be produced," and no one prior to Jones saw that it could be adapted to a practical disc record with lateral undulations; there were inherent objections to the practical production of varying depth records, which Jones found did not exist when the known or suggested processes were applied to laterally undulating grooves of even depth. If further evidence of the patentable novelty of the Jones process be sought, it may be found in the deposition of Charles S. Tainter, a graphic record of unsuccessful efforts, unrealized anticipations and abandoned experiments.

PERSUASIVE EVIDENCE OF INVENTION.

Where an existing process or device thus discloses what appear to be insuperable objections to practical operation, it is persuasive evidence of invention that an improver has the foresight and courage to break away from such disclosure and conceive of some new method involving a different principle; but it is also evidence of invention if one by taking a step forward sees that what appeared to be barriers to progress are mere obstructions to side-paths and by-ways, and that the road to a practical invention lies straight before him. The record of the litigation involving the patentability and infringement of the device employed in this new sound-producing art shows that inventors and skilled mechanics were engaged in a struggle to devise and construct improvements upon the existing devices, to overcome the objections to their practical operation and thus widen their field of use.

In the case at bar, it is shown that it did not occur to any one before Jones that the old use of the varying depth process on cylindrical records could be adapted to a new use with a uniform depth process on flat records with a useful and practical result.

The courts have generally found it inadvisable to attempt to define invention, and, concluding that there are no affirmative rules by which to determine its presence or absence in every case, have recognized and applied certain negative tests to establish want of invention. Walker on Patents, Sections 24, 29. But where, upon the application of these tests, the question of invention is still left in doubt, such doubt may be resolved in favor of the patent by evidence of successful results where others had tried and failed. This doctrine has not only been repeatedly asserted and applied by the United States Supreme Court, . . . but by this court in numerous decisions, where, as in the case at bar, it was argued that the means provided were so simple and obvious that they could not have involved invention. . . . (Here a lengthy citation from previous decisions to illustrate this dictum was quoted.) Upon the same ground, in Brown against Huntington Piano Co., this court sustained a patent for a minor improvement in making the adjustment of a music desk on a piano automatic.

In these circumstances, the disc produced by the patented process responds to the test of success where others have failed. But in addition to this inventive success it is also a commercial success. And this success is not subject to the criticism that it is due to extensive advertising, or the attractive manner of placing the articles before the public, or "the energy with which they were forced upon the market." Nor is the disc merely such an element of a device that its sales may be ascribed to the popularity of other elements thereof, or of the entire organism.

VALIDITY OF JONES PATENT ESTABLISHED.

The patentable novelty of the process of the patent is not only indicated by large sales, but also by the unassailable evidence of that most sincere form of flattering recognition, namely, imitation and appropriation by rival manufacturers. In short, it has, so far, supplanted all other methods previously used, that, apparently, all disc records are now made by said process, and complainant's chief competitor admits that it has discarded its own patented etching process and has substituted therefor the process of the patent in suit.

The validity of the patent is thus established by commercial success, resultant solely from inventive success, and such extensive public use as to supersede discs made by other processes, which is "pregnant evidence of its novelty, value and usefulness." As to the objections raised that the patent in suit covers a mere mode of operation, we concur in the conclusion of the court below that the process of the patent in suit was a patentable one.

The contentions in support of the defense of noninfringement do not require extended discussion. The defendant, the Universal Co., denies infringement, under a claim that its tool does not cut or engrave its soft material, but displaces it. It does not appear from the evidence that defendant does not use the patented process in making its commercial records. The result of an inspection thereof indicates that they are formed by "cutting or engraving upon a tablet of suitable material, by means of . . . a suitable stylus," as claimed in the patent in suit. Therefore, as this court said in Hemolin Co. vs. Harway Co., "if the defendants can prove to the contrary, they should do so."

The defendant, the American Record Co., denies infringement, on the ground that it does not impress the matrix of the patent "into a tablet of suitable material," because it interposes a process of making an additional matrix, not included in the patented process, and impresses this additional matrix into the material. In effect, it claims that although it employs the first process of the patent to make the matrix and the last process of the patent to make the commercial record, yet because of the interposition of a superfluous additional duplicating process it escapes infringement. It is unnecessary to refer to the authorities that such a claim is without merit.

The decrees are reversed, with costs, and the causes are remanded to the court below, with instructions to enter decrees for injunctions and accountings, in accordance with this opinion.

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MAURO REVIEWS DECISION.

The Well Known Counsellor Furnishes an Interesting Analysis of Litigation.

Philip Mauro, counsel for the American Graphophone Co. (manufacturers of the Columbia Phonograph Co.'s products), in referring to the foregoing and appended decisions, said to The World:

"The United States Circuit Court of Appeals, in this circuit, composed of Judges Wallace, Lacombe and Townsend, have handed down three decisions which are of great interest to the talking machine trade, and very far reaching in their consequences. Two of these suits are on the well-known Jones patent, which covers the process now universally employed for the manufacture of disc sound records. The effect of this decision will be to give the American Graphophone Co. complete control of the manufacture and sale of disc sound records in the United States. The Victor Talking Machine Co. some years ago secured a license under this patent. No other company is as yet licensed.

"The third case was a suit brought by the Victor Talking Machine Co. against the American Graphophone Co. upon the Berliner patent for a hard rubber record. The Victor Co. contended that while the disc records of the present day are not made of hard rubber, they are made of a substance so nearly resembling hard rubber as to be an equivalent thereof, and to be fairly included in the scope of the Berliner patent. In the Circuit Court Judge Hazel held that the patent was limited strictly to hard rubber; and this decision the Circuit Court of Appeals has now sustained.

"These decisions are final, and as they proceed from the most eminent patent judges of the United States, they may be regarded as the termination of a long and very interesting litigation."

Judge Townsend also wrote the opinion on the appeal from Judge Hazel's construction of the hard rubber claims of the Berliner patent, which, after omitting the technical extracts from patent specifications and judicial decisions thereon, may be briefly summed up as follows:

Summary of Disc Material Decision.

"The court below reached the conclusion that the sound records of the defendant did not infringe the claims in suit, for the reason that said claims were limited in terms and in fact to an article of manufacture composed of hard rubber. An examination of the file wrapper confirms the correctness of this conclusion. It appears therefrom that the patentee [Berliner], by reason of the rejection of his broad original claims, was forced to substitute the narrower claims upon which the patent was finally allowed. . . .

"The patentee, having selected a well-known product, having well-known characteristics which made it desirable for reproducing records, invented and patented a novel means for overcoming the obstacle or objection involved in its use, and he is entitled to the benefit of this invention. But upon the familiar principles applied in such cases, his action was equivalent to a notice to the world that it could make any other duplicate records, provided they were not the records limited as specified and claimed in his patent. . . .

"If this patent had issued with a broad claim for an article produced by such process in materials other than hard rubber, said patent would have involved invention and would have been infringed by defendant. And in affirming the court below in dismissing this bill, we are merely applying the rule of law, stated above, in holding that the patentee abandoned or waived his right to insist upon such a broad construction of the claims for a product as would embrace the defendant's disc. . . . The fact that they look alike is immaterial. . . . The decision is affirmed with costs."

MME. NORDICA WITH COLUMBIA CO.

The Famous Operatic and Concert Singer Will Make Records Exclusively for This Company —An Important Acquisition.

The Columbia Phonograph Co. have made quite a stir recently by augmenting the list of notable artists who are making records for them. Only recently The World announced that Bonci, the famous tenor at the Manhattan Opera House, was now making records for the Columbia Phonograph Co., and this week another great personage has fallen in line in the person of Mme. Lillian Nordica, the celebrated artist who has sung with such great success at the

MME. LILLIAN NORDICA.

Metropolitan Opera House, and who is appearing this season with the San Carlo Opera company. Mme. Nordica is one of the most celebrated operatic and concert singers of the day, and her fame is world-wide. She is to sing exclusively for the Columbia Phonograph Co. It is expected that the Nordica records will be ready for the trade at a comparatively early date. It is hardly necessary to say that there has been brisk competition to secure this great artist, and that she has joined the Columbia forces is certainly something of which they can well feel proud.

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., Feb. 6, 1907.

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

JANUARY 7.

Amapala, 12 pkgs., $213; Antwerp, 50 pkgs., $430; Berlin, 181 pkgs., $4,193; Bradford, 48 pkgs., $328; Buenos Ayres, 49 pkgs., $243; 5 pkgs., $600; Cardiff, 19 pkgs., $161; Glasgow, 38 pkgs., $307; Greytown, 3 pkgs., $108; Guayaquil, 5 pkgs., $142; Havana, 23 pkgs., $463; La Guayra, 12 pkgs., $672; Leeds, 45 pkgs., $325; Liverpool, 242 pkgs., $2,247; London, 3 pkgs., $160; 27 pkgs., $7,440; 1,137 pkgs., $13,000; Manchester, 190 pkgs., $1,126; Manzanilla, 11 pkgs., $762; Melbourne, 33 pkgs., $1,309; New Castle, 11 pkgs., $104; Panama, 4 pkgs., $308; Para, 12 pkgs., $567; Santiago, 7 pkgs., $149; Sheffield, 40 pkgs., $263; Trinidad, 7 pkgs., $106.

JANUARY 14.

Auckland, 2 pkgs., $130; Berlin, 172 pkgs., $2,115; Bradford, 48 pkgs., $290; Brussels, 50 pkgs., $265; Callao, 2 pkgs., $145; Cardiff, 19 pkgs., $162; 36 pkgs., $422; Glasgow, 25 pkgs., $130; Guayaquil, 1 pkg., $120; 4 pkgs., $259; Hamburg, 1 pkg., $100; Leeds, 28 pkgs., $241; Liverpool, 221 pkgs., $1,317; London, 1,150 pkgs., $17,904; 5 pkgs., $375; Manchester, 180 pkgs., $1,075; Natal, 2 pkgs., $100; New Castle, 11 pkgs., $106; Neuvitas, 7 pkgs., $118; Progreso, 13 pkgs., $187; Santa Marta, 7 pkgs., $638; Sheffield, 40 pkgs., $257; St. Petersburg, 39 pkgs., $1,285; Sydney, 276 pkgs., $5,135; Tampico, 2 pkgs., $157; Vienna, 17 pkgs., $867; Warsaw, 5 pkgs., $107.

JANUARY 21.

Belfast, 27 pkgs., $200; Berlin, 268 pkgs., $9,539; Bombay, 3 pkgs., $164; 20 pkgs., $321; Bradford, 23 pkgs., $153; Brussels, 50 pkgs., $260; Buenos Ayres, 6 pkgs., $675; 59 pkgs., $3,432; Cardiff, 12 pkgs., $389; 80 pkgs., $516; Ceara, 3 pkgs., $207; Colon, 6 pkgs., $361; Corinto, 12 pkgs., $414; Genoa, 16 pkgs., $528; Hamburg, 2 pkgs., $230; Havana, 13 pkgs., $597; 19 pkgs., $1,278; Havre, 4 pkgs., $712; 9 pkgs., $310; Leeds, 75 pkgs., $473; London, 25 pkgs., $1,487; 1,223 pkgs., $11,502; 5 pkgs., $174; Manchester, 84 pkgs., $530; Manila, 9 pkgs., $463; Mazatlan, 4 pkgs., $203; Milan, 31 pkgs., $1,178; New Castle, 21 pkgs., $199; Para, 2 pkgs., $154; Rio de Janeiro, 3 pkgs., $189; Vera Cruz, 604 pkgs., $5,513; Yokohama, 56 pkgs., $7,078.

JANUARY 28.

Amapala, 5 pkgs., $333; 9 pkgs., $410; Barranquilla, 3 pkgs., $135; Berlin, 144 pkgs., $1,953; Callao, 5 pkgs., $149; Colon, 4 pkgs., $158; Curacao, 3 pkgs., $104; Glasgow, 65 pkgs., $1,121; Guayaquil, 6 pkgs., $476; Hamburg, 12 pkgs., $385; Havana, 9 pkgs., $353; 37 pkgs., $1,023; Hong-Kong, 4 pkgs., $123; Iquitos, 2 pkgs., $138; London, 10 pkgs., $493; 586 pkgs., $9,676; Milan, 3 pkgs., $193; Oruro, 14 pkgs., $316; Para, 11 pkgs., $290; Pernambuco, 13 pkgs., $308; Pevany, 6 pkgs., $140; St. Petersburg, 47 pkgs., $2,725; St. John, 22 pkgs., $251; Shanghai, 59 pkgs., $1,656; Valparaiso, 25 pkgs., $1,113; Vera Cruz, 11 pkgs., $110; Vienna, 27 pkgs., $1,231.

Since the first of the year Henry B. Babson, of Babson Bros., Chicago, has been east twice. His house is doing a great business.

KANSAS CITY'S STRICT RULING.

All Kinds of Automatic Musical Instruments Must be Removed from Places Where Liquor Is Sold—Columbia Phonograph Co. Remove.

(Special to The Talking Machine World.)

Kansas City, Mo., Jan. 28, 1907.

An edict has gone forth from the new county court of this county to the effect that automatic pianos, music boxes, talking machines, and, in fact, musical instruments of all kinds must not be allowed in saloons. After discussing the matter for more than half a day at a meeting recently an order was issued by the court demanding the removal of all musical instruments from the dramshops of Kansas City and its suburbs. The reason for the order, according to one member of the court, is to make the saloons as unattractive as possible. Keepers of dramshops violating the order are subject to arrest, and may have their licenses taken away.

There were in the city at the time the order was issued about 380 automatic musical instruments owned and leased by five different novelty companies. A majority of these instruments have been removed from the saloons, and are lying idle in the shops of the novelty companies. The dealers are hopeful, however. They say that the order is only an experiment, and that it will not be a long time until they will be able to place their instruments in the saloons again.

The Columbia Phonograph Co. will move their store to 809 Walnut street next week. The new location is provided with much larger display rooms than those in the former store, and testing rooms, with the latest improved acoustic properties, are to be built. When finished these rooms will be the first of their kind ever built in the city. The company have been located in Kansas City for eight years. An unusually brisk trade for this time of the year is reported by S. W. Smith, manager of the store. "We were forced to find a new location, because of the increase in our trade," he said. "Our stock will be doubled almost."

Listen!

to the voice of the greatest and most perfect language teacher in the world. He says—I would like to tell my friends, the phonograph dealers, how I can help them, how I can increase their business from 10 to 30 per cent.,—and just stop and think what this means to YOU. Why there is a dealer out West who is doing a business of $15,000 a year on his I. C. S. Language Outfits exclusive of his amusement records, outfits, etc.

This shows the possibilities that exist in the

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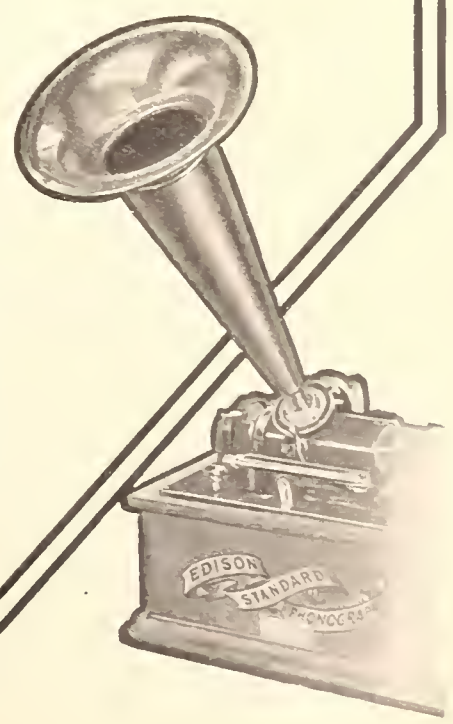
WITH
Thomas A. Edison
PHONOGRAPH

Any wide-awake dealer who will give me a fair trial will be helped in every way possible to make a success of his language business. Free advertising literature will be furnished him for distribution, copy for newspaper ads will be given him—in fact everything will be made easy for him to make large sales of Language Outfits, and, thru his increased advertising, to very appreciably enlarge his regular sales. Why not find out in detail what I can do for YOUR particular business? Just write me a postal. Address it to the Professor, care of the

International Correspondence Schools
Scranton, Pa.



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TEXAS AS A "TALKER" CENTER.

Trade Unusually Active, Particularly in Northwestern Texas—20th Century Columbia Popular With Arcades—Dorsey Co. Using 15 Commercial Graphophones.

(Special to The Talking Machine World.)

Dallas, Tex., Jan. 5, 1907.

The talking machine business in this city as well as throughout the State, is steadily expanding and there is a growing market for all kinds of talking machine specialties. The people are becoming educated to the fact that the talking machine is no longer a toy, but an artistic entertainer which brings the best in the musical world to their doors. The local branch of the Columbia Phonograph Co. has been steadily enlarging its roster of new dealers throughout the northwestern part of Texas, the additions being quite numerous during the past few months. Since the Dallas branch has opened the demand for Columbia goods has greatly increased.

The Columbia Twentieth Century graphophone is at present very popular owing to its tremendous volume and purity of tone. It is used by moving picture shows, which are springing up like mushrooms in the larger cities throughout Texas. At the present time Dallas boasts of nine such places of amusement, and all of them seem to be flourishing.

The Dorsey Printing Co., of this city, recently held an office appliance show and made a special feature of the Columbia Commercial graphophone. They are at present using about fifteen of the machines in their establishment.

TOOK ALONG PIANO AND PHONOGRAPH.

William C. Smith, who recently inherited $1,000,000 by the death of his brother, "Pittsburg Phil," the race track plunger, is celebrating his sudden rise to wealth by making a trip to California in one of the most luxurious private cars of the Pennsylvania Railroad. The horseman is accompanied by his family and a party of sixteen of his neighbors from the Bronx. Mr. Smith also took along a piano and a phonograph for the amusement of his guests while they were not busy seeing sights.

Smith's Piano House, San Francisco, Cal., has put in a complete stock of talking machines, including several of the prominent makes.

For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK 76 York Street, Toronto, Canada

RECORD BULLETINS FOR MARCH, 1907.

NEW VICTOR RECORDS.

No.		Size.
	ARTHUR PRYOR'S BAND.	
5005	Blue Jackets March.....Bennet	10
31609	La Lettre de Mauon.....Gillet	12
	SOUSA'S BAND.	
4981	The Preacher and the Bear.....Sorenseu	10
	VICTOR CONCERT ORCHESTRA.	
31612	Mill on the Cliff Overture.....Reissiger	12
	VICTOR DANCE ORCHESTRA.	
4982	Devil's Dream Reel.....	10
4983	Prince's Reel	10
31611	Danube Waves Waltz.....Ivanovici	12
	VIOLIN AND FLUTE DUET BY D'ALMAINE AND LYONS, WITH ORCH.	
5007	Sing Sweet Bird.....Gauz	10
	FLUTE AND CLARINET DUET BY LYONS AND CHRISTIE, WITH ORCH.	
31610	Spriug Greetings .....Benedict	12
	CONTRALTO SOLOS BY MISS CORINNE MORGAN, WITH ORCH.	
4984	The Only Oue.....Herbert	10
4985	She Waudered Dowu the Mouutain Side.. ..... Clay	10
	TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.	
5008	Killaruey .....Balfe	10
	COMIC SONG BY MISS HELEN TRIX, WITH ORCH.	
4986	It Ain't All Honey and It Ain't All Jam .....Murray-Everhard	10
	SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.	
4988	There's a Room to Rent in My Heart for You .....Durand	10
	BASS SOLO BY FRANK C. STANLEY, WITH ORCH.	
4987	I Love the Last One Best of All....Hein	10
	COON SONG BY ARTHUR COLLINS WITH ORCH.	
4989	Fever's On .....Fairman	10
	COMIC SONGS BY BURT SHEPARD, WITH ORCH.	
4990	Good Night Number One.....Murphy	10
4991	What a Mouth! .....Weston	10
	PARODIES BY BILLY MURRAY, WITH ORCH.	
5006	Parodies on Popular Songs (1, 2 and 3) (1) "Why Dou't You Try?" (2) "Dearie." (3) "Waltz Me Around Agaiu Willie."	10
	DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.	
4992	The Game of Peek-a-Boo ("I'd Like to See a Little More of You.")	10
	DUET BY MISS STEVENS AND MR. STANLEY, WITH ORCH.	
4994	Take a Little Ride with Me.....Morse	10
	DUET BY STANLEY AND MACDONOUGH, WITH ORCH.	
4993	Pass Me Not, O Gentle Saviour..... ..... Croshy-Doane	10
	DUETS BY COLLINS AND HARLAN, WITH ORCH.	
4996	Would You Leave Your Happy Home for Me? .....Von Tilzer	10
4995	Camp Meetiug Time.....Van Alstyue	10
	MISS JONES AND HAYDN QUARTET, WITH ORCH.	
4997	Don't You Want a Paper, Dearie? from "The Rich Mr. Hoggenheimer"....Kern	10
	MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.	
4998	Good-Bye, Sweet Maryland.....Rosenfeld	10
	YANKEE TALKS BY CAL STEWART.	
4999	Grouud Hog Day at Pumpkiu Centre.....	10
5000	Uucle Josh at the Roller Skating Riuk...	10
	DESCRIPTIVE SPECIALTY BY LEN SPENCER, WITH ORCH.	
5009	Herr Snickelfritz and His Band.....	10
	TWELVE NEW EIGHT-INCH RECORDS.	
	UNITED STATES MARINE BAND.	
4909	Gate City March .....Weldon	
	VICTOR ORCHESTRA.	
5001	Adlyu Waltzes .....Hall	
5002	Norsemen March .....Brannan	
	COMIC SONGS BY BILLY MURRAY, WITH ORCH.	
5004	Do, Re, Mi, Fa, Sol, La, Si, Do.....Burt	
4974	Cheyenne Parody	
	DESCRIPTIVE SPECIALTY BY BILLY GOLDEN, WITH ORCH.	
4887	Sisseretta's Visit to the North.....	
	DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.	
4491	Every Little Bit Helps.....	
	TRIO BY MISS JONES, MR. MURRAY AND MR. KERNEL, WITH ORCH.	
4970	Whistle It, from "Red Mill"....Blossom-Herbert	
	TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.	
5003	And a Little Child Shall Lead Them....Harris	
	DUET BY STANLEY AND MACDONOUGH, WITH ORCH.	
4366	O Morning Land.....Phelps	
	YANKEE TALK BY CAL STEWART.	
5010	Jim Lawson's Hoss Trade.....	
	MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.	
1315	Where Is My Wanderiug Boy To-Night?..Lowry	
	BARITONE SOLO IN SPANISH BY SENOR RIVERO.	
4954	Torear por lo Fino—Sevillanas ("El tipo mas flamenco").....Hernandez	10
	BARITONE SOLOS IN SPANISH BY SENOR CACERES.	
4955	Las Hijas de Eva—Romauce (Si es que os obligan) .....Gaztambide	10
4956	Los Inutiles—Tango (Revista Lirico-Comico) .....Palacios-Nieto	10
4957	Marina—Seguidillas (La luz abrasadora de tu pupila).....Camprodon-Arrieta	10
4958	Un Pleito-Caucion (Yo tengo noche y dia) ..... Gaztambide	10
31606	La Tempestad—Monologo .....Chapi	12
31607	La nina de los ojos azules.....Alvarez	12

THE VICTOR'S SECOND GRAND OPERA.

(Verdi's "Ernani" complete in twenty parts.)

	LA SCALA CHORUS, WITH ORCH.	
71032	Ernani—Act. 1. No. 1—Beviam, beviam (Comrades, Let's Drink and Play)..Verdi	12
	MARTINEZ-PATTI AND LA SCALA CHORUS, WITH ORCH.	
61167	Ernani—Act 1. No. 2—O tu che l'alma adora (Oh Thou, My Life's Sole Treasure) .....Verdi	10
	MME. SEMBRICH, WITH ORCH.	
88022	Ernani—Act. 1. No. 3—Ernani Involami (Ernani, Fly with Me).....Verdi	12
	GIACOMELLI AND LA SCALA CHORUS, WITH ORCH.	
61168	Ernani—Act. 1. No. 4—Quante d'Iberia giovani (Noble Hispania's Noblest Blood) ..... Verdi	10
	DE ANGELIS AND CIGADA, WITH ORCH.	
71033	Ernani—Act 1. No. 5—Da quel di chet t'ho veduta (From the Day when First Thy Beauty) .....Verdi	12
	GIACOMELLI, MARTINEZ-PATTI AND PIGNATARO, WITH ORCH.	
61169	Ernani—Act. 1. No. 6—Tu se' Ernani (Thou Art Ernani).....Verdi	10
	JOURNET, WITH ORCH.	
74008	Ernani—Act 1. No. 7—Infelice e tu credevi (How I Trusted Thee).....Verdi	12
	GRISI, SANGIORI, CIGADA AND OTTOBONI, WITH ORCH.	
71034	Ernani—Act 1. No. 8—Vedi come il buon vegliardo (Well I Knew My Trusty Vassal) .....Verdi	12
	GRISI, OTTOBONI, SANGIORGI AND SALA, WITH ORCH.	
61170	Ernani—Act. 1. No. 9—Fiuale.....Verdi	10
	LA SCALA CHORUS, WITH ORCH.	
61171	Ernani—Act 2. No. 10—Esultiam (Day of Gladness) ..... Verdi	10
	BERNACCHI, COLAZZA AND DE LUNA, WITH ORCH.	
61172	Ernani—Act 2. No. 11—Oro quant' oro (I am the Bandit Ernani!).....Verdi	10
	CARONNA AND DE LUNA, WITH ORCH.	
61173	Eruani—Act 2. No. 12—La vedremo, o veglio audace (I Will Prove, Audacious Greybeard) .....Verdi	10
	GRISI, CIGADA, OTTOBONI AND LA SCALA CHORUS, WITH ORCH.	
61174	Ernani—Act 2. No. 13—Vieni meco (Come Thou Dearest Maiden).....Verdi	10
	COLAZZA AND DE LUNA, WITH ORCH.	
71035	Ernani—Act 2. No. 14—A te scegli, seguimi (Choose Thy Sword, and Follow!) ..... Verdi	12
	SALA, PREVE AND LA SCALA CHORUS.	
61175	Ernani—Act 2. No. 15—In arcion, cavalieri (To Horse, Ye Warriors!)....Verdi	10
	CAMPANARI, WITH ORCH.	
85087	Ernani—Act 3. No. 16—O de'verd' anni miei (Oh Bright and Fleeting Shadows) ..... Verdi	12
	LA SCALA CHORUS, WITH ORCH.	
61176	Ernani—Act 3. No. 17—Si ridesti il leon di Castiglia (Rouse the Lion of Castille) ..... Verdi	10
	GRISI, SANGIORGI, CIGADA AND LA SCALA CHORUS, WITH ORCH.	
71036	Ernani—Act 3. No. 18—O somno Carlo (Oh Noble Carlos) .....Verdi	12
	LA SCALA CHORUS, WITH ORCH.	
61177	Ernani—Act 4. No. 19—Festa da ballo—Oh! come felici (Hail Bright Hour of Gladness) ..... Verdi	10
	BERNACCHI, COLAZZA AND DE LUNA, WITH ORCH.	
71037	Ernani—Act 4. No. 20—Ferna crudel, estinguere (Stay Thee, My Lord)..Verdi	12

NEW RED SEAL RECORDS.

	SOPRANO SOLO BY MARCELLA SEMBRICH.	
88047	Home, Sweet Home .....Payne	12
	ENRICO CARUSO, TENOR.	
88048	Triste ritorno .....Richard Barthelemy	12
88049	Ideale (My Ideal!) .....Tosti	12
	BARITONE SOLOS IN FRENCH BY MAURICE RENAUD.	
91066	Hamlet—Comme une pale fleur (Like Unto a Flower).....Ambroise Thomas	10
91067	Tannhauser—O douce etoile (Song to the Evening Star) .....Wagner	10
91068	William Tell—Sois ´immobile (Kneel in Prayer, My Child!).....Rossini	10
91069	Rondel de L'Adieu.....Isadore de Lara	10
91070	Noel Palen .....Massenet	10
91072	Le Soir (At Evening).....Gounod	10
92002	Le Roi de Lahore—Promesse de mon avenir (Oh Promise of a Joy Divine)Masseuet	12
92003	Herodiade—Vision fugitive (Fleeting Vision) .....Thomas	12
	RECORDS BY CELESTINA BONINSEGNA, SOPRANO.	
92000	Un Ballo in Maschera—Ma dall' arido stelo divulsa (Yonder Plant Enchanted)..Verdi	12
92001	L'Africana—Gia l'odio m'abbandona (All Hate Now Leaves Me).....Meyerheer	12
	DUET BY CELESTINA BONINSEGNA AND FRANCESCO CIGADA.	
91071	Il Trovatore—Vivra, contende il giubilo (Oh Joy, He's Saved!).....Verdi	10
	BASS SOLOS BY MARCEL JOURNET.	
64052	Damnation de Faust—Chanson de la puce (Song of the Flea).....Berlioz	10
64053	Damnation de Faust—Voici des roses ('Mid Banks of Roses) .....Berlioz	10
64054	Damnation de Faust—Serenade...Berlioz	10

NEW EDISON GOLD MOULDED RECORDS.

9482	The Uhlan's Call (Eilenberg)..... ..... Edison Concert Band
9483	The Mountaiu King (Phillips)..... .....Frank C. Stanley
9484	My Irish Rose (Jerome and Schwartz).... ..... Ada Jones
9485	Memories of Home (Friedrich)..... ..... Edison Venetian Trio
9486	We Have No One to Care for Us Now (Henry) .....Byron G. Harlan
9487	Pedro, the Hand Organ Man (Original).... ..... Len Spencer
9488	I've Got a Vacant Room for You (Williams and Van Alstyne) .....Bob Roberts
9489	High School Cadets March (Sousa)..... ..... Edison Military Band
9490	In a Chimney Corner (Von Tilzer)..... ..... Harry MacDonough
9491	Will There Be any Stars in My Crown? (Sweney) .....Anthony and Harrison
9492	All In, Down and Out (Smith and Johnson) ..... Arthur Collins
9493	Not Because Your Hair Is Curly (Original)—Xylophone medley made up of three popular songs: "Not Because Your Hair Is Curly," "Won't You Come Over to My House" and "Alice, Where Art Thou Going?".....Albert Benzler
9494	Good Bye, Nellie Darling (Morley)..... .....W. H. Thompson
9495	Flanagan's Troubles in a Restaurant (Original) .....Steve Porter
9496	Waiting for a Certain Girl (Carle)..... .....Billy Murray and Chorus
9497	Lalu, Ma Lubly Queen (Myddleton)—A charming selection.....Edison Concert Band
9498	We'll Be Sweethearts to the End (Rose).. .....J. W. Myers
9499	Bake Dat Chicken Pie (Dumont)..... ..... Collins and Harlan
9500	I Miss You in a Thousand Different Ways (Cobb and Edwards).....Irving Gillette
9501	The Guardmount Patrol (Eilenberg)..... ..... Edison Symphony Orchestra
9502	Merry Whistliug Darkey (Anonymous)..... ..... S. H. Dudley
9503	Rudolph and Rosie at the Roller Rink (Original) .....Ada Jones and Len Spencer
9504	Beauty's Eyes (Tosti) ....Edison Male Quartet
9505	The Record March (Englemann)..... .....Edison Military Band

NEW COLUMBIA 10-INCH DISC RECORDS.

	BANJO SOLO, ORCH. ACCOMP.	
2569	Motor March (George Rosey)..Vess L. Ossman	
	PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.	
3570	Sweet Birdie Polka (J. S. Cox)..... ..... Marshall Lufsky	
	BARITONE AND TENOR DUET, ORCH. ACCOMP.	
3571	Iola—An Indian Love Song (O'Dea and Johnson) .....Stanley and Burr	
	BARITONE AND TENOR DUET, ORGAN ACCOMP.	
3572	Take the Name of Jesus with You (W. H. Doone) .....Anthony and Harrison	
	SOPRANO AND BARITONE DUET, ORCH. ACCOMP.	
3573	The Linger, Longer Girl (Lamb and Solman).....Miss Steveuson and Mr. Stanley	
	BARITONE SOLO, ORCH. ACCOMP.	
3574	I've Such a Funny Feeling When I Look at You (Wm. H. Penn).....Bert Williams	
	BARITONE SOLO, ORCH. ACCOMP.	
3575	Eeny, Meeny, Miny, Mo (Bert Fitzgibbon) .....Arthur Collins	
	BARITONE SOLO, ORCH. ACCOMP.	
3576	Fever's On (George Fairman)..Arthur Collins	
	BARITONE SOLO, ORCH. ACCOMP.	
3577	Somebody's Waiting for You (Gumble).... .....Frank C. Stanley	
	TENOR SOLO, ORCH. ACCOMP.	
3578	Meet Me, Sweet Kathleen, in Honeysuckle Time (J. Fred Helf).....Henry Burr	
	TENOR SOLO, ORCH. ACCOMP.	
3579	A Lemon in the Garden of Love (Richard Carle) .....Billy Murray	
	TENOR SOLO, ORCH. ACCOMP.	
3580	When Tommy Atkins Marries Dolly Gray (Gus Edwards) .....Billy Murray	
	NEGRO SHOUT, PIANO ACCOMP.	
3581	Sisseretta's Visit to the North (Billy Golden) .....Billy Golden	
	LAUGHING STORY.	
3582	Uncle Josh Weathershy's Visit to New York (Cal Stewart) .....Cal Stewart	
3583	Honor and Glory March (Henry Fillmore) .....Prince's Military Band	
3584	The Mascot of the Troop March (Victor Herbert) .....Prince's Military Band	

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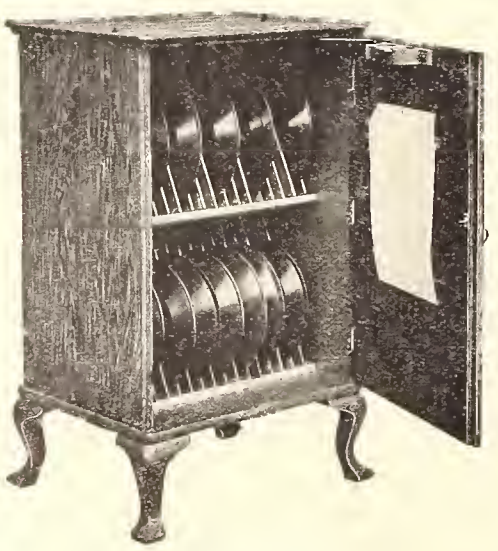

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3585 To the Evening Star, from "Tannhauser" (Wagner) .....H. Kronold
BARITONE SOLO, ORCH. ACCOMP.
3586 Bonnie Jean (Bryan and Snyder)..J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
3587 Do, Re, Mi, Fa, Sol, La, Si, Do (Cahill and Burt) .....Bob Roberts
5581 March of the Little Pierrots (Marche des Petit Pierrots) (G. Grossi).....
.....Banda Espanola
41075 On Guard (Auf der Wacht).....
..... Columbia Orchestra
41076 Guard Parade (Wachtparade) .....
..... Columbia Orchestra

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TENOR SOLO IN ITALIAN, ORCH. ACCOMP.
10563 La Boheme, Che gelida manina (Puccini)—Record made in Milan.....Romeo Berti
TENOR SOLO IN ITALIAN, ORCH. ACCOMP.
10572 Luisa Miller, Quando le sere al placido (Verdi)—Record made in Milan.....
..... Romeo Berti
SOPRANO AND BARITONE DUET IN ITALIAN, ORCH. ACCOMP.
30050 Serenata (Schubert) .....
...Mme. Gina Ciaparelli and Taurino Parvis
TENOR SOLO, ORCH. ACCOMP.
30051 I'll Sing Thee Songs of Araby (Clay)....
..... Henry Burr
30052 G. A. R. Patrol (R. Fassett).....
..... Prince's Military Band
30053 Patrol of the Scouts (E. Boccalari).....
..... Prince's Military Band
BARITONE AND TENOR DUET, ORCH. ACCOMP.
30054 In a Chimney Corner (On a winter's night) (Harry Von Tilzer).....Collins and Harlan
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
30055 Rudolph and Rosie at the Roller Rink (Len Speucer) .....
.....Miss Ada Jones and Mr. Len Spencer

NEW COLUMBIA XP (CYL) RECORDS.

BANJO SOLO, ORCH. ACCOMP.
33084 Motor March (George Rosey)..Vess L. Ossman
VIOLONCELLO SOLO, ORCH. ACCOMP.
33085 To the Evening Star, from "Tannhauser" (Wagner) .....H. Kronold
PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
33086 Sweet Birdie Polka (J. S. Cox).....
..... Marshall Lufsky
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33087 I'm Keeping My Love Lamp Burning for You (Billy Johnson).....Collins and Harlan
SOPRANO AND TENOR DUET, ORCH. ACCOMP.
33088 You Can't Give Your Heart to Somebody Else, and Still Hold Hands with Me (Leo Edwards)..Miss Ada Jones and Billy Murray
BARITONE SOLO, ORCH. ACCOMP.
33089 If That Place Called Heaven Was Mine (Herbert Spencer) .....Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33090 Night Time (Geo. M. Cohan)....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
33091 I've Got a Vacant Room for You (Williams and Van Alstyne)—Coon song..Bob Roberts
TENOR SOLO, ORCH. ACCOMP.
33092 Meet Me Sweet Kathleen in Honeysuckle Time (J. Fred Helf).....Henry Burr
TENOR SOLO, ORCH. ACCOMP.
33093 Honora Doolin (Ted Snyder)....Billy Murray
TENOR SOLO, ORCH. ACCOMP.
33094 You Can Have Broadway (Geo. M. Cohan)
..... Billy Murray
33095 Honor and Glory March (Henry Fillmore)
.....Prince's Military Band
33096 The Mascot of the Troop March (Victor Herbert) .....Prince's Military Band
SOPRANO SOLO, ORCH. ACCOMP.
33097 I Just Can't Make My Eyes Behave (Cobb and Edwards) .....Miss Ada Jones
BARITONE SOLO, ORCH. ACCOMP.
201452 A Square Peg in a Round Hole (Ph. Braham)—Record made in London.....
..... Walter Walters
201486 Bella Bocca Polka—Record made in London.....London Military Band
CONTRALTO SOLO, ORCH. ACCOMP.
201491 An Old Garden (Hope Temple)—Record made in London.....Miss F. Venning
TENOR SOLO, ORCH. ACCOMP.
201525 Ridlug on the New Electric Car—Record made in London—Comic.....Geo. D'Albert
201582 The Tearin' o' the Green (Shipley Douglas)—Record made in London.....
.....London Military Band

NEW COLUMBIA B. C. (CYL) RECORDS.

85102 Manhattan Beach March (John Philip Sousa).....Prince's Military Band
ORCHESTRA BELLS, ACCOMP. BY PRINCE'S ORCHESTRA.
85103 Edna Mazurka (C. A. Prince)....Thomas Mills
VOCAL QUARTETTE, MALE VOICES, UNACCOMP.
85104 Old Black Joe (Stephen C. Foster).....
.....The Columbia Quartette
SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
85105 Take a Little Ride With Me (Theo. Morse)
.....Miss Stevenson and Mr. Stanley
TENOR SOLO, ORCH. ACCOMP.
85106 I'll Sing Thee Songs of Araby (Clay)...
..... Henry Burr
85107 Patrol of the Scouts (E. Boccalari).....
.....Prince's Military Band
PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
85108 The Skylark Polka (J. S. Cox).....
..... Marshall Lufsky

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677 Jig Medley .....
678 Tannhauser—Pilgrim Chorus .....
679 Sunny Italy—Waltz.....
680 Wagnerian Motives—March.....
HAGER'S ORCHESTRA.
681 "Belle of Mayfair"—Medley Two-Step.....
682 Bob's Favorite—Virginia Reel.....
683 Ida-Ho—March and Two-Step.....
684 Musical Comedy—Two-Step.....
685 Spangles—Intermezzo .....
XYLOPHONE SOLO BY ED. KING WITH ORCH. ACCOMP.
686 Mr. Black Man—Cake Walk.....
SONGS WITH ORCHESTRA ACCOMPANIMENT.
687 All In, Down and Out.....Arthur Collins
688 Church Scene from "The Old Homestead"..
..... Peerless Quartette
689 Come Back to Erin.....Henry Burr
690 Larboard Watch .....Stanley and Burr
691 Marching Through Georgia.... Frank C. Stanley
692 Meeting of the Hen Roost Club.....
..... Peerless Quartette
693 My Sweet Elixer.....Collins and Harlan
694 No One Knows How Much I Miss You....
..... Byron G. Harlan
695 O, Morning Land.....Stanley and Burr
696 Old Oaken Bucket.....Peerless Quartette
697 The Sea Is My Sweetheart.....Frank C. Stanley
698 Uncle Josh at the Chinese Laundry..Cal Stewart
699 Uncle Josh in a Roller Skating Rink.....
..... Cal Stewart
700 Vacant Chair .....Peerless Quartette

WHY THE TALKER BUSINESS GROWS.

The growth of the talking machine industry in the United States is the marvel of the business world. Even the bicycle boom was not more striking in the rapidity and permanency of its growth. The reason for its volume is advertising. Considering the small number of companies engaged in manufacturing talking machines, it is the best advertised business in the country to-day, observes the Edison Phonograph Monthly. Every manufacturer is a liberal advertiser. The combined effect of their efforts is proving an irresistible power in breaking down prejudice and building up in its place a widespread demand for these unique musical instruments. The advertising done by the National Phonograph Co. helps its competitors and in precisely the same way we are benefited by the advertising of other companies. The effect upon the public of the combined advertising is to unconsciously arouse an interest in talking machines as a general proposition. A little later comes a desire to know about the different kinds. Then the announcements of each company perform their special function and the dealers do the rest.

The Columbia Phonograph Co. made an extensive exhibit of their commercial machines and the system in general at the business exposition recently held in Birmingham, Ala.

Stone's Music House, Fargo, N. D., has been conducting a series of concerts with the Victor Victrolas. This concern has been selling Victrolas as fast as they are received.

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

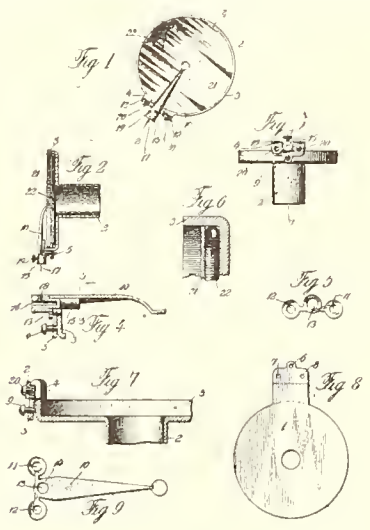
(Specially prepared for The Talking Machine World.)

Washington, D. C., Feb. 7, 1907.

SOUND-BOX. Louis P. Valiquet, Newark, N. J. Patent No. 840,974.

This invention relates to talking machines generally, and more specifically consists of a cheap and easily adjustable form of sound-box for use therein. The purpose of the invention is to produce a sound-box out of the smallest possible number of pieces of material by stamping and bending same into shape and at the same time produce a construction in which the stylus arm may be easily and permanently adjusted so as to leave the diaphragm free to vibrate under the best possible conditions.

The best form of apparatus embodying this iuvention at present kuown is shown in the accompanying sheet of drawings, in which Fig. 1 is a front view of a sound-box comprising the invention with part of the diaphragm broken away. Fig. 2 is a cross-section on line 2 2 of Fig. 1. Fig. 3 is a side elevation of a sound-box looking along the axis of the stylus-holding arm. Fig. 4 is a detail sectional view of the stylus-holding

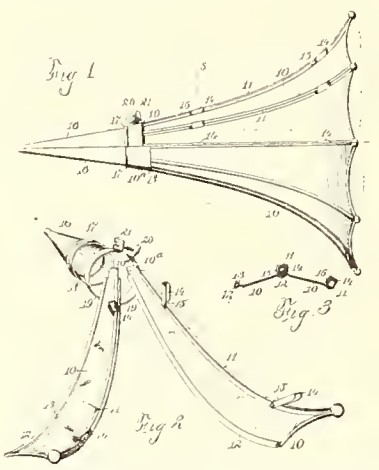


arm, needle holder and lug of the diaphragm holder, to which it is attached. Fig. 5 is a cross-section of the stylus arm taken on line 5 5 of Fig. 4. Fig. 6 is a detail sectional view showing the diaphragm and dampening ring assembled in the diaphragm holder. Fig. 7 is a detail sectional view of the diaphragm holder and stylus-holding arm lug in position thereon, said section being taken on broken line 7 7 of Fig. 3. Fig. 8 is a view of the blank out of which the diaphragm holder is stamped, and Fig. 9 is a view of the blank ont of which the stylus-holding arm and its attaching lngs are stamped.

AMPLIFYING HORN. Max Steiner and Mick Brenner, Newark, N. J. Patent No. 840,967.

This invention relates to a horn, and more particnlarly to that class of horns that are known as "amplifying horns," these being mainly used on talking machines and as megaphones. The invention is designed to provide a horn of this class that can be taken apart, the larger end of the horn and the major portion of its length being made of separable sections that will fit one on the other, so as to make a compact package for transportation or storage.

The invention is further designed to provide

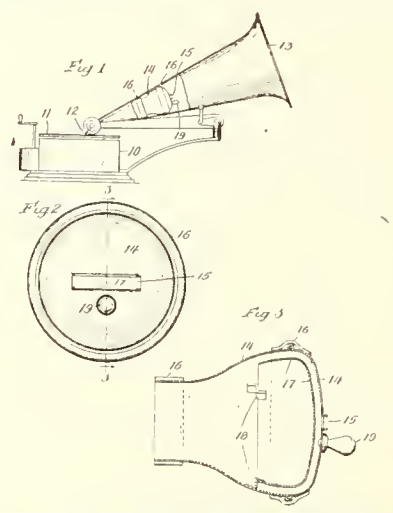


means for holding these separable sections when they are assembled to form the horn, and a still further object is to provide a means on the smaller end of the horn for holding all parts together, so that the small and large ends are rigidly and secnrely connected.

This invention is illustrated in the accompanying drawings, in which Fig. 1 is a half-elevation and half-section of the horn assembled. Fig. 2 is a perspective view of the elements making up the small ends of the horn and two of the separable sections that constitute the large or the flaring end. Fig. 3 is a section of two of the sections of the horn, this view being taken on line 3 in Fig. 1.

MODIFIER FOR PHONOGRAPHS. Ashley S. Thompson, Chicago, Ill. Patent No. 840,526.

This invention relates to and has for its object the reduction and the modification of the sound emitted from the horn of a phonograph for

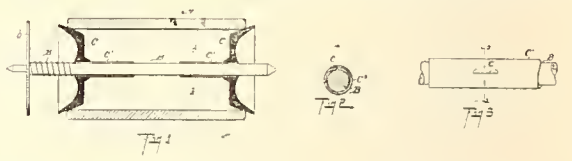


the purpose of softening the tone and removing the nnpleasant metallic timbre that is frequently present. In the accompanying drawings, forming a part of this specification, Fig. 1 is a side view of a phonograph or graphophone with a portion of the horn broken away to show the modifier device in place therein. Fig. 2 is a top plan view of the modifier, and Fig. 3 is a sectional view on the line 3 3 of Fig. 2.

MANDREL FOR PHONOGRAPH RECORDS. Cyrus C. Shingley, Hart, Mich., assignor to the Multi-Phonograph Co., Inc., Grand Rapids, Mich. Patent No. 841,727.

This invention relates to improvements in mandrels for phonographic records, and this improved mandrel for phonographic records is particularly adapted for use in phonographs such as illustrated and described in United States letters patent No. 773,164, issued on October 25, 1904, although it is desirable for use in other relations.

The objects of this invention are, first, to provide an improved mandrel for phonographic records by which the mandrel is properly centered; second, to provide an improved mandrel for phonographic records by which the mandrel may be readily adjusted longitndinally to bring the same into proper relation to the phonographic mechanism; third, to provide an improved mandrel for phonographic records by which the record is yieldingly snpported to allow the expression or contraction thereof under varying temperatnres. A structure embodying the features of this invention is illnstrated in the accompanying drawings, in which Fig. 1 is a central longitudinal view of the improved mandrel for phonographic records with the record in position there-



on, the mandrel shaft B, spring B', and friction wheel b being shown in fnll lines. Fig. 2 is an enlarged cross-sectional view taken on a line corresponding to line 2 2 of Figs. 1 and 3. Fig. 3 is an enlarged detail view showing the manner of securing the head C npon the shaft.

SOUND RECORDING AND REPRODUCING MECHANISM. Edward F. Shne, Washington, D. C. Patent No. 842,028.

This invention relates to talking machines, more particnlarly to that type in which a flat disc is employed for receiving a record in the form of a laterally wavy spiral groove of uniform depth cnt into the disc by a stylus operated by a vibrating diaphragm.

The object of the invention is to improve the reproduction of recorded sound by providing suitable means of simple and positive construction attached to the diaphragm of a talking machine which will cause the recording or transcribing stylus to travel in a direction at a right angle to the vibratory movement of the diaphragm and with a shorter amplitnde of vibration. With this construction is combined a straight nninterrupted passage for the sound-waves from the diaphragm for a sufficient distance to prevent them from being broken or mnffled before they are bent out of their course.

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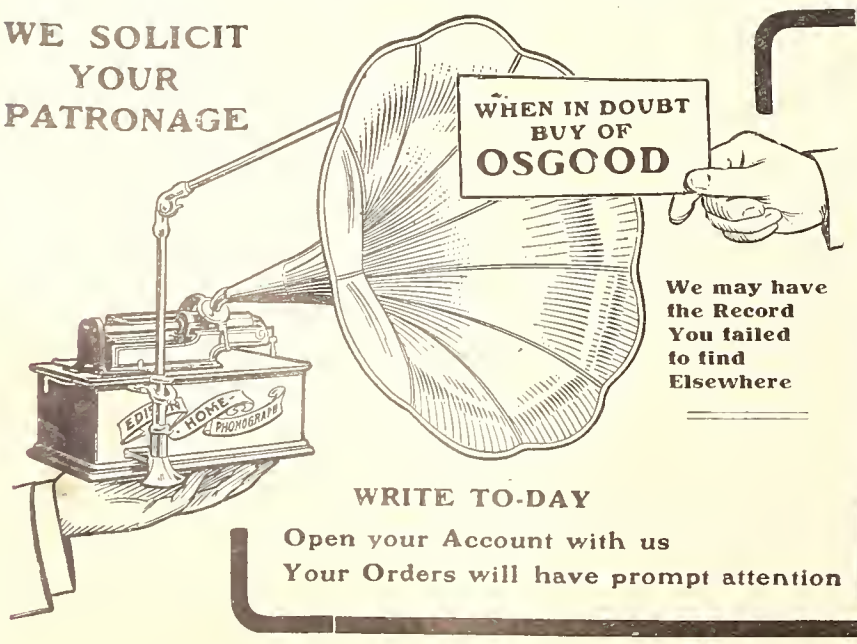

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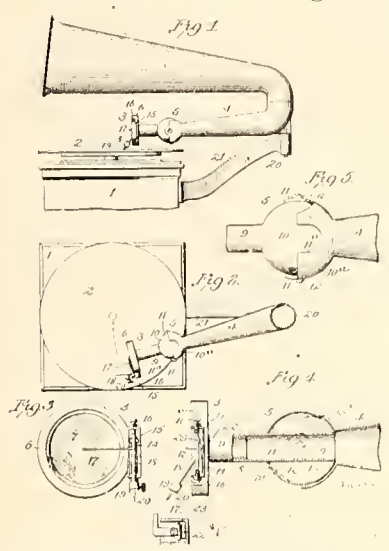
In the accompanying drawings, Fig. 1 is a view in side elevation of a portion of a talking machine with the invention applied thereto. Fig. 2 is a plan view of the same. Fig. 3 is a front



view of the sound-box and recording and reproducing mechanism on enlarged scale. Fig. 4 is a side view of the same, partly in section. Fig. 5 is a plan view of a detail of the invention. Fig. 6 is a sectional view on the line a a of Fig. 4.

PHONOGRAPH. Henry G. Bauman, Pittsburg, Pa. Patent No. 842,059.

This invention relates to certain new and useful improvements in indicators for phonographs, graphophones and like reproducing machines. The primary object of the invention is to provide a speed or revolution indicator for phonographs or like machines that will admit of adjusting the spindle of the machine to the same speed as was used in making the records, thereby insuring a clear and harmonious rendition of the music or speech in reproduction.

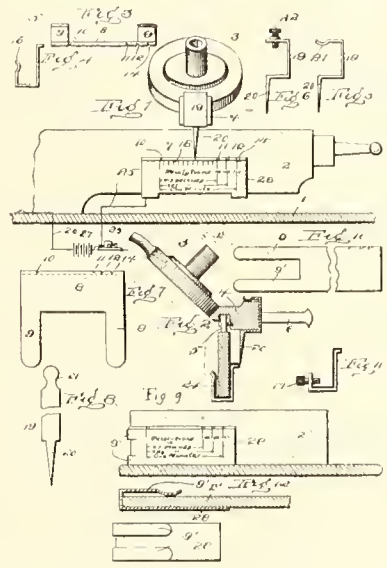
To this end the invention aims to provide a simple, inexpensive and durable indicator or register for phonographs that can be readily applied to the present type of phonographs by unskilled persons, thus permitting of the owners of phonographs obtaining the indicators and applying them for the purposes above specified.

It is a well-known fact that records are made to 120, 40 and 60 revolutions. This makes it necessary to adjust the machine so it will travel or carry the speaker arm to some given distances in seconds and to other distances in minutes. With the improved indicator attached to the phonograph the operator can quickly and accurately regulate the speaker arm to make the proper number of revolutions, no matter at what speed the record was recorded.

While the speed at which the record is made is known to the purchaser, there is no indicating device on the machine to show at what speed or number of revolutions the spindle is making, and while the machine may be regulated to a faster or slower speed it is necessary to use a device to indicate and regulate the revolutions to the same speed required to reproduce as that which was used in making the record.

The improved indicator permits of a clear rendition of the piece of music being reproduced by the phonograph record, this being accomplished by observing the number of revolutions or the speed at which the record traveled when receiving the piece of music, and when the record is placed upon a phonograph equipped with improved indicator the indicator will designate the speed at which the record should travel in order to correctly reproduce the piece of music carried by the record.

Fig. 1 is a front elevation of the slide-rest of a phonograph equipped with the improved indicator, also illustrating a portion of the speaker-



arm. Fig. 2 is a vertical sectional view of the same. Fig. 3 is a plan of the indicator plate. Fig. 4 is an end view of the same. Fig. 5 is a side elevation of a pointer used in connection with the indicator. Fig. 6 is a similar view illustrating a slightly modified form of construction. Fig. 7 is a developed view of the indicator plate. Fig. 8 is a similar view of the indicator pointer. Fig. 9 is a front elevation of a slide-rest of a phonograph, illustrating the same equipped with a slightly modified form of indicator. Fig. 10 is a developed view of the indicator illustrated in Fig. 9 of the drawings. Fig. 11 is an end view of the indicator plate illustrated in Fig. 1 of the drawings, illustrating a slightly modified form of fastening means used in connection with the same. Fig. 12 is a longitudinal sectional view of the slide-rest and indicator illustrated in Fig. 9 of the drawings. Fig. 13 is a rear elevation of the indicator plate illustrated in Figs. 9 and 12 of the drawings.

COMPOSITION FOR SOUND RECORDS. Emilien Jean Baptiste Brocherioux, Paul Joseph Tochon, Alfred Fortier and Leon Victor Marotte, Paris, France. Patent No. 842,070.

The object of this invention is the production of a special composition designed to be applied to the surface of paper, cardboard, pasteboard and other substances to form a film or coating on which sounds may be recorded and subsequently reproduced by means of a phonograph.

The invention is especially suitable for the production of phonogram cards and postal phonogram cards which, bearing the record, may be forwarded by post and read by the recipient by means of a phonograph.

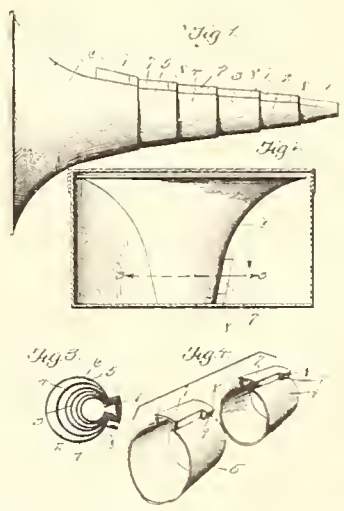
The composition is composed of permanent

white (barium sulphate), zinc white (light oxid of zinc), and a special encaustic (made by dissolving stearin in water in the presence of salt of tartar), hide glue and water in the following proportions: permanent white, 0.250 kilogram; zinc white, 0.125 kilogram; encaustic, 0.250 kilogram; glue, 0.187 kilogram; water, one-half liter.

The encaustic is itself prepared according to the following formula: Stearin, two kilograms; salt of tartar, 0.125 kilogram; water, 40 liters.

DELIVERING HORN FOR TALKING MACHINES. Willis J. Litts, Jaynesville, Wis. Patent No. 841,795.

This invention relates to talking machines and more particularly to a collapsible delivering horn composed of a series of sections and having novel means for holding each section of the series in locked relation when the same is collapsed and packed within a metallic tube for shipment. It also comprises novel means, so that when said



delivering horn is extended and also attached to a talking machine the same may be held locked in said extended position. This invention is a very efficient device, and may be manufactured with but little expense and sold very reasonably to the trade. The invention is illustrated in the accompanying drawings. Fig. 1 is a side elevation of the improved horn. Fig. 2 is a side view of the horn, showing the same collapsed and packed in a case, the latter being shown in section. Fig. 3 is a sectional view on line 3 3 of Fig. 2. Fig. 4 is a detail view of two sections of the horn, showing the same ready to be assembled.

ATTACHMENT TO HORNS FOR SOUND-REPRODUCING INSTRUMENTS. Overend G. Rose, Camp Meeker, Cal. Patent No. 842,707.

This invention relates to certain improvements in horns for sound-reproducing instruments—such as phonographic, graphophones and disc talking machines—and it has for its object the projection and analysis of the sound as it passes through the horn.

As generally constructed the horns for sound-reproducing instruments are open or unobstruct-

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J. E. DITSON & CO., Philadelphia, Pa.
C. H. DITSON & CO., New York.
JOHN WANAMAKER, New York.
JOHN WANAMAKER, Philadelphia, Pa.
MACKIE PIANO & ORGAN CO., Rochester, N. Y.
DENTON, COTTIER & DANIELS, Buffalo, N. Y.
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KRELL PIANO CO., Cincinnati, O.
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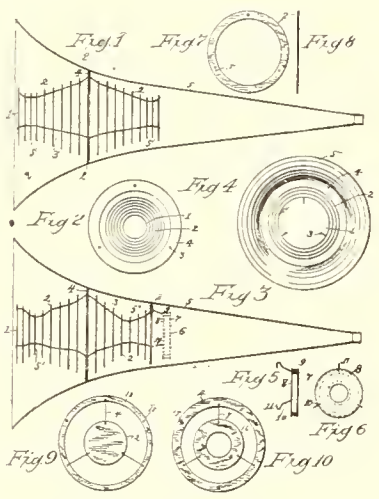
ed throughout their length, and are attached to the souud-box of the instrument in such a manner that when the diaphragm of the reproducer is vibrated the sound apparently comes from the interior of the horn and is correspondingly cramped or blurred, which renders it difficult to understand the human voice or to distinguish or separate the tones of the different instruments from each other.

It has been discovered that by providing the horn, preferably at or near the outer end, with a compound diaphragm, which is called a "projector and sound analyzer," the sound is repeated, as it were, from the diaphragm of the sound-box aud caused to apparently come from the mouth or outer end of the horn. Iu addition to this the tones of the different instruments are analyzed or separated, so that those of each instrument are caused to be repeated by and to apparently come from a portion of the diaphragm corresponding, respectively, with the relative positions that the instruments were stationed from the recording apparatus when the record was made; that is, the instruments that were situated at the least distance from the recorder will appear as coming from the outer or more exposed portions of the diaphragm, while those that were located at a greater dis-



tance will appear as coming from the portions of the diaphragm located within the horn or at a greater distauce from its mouth or outer end. By reproducing or transmitting the sound in this manner the vibratious from the diaphragm are more evenly distributed, and therefore more distinctly heard in all directions from the mouth of the horn than where the horn is open or unobstructed throughout its length, and by separating the tones of the instruments from each other a much more pleasing effect is produced than when the tones of all of the instruments are commingled promiscuously and projected more directly in the line of the axis of the horu.

An embodiment of the invention is shown in the accompanying drawings, in which Fig. 1 is a longitudinal sectional view of a horn for sound-reproducing instruments provided with one form of the invention. Fig. 2 is a transverse sectional view of the attachmeut, taken on the line 2 2 of Fig. 1. Fig. 3 is a view similar to Fig. 1, showing a different form of the invention. Fig. 4 is a plan view looking iuto the mouth of the horn. Fig. 5 is a transverse sectioual view of a sound-box for the attachment. Fig. 6 is a plan view of the same. Fig. 7 is a plan view of one of the discs, and Fig. 8 is an edge view of the same. Figs. 9 and 10 are modifications.

SOUND-RECORD TABLET. Byron B. Goldsmith, New York, N. Y. Patent No. 840,932.

This invention has reference to improvements in sound-record tablets, known in the art as "phonograph," "graphophone," and "gramophone" tablets, the object of the invention being the production of such tablets of a new composition of matter which possesses characteristics that particularly adapt the same for the making of sound-record tablets.

Heretofore commercial sound-record tablets have been made primarily of beeswax, afterward of mineral waxes, metallic soaps, hard rubber, celluloid and shellac, and with all or with most of these substances have been mixed, and particularly with shellac, other substances in a finely-divided state. In these tablets the record-grooves were according to the nature of the material employed, either cut by a suitable recording-style or were produced by transfer pressure from a suitably-prepared matrix. The cutting of a record-groove in record-tablets that are used for reproduction only has become largely obsolete, and it is now almost the universal practice to produce these record-grooves by transfer pressure from a matrix. For this purpose the record material must be moldable when the transfer is made and must then become hard and non-plastic. The materials now used are generally of a character that they become plastic when heated and hard at ordinary temperatures—that is to say, they are thermoplastic. Shellac, with admixtures of a variety of compounding materials, is the material which is most largely used, particularly in sound-record tablets of the gramophone type; but the price of shellac has more than doubled in recent years, and the cost of the tablets has increased in proportion.

This new composition for the manufacture of sound-record tablets consists of casein, either alone or with suitable admixtures, and a number of different methods can be used for working the casein into a mass into which the sound-record groove can be produced by transfer pressure from a suitable matrix. The most primitive method consists in taking the casein, slightly moistened, and subjecting it to heat and pressure under the matrix. Another method is to treat casein with solutions of borax or alkalies and working up the mass in such shape that the record-groove can be pressed iuto it by a matrix. The inventor has found that by mixing certain ingredients with casein he can produce a composition which when heated softens to any desired degree, so that when a tablet is formed of that new composition it will receive a sound-record groove by transfer pressure from a matrix with the greatest ease. These new casein mixtures are called "thermoplastic casein," and the name "converting agents" have been given to the substances which give the casein the valuable property of thermoplasticity. Some of the agents to convert casein into a thermoplastic state are alpha-naphthol, beta-naphthol, benzoic acid, carbolic acid, hydrochinon, kresol, pyrocatechin, resorcin, salicylic acid and urea.

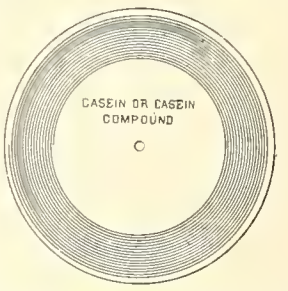
There are other substances which act as converting agents on casein, and the agents are not limited. The thermoplastic casein can be used for the formation of sound-record tablets in its pure state, and it can be mixed with other materials, such as are used as admixtures to shellac, in the production of gramophone-record tablets. It can be given any desired color, and it can be mixed with shellac.

The tablets may be made flat, disk shape, cylindrical, or of any other desired form, and they can be made all throughout their whole mass of thermoplastic casein, or this material may be applied iu a thin layer, either in a fluid or plastic state, upon a base of any kind.

Casein in any of the forms employed is much cheaper than shellac or shellac compounds or any other sound-record material known to the inventor.

The degree of hardness attained by the product in the cold state varies with the kind of converting agent employed, and ordinarily the new composition will be softer in the cold state and more plastic when heated when a quantity of converting agent is employed. Liquid converting agents will also ordinarily give a softer product than solid ones.

Iu the accompanying drawing is illustrated a sound-record tablet in the form of a disk, which



may be made of this improved record material; but the tablet may have any other suitable form and need not be made solidly of the new material, as hereinbefore described. The sound-record groove may be pressed into the mass by a matrix just as it comes from the mixing rolls, so that the tablet is formed by the same pressure which impresses the sound-groove, or the tablet may be first roughly formed aud allowed to harden, and the sound-record may then be impressed at any time thereafter by first heating the blank tablet to render it soft and moldable. Altogether the new sound-record material may be manipulated and applied like every other thermoplastic material—such, for instance, as shellac and its compounds.

A. D. Matthews' Sons, of Brooklyn, N. Y., have not closed out their talking machine department, as was stated last month. It is being continued on a larger plane than ever before under the management of C. W. Pease.

W. H. Thorne Co., Ltd., St. John, N. B., have recently been appointed Eastern Canadian agents for the Edison phonograph and gold moulded records and carry a full stock of each, thereby insuring satisfactory filling of orders and prompt deliveries.

Use "3-in-One" Oil
"Oil" by Itself

"3-in-One" **never** should be **mixed** with any other oil. It's in a class all by itself—has been for 12 years. Keep it so for best results. Use it to lubricate, brighten and polish the various parts of all kinds of talking machines. Use it to keep disc and cylinder records clean. The "3-in-One" Book tells details. Get a copy from us or your jobber.

"3-in-One" is not only the best oil for your customers to buy—it's the best oil for you to sell. 50 and 100 per cent. profit—any reason why you shouldn't make it, same as other talking machine dealers are doing? 10c. and 25c. bottles. Your jobber is ready to supply you.

FREE sample bottle of "3-in-One" sent to any dealer on request. Just write to

G. W. COLE COMPANY, Sole Makers of "3-in-One"

Broadway and Liberty Street, New York City.

With the Makers and Sellers of Automatic Specialties

NO BETTER INVESTMENT

Can be Made by a "Live Man To-day Than in an Establishment Devoted to the Exploitation of Automatic Musical Instruments—Some of the Essential Points to Win Success Set Forth in Detail—Some "Pointers" Upon How to Start This Business—The Possibilities and Results Beyond Expectations.

There is no field of investment to-day which offers so large, certain and immediate returns as the "peuny arcade." It was but a few years ago that the "arcade" was introduced to supply the need of low priced, clean amusement parlors on crowded thoroughfares. From a small beginning it has grown to enormous proportions. One syndicate alone has within three years established throughout the United States a circuit of splendidly appointed places, representing a total investment of probably $1,000,000. However, like in every other business, failure is not impossible, and a few of the following remarks will be valuable to the prospective investor, and if followed out will prove a sure stepping stone to success:

* * * *

There are five essential points to be considered by those who desire a successful penny arcade: Location, high grade machines, catchy display cards, cleanliness and proper management.

To begin with, the most necessary thing of all is to get a store in a location frequented by the most people. This does not uecessarily mean that it must be in the leading shopping district—in fact, a store on a throughfare just before getting to the shopping district is preferable, as it will catch the people at a time when they are most apt to be looking for amusement. Stores of almost any size will be found adaptable to the business from 16 feet to 25 feet in width and 40 feet in depth upwards. To be successful, the place must be kept perfectly clean, attractively equipped and well conducted. Women and children are the best customers and should be carefully looked after. The room should be well illuminated, both inside and out. Any ordinary electrical supply shop can furnish the necessary equipment for the lighting, and for such of the machines requiriug electric light or power. This part of the work is inexpensive.

* * * *

In a very modest way oue of these places can be fitted up for six or seven hundred dollars, but, of course, as much can be spent iu the equipment as the location and the city would warrant. In a penny exhibit all kinds of amusement machines are desirable, but they should be up-to-date and of the very best make. The machines consist of phonographs, au automatic piauo, picture machiues, fortune tellers, souvenir post card machines, name plate and vending devices. 'In the physical culture machines there is the puncher, grip test, blower, lifter and other strength testing devices that are always well patronized. The larger the variety the better it will entertain the patrons of the place. These popular places of amusement may be given various names: "Penny Arcade," "Automatic Vaudeville," "People's Theatre," "Bijou," "Dreamland," "Penny Exhibit," etc. It is necessary to have good music, as it always attracts and holds a crowd. In most places an automatic piano is used, but others have adopted a large talkiug machine. Whatever music is used should be near the door, so it can be heard from the outside. The best location for the cashier's desk is about twenty-five feet from the front. As a rule it is safe to figure that the machines will take in about 10 per cent. more than the amount of pennies which have been sold. This enables the owner to estimate what the earnings should be if handled by others than himself.

Amusement parks and resorts have been found to be very profitable locations for arcades, and concessions in such places are very desirable and will bring in large returns. In many instances buildings are erected specially for this purpose, with an attractive front, and in some cases a tent is used, invitingly arranged. Generally these are worked on a percentage basis, and the amount that is paid varies from 20 to 35 per cent. of the receipts. Very often these concessions are bought outright for sums ranging from $100 to $1,000 for the season, but, of course, the price paid must be in accordance with the number of patrons frequenting the place.

* * * *

In ordering machines from the manufacturer, one should specify the size of coins to be used in operating the machines; also state "voltage" of electric light plant, and if it is direct or alternating. If alternating state the number of "cycles." We advise asking an official of the electric plant for this information, so as to avoid errors. This is important only when machines using electric lights or motors are ordered.

* * * *

Orders from foreign countries can be placed through any of the responsible export shippers, and it would be well to have them accompanied by one or more pieces of money with which machines are to be played. This will save time and eliminate all chances of mistakes iu construction.

* * * *

There are plenty of opportunities to place machines on a percentage basis—that is, where the proprietor is given a certain portion of the earnings. Generally 25 per cent. is given, and this is geuerous, as the merchant is benefited by increased business derived from having the machine around. Every kind of a store is suitable for some particular sort of machine. Weighing and vending machines pay big in well patronized dry goods, drug, talking machine and novelty stores. For hotels, cafés, cigar stores, billiard halls, bowling allies, etc., automatic pianos, talking machines, picture machines, the punchers, grip and lung testers, lifting machines, etc., are perhaps the most desirable. The places and opportunities are unlimited. Interurban electric railway lines, ferries and railroad stations afford good locations for scales and vending devices. Pleasure parks, pavilions, etc., should be and are among the best privileges for all sorts of machines. Now is the time to get busy and make some of this easy money.

MOVING PICTURES ON SUNDAY.

Justice Marean Enjoins the Police from Interfering With the Shows.

A motion was made on Feb. 1 before Supreme Court Justice Marean in Brooklyn for an injunction to enjoin the police from interfering on Sundays with the moving picture shows of the Globe Amusement Co. It was contended that there was nothing in the pictures objectionable and that the law did not prohibit such harmless exhibitions.

Justice Marean said: "The morals of the community cannot be affected by such shows. When I hear that the police have visited these places on a Sunday it gives me the impression that some places are closed up by the police to favor others."

"Ministers declare," said Assistant Corporation Counsel Lazansky, "that the shows are immoral and should be closed."

"Oh, that is because they want the people to go to their churches," Justice Marean said. "Ministers are behind some very foolish things. I see no violation of the Sunday law here. I'll grant the motion, but you may submit briefs if you like."

WHY PENNIES ARE SCARCE.

The scarcity of one cent pieces in circulation in certain districts is attributed in part to the arcades that have been springing up all over the country. Some of these have taken in as much as $280 in pennies in one day, aud as the store keepers and banks refuse to take more than a limited amount at a time, they are very slow in gettiug back in circulation, aud on account of their shipment to the subtreasury for exchange in many instances their dearth has caused considerable inconvenience.

We Can Supply You With Proof

at any time that will convince you that the

REGAL

IS THE BEST COIN OPERATED PLAYER IN THE WORLD!

Wherever it has been placed, in arcades and public resorts, it has proved to be the biggest kind of a money-maker.

It makes dollars while you sleep, and the agency of the Regal Player is at once a splendid business asset for any live talking machine man.

Write without delay to

The Regal Piano & Player Co.,

889 Southern Boulevard, New York.

MAMMOTH AUTOMATIC PIANO

Is to be Built for the Great Amusement Park in Chicago—Will be a Wonderful Creation Evidently, Judging from Description.

Among the wonderful attractions planned for the great $1,000,000 amusement park in Chicago is a "giant automatic piano," forty feet high, sixty feet long and with heavy copper-wound cables for strings. The action will also be built on colossal lines, having hammers of steel with three thicknesses of rhinoceros hide for buffing, and a striking force of over two hundred pounds to the inch. A liquid air machine will furnish the power necessary to grind out the repertoire, which at first will consist of fifty selections upon a roll fifteen feet wide and two miles long.

Complete plans for the installation of this mammoth instrument have not been perfected as yet. It was originally planned to have an interior construction by which visitors could witness all of the workings of the marvelous mechanical mechanism from the inside. A refreshment room was also provided for where visitors could enjoy a lunch to the music of the giant player. This feature was to have been made possible by a device by which the volume of sound could be deflected outward and the music reduced to comparative mildness on the inside. It was further planned to so arrange the giant music sheets that passengers could be taken upon them and carried from the ground to the upper stories inside the great player-piano. This part of it would operate much as did the Ferris wheel of the Columbian Exposition. In fact, a hundred novel features have been suggested and as often rejected because of their great cost or possible risk to life and limb of the crowds who would be attracted by the mammoth instrument.

There is much speculation as to what piano factory will be called upon to furnish the parts of the instrument, and who will be represented among those whose advertisements will appear on the blank portions of the music roll to be seen in succession as it moves over the tracker board.

RECENT INCORPORATIONS.

The Henry Davis Amusement Co., 15 Exchange place, Jersey City, N. J., have incorporated with a capital of $750,000, for the purpose of operating phonographs, musical machines, etc. Incorporators: William E. Walsh, W. J. McBujar and Roger Knox.

* * * *

The Spanish Trade Co. have incorporated, to manufacture, export and import all merchandise. Capital, $20,000. Incorporators: I. H. La Fetra and W. W. La Fetra and J. M. Vincent, all of New York.

* * * *

F. C. Newell Mutograph Co., Camden, N. J. Capital, $1,000,000. Incorporators: F. C. Newell. B. B. Avery, A. Evans Townsend.

THE MULTIPHONE IN CANADA.

The Canadian Multiphone Co., which concern owns the Canadian patents of the multiphone has opened up a one-cent amusement arcade in Hamilton. This is the first hall in Canada to be equipped with the multiphone, and it is very handsomely equipped. Twenty-one machines have been installed and as each machine has a capacity of twelve records the arcade's patrons have an extensive variety from which to choose. The best records will be put at the disposal of the public as they come out. E. R. Marshall, secretary of the United Multiphone Co., of New York, superintended the opening of the arcade at Hamilton.

UTILIZING OPPORTUNITIES.

An Interesting Chat on This Subject Which Will Convince the Most Skeptical That Money Can be Made in This Keen Age of Competition by Looking Up the Penny Arcade Proposition.

The chief difference between the man of success and the unsuccessful man is that the former is quicker to recognize and utilize opportunities for money making. Opportunities, however great, are of no value unless acted upon—unless utilized. They come to-day and are gone to-morrow. In this connection Caille Bros., the great manufacturers of automatic specialties, are laying before the public an exceptional opportunity for money making which is afforded by the establishment of penny arcades.

The illustration herewith shows a penny arcade or penny "exhibit," equipped by this enterprising firm. You can start one of these places in a modest way for an investment of $600 upward, and the investment will pay you a larger income than the same amount placed in any other business. This is one of the few fields for legitimate enterprise, where large returns are certain—not already overworked.

George W. Bennett, Youngstown, Ohio, started one exhibit a year ago, and now has two running in that city. He is realizing a profit of $1,000 a month.

Charles Kingsley, Lansing, Mich., opened a place a few months ago, investing $3,500. He cleared the original investment in six months.

Dreamland Co., Toledo, Ohio, opened some months ago and report a flourishing business—taking in on Saturdays as much as $285. They are now opening establishments in other cities.

These few instances are sufficient to illustrate the paying qualities of this business. Any city

A VERY ATTRACTIVE AND PROSPEROUS PENNY ARCADE OR EXHI

with a population of from 8,000 up, is suitable for a penny arcade.

As one of the largest makers of coin machines in the world, Caille Bros. have observed and know the "opportunities." They say: "You can have the utmost confidence in the truth and sincerity of our statement that there is no better paying business in the world. An early investigation and an opportunity to place other facts, equally interesting, before you, is solicited. If you have not received our booklet, 'What is a Penny Exhibit?' a copy will be sent upon receipt of your request. It contains advice to beginners and practical detailed information."

AUTOMATIC DRINKING MACHINES.

SUMMER AND WINTER BUSINESS.

Drop coin in the slot, the machine does the rest. Machines made for any coin. They register a clean glass and a clean drink. For delivery this Summer, orders must be received immediately.

EARNINGS.

Machines at 48 East 14th St., N. Y. City, are earning from $30 to $40 a day during winter, selling cider at 1c. per glass. In the summer earn from $40 to $80 a day. One machine at 31 Park Row, N. Y. City, is now earning $20 a day. In summer months will earn $40 a day. Ten machines at Coney Island took in $3,000 in 60 days, selling ice-cold water at 1c. per glass. These machines sell all kinds of drinks — Lemonade, Orangeade, Root Beer, Celery Tonic. These drinks cost to make 4c. per gallon. When sold through the machine will produce 35 drinks to the gallon.

Machines Leased to Responsible Parties.
Order now for next Summer's delivery.

Automatic Drinking Machine Co., 3 Mercer St. New York City

Automatic Specialties

Coin operated machines of every description.

Penny Arcades fitted complete.

Electric Pianos and other automatic musical instruments.

A complete Amusement Arcade in full operation in our spacious showrooms.

We are experts in the automatic line, and our experience is at your disposal.

Write for Illustrated Catalog

H. C. KIBBEY & CO.

209 STATE STREET - CHICAGO

MUTOSCOPES.

"El vardadero manantial para hacer negocio en las ferias."

La mejor y mas permanente máquina que produce dinero por si sola.

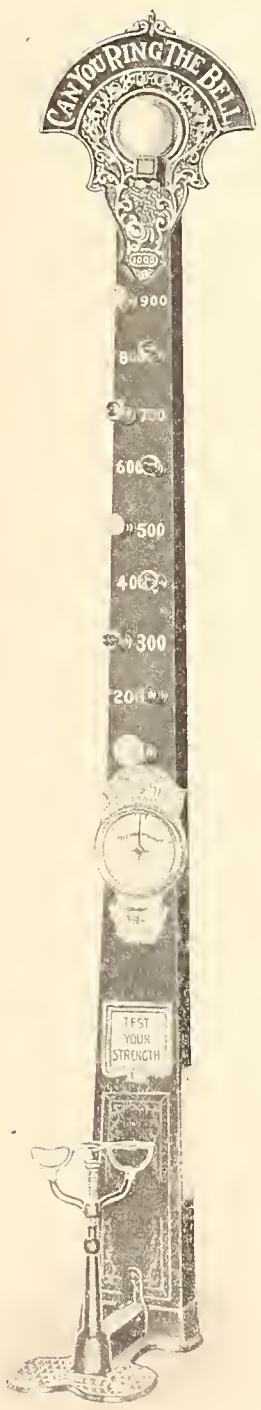
Esta es la máquina que dió principio á todas las máquinas de su clase, en los Estados Unidos. Hay mas Mutoscopes on uso, que otra clase de máquinas semejantes.

Pidanse circulares y precios á la

International Mutoscope Syndicate,
703 Times Building, Nueva York.

How Pennies Grow Into $$

THE development of the penny arcade business has been phenomenal. Why? Because those who have gone into the business have been successful, and their success has stimulated others, and as a result, the trade has grown beyond all the estimates placed upon it years ago. ¶ An arcade may be easily run in conjunction with the talking machine business, and it will surprise proprietors to see how quickly a magnificently paying business will be developed. ¶ It surely should interest live business men when a paying adjunct can be added easily to their line. ¶ Years ago we saw the possibilities of coin operating machines as money making factors in our business life and we made extensive plans to meet all of the trade demands. ¶ We have the largest and best equipped factory in the world for the erection of coin operating machines. Our line embraces every kind of machine for arcades, novelty stores, talking machine establishments, cafes, hotels, saloons, drug stores. ¶ We shall be pleased to furnish illustrated catalogues showing the variety and attractiveness of our product. ¶ Take our word for it, there is no better paying business in the world, and the quicker you get in touch with it and acquaint yourself with its money making possibilities the sooner you will add materially to your income. ¶ It is one of the few fields for legitimate enterprise which have not been overworked. Investigate now.



TOWER LIFTER

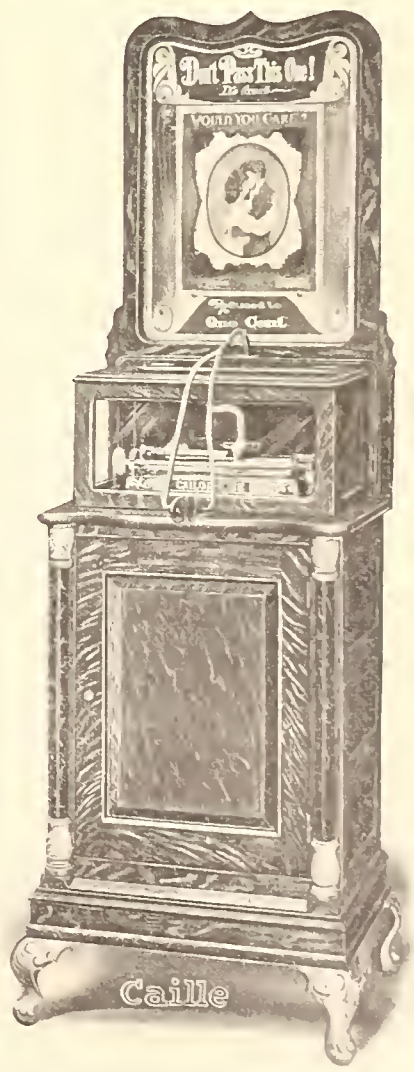
THE CAILLE BROS. CO.

Makers of Every Kind of Coin Operating Machines

DETROIT, MICHIGAN

Eastern Office and Export Department,
32 Union Square, New York, N. Y.
Western Office, Republic Bldg.,
Cor. State and Adams Sts., Chicago, Ill.

CAIL-O-SCOPE PICTURE MACHINE



CAIL-O-PHONE PHONOGRAPH

ABOUT THE AUTOMATIC PEOPLE.

The Mutoscope in South America—Drinking Machine a Favorite—New Song Machine—Strength-Testing Machines—How Much Heat Can You Stand?—Other News of Interest to Members of the Trade.

Marvin & Casler, whose offices are in the Times building, this city, are one of the oldest manufacturers in this trade. It is to them the slot machine industry owes the famous mntoscope machines. Under the name of the International Mutoscope Syndicate this firm have placed these great money makers in every part of the globe. Early in their career they sold the rights for the United States to the American Mutoscope Co., and several foreign countries are controlled by other firms. The remaining territory, inclnding Mexico and the South American countries, is still covered by the parent company. No arcade is complete without it, for moving pictures always did and always will have a wonderful attraction for the public. Men with even a small amount of capital will find in the mutoscope a lucrative investment.

One of the best money making slot devices on the market is that owned by the Automatic Drinking Machine Co., No. 3 Mercer street, this city. In fact, so remarkable are the returns from these machines that the company place them out on a rental basis, at so much a day, instead of selling them. Model A, which appears in the company's advertisement elsewhere in this issue, is handsome and unique, and suitable for all kinds of drinks. An idea of its profit making powers may be gleaned by writing for information.

A new illustrated song machine for which mnch is claimed by the inventor, I. N. Norcross, formerly of San Francisco, is soon to be placed on the market by the Hawthorne & Sheble Mfg. Co., of Philadelphia. This machine is of the cylinder record type and a number of important improvements are embodied. The pictures are absolutely under control of an involute escapement, which drops them accurately to illnstrate the song. This company, well-known as makers of talking machine snpplies, are destined to create a sensation with their new machine. A number of other devices will be forthcoming, all of which are new and unique, and which will add new life and zest to the arcade business.

The Climax coin operating machine for automatically selling various kinds of shelled nuts and loose candies is proving a great favorite. The Advance Machine Co., of Chicago, the manufacturers, make these machines with a base or for counter use. They pay well in stores of all kinds.

The Davey horoscope fortune teller is another successful machine for arcades. It has twelve slots, one for each month in the year, and delivers a card with horoscope or reading in accordance with the science of astrology.

"Healthy and pleasant way to warm your blood through your hands. How much heat can you stand?" This is the novel sign you face as yon stand in front of "thermo electricity," one of the new machines of Caille Bros., Detroit, Mich. Older machines have settled who has the best lungs, who can lift most, who can punch hardest, and who has a superior grip, but this machine will settle who can stand most heat, and at the same time serves for a double purpose by warming the hands, which is almost a necessity in winter and pleasant in the spring and fall. This machine is a tremendous drawing card for the penny arcades. In appearance the machine is very attractive. All trimmings are polished and nickel-plated. The dial is covered with bevel plate glass, and on top of the machine is an oil painting on solid board.

The Hercules shoulder and arm strength testing machine, a new physical culture device, is one of the most uniqne and attractive ever placed on the market. The public like it. All who see it cannot resist the temptation of lifting in several tests the enormous dumbbell. One of its best features is that it requires no care, gives little tronble and simply coins money.

HOW NICKELS MAKE MILLIONS.

Some Facts in This Connection by the Regina Co. That Will Interest.

Any arcade proprietor who is in doubt regarding the profit producing qualities of coin-operated musical instruments, that is, exclusive of talking machines, should be readily convinced by the proofs put forward in a recent folder issued by the Regina Co. in the interests of their extensive line of coin-operated instruments. Their latest advertising matter is headed "The New York Subway is Supported Entirely by Nickels," and reads in part as follows:

"It cost $50,000,000 to build it, yet it is a profitable investment even for that sum, though the profits come in five cents at a time. Stop and think of this when you are asked to invest in a coin-operated Regina.

"The man who loans money is content with 6 per cent. The man who goes into a mannfacturing business does not expect to make more than 10 or 15 per cent. Profit greater than that is almost miraculons. Yet we figured out last year from the testimonials of a large number of users of our coin-operated Reginas that the average profit was 136 per cent. a year. This means that an investment of $90 to $1,000, according to the instrnment bought, paid for itself and 36 per cent. additional the first year. If you know any investment that will beat this, we wonld like to hear abont it.

"That was last year. This year we have received another bunch of letters from enthusiastic users of our slot machines which bear even stronger testimony to the profits of coin-operated music makers in cafés, barrooms, restaurants, hotel lobbies, drng stores and other places where people congregate.

"There is only one moral in all this evidence: A Regina is a proposition on which you cannot lose money either way you look at it. It pays for itself, and more, in the patronage it brings to yonr place of business. It pays for itself, and more, in the nickels it actnally takes in. It pays an excessive profit in either case, so that yonr investment means excessive profits, if the evidence means anything."

PEERLESS PLAYERS IN GREAT DEMAND.

The Peerless piano players are in great demand this season for arcades and other pnblic places of amusement. This branch of the bnsiness is growing tremendously. The Peerless Piano Player Co., of New York, manufacturers, are constantly in receipt of letters like the following from the Central Amusement Co., 412 Youngerman Building, Des Moines, Iowa, who write:

Gentlemen—Please rnsh piano ordered. We need it badly; we depend on yonr instrument, and nse no other now. We think it is in a class by itself, and we will always be glad to recommend it for you. We can show any one in ten minutes why it is the best, because we know the piano game pretty well.

Very truly yours,
B. F. Elbert, President.

Nerve-racking shrieks from siren whistles on tugboats, little, squeaky blasts from freight locomotives, shrill sounds from Hudson River night boats and prolonged signals from ferryboats are all being duly recorded by residents of the upper west side. The choicest collection of night sounds that is to be found will be gathered by the people living along Riverside Drive.

These sounds are all being taken on phonographic records by members of the newly formed Society for the Suppression of Unnecessary Noises. When a full set is gathered the records will be used to entertain city officials and Albany legislators.

Started by Mrs. Isaac L. Rice, who conducted a successful crusade against nnnecessary tooting of steam craft, the society is receiving the cooperation of many prominent physicians and professional men. While they do not expect to make New York a city of perfect silence, they are hopeful of bringing about great improvements.

A new talking machine store has been opened at 4 Pleasant street, Fitchbnrg, Mass.

Do you want more Profit?

Get **THE NICKLIN** The best
Coin Operated Piano in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

—Manufactured by—
Neola Piano & Player Company
General Offices, 201-203 East 49th Street, New York

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.
11 E. FOURTEENTH ST., NEW YORK
The Mutoscope Oldest and Best Known Slot Machine
"The Backbone of the Automatic Parlor Business"
Showing Moving Pictures in their Most Attractive Form

THE PIANOVA COMPANY,
Manufacturers of
44 AND 65 NOTE ELECTRIC PLAYERS
with or without nickel in the slot attachment
SECURE THE AGENCY NOW.
117-125 Cypress Avenue, New York.

(Trade-Mark Registered.)

P eerless Coin Operating Piano with
E ndless roll paper tune sheets are used
E verywhere where long and hard usage
R equire high quality and perfect mechanical construction.
L ots of others are said to be just as good but
E very time that argument is used it proves more
S urely that all other makes are
S triving for the excellence obtained with the PEERLESS.

C limatic conditions which may affect
O ther instruments do not apply to the PEERLESS—it is
I mpervious to all adverse condition, whether used
N orth, South, East or West.

O peratic or classic music produced equally as well as
P opular hits and dance music. The
E xpression and tempo are automatically controlled in the
R oll of music, thus doing away with any
A ssistance by the operator, otherwise
T han depositing a coin, the result of which is shown in our
E asy Money book, which contains a complete
D escription of how "Easy Money" is turned your way.

P ending your decision on the matter
I nvestigate further by writing us for particulars
A nd we will show you how your business
N eeds some PEERLESS Progress and let us place the
O pportunity before you of increasing your
S ales and profit on the "quick returns plan."

Roth & Engelhardt

(Props. PEERLESS PIANO PLAYER CO.)

Offices: Windsor Arcade, Fifth Ave., New York City Factory: St. Johnsville, New York

"CONFESSED SUPERIORITY"

OF

COLUMBIA RECORDS

Sweeping Decision of the U.S. Circuit Court of Appeals

not only declares our patent rights unassailable, but pays a remarkable tribute to the ***superior process under which Columbia Records are made.***

The Court refers to "***The now confessed superiority and commercial success of the product of the patent in suit,***" and sustains the patent in the following extraordinary tribute:

"The disc produced by the patented process responds to the test of success where others have failed."

"The patentable novelty of the process of the patent is not only indicated by large sales, but also by the unassailable evidence of that most sincere form of flattering recognition, IMITATION AND APPROPRIATION BY RIVAL MANUFACTURERS. In short, it has, so far, supplanted all other methods previously used, that, apparently, all disc records are now made by said process, and COMPLAINANT'S CHIEF COMPETITOR ADMITS THAT IT HAS DISCARDED ITS OWN PATENTED ETCHING PROCESS AND HAS SUBSTITUTED THEREFOR THE PROCESS OF THE PATENT IN SUIT."

These suits were brought against the manufacturers to protect our just rights, and this decision now gives us an opportunity to get closer to the trade rather than to annoy, and in order to give every dealer an opportunity to clean up all his old stock of disc records *without loss to him* (we to relegate them to the scrap heap), and in their place to secure a complete stock of Columbia Records, we make this exceedingly liberal proposition:

Up to and including March 1st, we will take off the hands of any dealer all unbroken disc records, OF ANY MANUFACTURE, on the exchange basis of Five for One

Full particulars can be promptly obtained from any Columbia Jobber, or by writing directly to us.

You can now replace your stock of OLD records of inferior quality with New Columbia Records of "CONFESSED SUPERIORITY."

It will enable you to stock up with our newest and most popular records and add greatly to your sales.

The demand for Columbia Records is unprecedented. We have been fully prepared for this, and can fill your orders promptly.

Get ready at once to reap your share of the profits.

COLUMBIA RECORDS

SOUND BEST "Respond to the Test where others have failed" **WEAR BEST**

Highest Awards wherever exhibited in Competition

GRAND PRIX, PARIS, 1900 DOUBLE-GRAND PRIZE, ST. LOUIS, 1904 GRAND PRIZE, MILAN, 1906

COLUMBIA PHONOGRAPH COMPANY, Gen'l

TRIBUNE BUILDING, NEW YORK

STORES IN ALL THE PRINCIPAL CITIES DEALERS EVERYWHERE

VOL. III. No. 3. SIXTY-SIX PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, March 15, 1907

"THE FINISH IS BAKED ON"

That's why a (T©T) Horn looks better and wears better than any other horn. To begin with, our "BAKED-ON" process demands that the very finest enamels be used. After the enamel is applied, the horn is placed in huge fire-proof ovens and subjected to several hundred degrees of heat. What is the result? The enamels, in baking, fill every pore of the metal and the very fibre of the metal becomes saturated. That's why the (T©T) Horns are superior. Any wonder then from the above, that the (T©T) Horn is known the world over as the most beautiful and most serviceable made? And you will find them the most satisfactory and profitable goods you can handle, too.

Send for Handsome Descriptive Booklet of Amplifying Horns and Cranes

THE TEA TRAY COMPANY
OF NEWARK, N. J.

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

First List of Zon-o-phone 12 Inch Records

Price $1.00 each — Dealers' Price 60 cents each

ZON-O-PHONE CONCERT BAND.

7001 Der Tambour der Garde—*Overture.*
7002 Forget-Me-Not—*Intermezzo.*
7003 G. A. R. Patrol.
7004 Linger Longer—*Novelty Two-Step.*
7005 Morning Journal's Waltz.
7006 Wayside Chapel—*Reverie.*

HAGER'S ORCHESTRA.

7007 Freut Euch des Lebens—*Waltz*—(Life Let us Cherish).
7008 Miss Dolly Dollars—*Lanciers, Figures 1 and 2.*
7009 Miss Dolly Dollars—*Lanciers, Figures 3 and 4.*
7010 Miss Dolly Dollars—*Lanciers, Figure 5.*
7011 Sonora—*Spanish Novelette.*
7012 Southern Roses—*Waltz.*

BELL SOLO BY MR. ED. KING WITH ORCHESTRA ACCOMPANIMENT.

7013 Garden Matinee—Entre' Acte.

PICCOLO SOLO BY MR. FRANK MAZZIOTTA. WITH ORCHESTRA ACCOMPANIMENT.

7014 Coming Through the Rye.

VIOLIN AND FLUTE DUET BY MR. HENRY HESS AND MR. FRANK MAZZIOTTA

7015 Susses Sehnen—Romance.

SONGS WITH ORCHESTRA ACCOMPANIMENT

7016 Come Where My Love Lies Dreaming, PEERLESS QUARTETTE
7017 Crucifix. ..FRANK C STANLEY and HENRY BURR
7018 Bonnie Sweet Bessie.....HENRY BURR
7019 In Time of Trouble He Shall Hide Me, FRANK C. STANLEY
7020 My Old Kentucky Home.....HENRY BURR
7021 O, Dry Those Tears... . .....HENRY BURR
7022 Tale the Church Bell Tolled. FRANK C. STANLEY
7023. Take a Little Ride With Me, MR. FRANK C STANLEY and MISS ALICE STEVENSON
7024 Uncle Josh and the Labor Union..CAL. STEWART
7025 Uncle Josh at the Post Office.....CAL. STEWART

Zon-o-phone 10 Inch Records 60 cents: Dealers' Price 40 cents

Complete catalogue under one cover is now ready. Are you on our list?

¶ We have made big improvements in both 10 and 12 inch records and we feel sure after you hear a sample of either size, you will say they are the very best Records on the market.

¶ Zon-o-phone Tapering Arm instruments from $30.00 to $75.00. All instruments equipped with morning glory horns. Motors are interchangeable, all parts are alike and will fit single spring, two spring or three spring. Less parts for you to carry. We would like to have you compare these instruments with any other Talking Machines on the market, and if not as represented you can return them for full credit.

Universal Talking Machine Mfg. Co.

CAMP AND MULBERRY STREETS, : : NEWARK, N. J.

The Talking Machine World

Vol. 3. No. 3. New York, March 15, 1907. Price Ten Cents

IS IT MECHANICAL ART?

Will the Artistic Profession be Superseded by the Artistic Machine?—Some Interesting Conclusions Drawn from Recent Developments in the Musical and Photographic Fields—How Dreams Become Realities.

There are few subjects as interesting to follow in these epoch-making days as the amazing progress of so-called "mechanical art." Indeed only few are desirous of grasping or comprehending the broad tendencies at present prevailing in the domains of music and painting in connection with this movement.

Perhaps any musician would consider himself insulted if he were asked whether his profession would ever be superseded by the talking machine, the orchestra, the pianola and other musical devices. In like manner any artist would take offense if he were asked whether photography, colored photographs and photographing in colors would ever make the painter useless and obsolete.

Both of these artists would express great contempt for mechanical art and yet the day may come when there will be no other kind. So far as their sneers are concerned, every labor-saving machine that has ever been invented has at one stage of its development been sneered at.

The programme is invariable. First of all it is denied that a certain thing now done by hand can ever be done by machinery. Then comes the invention, but for a long time it is regarded as turning out poor work, and there is still a demand for what is 'hand made.' Finally it is realized that the machine-made article is better than the hand made. A list of the machines that have had this history would fill a book, and among them would be the cotton gin, the knitting machine, the nail-making machine, the watch factory, the stamping machine and the shoe.

A multitude of others are still in the second stage, where not having been fully developed they are regarded as failures, and where they are still in competition with the old method, but they are improving every day, and it is simply folly not to foresee their ultimate success and superiority. The question is whether artificial music and artificial pictures belong to this class.

The musician says: "The mechanical piano player! Angels and ministers of grace deliver us. It has no expression, no character and no soul. Its time is perfect, but its very perfection is an imperfection. It can never take the place of the living performer." He is perfectly sincere about it, but if five years ago he were told that a machine could be made that might be placed in or up against any piano and play the most difficult music on it in perfect time he would have said it was impossible. Now that this has been accomplished he is certain that expression and finish can never be secured by that "music box" but he may be as much mistaken now as he would have been then.

The painter is just as contemptuous of the chromo and the colored photograph. "Of course," he says, "the photograph makes a truer and more minute reproduction of an object than the artist does, but that is rather a defect than a merit. A great painting is great because of what it does not reveal. Besides this the value of art lies chiefly in idealization, and it is impossible to photograph the ideal."

No one will deny the force of these objections, and yet they are no more forcible than those that were urged against the present state of photography. A few years ago any one who ventured to predict the photographing of colors would have been regarded as silly, but that very thing has been achieved and it is possible that every other effect now produced by the painter's pencil may yet be imitated and surpassed by the printing press, with the single exception of idealization, concerning the value of which there is some difference of opinion. Possibly people would be better off without it.

It is not meant, of course, that the musician and painter would be literally left without jobs. It takes musicians of a high order to manufacture orchestrions and artists of ability to color photographs or even to take them. Indeed, it is conceivable that in consequence of the cheapening of music and art there may be a greater demand than ever for musicians and artists, just as the sewing machine has given employment to more seamstresses than it ever displaced.

Music and pictures of a high order by machinery may be a mere dream, but not so much of a dream as the flying machine and wireless telegraphy were ten years ago.

FOREIGN TRADE EXPANSION

Is the Order of the Day With the National Phonograph Co.—Australian and Mexican Branches Enlarged—Conditions in India.

Owing to the growth of the foreign business of the National Phonograph Co., it has been found necessary to considerably increase the size of the offices in both the Australian and Mexican headquarters, with prospects of enlarging their other branches in London, Paris and Berlin at an early date to accommodate the demand. The Mexican office has succeeded in selling a fine outfit to President Diaz, of our sister republic. A peculiar situation is existent in National Phonograph affairs in India. Cheap outfits are deadwood, for the simple fact that talking machine purchasers in that country are either rich rajahs or English Government employes, the other classes being too poor to buy at all. Naturally the two classes mentioned want nothing but the best.

VALUABLE SALES POINTERS

Put Out by the Victor Talking Machine Co. Which Will Interest the Trade at Large.

The Victor Talking Machine Co. have been compiling some splendid literature for the benefit of their salesmen, and some extracts from it cannot fail to assist the readers of The World who are truly anxious to make a success of their business. For instance:

"Whatever you do, don't be satisfied with the business that comes to you of its own accord. That way of doing business was out of fashion twenty-five years ago.

"However small or however large your business may be you can make it bigger by giving thoughtful attention to pushing it. It isn't always the farmer with the most land that gets the biggest crops, and it isn't always the dealer in the biggest town or the salesman with the largest territory that makes the largest profits. The man who applies his labor most diligently and intelligently is the winner in the long run.

"To be asked something which you ought to know all about, and which you have had ample opportunity for learning, and to find yourself unprepared with the proper answer is an embarrassing experience, whether you are seven years old or seventy-five.

"Nothing is so humiliating to the salesman who understands the underlying principles of his business as to have a customer ask him some simple question, like 'How much will it cost me to get a Victor No. 4 with a K horn?' and not be able to answer on the spot.

"And even worse is the kind of man who comes in occasionally and actually knows more about your stock than you do yourself.

"The good salesman will learn his stock thoroughly from every point of view; the styles, the prices, the different combinations that can be made with advantage, the points where his stock differs from that of his competitors—and a score of other things. Of course he knows the exact place where each record can be found, so that he can hand it out the minute it is asked for.

"To have to run to a desk and consult a price list not only interrupts your work, but it produces an impression that business is so bad that you can't sell many talking machines, or you would be better posted about them.

"The salesman feels more confidence in himself, and he inspires more confidence in his customers when he has his facts in his head rather than in his pocket or in his desk.

"Know what you have on hand so that you may never miss a sale through an oversight. Have some system of keeping track of sales and ordering new stock.

"In Mark Twain's story of the Prince and the Pauper they finally detect the pauper, who has usurped the prince's place because he uses the great seal of state to crack nuts with. The dignitaries of the court argued—and very correctly—that a boy who was used to courts and their ways would never use the symbol of authority so disrespectfully.

"In the same way you can tell the prince among the salesmen by the way he handles the stock he sells. It is the poor salesman who bangs things around and lets them deterioriate for want of proper care.

"Respect for your stock should begin in your own mind. The outward care which you give to the arrangement and preservation of your goods is the reflection of something inside your brain—a something which should be carefully cultivated by every merchant.

TALKING MACHINE "TALKED"

In This Instance Without a Record and Startled Salesmen and Customers.

There was a startled audience in a talking machine store in this city one afternoon a couple of weeks ago. It happened in this wise: The store was well filled with customers, who were examining machines and trying records, when one of the unused machines suddenly exclaimed, "Try me, I want to talk." "Keep quiet, you disturb me," came from another that was playing a violin solo. "You squeak. Oil yourself," came out of a big horn at the far end of the store. "Give me a horn, I want to sing," squeaked a small machine that had been denuded of that useful appendage. In the meantime the customers were giving gasps of astonishment at the uncanny conversation, and some of the more superstitious regarded the machines as bewitched. By this time the horns, machines and even the records were engaged in sharp repartee. Finally it was discovered that a clever ventriloquist among the audience was the author of the commotion, and the machines settled themselves down to their accustomed duties.

HOW MUSIC PREVENTS INSANITY.

According to Lieut-Commander Robert E. Peary, the famed Arctic explorer, music is the most effective preventative of the insanity which often results from the terrible silence and loneliness of the Arctic regions. In view of this fact, Peary took upon his last trip both a piano player and a talking machine, which combination proved invaluable in keeping up the spirits of the party.

It may interest some readers to know that it takes from 10 to 20 records to make a Chinese song complete, and nearly every song deals with historical events in the lives of the Chinese rulers. Chinamen are ideal customers. They buy the best and always pay cash, some even paying in advance for records which they order.

HANDLING ONE OR MORE MAKES

Of Talking Machines Is Discussed Pro and Con —The Arguments Adduced on Both Sides Are Interesting, Agree or Disagree With Them.

The question of confiniug a dealer's stock to one or two makes of machines and records or carrying a general stock has been lately the subject of discussion by several members of the trade. Like all questions, it has two sides, and either argument is plausible until the other is heard. The advocates of a general stock regard the talking machine business like any other, purely a business proposition, and claim that a dealer should be able to care for his customers' needs, and no matter what they should call for, it should be in stock. As the dealers do not receive any extra concessious for booming one make of goods, they are free to sell all. One dealer who advocates this plan compares it to any well-equipped mercantile establishment, that carries all of the leading brands of its particular line, showing no discrimiuation. These houses, he argues, are the ones that invariably attract trade, as their assortment is so varied that a patron is not compelled to shop around in order to make selectious. Those who argue contrarywise say that a dealer has to trade upon the reputation of the goods he represents, and by announcing himself as a dealer in certain lines only, attracts those who believe that product is superior, and at the same time enables him to compare the merits of his line with that of some other. In addition, the duplicating of records by carrying various makes would be a nuisance and confusing to patrons. They also contend that this is an age of specialists, and those pushing one particular line do better than when several are mixed up.

PAYING EXPRESSAGE ON RECORDS.

At the recent meeting of the Ceutral States Talking Machine Jobbers' Association, held in Chicago, it was decided to make the dealers pay expressage on all record shipments. The jobbers hope in this way to save enough to counterbalance the increased price of records without raising the wholesale prices to dealers.

O'DEA'S NEW QUARTERS

In Paterson Will be Devoted to His Talking Machine Business.

James K. O'Dea, the talking machine dealer of 117 Ellison street, Paterson, N. J., is at present erecting a handsome two-story building at 115 Ellison street, the ground floor of which will be occupied by his talking machine and record stock, and the upper floor by the offices. The building will be of strictly modern fireproof construction.

Mr. O'Dea was at one time connected with his father in a dry goods store in which the latter had an interest. When his father sold out, Mr. O'Dea, realizing the future of the talker, put iu an extensive stock and prospered exceedingly. He rented his present quarters in 1902, just after the big fire.

HOW McCALLISTER CATCHES TRADE.

Wm. McCallister, who handles the Victor at 221 W. Baltimore street, Baltimore, Md., is one of those with the right idea of advertising and he gets results. One of his schemes that has proven successful is to carry an "ad" in the program column of a local theatre immediately following the names of the cast—a position where it must be read. The copy is changed each week and is framed to suit the title of the play running at that time. As au example we reproduce the advertisement appearing during the recent run of the Wizard of Oz.

PROGRAM CONTINUED.

Once upon a time the Wizard of Oz saw a bald headed man seated on the first row in the theatre. The bald headed man knowing he was a wizard, asked him what was a good thing for bald heads. The Wizard explained to him he thought at the present time hair was the best thing. Moral: A Victor record is the best record to make any talking machine talk and sing and is just as necessary as hair for a bald head. In "The Wizard of Oz" you will find selections that will please you in Victor records. If you have not a Victor Talking machine, write me and I will send one for you to hear, or call at my talking machine parlors. 10 records, 60 cents each, $7.20 per doz., $1.00 cash, 50 cents a week. Ask to hear Victor records, Nos. 4966-4972-4943-4969-4951-4974-4967-4973. Wm. McCallister, 221 W. Baltimore St. Victor records, machines, cabinets. Repairing of all kinds of talking machines.

Talking machine dealers in other cities might find it profitable to emulate Mr. McCallister's example.

SOME ADVERTISING POINTS.

There was once a prominent editor who instructed the beginners in journalism in these words: "When you have something to tell, begin at the beginning, tell the story, and when you have reached the end—stop!"

In other words, do not follow the custom of some of our European friends of telling a joke and then explaining it.

The modern writers of advertising seem to be learning this lesson. But there are still too many exceptions. There are too many who do not tell enough. Altogether too many who attempt to tell too much. There are no instructions more fatal than these: "I know this copy is too much for the space, but use the smallest type you have and crowd it in somehow."

CARUSO VISITS VICTOR PLANT.

Enrico Caruso, the famous tenor of the Metropolitan Opera House, and whose records have created quite a sensation, was among the recent visitors at the immense factories of the Victor Talking Machine Co. He was much impressed with all the wonderful equipment which was carefully explained to him, as he made the rounds of the plant.

The "Clarion" disc record recently put on the Canadian market is shipped in a heavy jute envelope with a window exposing the label, thereby greatly facilitating handling.

WHEN PLACING YOUR VICTOR ORDERS

REMEMBER

That we are exclusive VICTOR JOBBERS, and that we are prepared to take care of your wants in this line, be they large or small. We have three large floors and basement devoted entirely to the sale of these goods, and carry a stock which is sufficiently large to take care of all orders received promptly

We are the Only Jobbers in New York City Devoting an Entire Building to the

VICTOR EXCLUSIVELY

NEEDLES — PERFECT — MEDIUM — QUIET

These are the brands manufactured by us. They stand for A1 QUALITY. Millions of these styles are sold by us every month to satisfied customers.
ARE YOU ONE OF THEM?
If you are not a user as yet, let us send you **SAMPLES FREE** and convince you by the quality and price that you cannot do better, whether you are a jobber or dealer. Write for full particulars.

AMERICAN TALKING MACHINE COMPANY
586 FULTON STREET, - - - BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City

WHAT THE VICTOR COMPANY'S VICTORIES MEAN

The decisions of the United States Courts on the Victor Company's Basic Berliner Patent, No. 534,543, mean:—

1. That the Victor Company controls the disc reproducing machine, comprising the reproducer and the disc record, where the reproducer is vibrated and propelled by the record.
2. That the Victor Company controls this method of reproducing sound.
3. That the Victor Company controls the disc machines for reproducing sound from such records by this method.
4. That the Victor Company controls the disc records for use on these machines.

The United States Courts have sustained this Berliner Patent broadly (claims 5 and 35) in the following decisions:

Victor Talking Machine Company, et al., vs. American Graphophone Co., decision of the United States Circuit Court, for the Southern District of New York, filed September 28, 1905.

Victor Talking Machine Company, et al., vs. Leeds & Catlin Co., decision of the United States Circuit Court, for the Southern District of New York, filed April 26, 1906.

Victor Talking Machine Company, et al., vs. Talk-O-Phone Co., decision of the United States Circuit Court, for the Southern District of New York, filed April 26, 1906.

Victor Talking Machine Company, et al., vs. Leeds & Catlin Co., the decision of the United States Circuit Court of Appeals, for the Second Circuit, filed October 12, 1906.

Victor Talking Machine Company, et al., vs. Talk-O-Phone Co., decision of the United States Circuit Court of Appeals, for the Second Circuit, filed October 12, 1906.

The United States Circuit Court for the Southern District of New York, in a recent decision by Judge Lacombe, filed January 5, 1907, in the contempt proceedings in the case of the Victor Talking Machine Company, et al., vs. Leeds & Catlin Co., has held that these claims of this Berliner Patent included records as well as machines in the combination; and that a sale of such disc records for use in these disc machines was an infringement of the patent.

The Victor Company, therefore, controls the ***Basic Patent*** upon these machines and records.

According to the decision of the United States Circuit Court of Appeals, the Basic Berliner invention dates back to 1887.

Some of our competitors are advertising, with some flourish, a recent decision of the Court relative to a patent for an improvement in record making, which was invented about ten years after Mr. Berliner's invention. These records are intended for use in the combination of the Berliner Basic patent, and when so sold and used are subservient to it.

The Victor Company hesitates at anything like bragging, but some of the advertisements of its competitors make it necessary, in justice to itself, and the trade, to make this statement, so that the fact may be fully appreciated that ***the Victor Company is on Top.***

We have issued a license to the Universal Talking Machine Manufacturing Company and to the American Graphophone Company.

We trust the Dealer will duly note the foregoing.

MAY SALESMEN BE COLLECTORS?

A Subject That Has Given Rise to Much Controversy Discussed by Mr. Morrisey, a Talking Machine Salesman.

Many prominent business men and salesmen have contributed valuable opinions to the symposium conducted by Salesmanship on the question, "May salesmen be collectors?" One of the very interesting articles was that written by A. J. Morrisey, salesman for the Columbia Phonograph Co., as follows:

"Whether or not the salesman is the right man to make collections depends upon many things. The nature of the commodity which the salesman represents, the average size of his customers' accounts, the extent of his territory and his personal standing with the trade are all more or less influential in deciding whether or not it is wise for him to attempt to collect accounts as well as to sell goods. This firm has a carefully organized collection department, and our salesmen are not, as a rule, expected to concern themselves with collections.

"My personal experience, however, has been that oftentimes a salesman can collect an account from one of his own customers better than any one else could collect it.

"Occasionally, in any line of business, a perfectly reliable customer will allow his account to become overdue, and will even ignore the bills rendered, for no other reason than that he entertains some grievance against the house which the more tactfully than any collector in such case; if a collector is sent it is very possible that there will be trouble. Even if the collector succeeds in arranging a settlement it may be expected to follow that the customer with the grievance will transfer his account to some other firm.

"His account would perhaps have been saved, his obligation settled and his friendly patronage continued if the salesman with whom he had dealt in the first place had been delegated to make the collection. The salesman's knowledge of his customer would enable him to handle the matter more tactfully than any collector in such case; also the fact that the salesman had previously succeeded in arousing the confidence and good feeling of the customer (as he must have done to gain the order) counts for much. The customer would respond more readily to his advances and would feel that he was dealing with an acquaintance who was interested in him.

"I remember the case of a Bohemian dealer to whom I had sold a considerable bill of goods. There was no question about his ability to pay, but the fact remained that long after the account was overdue it remained unpaid.

"The Bohemian was politely invited, by letter, to pay, but he paid no attention. Invitations became more pressing, but he still ignored them. A collector was sent to call upon him and discovered that neither the dealer himself nor any one in his establishment could speak English; all the urgent letters from the house stating this dealer's position and enlarging on his delinquency had remained unread. The only thing they contained that was intelligible to the dealer were the figures indicating the amount of his bill, and this he considered was an unjust one. Being indignant at what he thought was an overcharge, he had simply let the matter drop until the collector called, at which time he managed to convey his sense of injury and his determination to have no more to do with it.

"As it was my customer, I undertook the business of collecting the account. I called with an interpreter and found that his attitude toward me was very different from his attitude toward the collector. It appears that I had made a favorable impression on him when I sold the bill in the first place.

"Explanations followed and it was easy to clear up a misunderstanding which the Bohemian had entertained with regard to the terms of the sale. So soon as he saw his mistake he was eager to put himself in the right; the account was promptly settled and he has placed further orders with the firm.

"Instances of this kind are not uncommon, and they show how important it is for the salesman to take occasionally the role of collector for his firm.

"When he can, in the manner described in the foregoing, save his house from losing a good customer, he performs as important a service as he does in securing the trade of new patrons. It is as much a salesman's business to prevent the forfeiture of old accounts as to secure new ones. So far from feeling resentment at having to act as collector he should feel an interest in this part of his work and take pains to do it well."

A GREAT EDUCATIONAL CAMPAIGN.

The International Correspondence Schools, Scranton, Pa., have built up their immense system of Education largely through widespread and judicious advertising so gotten up as to appeal directly to the interests of the majority of readers. They recently issued a booklet in the form of a savings bank deposit book with the apt introduction, "Turn time into cash," and containing reading matter of the most convincing character. One of the most successful series conducted by the International Correspondence Schools are the language courses through the medium of the Edisou repeating phonograph. The press all over the country have expressed themselves as most enthusiastic over language study by this system, and where agents have demonstrated the principle of language study, numerous orders have been taken from prominent professional and business men who realize its value.

WHO CAN RESIST IT?

The following which we take from a Western exchange "sheds light" upon still another instance where a talking machine proves of practical value: "A phonograph comes as near being human as the ingenuity of man can make it. When a person cannot be with you in flesh, or when a person's voice is heard in song or speech long years after departing this life, the phonograph takes a place among the seven wonders. After you have enjoyed several songs by the same person, especially if it is a lady, you want to hug the machine or bite a chunk out of the record. The very latest story told on the worth of a phonograph is how a farmer used it to encourage his hens to lay. It seems that they had taken to laying off instead of eggs. His neighbors' hens were keeping up a constant cackle, so taking a blank record he went over and got a copy of their hilarity. Returning he began repeating it to his own chickens. In less than ten minutes every nest was full, while several other hens stood around anxiously awaiting a chance."

DENVERITES LIKE THE "TALKERS."

Encouraging Reports from the Leading Dealers Regarding Business as a Whole.

(Special to The Talking Machine World.)

Denver, Colo., March 8, 1907.

Upon a recent visit of the Talking Machine World representative to the trade here he found business extremely brisk and the demand in most lines very gratifying. Last year was a wonder, but judgiug from the business so far in 1907 and preseut prospects all previous records will be eclipsed during the twelve months we so recently entered on.

W. W. Griggs, vice-president of the Knight-Locke Piano Co., who handles the Victor, Edison and Columbia lines, reported business to be most satisfactory, both at headquarters and in the various branches throughout the State.

The trade of the Denver Music Co. has increased to such an extent that the facilities for handling customers properly were entirely inadequate, necessitating the building of three trying-out parlors to be devoted to both Edison and Victor lines.

The Knight-Campbell Music Co. have all the Victor business they can handle, and perhaps a little more, as it is a hard proposition for them to get sufficient stock to meet the demand. They recently sold a very elaborate Victor Victrola outfit to General Palmer, the prominent millionaire of Colorado Springs, Colo., who is convalescing from a serious illness and uses the Victor to relieve the monotony of the sick room.

The Columbia Phonograph Co.'s branch, of which M. B. Henry is manager, have reached an average of over six machines daily which they have maintained for several weeks. The outfits are mostly medium and higher-priced grades.

UTILIZE EDISON COMMERCIAL SYSTEM.

(Special to The Talking Machine World.)

Cincinnati, O., March 8, 1907.

A branch office has been opened in the Union Trust Building by the National Phonograph Co. for the purpose of demonstrating their commercial system to the business man of this city. According to the manager, D. O. McCloud, the system has been taken up with much enthusiasm, and forty machines were installed within a few weeks after the opening of the office. The Rudolph Wurlitzer Co. installed the system in all their departments.

ATTENTION

Edison and Victor Dealers

WE ARE KNOWN all over Pennsylvania as the largest Edison and Victor jobbers in the State.

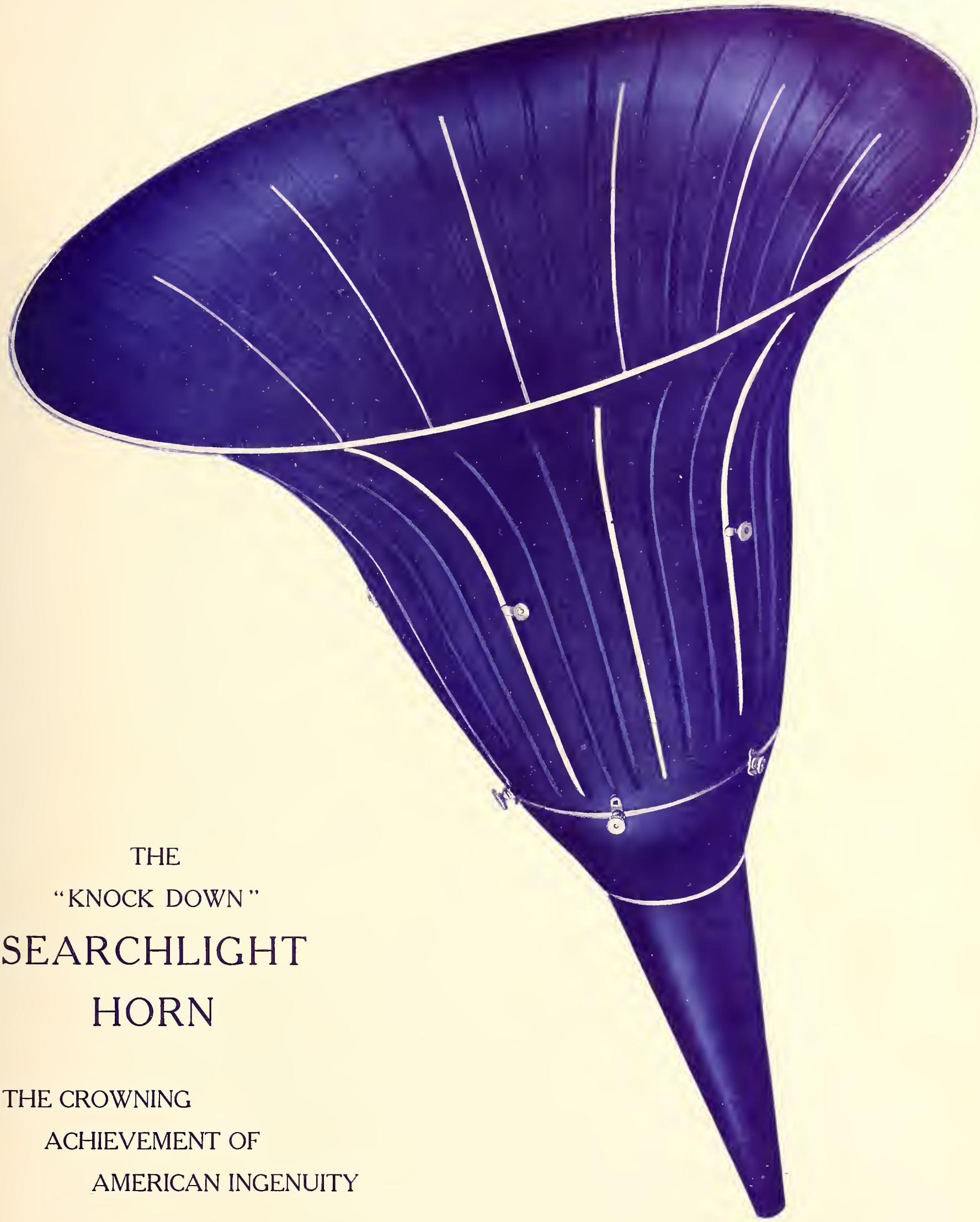
WE ARE PIONEERS in the Talking Machine business and among the first to sell both these lines and OUR EXPERIENCE COUNTS in YOUR FAVOR.

IN ADDITION to machines and records we sell supplies of all kinds. We particularly call your attention to our fine line of CYLINDER and DISC CABINETS and our SUPER NEEDLES.

WRITE FOR PARTICULARS

PENN PHONOGRAPH COMPANY

17 South Ninth Street - - PHILADELPHIA, PA.



THE
"KNOCK DOWN"
SEARCHLIGHT
HORN

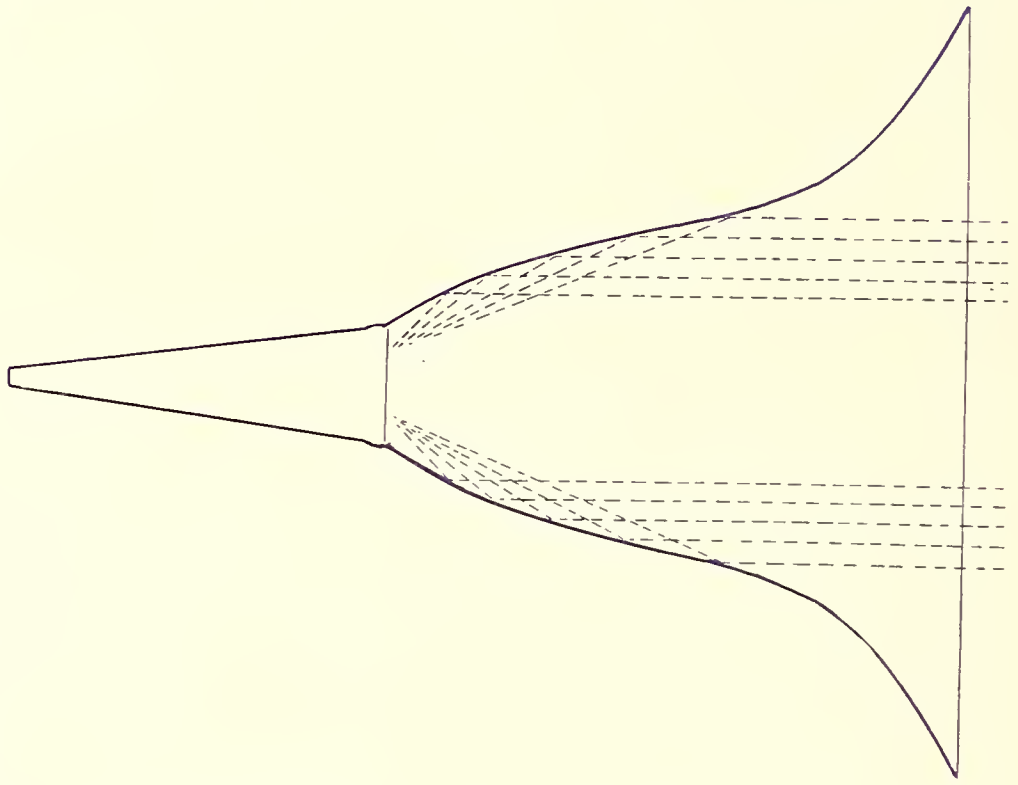
THE CROWNING
ACHIEVEMENT OF
AMERICAN INGENUITY

Style—Blue Gold Striped.
For all Edison and Victor Machines except Victor 1st.

The MARVELOUS REPRODUCTIVE POWER OF THE

Searchlight Horn

IS PRODUCED BY THE PARALLEL SHAPE WHICH REFLECTS THE SOUND IN PARALLEL DIRECTION



THE SEARCHLIGHT HORN IS THE ONLY HORN CONSTRUCTED ON SCIENTIFIC PRINCIPLES AS SHOWN IN ABOVE DIAGRAM.

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers — **Send to your Jobber for Samples**

MANUFACTURED BY THE

SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue — Borough of Brooklyn, New York

DISTRIBUTED BY

Every Recognized Edison and Victor Jobber in the United States

TRADE HAPPENINGS IN INDIANAPOLIS.

Lively Trade Reported for the Past Month in All Branches of the Business—Learning Songs from Phonographs—Mazer's Plan of Selling Records—Craig's Big Trade—Devine's Unique Advertising—National Amusement Co.'s New Place—Excursions and Arcade Trade—A Newsy Budget from a "Live" Talking Machine City That Will Interest Readers.

(Special to The Talking Machine World.)

Indianapolis, Ind., March 9, 1907.

Talking machine companies in Indianapolis have had a lively trade for the last month, several things contributing to the increase, among them good weather and various trade schemes. One thing which has aided trado is the plan which has been carried out of placing chcap machines in the smaller talking machine establishments of the State. These machines are manufactured in Germany. They arc given away by the dealers in the smaller cities of the State, the person receiving them agreeing to buy a certain number of records. This has made a big demand for records and has increased the business of Indianapolis jobbers. It is said that the persons who receive these small machines free of charge are induced later to buy larger and better machines. This makes business on instruments better for the Indianapolis jobbers.

Edward E. Hill, on Massachusetts avenue, who sells Edison phonographs, says many poor people are buying talking machines that their children may learn the best songs. These people, as a rule, are unable to own pianos. They desire to have the best music in their homes for their children, and the talking machines have proved to be a great boon to them. Mr. Hill says that his business has increased greatly and he believes that this is one of the causes. The poorer class of people, and especially those living in the country, he says, are becoming educated to the talking machine music.

Geo. W. Maze, who has an establishment on Virginia avenue, started a talking machine wagon through the country a month ago, and he says the wagon has been enjoying an excellent trade. The wagon is loaded with talking machines of various styles, all of the Edison brand, however, and the canvass is made from house to house, much after the manner of the huckster's wagon maintained by owners of country stores. It is one of the ways of reaching the country people with talking machines suggested by The World some months ago, and is proving to be effective. The wagon probably will be kept on the road during the summer.

The Craig jobbing house, which sells Edison machines, has 5,000 March records ready to go out, and Mr. Craig says that he will without doubt order 3,000 more. His business continues good, he says, and he is able to fill orders promptly.

A. B. Wahl, on South Illinois street, who sells Edison machines, says that his trade last Saturday was better than any Saturday trade for several months. He has a store at Lafayette, which he says is doing a good business. Mr. Wahl is closing out his stock of Talkophone disc machines at reduced prices, and will turn his chief attention in the future to Edison machines.

D. K. Dolbeer, of the National Phonograph Co., New York, was a trade caller at the Wahl store recently.

Frank Lesley, who conducts a store on Massachusetts avenue, has been sick for several days, and O. O. Carter is in charge.

Thomas Devine, manager of the Columbia Phonograph Co.'s store, did some unique advertising on Washington's birthday. The Baptist Brotherhood, composed of a number of representative men of the city, chartered two interurban cars and went to Peru to attend a banquet. In the motorman's vestibule of the rear car Mr. Devine placed a B. C. Columbia graphophone. When stops were made at the various towns along the way this machine furnished the national airs. On the large aluminum horn of the machine the word Columbia was emblazoned in bold letters. Inside the cars Mr. Devine placed the smaller disc machines, and with these the passengers were supplied with popular songs and minstrel music along the way. The scheme made a great "hit" with the members of the Brotherhood.

Thomas Devine displayed in the window of the Columbia Co. last week one of the Columbia commercial graphophones run from an alternating electric current. The Columbia commercial machines are used in the offices of a large number of manufacturing plants and mercantile establishments here, and the machine in the window proved an attraction. Mr. Devine makes it a point to change the displays in his windows about twice a week.

The Columbia Phonograph Co. has had numerous inquiries for the Bonci records, and expects a good sale on these records when they arc received.

The National Amusement Co., which runs a talking machine and picture exhibit here on South Illinois street, expects to open their new place at Terre Haute by May 1. This company have erected a two-story building, 75 by 140 feet, at Terre Haute, on Wabash avenue. Seventy-five machines of various kinds will be installed, 15 of them talking machines. The company have not decided yet just what kind of machines they will use. A five-cent vaudeville will be conducted in connection with the exhibit.

The "Exhibit" on South Illinois street owned by R. Wagner, of Buffalo, has had a better business for the last few weeks than for several months previous—better, in fact, than since last September. This establishment uses Edison machines.

Managers of talking machine and picture parlors are wondering whether the railroads will run cheap Sunday excursions to Indianapolis this year. These excursions in years past have brought great patronage to these parlors, the places being crowded on such Sundays. The Indiana Legislature has just enacted a two-cent fare railroad law, and it is feared that this cheap rate will cause the railroads to cut out the cheap Sunday excursions. No excursions have been announced by the railroads as yet.

One of the talking machine houses of the city was subjected to a joke not long ago. They sent a machine to a man's home only to find that he had not ordered a machine. An investigation revealed the fact that the man had been a victim of practical jokers of all kinds for two years. Ambulances and hearses had been sent to his house by the jokers. The talking machine man advised the unfortunate victim of jokers to appeal to the police and he did, and in this way the daily papers of the city got a good "story."

AN ENJOYABLE MUSICALE

Was That Given Through the Medium of the Victor Talking Machine and the Welte-Mignon Recently.

One of the interesting musical entertainments of the season was given last week in the ball room of the New Willard, Washington, D. C., on the Welte-Mignon piano and the Victor Auxetophone. The recital was under the direction of E. F. Droop & Sons Co., and offered music lovers an opportunity to hear a series of great artists in the absence of these musicians.

The program included representations of the playing of Paderewski, Carreno, D'Albert, Edvard Grieg, Alfred Gruenfeld, and Mlle. Clothilde Kleeberg. Through the agency of the Victor Auxetophone such celebrated artists as Mme. Eames, Caruso and Scotti were heard.

The Welte-Mignon piano programme was notable. The celebrated interpretation of Chopin by Paderewski was reproduced in a marvelously interesting manner, and to those who know him well it seemed that the famous Pole was indeed at the piano. His delightful and delicate rendering of "Hark! Hark! the Lark!" and his own conception of his familiar "Minuet" were given. A Liszt rhapsodie brought Carreno to Washington, and Edvard Grieg's own interpretation of his "Norwegian Bridal Procession" was vividly brought before the audience.

Interspersed between the piano numbers were a series of vocal selections by Mme. Eames and several songs and interpretations by Scotti and Caruso.

The Recital, says the Washington Post, was the most interesting ever given under similar conditions, and gave an added proof of the degree of ingenuity which is being exercised in the manufacture and operation of these inventions.

In the Philadelphia store of the Columbia Phonograph Co., located on Chestnut street, a most effective window display was made in honor of Washington's Birthday. The main features were three revolving tables, the two end ones holding the latest model Columbia disc machine and the center platform an immense stuffed eagle bearing an American flag.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

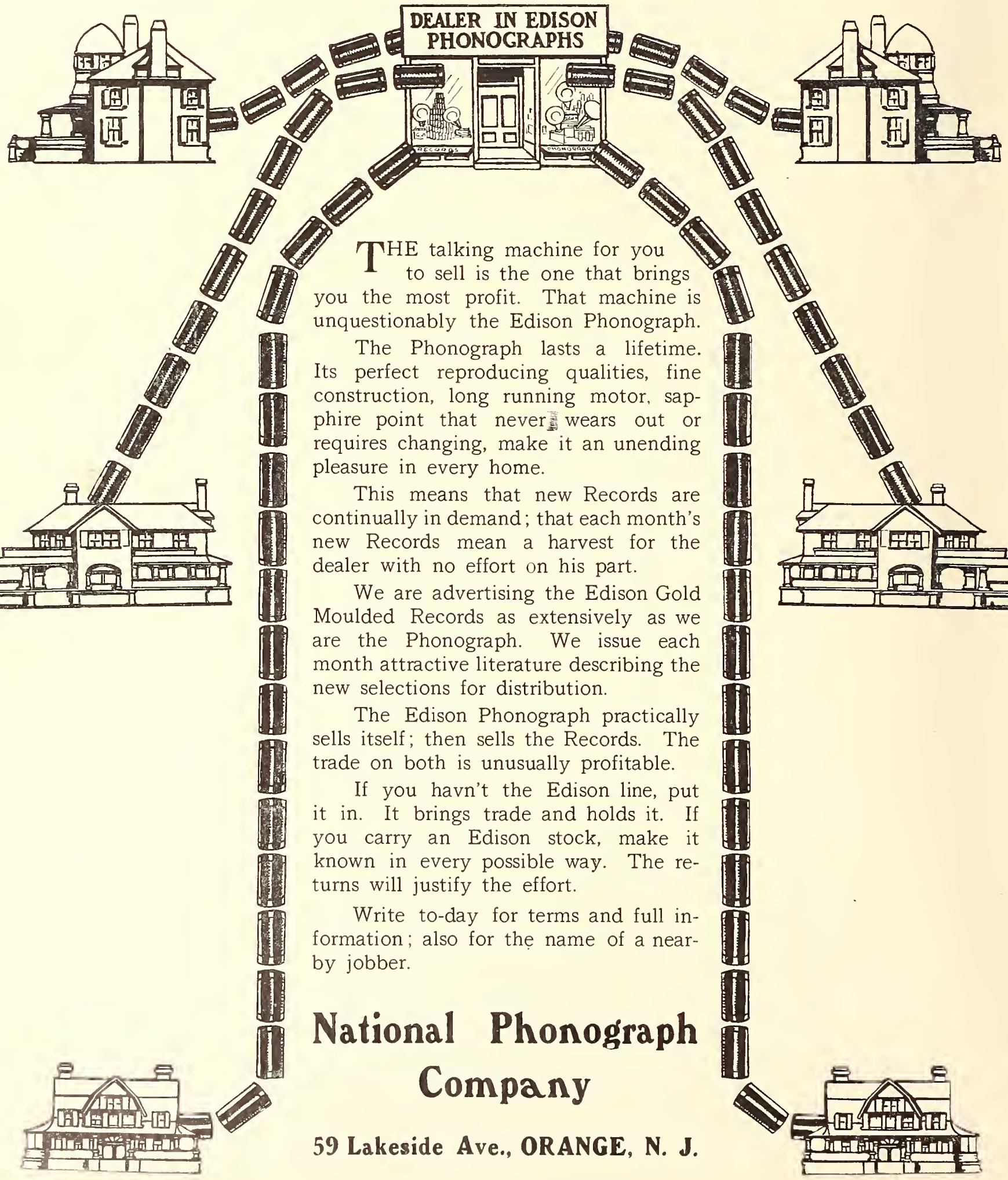
Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

THE HOMES IN WHICH YOU PLACE

Edison Phonographs

ARE CHAINED TO YOUR STORE



THE talking machine for you to sell is the one that brings you the most profit. That machine is unquestionably the Edison Phonograph.

The Phonograph lasts a lifetime. Its perfect reproducing qualities, fine construction, long running motor, sapphire point that never wears out or requires changing, make it an unending pleasure in every home.

This means that new Records are continually in demand; that each month's new Records mean a harvest for the dealer with no effort on his part.

We are advertising the Edison Gold Moulded Records as extensively as we are the Phonograph. We issue each month attractive literature describing the new selections for distribution.

The Edison Phonograph practically sells itself; then sells the Records. The trade on both is unusually profitable.

If you havn't the Edison line, put it in. It brings trade and holds it. If you carry an Edison stock, make it known in every possible way. The returns will justify the effort.

Write to-day for terms and full information; also for the name of a nearby jobber.

National Phonograph Company

59 Lakeside Ave., ORANGE, N. J.

THE "TALKER" IN THE THEATRE.

The Views of a Prominent Stage Manager on the Subject.

As I approached the den of the stage manager walking through a maze of scenery and chorus girls I could but realize the great amount of effort required to produce a show on the elaborate scale now in vogue among all theaters of the better class. If the playhouse, behind whose curtain I was then trespassing, was a criterion, I determined that the quantity of brains, hard work and money required must be stupendous, for on every side the eye encountered examples of the artist's skilful brush, the delicate apparatus prepared by the electrician, and last, but not least, the intricate machinery used in the introduction of incidental effects so necessary in order that the drama or opera might be realistic as well as ornamental.

The manager greeted me very cordially, and became interested at once when I stated my errand. "So you desire to know my views as to the possibility of the talking machine being used in the theater, do you?" he asked. "Well, after some experimenting I am willing to volunteer the statement that it is practical, and the fact that I have one right here in this theater at the present time for use in case of a breakdown on the part of our regular wind and thunder producers is ample proof that I believe what I say, is it not?"

"It certainly is," I answered, eagerly, and then not wishing any opportunity to obtain further information to slip by me, I inquired: "Would it be asking too much if I expressed a desire to see your talking machine in action?"

"Of course, not; you're as welcome as the flowers in May. Come right along." He led me out into a corridor, and from there into a vacant dressing room. Here we found, set up ready for instant use, a talking machine of the compressed air type just recently placed upon the market. He selected a disc from among its fellows in the cabinet beneath the machine, adjusted it to the turntable and started the electric motor. "We will wait for the storm scene out in front there," he remarked, glancing at his watch; "it is about due. Yes, there it is now," he continued as the wild cry of a high wind, accompanied by thunder and rain, came to our ears from the distance. "Now we can turn our storm loose under cover of the other one without creating trouble on the stage," he explained, and dropped the sound-box needle on the record.

I jumped back with a cry of consternation that was almost akin to fear, for, without the slightest warning and with deafening intensity, swooped down upon us the high-pitched scream of a hurricane.

The manager laughed. "Rather realistic, is it not? Why, man, you're white as a sheet."

I admitted that I was *surprised* all right and expressed my astonishment that he was able to record with such wonderful volume of sound and naturalness of tone the combined elements that made up a hurricane.

"Very easy, my boy, when you know how. I simply had our storm outfit perform in front of the horn; the great volume is due solely to the compressed air attachment to the sound box. There are a number of other incidental effects in that cabinet, and if you will come around some time when there is no show on I will be glad to let you hear my whole collection. If some talking machine manufacturer will employ a theatrical expert, a man conversant with every phase of the incidental effect game, to teach his laboratory staff how to make records like I have here, he will make a heap of money and save us a lot of room and trouble. You can see for yourself how little space this outfit takes up in comparison with the area demanded by the machinery we are now using.

"I am a little shy about starting the ball to rolling myself, but I will be only too glad to join the band when the time comes for the theater to accept the talking machine. Yes, you may say for me that I consider the talking machine well adapted to take its place in the theater as a producer of incidental effects," he concluded in reply to my final question. Good bye.

HOWARD TAYLOR MIDDLETON.

EDISON WRITES YOUNG INVENTORS

Of Talking Machine Who Presented Him With an Example of Their Skill—Modesty of the Wizard Exemplified.

A unique phonograph, made by two Harrison, N. J., boys at a cost of 17 cents, was sent to Thomas A. Edison as a birthday gift recently. The machine is able to reproduce selections from any wax record, a practical demonstration of its powers having been given by the boys previous to forwarding it.

The phonograph is the work of Harry Clarkson, 14 years old, of 23 Davis street, and David Duncan, 14 years, of 408 Cleveland avenue. The work was done under the direction of Charles Weslow, of 331 Central avenue, Harrison, who has been instructing a number of young boys in mechanics for several months.

The articles used in the construction of the phonograph are: Cigar box, knitting needle, small spool, penny lead pencil, two small staples, two matches, half a dozen pins, 100 feet of soft wire, ball of twine, three pill boxes, penny hat pin, square foot of stiff paper and glass follower, commonly known as a sapphire.

The cigar box formed the body of the machine and on this the knitting needle was set with a pill box upon each end, forming the cylinder upon which the record rested. The two staples held the cylinder in place with the help of the matches placed between the needle aud staples. Ordinary pins were used in different parts of the machine to hold it together. The hat pin was used as a crank for the balance wheel, which was composed of the wire and twine tightly wound. The paper was made into a cone, at the small end of which was placed the sapphire, sealed on a pill box. A lead pencil stuck into a spool held the "horn" in place.

The idea of constructing the phonograph was conveyed to the boys by Mr. Weslow quite recently, and after several hours' work the young inventors were gratified to hear their home-made machine reproduce the songs and sayings on any of the Edison records. The device was offered to Mr. Edison as a birthday gift, and the inventor notified Mr. Weslow he would be pleased to accept it. Mr. Edison's letter was as follows:

"I duly received your letter of February 11, advising me that yourself and a few of your boys have constructed a phonograph which, from the reading of your letter, must be very novel, indeed.

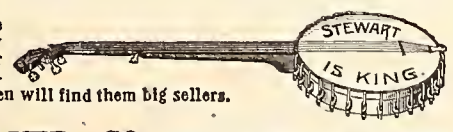
"I regret that I was not able to acknowledge this before as a birthday gift, inasmuch as my time is so fully occupied that I do not get my correspondence daily, hence the delay in answering you.

"I, naturally, am interested to see the very unique instrument that has been gotten out, and rest assured that in accepting the same I will examine it most carefully and then place it in my museum, properly placarded, so as to always remind me of the donors. You may, therefore, deliver same to me. In case I should be absent, kindly deliver to John F. Randolph, my secretary, who will see that it is brought to my attention."

The Castle Talking Machine Co., of which Edward del Castillo, a well-known New Yorker is the head, have opened very handsome quarters at 621 Madison avenue, near 59th street. This is in the heart of the fashionable residential section, and the line to be carried will be selected with the needs of the patronage to be expected from such a location in view.

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

The Petmecky Multi-tone Self-Sharpening Talking Machine Needle

"Chat," that bright, little fellow, who lives with The Tea Tray Company folks in Newark, New Jersey, in February said:

"A single strand of hair will cause a fellow to shove his plate of soup to one side, just as a single weak or bad feature in your goods will cause a customer to go elsewhere."

Over 200 dealers have written us since January 1st.:

"Your needles are all you claim for them, but I (or we) cannot give you an order until we sell out our present stock of other needles. They would be left on our hands."

Mr. Dealer:—Hundreds of dealers use the **Petmecky**, and the **Petmecky** needle *only* in demonstrating. Cannot you afford to try them too?

We positively guarantee the **Petmecky** needle to fulfill every claim made for it, or money back.

Samples of Petmecky needles, needle lore booklet, testimonials and prices on request.

PETMECKY COMPANY

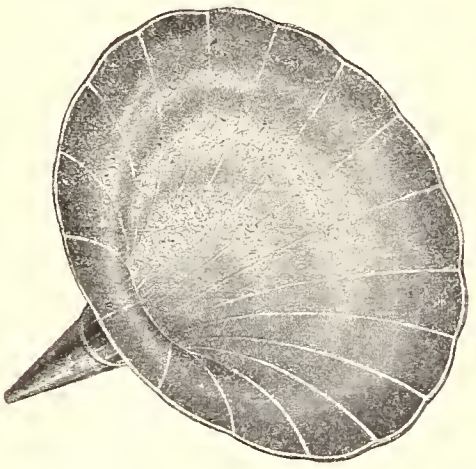
506 New York Life Bldg.
KANSAS CITY, MO., U.S.A.

THE AJAX

The Strongest Proposition on the Market

Designed and constructed on strictly scientific principles.

Made of carefully selected rust proof sheet steel.



Constructed in seventeen pieces, welded practically into one, thus multiplying the strength of the whole.

Which makes it the most perfect horn on the market.

Combining strength, beauty and acoustic perfection.

Does away with all rattling or discordant vibrations.

Eliminates all danger of damage in shipping or handling.

Artistically decorated in enamel colors.

For Further Particulars, Address

The New Jersey Sheet Metal Co.

9-11 CRAWFORD STREET **NEWARK, N. J.**

HOPKINS A GREAT TRAVELER.

Returns for Short Stay in New York—Will Make Headquarters in Buenos Ayres—Interesting Chat With The Review—About Conditions in Various Countries in Europe.

After an absence of ten years, with the exception of two or three hurried trips on special business, Charles J. Hopkins, of the Columbia Co., returned to New York, February 16, aboard the "Kronprinz," of the North German Lloyd Line, bringing his wife, a Russian lady, her first trip to this side, and the baby. Mr. Hopkins has done more traveling and been connected with more branches of the Columbia Phonograph Co., General, than any other man in their service; in fact, he is said to be the only talking machine traveler who ever circumnavigated the globe in the interest of the business.

He was manager of the St. Louis, Mo., office

CHARLES J. HOPKINS.

when drafted into the foreign corps, becoming assistant manager of the Paris branch, where he stayed a year and a half. Then he went to England, from whence he started on his around-the-world tour, taking fifteen months, and during which he visited every country of the two hemispheres, excepting South America. On returning Mr. Hopkins became manager of the Columbia's house in Russia, with headquarters at St. Petersburg. Later he was transferred to be assistant manager in London, Eng., where he remained until ordered to report to the home office in New York, preparatory to going to South America, sailing about April 1, where he will be the general representative of the Columbia interests, with headquarters in Buenos Ayres, A. R.

Chatting informally with The World anent his experience abroad, Mr. Hopkins said: "In Europe the talking machine trade is booming. Business is carried on along different lines than in the States. The big jobbers, or factors, as they are termed over there—especially in Great Britain—carry immense stocks of machines and records, one concern in London always having 250,000 records—cylinders and discs of every recognized make—in stock. These factors act as a go-between for the manufacturer and the trade. The relations here have no parallel. Competition differs also. For example, price is protected or maintained in England only, elsewhere it is an open market for everything and everybody. You may imagine the result as compared with American methods. Quality keeps up, nevertheless, but the bulk of the business is on cheap grade goods. Higher prices are realized, however, on the better lines; in fact, the demand for the finer class of records is rapidly increasing.

"In Great Britain the growth of the cylinder business is marked, while in the continental countries—France, Spain, Germany, Russia, etc.—the preference is for the disc. Russia will have only discs. In the warm countries of South America the cylinder record is affected by the climate, and in less than a year they become mouldy instead of moulded. (This little joke on the side.) It is only in Mexico that cylinders hold their own. What occasions surprise to those acquainted with the European trade is the slowness with which records are put on the market here. In Europe records are 'mastered' and stock is ready for the trade in a third of the time taken by the American manufacturer.

"Another thing, only twelve records are listed monthly by the maker in England, and 50 per cent. of the business is from the monthly parcels. An exchange scheme, on a basis of three to one, is effective usually once a year, but the annual clearing up is in the spring. There is no demand abroad for any other than American machines, excepting cheap goods of German and Swiss make, and their sale is becoming insignificant. You can buy a machine for as low as $1 of this kind, but they cut no figure. There are no scheme or premium goods in the European market, and an attempt to work up an outlet for such grades in connection with publications has not met with much success.

"The Columbia Phonograph Co. have made great headway throughout Great Britain by establishing additional distributing depots or branch stores in Manchester, Glasgow, Cardiff and other places. The future of the business is exceedingly bright. Am I glad to get back? Well, you know I was from Missouri once upon a time."

RAFFLES BROUGHT THE CROWDS.

A New Brunswick Dealer Struck on a Happy Publicity Idea Which Brought Gratifying Results—It Is Worthy of Emulation.

We have received from R. Montalvo, Jr., a hustling talking machine dealer, of 209 Neilson street, New Brunswick, N. J., full details of an advertising scheme he worked successfully not long ago, and which he describes as the cheapest advertising he ever obtained. The plan hinged upon the Raffles game, a $50 Columbia graphophone being offered as a prize to whoever should discover the mysterious one, say to him: "You are the mysterious Mr. Raffles from Montalvo's Music Shop," and incidentally have in their possession a late edition of one of the local papers.

The newspaper referred to was not interested in the scheme directly, but in consideration of having possession of their paper made one of the requirements of the winner published each day one and two column articles regarding the progress of the chase. In each article Mr. Montalvo's name, the location of his store and the Columbia graphophone were frequently mentioned, and as the affair lasted eight days before Mr. Raffles was caught, Mr. Montalvo got more direct advertising, and that of a most interesting nature, than he could have purchased for many times the original cost of the machine.

From all appearances, the scheme is well worthy of adoption by talking machine dealers in other localities who appreciate first-class publicity.

HERE'S A WONDERFUL MACHINE

Will Write Letters in Character from Dictated Matter and Will Report Letters Automatically, Making Two Records at Once.

A Berlin firm announces that they will shortly introduce to the notice of the American public the latest wonder in modern office machinery. It is in the form of a machine that will not only write letters in character from dictated matter, but will report lectures automatically and make two records at the same time. One record is permanent, and is written in legible characters, like typewritten manuscript, while the other letter is in effect a phonograph record that can be reproduced at any time. The records are both made on paper and can be reproduced at the same time.

For instance, when a speech is being reported by the machine, the part that reproduces the human voice can be put in operation the same time it is writing, so that an editor may sit by it and omit any parts that he does not want to appear in print. At the same time the record is not injured in the least, and may be put away for future use.

For reporting cases in court it is a most wonderful device, for the exact words of the witnesses in the manner expressed are recorded, and when the record is made matter that is stricken out by the judge need not be written in the transcript, although it is recorded and may be used if necessary at any future period. We anxiously await this marvel.

GOOD ADVERTISING.

A $50 cash prize offered by the Victor Talking Machine Co., in their recent advertising competition, has been awarded to the M. Steinert & Sons Co.'s branch store in Fitchburg, Mass. The Victor Co.'s "Il Trovatore" records were used in a concert given in the spacious Steinert warerooms, and the event was advertised and written up in the newspapers in an unusually interesting and successful manner.

A talking machine department has been opened in the Oakland, Cal., branch of the Wiley B. Allen Co., by W. J. Foltz.

Enveloped Victor Records

are as clean and perfect as when they left the factory presses.

We are positively the only distributors carrying their entire stock in dust and scratch proof envelopes. The Victor Talking Machine Co. have just given you a chance to get rid of your damaged records. We know that you do not want to repeat the process of accumulating damaged stock, so we are sure you will send your orders to the ONLY distributors who can supply you with new, enveloped, perfect records.

The Rudolph Wurlitzer Co., VICTOR DISTRIBUTORS

CINCINNATI, O. CHICAGO, ILL.

DEALERS AND JOBBERS ALIKE FIND AN ADVANTAGE IN PUSHING GOODS OF HIGH STANDARD

FIRST :—The profit is more attractive.
SECOND :—A satisfied customer is the best advertisement.

Customers and Dealer alike are satisfied with

Artistic Flower Horns

WHY?

BECAUSE—The best for reproducing.
—The handsomest in appearance.
—The largest margin of profit.

Do not confuse with the ordinary cheap horns on the market, as Artistic Flower Horns occupy a field that is exclusive.

HAWTHORNE & SHEBLE MFG. CO.
Howard and Jefferson Sts., PHILADELPHIA, PA.
Originators of Designs and Shapes.

The New "STAR"

A Record of Great Brilliance

FOR CATALOGUES AND FULL INFORMATION WRITE TO

HAWTHORNE & SHEBLE MFG. CO.

Howard and Jefferson Sts., PHILADELPHIA, PA.

STATION O.

TRADE CONDITIONS IN PHILADELPHIA.

Despite Unfavorable Weather, Sales Have Been Brisk in All Departments of the Business—New Ideas Keep Things Moving—Some Victor News—Attractive Columbia Announcements—Four Phonographs in Unison—What the Admen Say—Machine That Will Typewrite Words Spoken Into It—The Modern Romance—A Good Parrot Story—Is the Instalment Business Being Overdone—Closets for 'Talking Machine Records—Fad for Flat Hunters.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 10, 1907.

Taking into consideration the fact that the weather, a greater part of the past month, has not been favorable to shopping and trade generally, business transacted in Philadelphia talking machine circles has been very good and reflects credit on the many energetic men in the trade.

Since the first of March weather conditions have been more favorable, and sales of talking machines, records and supplies have been quite brisk—a decided improvement over the previous few weeks, and retailers and jobbers are correspondingly cheerful. Without exception the large jobbiug houses are doing a good spring business, and the outlook, as they report it, is encouraging and bright—better by far than a year ago at the same period—as a more extensive field is being catered to aud the demand for talkers and records has correspondingly increased.

The enterprise of manufacturers in getting out timely records and improved phonographs has helped business and credit must be given them for the fact. The Victor Co.'s new 20-record opera, "Ernani," has met with good success, and the demand promises to equal if not surpass that for "Il Trovatore." The Columbia Co.'s March list of new records has induced good sales, and the products of other mauufacturers have also sold well.

The Lewis Talking Machine Co., 15 South Ninth street, have had success in closing out quite a stock of good, but slightly worn, supplies, etc. Mail orders were filled and this tended to induce buyers to make purchases as it saved them an outdoor trip in unpropitious weather.

The Keen Co., Eighth and Cherry streets, have pushed business via an "exchange of records" plan. New records are exchanged for old, and a cash "to-boot" consideration, and, of course, "exchauge" shoppers in almost all cases bought new records and supplies, and in a good mauy cases purchased new aud better talking machines.

Upon wharf property abutting the Delaware River near Cooper street, receutly acquired, the Victor Talking Machine Co., at Camden, N. J., will erect a large electric sign. It will be 25 feet high by about 80 long, and the famous trade-mark, Victor dog, will form a part of the sign. The large sign now on the main tower may come down, as buildings, steam and smoke, more or less, hide it at night.

The Victor Co. have their own fire fighting brigade, composed of employes, and that they are clever firemen was demonstrated March 1, when they turned to and helped save a manufacturing plant at Front and Linden streets from destruction. Varnish made the fire a fierce oue. Another good plan adopted by the Victor Co. is the employers' fire drill, which takes place at unexpected times upon signal. It teaches coolness to the employes and shows them how to vacate the factory in quick, orderly mauner, as possibly they may have to if a fire should actually occur. The sight of hundreds of girls and men suddenly appearing in the street is one nearby people take a constant interest iu.

Male employes, captained by L. Coleman, have formed the Victor baseball club, and are wearing a "chip on the shoulder" to be knocked off by any baseball club wanting trouble. The baseball club give a benefit March 26 at the Camden Theater, and tickets for it are almost all sold.

The Victor Co. sent their check for $100 March 2 to the Camden Police Pension Fund.

Weather conditions permitting the contractor resumed work on the Victor Co.'s new office and laboratory building at Front and Cooper streets the past two weeks. Usual conditions as to work prevail in all departments. All hands are very busy and large shipments go out daily. The records forming Verdi's opera, "Ernani," have made an instantaneous hit, while the first opera record series of "Il Trovatore" continue in demand as fast as they can be made.

Concerts given in their handsome chamber hall by the Musical Echo Co., Chestnut street, have stimulated sales for that energetic talking machine house.

The main office of the Columbia Phonograph Co., General, on Chestnut street, has put out a number of attractive announcements, and they have resulted in increased business. An offer to furnish a complete talking machine outfit at a very reasonable price has brought in many orders. The several retail branches of the company are reported satisfactorily busy.

The somewhat peculiar novelty of four phonographs, operating iu unison, and giving a quartette is said to have been successfully tried by several musical girls of North Philadelphia. Each of four girls own a good talker, and each girl made a one-voice record of the quartette—the soprano voice on one record, the contralto, tenor aud bass voices on three other records. The voices were attuned to B flat, and one piano was used in accompanying each singer. The four records on four phonographs—as much in unison and time as possible, were set going, and the quartette was reeled off. While the result obtained cannot be said to be wholly successful—the voices not keeping perfect time—it is "pretty good," and leads to the hope that future efforts will prove wholly successful. The idea is novel, and is referred to in order that others may take it up for experiment and fun. The object to be aimed at, of course, is to have the four records perfect in pitch, time and unison. A perfect quartette on four talkers will be quite a rarity.

Toone & Hallinshed, department storists, Kaighn avenue, have placed a large stock of Victor goods on sale. They say: "We are the largest dealers in Camden. No need to go to Philadelphia for your records." A Victor club, recently started, is meeting with every success.

W. B. Leigh has opened a moving picture, talking machine, etc., amusement arcade on Broadway, Camden, N. J., which is proving popular.

John Burns, a tramp, who stole a phonograph from a Pine street lodging house, was sent to jail for 30 days. His excuse for the theft was that the music of the talker offended his acoustic sensibilities and love for humanity impelled him to remove it to a place of innocuous desquietude.

Henry Albright, owner of an amusement arcade at Norristown, fell from a ladder at the Pottstown Auditorium while giving a show, and fractured an arm.

In exploiting their large stock of talkers Gimbel Bros. say: "A talking machine never has a cold or gets out of voice." They report good sales of Victor, Edison and Regina goods.

Strawbridge & Clothier's talking machine ad. man says: "We watch records with lynx-eyed care. Old or used records we never sell."

It is reported that a Philadelphia inventor is experimenting with "sound waves" with the view of mechanically recording them in such a way that human speech will be transformed into typewritten words. The idea presents so many apparent difficulties it seems impossible of practical results, but in view of all the many wonderful things that have been accomplished, it may be a machine or apparatus can be invented that will typewrite words spoken into it. The line the inventor is working along is said to be based upon the alleged fact that every word sound has a definite individual sound wave; that the sound wave, connected electrically with a sound printing apparatus will typewrite said sound (either the sound of a syllable or word) upon paper. Take the word "go." It is claimed that the sound of "go," making a certain definite sound wave, will affect the mechanism printing the word "go," and that mechanism only. The inventor, it is said, has gone far deeper into the matter than briefly outlined, but the writer, from lack of information, cannot give any details. A question or two arises at once: How can such a machine print wordless sound waves, such, for instance, as the squeal of a pig or the heart-breaking wail of a waiter who has missed a tip? The phonograph is, per se, proof that sound can be recorded. But how such sounds can be metamorphized into type printed words is a matter to try the mettle of the most expert delver in the science of acoustics. Marconi wireless telegraphy utilizes the sound-wave principle, and it is said the Philadelphia inventor utilizes the phonograph recording and wireless sound wave principles as well as another newly discovered principle whereby words are "sifted" from squeals, howls and all other sounds for the purpose of getting

LOUIS BUEHN & BROTHER

FORMERLY

WELLS PHONOGRAPH COMPANY

offer to the dealers within several hundred miles of Philadelphia the largest stock of

Edison and Victor Goods

for their selection. Also a complete line of supplies and all the leading lines of

Horns, Cranes and Cabinets.

We make a specialty of supplying the needs of the dealer and promise the best possible service. If not already dealing with us it will pay you to get in touch with us. Prices on Horns, Cranes, Cabinets and all supplies for the asking.

Write for Catalogue.

45 North 9th Street, Philadelphia.

printed language. Imagine a business man talking into a recording machine, which in turn operates a word-sifting, word-printing machine and correctly typewrites an answer to a business communication! Should the projected machine "arrive," writing stands a chance of becoming a lost art. But what a boom such machines would give the talking machine business.

The plan to turn the old Sharpless Bros.' department store, at Eighth and Chestnut streets, into an amusement building, has fallen through. As mentioned last month in The World, it was proposed to have various phonograph, moving pictures and other arcades in the building.

The next quarterly meeting of the Eastern Talking Machine Jobbers' Association will be held at the Bellvue-Stratford, April 11. Judging from plans under way it will be a big affair.

Manager John McArthur, of the phonograph department of N. Snellenberg & Co., has been exploiting "Caruso" records with success. Upon request, customers were treated to the pleasure of hearing the famous tenor's voice on a splendid Victor talking machine, with the result, as a rule, that many sales of the records followed. The plan of Mr. McArthur proves that good sales are almost sure to be made when shoppers hear records played, even though they may not have asked for a particular record.

A phonograph record romance was sadly shattered the past month by a matter-of-fact secretary. First, the romance: Margaruite De Smyth, a pretty 19-year-old maiden, who works for the Blank Talking Machine Co., made a record on a cylinder several months ago as follows: "I am a maid of 19, and considered good-looking. Would like to correspond with a handsome man of 25, with a view to matrimony. My address is 204 Brown street, Camden, N. J." The record, with many others, was sent in a shipment to England and there, Lord Tuppence became its fortunate purchaser. He immediately opened up a correspondence with Miss De Smyth, friendship ripened into love, and last week the wealthy scion of nobility was married to the happy phonograph factory girl. They will reside at Bummcroft, the ancient castle of Lord Tuppence in Scotland." Questioned concerning the truth of the romance the busy secretary of the Blank Talking Machine Co. said: "Pretty story; but impossible. We'd fire the first girl we caught making such a record."

Louis Buehn & Bro., jobbers, 45 North Ninth street, have had good business the past month, and are busy on orders for spring trade. The house carries an unusually large stock of records and has an almost perfect system of filling orders quickly.

Organ recitals, given three times a day, have attracted large crowds to the music department of Strawbridge & Clothier and the talking machine department, as a result has been benefited. Manager Frank Butler and assistants have been very busy.

Considering the fact that James Bellak Sons have done little or no talking machine advertising, Manager H. B. Rouillet has found business in the talker line quite good. He has charge also of the player-piano and piano player department, in which trade has been seasonably good.

The Western Talking Machine Co., Penn Phonograph Co., H. A. Weymann & Son and the Disk Talking Machine Co. are among the jobbing houses that are well stocked in preparation for spring trade—trade which is already coming in with satisfactory volume for so early in the season. In every case the managers express confidence in the future and predict a brisk season.

"It's off," said a clerk in a 9th St. talker store; "I mean Liz an' me's parted for quits. Yo' see, 'twas this erway: Liz owned a poll parrot and I owned a talker. Liz goes away with her folks on a visit for a week and leaves the gab bird with me. Last summer I took a record of stevedores unloading ship—and, say, I can say bad words some myself, but the way that crowd of dock laborers said things burned the disc stylus. Every time I get mad I put that Sunday-school ballad on my phono' and sit down and enjoy myself. The night Liz sent me a lemon by mail was the night that stevedore lyric worked overtime and Polly Paresis stood hard-by and drank in every curse and didn't say a thing. Liz comes home, gets the parrot and on the way back said: 'Did o' miss me, pitty Poll?' 'Go to blank, you low-legged blank-et-ty-blank!' was simply Polly's starter. Liz's dad is a sky pilot. That bird consigned him to sheol ten times in two minutes, and called Liz's ma a—Gawd forgive me! I can't repeat it. They won't believe my story that Poll learned it from a record—merely say I must have started the profane language route young to become such a pastmaster. Yes; you can say the engagement is more than fractured—it's busted!"

Fond of violin and piano duets and having no violinist to play with her when most wanted, a Camden, N. J., girl, who is a good pianist, had several good violin records made for her Victor talking machine, and can now enjoy her chosen duets whenever she wants. She says the plan she follows is teaching her to become an expert accompanist on the piano, a department in which she was very deficient.

The question of selling talking machines on the installment plan, it is said, will receive the attention of the Jobbers' Association at an early date. Said one jobber to The World: "The installment business is already being overdone by department stores, and unquestionably it works a hardship to retailers who, with limited capital, are unable to give any great amount of credit. It is a question whether or no anything can be done toward abolishing or regulating the installment system. It seems to be an age of buying things a la installment—a little money down and a little a week. They tell me you can buy a tombstone now that way. Just think!"

"You are positive the house has every modern convenience?" questioned the North Philadelphia lady.

"Sure!" said the real estate dealer. "Why, see—here's a closet for talking machine records and——" She closed the purchase at once.

"Been busy the past month?" asked The World

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

Don't let your jobber hold you back

There is no use trying to build up a larger, more profitable business and get on good terms with your customers, unless you have a jobber who co-operates with you.

He should keep you posted on the newest goods and be able to give your orders prompt attention. It's to his interest to do everything possible to help along your business. If he doesn't seem to see it in that light, the sooner you get rid of him the better.

Make it a point to always have what the people want, or if you just don't happen to have it, send for it and tell your customers when you will have it.

Our immense stock of Victor talking machines and records, trumpet horns, fibre cases, English needles and other specialties is always ready for you to draw on. We never let it get behind or fail to send out goods the same day the order is received.

You can't help but benefit by this kind of service. It takes away a lot of worry and enables you to take the best care of your customers.

It's worth finding out about.

Write to-day for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street **New York**

Reg. U. S. Pat. Off.

of a mid-town jobber. "Yes, indeed," was the sarcastic answer. "Been busy every minute—reading the rules, regulations and restrictions put out by the manufacturers I buy of. I've been too busy to sell any goods." This is not the spirit that wins. Better make money than fame.

Ewd. J. H. Smullen, who is covering State points for the Lewis Talking Machine Co., continues to "come home" with a fat order book.

R. Martin is installing an amusement arcade at 2412 North Front street.

Robert L. Gibson, who is pursuing experiments connected with an improved phonograph sound box, is said to be making successful progress.

McGREAL STILL EXPANDING.

Lease the Ogden Building Which Will Give One of the Largest Establishments Devoted to Talking Machines in the West.

(Special to The Talking Machine World.)

Milwaukee, Wis., March 6, 1907.

McGreal Bros., the hustling and progressive talking machine dealers, now located at 173 Third street, have leased the Ogden Building on Third street, which will give them much more space.

The building is a four-story, solid brick structure, located at 172-174-176 Third street. It has a frontage of 60 feet on the street, and extends back 150 feet. McGreal Bros., who are located across the street from the Ogden Building, will move their stock of phonographs to the new quarters about May 1. The store will be conducted in 174 Third street, and on October 1 the firm will take charge of the entire building.

The change is necessitated by the growth in the business of McGreal Bros. At the present time the wholesale business of the company is conducted at 317-319 Milwaukee street. This business will be moved to the new quarters. It is also proposed to enlarge the business of the company and the members of the firm stated yesterday that a new line will be added next fall. The building is to be renovated, and about $10,000 will be expended. The entire front will be remodeled as will the remainder of the building.

The members of the firm—L. E. and H. J. McGreal—began business on Third street in 1902. L. E. McGreal was a Western salesman for the Edison phonograph. The company was started in a small way with a small capitalization. The first year's sales amounted to about $60,000, while the sales last year amounted to over $300,000. In 1905 the company established a store on the south side at 439-441-443 National avenue.

HERE'S A KICKER FROM KICKTOWN.

Submits Five Special "Kicks" Which Afford Considerable Relief to His Mind.

Biloxi, Miss., March 2, 1907.

Editor Talking Machine World:

I herewith enclose you a few "Kicks from Kicktown." Some time since you published a letter along the line of protecting dealers from the barber shop, drug store trade, etc. I want to commend it, and add a leaf from my experience.

A few years ago I bought the first machine of a certain make that came to this city. At that time there was no agency for talking machines here nor anywhere on the Mississippi Gulf Coast. I took the agency for the machine, advertised it extensively. Friends laughed at me and said: "Do you think you can make anything on talking machines? They are a back number!" But I persisted, and gradually built up a little business. At first the company was kind to me, then after I had things fairly started a second-hand furniture store planted itself alongside of me and put in the same machine. I "kicked," but the company smilingly informed me they now protected no one; in fact, wanted all the dealers they could get. I got mad, and while not giving up this machine entirely, took on another at the solicitation of a traveling man, who assured me if I did not take it my rival would. At first this company was good to me, too, and then another furniture store got an agency also, while the first machine had secured still another dealer. My last advertising consisted of 10,000 newspapers, published by myself and distributed from house to house in four counties. My rivals do not advertise at all, but get the good of my efforts along that line, until disgusted. I am beginning to push other goods instead of putting all my time to building up business for other people. Question: Is it good to have a dozen dealers in one town to the discouragement of the one who originally built up the business?

Kick No. 2. Why do manufacturers think it necessary to put black horns on their cheaper machines? Do they think a talking machine parlor should look like an undertaking shop? Is not colored paint about as cheap as the black article?

Kick No. 3. Why are not the manufacturers more careful in sending out springs and motors? I have had trouble with even the most expensive machines. Often had to fix them as soon as they arrived. Poor springs, poorly put together, or soft brass bevel gears that break as soon as a spring breaks, consequently dissatisfied customers.

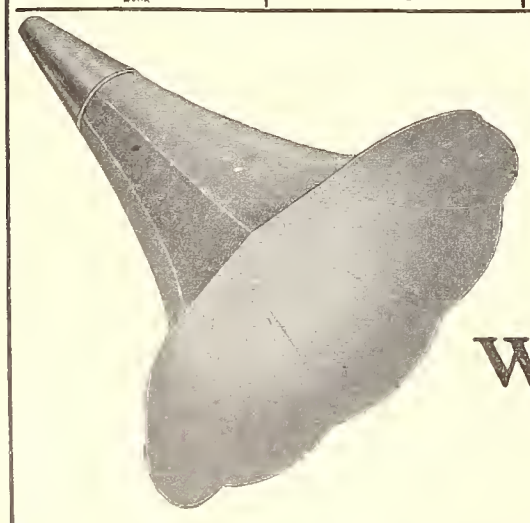
Kick No. 4. Can't some genius get up a sound-box which, by screwing one part against the other, will tighten the edges of a loose diaphragm? The sound-boxes of to-day seem to be made not to be easily repaired without the aid of an expert.

Kick No. 5. Why do not the dealers organize and give the manufacturers some agreements to sign? We have set our names to all kinds of damphool documents until patience has almost ceased to be a virtue. Here is one kicker that will go into an association to get up some agreements from the other side. Fraternally, only a dealer,

SUMNER W. ROSE.

DECLARE QUARTERLY DIVIDEND.

The American Graphophone Co. have declared a quarterly dividend of 1½ per cent., payable on March 15.



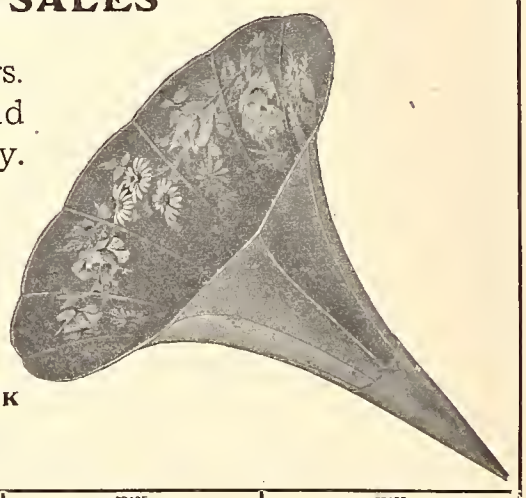
STANDARD HORNS ARE SELLERS

Because of their Beauty of Design and Finish, and Honest Workmanship throughout. Made on Correct Acoustic Principles, thereby augmenting both Volume and Quality of Tone.

WELL MADE CAREFULLY FINISHED AT RIGHT PRICES

GIVE ENTIRE SATISFACTION AND INCREASE SALES

We Carry a Variety of Styles to Please Particular Dealers and Purchasers. Dull finished Horns, also extra fancy and artistic color effects on brass, and brass nickel plated Horns. All our Horns hold their colors perfectly. Every Horn Fitted with Patent Thimble End.



STANDARD HORNS ONCE HANDLED ARE ALWAYS HANDLED

STANDARD METAL MFG. CO., Office and Salesroom 10 WARREN STREET, NEW YORK

FACTORY: Jefferson, Chestnut and Malvern Streets, NEWARK, N. J.

PRACTICAL SUGGESTIONS AND COMMENTS.

KEEP POSTED ON ALL IMPROVEMENTS.

William F. Hunt, the enterprising dealer of Wanatah, Ind., writes The World as follows:

"To be a successful talking machine dealer it is very important that he should keep thoroughly posted on all the improvements that are brought out by the manufacturers in this line. As soon as a person buys a talking machine he becomes enthusiastic over the possibilities of improving the same, and he eagerly watches for the appearance of anything in that line, and the oftener you have something new to offer him the oftener he will visit your store. Great care should, however, be exercised to offer only articles which you have tried and which you know are practical and reliable in every way, and he will be your ever-confiding friend and customer. In the struggle to improve the phonograph there are a number of so-called improvements on the market which are fakes pure and simple. Do not try to sell these to your customers because they present a tempting profit. They are poison to your business, and will prove not profitable, but sadly unprofitable in the end. You do not have to put in a stock of any article until you have been fully convinced of its merits. Purchase a sample and give it a thorough trial. Many dealers are not successful because they do not treat their customers with due respect. It is to your benefit to do so. No matter how unpromising the prospects for a sale may be from appearances, I have yet to find the salesman that can judge the size of a man's pocketbook or the amount of the purchase a man intends to make; in fact, the customer himself does not know the latter. It will depend entirely on your own tactics, as to how large a purchase he will make. Be ever ready to give the customer any information along your line which he may desire, and always treat him with the best of courtesy, whether you think he will make a purchase or not. It is sometimes a hard thing to do, I know, but nevertheless it is a most important point in conducting a successful business. If a customer calls for anything you have not got in stock do not put him off by trying to sell him something which you know he does not want, but tell him that you would be pleased to order it for him, even if you know that you would not be making anything on the sale, as the express charges would eat up the profit. This plan is not altogether satisfactory; but as it is impossible to at all times carry a complete stock of everything in the talking machine line, it is better than to abruptly say to the customer that you have not got it and do not care to get it. Chances are that he would go to a competitor and purchase the article, and not only that particular article, but more, and continue to trade with him when through a little talk you could induce him to let you order the article for him and thereby retain his future patronage. Study the line which you carry thoroughly, so that you will be able to bring out all the good points in favor of it when you are trying to make a sale. When the customer once becomes convinced that you are handling the article, not only for what money there is in it but for the merits it possesses the sale is completed; all that is left for you to do is to wrap it up for him to take home. Furthermore, do not throw the literature sent out by manufacturers into the waste basket without proper notice, but read everything, and read it carefully. You may think you have not the time to spare, but take time—it is time profitably spent. You will add to your knowledge, as this literature is gotten up with brains. Above everything else keep posted on what is going on in the talking machine trade, and you can gain no better knowledge generally in this line than by regularly reading The Talking Machine World. It is a veritable cyclopedia."

SCRATCHING SOUNDS AND CLEANING.

An Edison admirer in New South Wales recently wrote the New Phonogram as follows: "What is the cause of the scratching sound which accompanies home-made records, and is there any remedy? Does the use of benzine or kerosene in cleaning off the surface of blanks affect the next record taken? We have tried numerous experiments and have produced very fair results, as far as volume and tone are concerned, but have not been able to get rid of the scratching or grating sound in reproduction of our efforts. There is, of course, a difference in composition between the blanks and the records sent out by you. Does this difference partly account for the trouble?"

The replies to these questions will be found useful to dealers who have such questions fired at them every day. "The troubles you complain of in making records are those common to all amateurs, and they show the difference between records made by the uninitiated and those who have spent years in experimental work. Much of the scratching sounds you refer to would be obviated if you could have your blanks properly shaved on a shaving machine. Shaved with a device attached to a phonograph or having the surfaces prepared with benzine or kerosene causes the roughness so objectionable. We doubt if you will ever be able to make smooth records with ordinary appliances. With all our knowledge of the work we are frequently unable to produce records as smooth as we would like to have them."

SPEED REGULATION OF DISC MACHINES.

Why, asks a correspondent of the Talking Machine News, of London, if, as has often been stated, the speed of a disc machine should be averaged for disc records, have a speed regulator at all? The question is a pertinent one," says our contemporary, "for it undoubtedly is the case that the speed regulator is very little used by the disc machine user. Still there are a large minority who do bring it into play, if only occasionally, and they would probably object to its being left out in new types of machines. I may say that I should myself, though without question it is neither so necessary or so often employed as with the cylinder type. And it might be advanced as an argument in favor of its abolition that the use of it is very often abused by people deficient in the musical sense with results which bring discredit upon the talking machine and its users. I should add, by the way, that, so far from there being a tendency on the part of the manufacturers to do away with speed regulators, the new Pathé machine—I am referring to the disc one, of course—is fitted with a speed indicator, as part of the speed regulator."

DOUBLE-SIDED DISCS.

"I think it is a mistake for the double-sided disc manufacturers to have selections of the same character on the same disc. I speak from the point of view of the user. Of course, it may have points of convenience, so far as the manufacturer and dealer are concerned. But it is obvious that if you have been playing, say, a violin solo you do not want to follow it, as a rule, with a second by the same artist, or indeed by any other artist. You want a band, another instrumental or a vocal. Of course, I know there are those who will say: 'But that is just what we do want; the second record is in the nature of a response to the cry of "Encore."' That is so, and still I think the general consensus of opinion is with me, and that most people would prefer the records on either side of the disc to be of an entirely different nature."

SPEED SCREWS.

"Some machines have speed screws with a flexible steel connection joining the actual screw with the brake on the governor disc. After long-continued use these are apt to lose their delicacy of adjustment, and it becomes difficult to obtain speeds intermediate between very high and very low. To remedy this, remove the flexible connection from the governor brake, put a drop of oil on the threads of the nut in which the connection plays, work it back and forth two

SEND YOUR ORDERS TO

GRINNELL BROS., DETROIT

Extensive VICTOR and EDISON Distributors

ENLARGED and excellently equipped quarters, devoted exclusively to the wholesale Talking Machine business, enable us to give service unexcelled for promptness and accuracy. Orders invariably filled same day received, and none but absolutely new goods sent out under any circumstances.

PERFECT GOODS
PERFECT SERVICE
PERFECT SATISFACTION

WE carry an immense stock of everything in VICTOR and EDISON goods—Machines, Records, Horns of every description, Cranes, Record Cabinets, Needles, etc. No matter where located it will pay you to open an account with us. Write for our Catalogues and prices, and DO IT TO-DAY!

Talking Machine Dept. GRINNELL BROS. Detroit, Michigan

or three times, then replace, and your speed screw will give as delicate adjustment as ever."

KEEPING TALKING-MACHINES IN REPAIR.

In response to several inquiries we may say that a concern is in process of organization, with abundant capital in New York, for the purpose of keeping talking machines in repair on a yearly contract. As the scheme now stands repair shops are to be opened in various parts of the city, and when the machine of a subscriber gets out of order he notifies the nearest station and the machine is put in perfect running order. The yearly fee is set at the modest sum of $2 or $3, and it is hoped that the majority of the half-million talking machine owners in the metropolis will take advantage of the plan. There is hardly a machine, no matter how carefully operated, that will not put at least $3 in the pocket of the repair men, so the proposition should prove attractive from its economical features. Just what the local repair men think of the proposition has not been ascertained. At present the concern have one loft in the lower section of the city, but branches will shortly be placed in different parts of New York and also in neighboring cities.

A QUEER MUSICAL INSTRUMENT.

Charles Hammond, of Chagrin Falls, O., is said to have perfected a queer musical instrument that is attracting considerable attention. It is in the form of a talking machine horn, which has been attached to a common fife. As a result of this union the sound of the fife is greatly intensified. Hammond will apply for a patent on the instrument immediately. He has named it the "fifonium."

THE DULCIPHONE MODIFIES THE SOUND.

In reply to an inquiry we may say that the latest addition to the Columbia graphophone is the dulciphone, an arrangement for modifying the sound to suit the operator. By its use, any volume of sound, from the loudest tones possible to the faintest conceivable, may be produced. It is a device, operated by a thumb-screw that presses directly on the diaphragm—the greater the pressure the softer the tones. Tests thus far made show no indication of any muffling of the sound, only its reduction. In the future all B. I. graphophones will be thus equipped.

F. M. PRESCOTT RETIRES.

The Well Known Talking Machine Expert to Return to This Country Next April.

F. M. Prescott, one of the best-known talking machine men in the world, and who visited his American home last fall for the first time in five years, will retire from the business permanently, and expects to be here again for good about the middle of April. Mr. Prescott has cut something of a figure abroad, and has amassed a handsome fortune. He organized the International Zonophone Co., subsequently acquired by the Gramophone & Typewriters, Ltd., London, England; later the International Talking Machine Co., of Berlin, Germany, which makes records for the Odeon Co., London, and the Fonotipia Co., Milan, Italy. The last named concerns were closely affiliated. It is Mr. Prescott's purpose to dispose of his entire holdings in these companies, and on his return to the United States will purchase a home in Summit, N. J., a fashionable suburb of New York City, where his brother, J. O. Prescott, resides. In this charming retreat the erstwhile occupant of a seat in the king row of talking machine celebrities will indulge his taste for fancy poultry, having a penchant for raising Leghorns. It will be remembered that W. Barry Owens, the discoverer of the Victor dog, and who also made his pile abroad as manager of the Gramophone & Typewriters, has a weakness for thoroughbred chickens, his ideas running to Plymouth Rocks, of which he has many fine specimens on his Martha Vineyard estate.

In order that the witnesses in a certain divorce case being tried in Asheville, N. C., might testify with perfect freedom, their testimony was taken upon talking machine records before a notary public in New York, and the filled records sent to the North Carolina court.

AIDS COURT REPORTING.

The Columbia Commercial Graphophone Used to Get "Copy" in the Harriman Hearing as Well as in the Famous Thaw Trial.

In two very important trials now engaging the public attention the Columbia commercial graphophone has played a very important part in reporting the proceedings. In one of them the Harriman hearing in the Federal Building, all of the testimony was dictated by the law reporters to commercial graphophones, while a force of twenty typewriters in the Astor House transcribed the proceedings. So expeditious did this method prove that by ten o'clock on the morning of the day following the close of the taking of the testimony the entire proceedings were in the hands of Mr. Loeb, the private secretary of the President. Under the old method, it would have taken fully a week to have obtained a correct transcription of the notes.

All of the testimony in the Thaw trial has also been taken in the same way, and every morning, when court opens, the full testimony is ready for inspection. The reporters for the daily papers have also adopted the use of the graphophone in transcribing their reports, and have in consequence been able to give far more complete details of the great trial than was possible under the old method.

DOUGLAS CO.'S BIG INVOICE OF NEEDLES.

The Douglas Phonograph Co. last week received eleven million talking machine needles in one shipment from Germany, it being one of the largest shipments on record in that line.

MRS. LOWE RECEIVES $7,500 DAMAGES.

Mrs. A. Lee Lowe, wife of the late A. Lee Lowe, the manager of the Columbia commercial department in Washington, D. C., who was killed in the B. & O. Railroad collision last January has received from that company $7,500 damages.

TALKING MACHINE SUPPLIES

For All Talking Machines

Quality the Highest
Prices the Lowest

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Precios Admirablemente Bajos

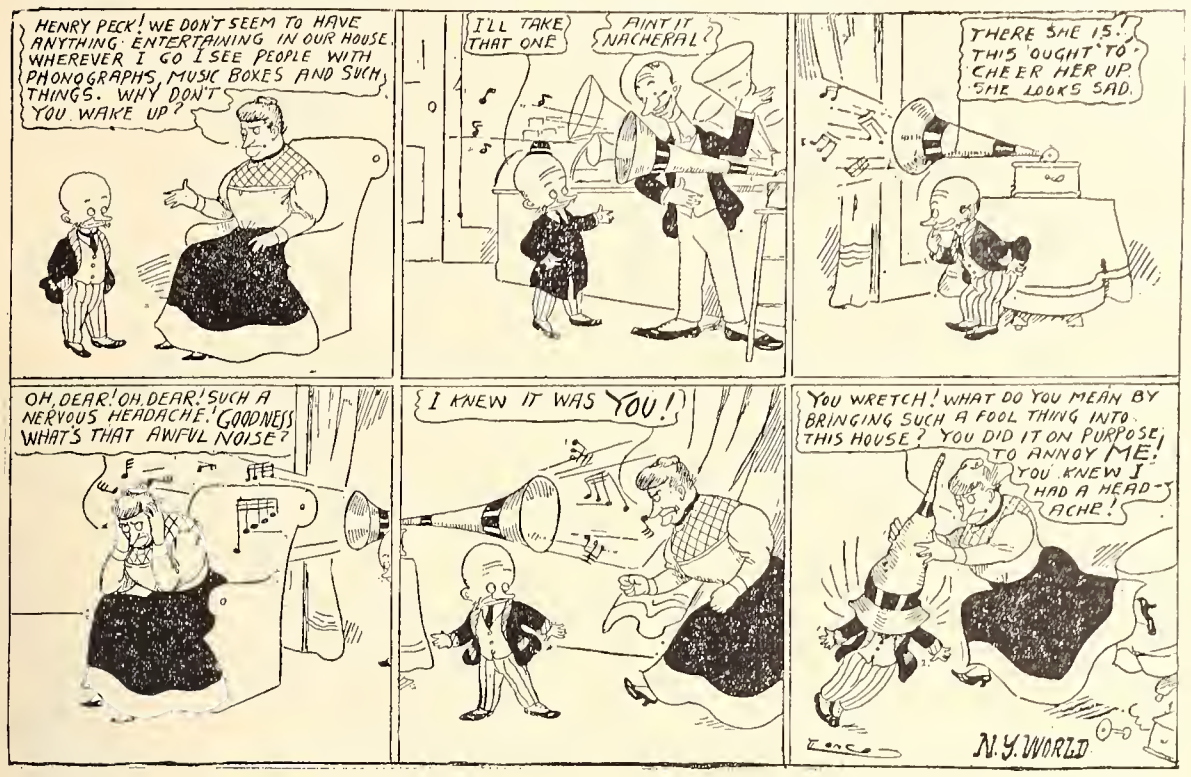
PIDASE EL CATALOGO

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager

400 Fifth Avenue, New York, U. S. A.

HENRY PECK BECOMES A TALKING MACHINE ENTHUSIAST—THE RESULT.



INCREASING THE POWER

Of a Talking Machine By Means of Compressed Air—The Form and Action of Sound Wave as Illustrated in the Auxetophone.

Heretofore it has been practically impossible to reproduce sounds "life size" on a talking machine. By using large horns it has been possible to concentrate the sounds produced by the diaphragm, and, by thus limiting the area over which they are projected, to give them a volume almost as great as that of the sounds originally impressed upon the record; but this concentration is secured at the expense of the quality of the tone, for to the sound waves produced by the record are added the vibrations of the horn itself, causing a harsh metallic sound.

The Victor Talking Machine Co. have just perfected a machine which produces sounds of greater amplitude than can be obtained in the ordinary talking machine, avoiding the objectionable features of the large horn. The auxetophone, as the new machine is called, comprises a small air compressor and a talking machine of standard make. The usual diaphragm is, however, dispensed with in the machine, and the needle or stylus which travels over the record operates a balanced gridiron valve through which the compressed air is passed. In operation the air issues from the valve in intermittent jets, which are modified in frequency and character by the action of the needle in such a manner as to reproduce the sound originally impressed on the record. The needle and valve act merely as a relay, while the sound is actually produced by the compressed air.

To more thoroughly understand the philosophy of the machine, it may be well to discuss the form and action of sound waves. It is a common error to compare sound waves with waves of water in which, as is well known, the particles of water oscillate vertically, or at right angles to the direction in which the waves are traveling. In sound waves, however, the oscillations coincide in direction with the travel of the disturbance; that is, instead of having alternate elevation and depression, the wave disturbance produces alternate areas of compression and rarefaction. As the wave disturbance takes place equally in all directions under normal conditions, it follows that sound travels through air in a series of ever-expanding spherical areas of compressed and rarefied air which have their center in the source of the sound. In only two particulars can these sound waves vary, one being the rapidity of vibration, which governs the pitch, and the other being the amplitude of the vibration; that is, the length of travel of the vibrating particles, or the density and rarefaction, and this governs the volume or loudness of the sound. In a pure tone the oscillations are rhythmical, but various quantities of tone are produced by interference with the rhythm of the oscillation. However, these irregular movements take place in the direction in which the sound is traveling.

With this brief description of the principles of sound, we may be better able to understand the exact operation of the compressed air attachment used on the auxetophone. In the usual form of talking machine, a diaphragm is employed which is connected with a needle in such a manner as to vibrate, causing alternate waves of compression and rarefaction to be emitted from the sound box. The compressed air apparatus is more powerful because when the valve is opened to permit the issuing of a jet of air, this air travels through a greater distance in a given time than would the air set in motion by the diaphragm; consequently, waves of greater alternate density and rarefaction are produced, giving a much louder and rounder tone.

The new machine with the compressor attachment consists of a cabinet in the lower portion of which is a 1-6 horse-power electric motor, direct connected to a blower. The air from this blower passes through a condenser, the office of which is to remove the moisture and oil it may contain. A flexible tube conducts the air from the condenser to a reservoir provided with a safety valve set to blow off at a pressure of four pounds. Thence the air is filtered and passes through a flexible tube to the sound box in which the valve connected to the needle is located. This valve is of a very delicate construction and responds to the slightest vibration of the needle. The record disc, which is of the usual form, is revolved under the needle by a spring motor, as in the regular talking machine. The electric motor which operates the compressor may be driven by power furnished from the city lighting system and may be started or stopped by means of push buttons at the side of the cabinet. One of the principal advantages of this improvement is that all the richness and mellowness of tone is retained. The new machine will, undoubtedly, prove of great value in large concert halls where machines of previous type have been of too low a power to give satisfactory results, says the Scientific American.

FLETCHER BROS. CLEVER PUBLICITY.

Fletcher Bros., the "Superior Quality Music House," of 93 Government street, Victoria, B. C., who handle the Columbia graphophones, advertise this line extensively in the local papers and take advantage of every opportunity to impress upon the public the merits of those instruments, especially the $50 aluminum tone-arm model. Prose not permitting a perfect description of the Columbia line, Fletcher Bros. recently ascended poetic heights as follows:

There's something sweet about the tone
Of a Columbia Graphophone,
That others imitate in vain,
Though they may try and try again.

There's beauty of appearance, too,
That cannot fail in pleasing you;
The pretty case, the handsome bell
Delight the eye and ear as well.

Durable? Well I should say!
'Twill outlast others many a day,
The price is low considering
That quality is everything.

There are the several reasons why
We urge of you to come and buy,
At Fletcher Bros.' store you'll see
The largest stock in all B. C.

Machines of every style and price,
You'll find no others half as nice,
We save you money and please you, too;
So bring your friends along with you.

The Oliver Phonograph Co., of 16 New street, Newark, N. J., have got a great number of reading notices in the local dailies in connection with their demonstration of the Victor Co.'s Auxetophone.

AT YOUR SERVICE

That is the whole story in a nutshell. Our whole attention is concentrated to care for your wants, and it is reasonable to suppose that we can give you better service than if we had a dozen different irons in the fire. Just try us with a sample order and give us an opportunity to "make good."

The Pardee-Ellenberger Co.

EXCLUSIVE EDISON JOBBERS

NEW HAVEN, CONN.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.

Telephones: Central, 414; Automatic, 8643.

Philadelphia Office: W. H. Prescott.

Minneapolis and St. Paul: A. W. Shaw.

St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

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

REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, MARCH 15, 1907.

ONE of the department heads of a great manufacturing concern in this industry writes to The World: "I am glad to see you emphasize in the columns of your publication the necessity of a man learning something about the talking machine business before he can hope to make a success of it. It seems to me the more you emphasize this point, the more force for good The World will be throughout the entire industry." No man can hope to make a success out of the talking machine business simply by purchasing a stock of goods and expecting the public will buy them and pay good profits without reasonable efforts on his part.

WE have endeavored at all times to impress upon our readers the advantage of acquainting themselves with every department of the talking machine business. We have urged the necessity, particularly among the music dealers, of creating sound-proof rooms and making the talking machine departments attractive in every particular, so that people will not only be interested in the machines, but the pleasing environment will give a selling effect which will be decidedly advantageous to the business. There is good money for the jobber and for the dealer in the talking machine business, but it requires effort, study and concentration to produce the right kind of results. It is necessary in all other trades, why should it not be in the talking machine business? Every business organization—no matter how large or how small—must be resolved to a comprehensive basis in order that success may be attained. There are many things to learn about talking machines, and "the man who knows it all" will find upon careful investigation much which he has left out when considering the business from a narrow viewpoint.

A TALKING machine salesman should feel interested in his work. Salesmanship may be defined as the knowledge of methods and the efficiency in practice which makes for success in any one of the many branches of the selling end of the business. The word "salesmanship" is broad in meaning; it covers not merely the work of the individual salesman who goes on the road and offers machines or who offers them from the floor of some wareroom, but includes the activities of all branches of the selling end of the business. Salesmanship, in its broad meaning of knowledge of selling methods and efficiency in selling, is even more essential to the proprietor in his work of organization than to the individual salesman in his work of developing individual prospects. Even the handling of the firm's credits may be well included as a department of salesmanship, as nothing has a more vital connection with re-orders of goods from a single customer.

BUSINESS for the past month has not been over brisk in the talking machine line, and complaints have reached us from a number of sources, which show that trade is not up to the expectations of many. Still, judging from reports, the total volume of business for February exceeded that of a year ago, a condition which shows that an advance has been made; but the great trouble has been that the American business man is never satisfied with making a moderate advance. He looks upon business as being dull unless the record of the previous year has been far eclipsed. We have been so accustomed to making these special advances in later years that nothing satisfies us unless the increase is of pretty good proportions. There must be some cessation in the climbing process, and it may be a good thing to have a little lull occasionally in business.

WE have taken pains to investigate the business conditions surrounding a number of geographical points, and the result of our investigations has been that we have observed a painful lack of progressiveness on the part of the men who have complained of the talking machine business. Business will not come to the man who will not let the people know that his doors are open. It would pay some of the leading concerns to send out a regular corps of experts whose duty it should be to train some of the dealers in adoption of their methods. A lot of men are simply going to sleep in rich territory. They have bought some machines, placed them in their establishments in an unattractive manner, and wonder why they are not doing business.

SUCH a class of men need instructions from manufacturers. The desired results are not reached by sending out literature. It requires more than that. They have got to send out men who can work with these merchants and coach them, show them how to display goods, how to keep their warerooms bright and attractive, their stock in good shape, and to let the people know through their local papers what a marvelous development the talking machine has reached. There are hundreds of thousands of people all over this country who are as yet in total ignorance of the splendid development of the modern talking machine. When they hear the name mentioned they immediately associate it with the crude creation of years ago before the fine work of our inventors had developed the product to such an interesting state.

TALK about the business being overdone! It is only the drones who are raising that cry. The progressive men are busy developing trade that pays, and there is plenty of it all around, if men would only use judgment, hustle and reason, in its development. When you hear a man saying that the talking machine business is dull to-day, you can make up your mind positively that it is not the general business which is wrong. It is his system that has gone astray, and what he needs is new ideas with which to bolster up his declining business structure. The business is all right, and the general conditions of the country are such that it warrants every man in this industry bending all his energies to the development of trade. The business outlook for the trade is excellent.

LABOR is universally employed at splendidly remunerative wages, and it should be understood that the wage-earners of this country are tremendous purchasers of talking machines. At the high wages now prevailing they are able to satisfy their inclinations in various ways, and many of them are delighted with the talking-machine as a home entertainer. So great has the demand become for the records from the class who are employed during the working hours that many retail talking machine establishments arrange to keep open during the evening, and enormous sales have been made during that period. It pays to work every business point possible to the utmost nowadays, and there are great possibilities in the talking-machine trade which will be appreciated more and more by those who have an intelligent grasp of the situation.

SOME jobbers have expressed surprise at the returns which they have received from modest advertisements in The World. To learn of this causes no surprise to us, however, because we have an accurate knowledge of the fact that the small dealer is a close reader of this publication in every section of this country. We are gradually adding to our lists of names, and the new subscribers who are coming in every month as a result of our extensive campaign of distribution is most gratifying. Every jobber who is represented in this publication may have the assurance that his advertisement is seen by all of the smaller dealers throughout the territory which is tributary to his market.

We try to keep up with the trade procession and to exert a helpful influence everywhere. That is the mission of this trade newspaper institution, and we endeavor to live up to our principles.

WE have been looking over the trade situation in Porto Rico, and it is surprising how popular the talking machine has become among the residents of that island. The total of Porto Rican trade last year amounted to nearly $40,000,000, which is several times the volume of business transacted during the old Spanish regime. Since the American occupation—in spite of the fact that we have not done our full duty by the residents—the island has advanced, and labor is being better remunerated than during any time in the history of the country. The Porto Rican will save money to buy talking machine records, and some of the houses there are doing a very satisfactory business, and the market will be constantly improving with the passing of each year.

ANOTHER "TALKER" AMUSEMENT.

Something New in Entertainments for Lovers of the "Graphs" and "Phones."

A banquet was given by one of New York's most select literary clubs the other night, and the chief entertaining feature was the talking machine. It was down on the programme as an absorber of toasts, and that the title was an appropriate one is clearly demonstrated by the following account of its success, or, perhaps, triumph would be a better word.

Beside each plate on the snowy cloth of the banquet table, showing in somber contrast with the gleam of silver and dazzling sparkle of cut-

THE TALKING MACHINE AT THE BANQUET.

glass around it, lay a small black cylinder; a new kind of napkin ring apparently, for thrust within it was a roll of milk-white damask. It held this office, 'tis true, but it had a more important duty to perform later in the evening which would completely overshadow its modest position as custodian of the napkin.

After the various courses had come and gone, and the subject of after-dinner speeches was in the air, the little black cylinder leaped into prominence and honor. It became the most honored of guests, for would it not soon be talked to individually by some great man or woman while the other celebrities present were forced to be content with a general distribution of the golden stream of oratory?

As the toasts were announced, a waiter placed before the lady or gentleman about to speak a talking machine. Then the little black cylinder was inserted upon the mandrel and the toast delivered into the horn.

At the close of the banquet, all the cylinders were carefully collected and given into the hands of the secretary, whose duty it was to place them in safe keeping until once again the club should call its members to their annual feast. When that time arrives there may be a vacant chair at the festive board; some member may have drifted into the deep, dreamless sleep of death, but even though the living voice may be silent forever, still a perfect reproduction remains engraved with delicate precision upon the glossy surface of the little black cylinder. While it cannot keep its members with it always, this literary club may retain among its archives the voices of those it once cherished through the wonderful genius of man which brought to light the eighth wonder of the world—the talking machine.

HOWARD TAYLOR MIDDLETON.

VICTOR CO.'S EXCHANGE PROPOSITION.

Bearing date of February 18 the Victor Talking Machine Co., Camden, N. J., have sent the trade the appended supplementary notice in part as follows: "We would call your attention to the record exchange proposition which was mailed on the 15th inst. This proposition is operative from February 20 to 28 inclusive, and enables Victor distributers and dealers to clean their shelves of all cut-out, dead or slow-selling stock, in exchange for what they have come to recognize as quick sellers in the Victor record catalogue. While we do not agree to inaugurate this exchange proposition at regular or specified periods, this * * * exchange proposition is of great importance to all music dealers throughout the United States, as well as to Victor dealers."

"TWIN CITIES" REPORT PROGRESS.

Minnesota Phonograph Co. Remove—Manager Luckers' Report—Hough's Four Stores Doing Well—Several Take on the I. C. S. Course—Adjustable Case Co.'s Record Case Specialties Appeal With Especial Force to Live Dealers—Other News of Month.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, March 10, 1907.

The Minneapolis branch of the Minnesota Phonograph Co. moved last week into temporary quarters on 4th street, which they will occupy during March pending expiration of a lease on premises of which they will take possession the first of April. They are located at 526 Nicollet avenue, in the heart of the retail business section. Rents are so heavy in this section that this contemplated step would seem to indicate the prosperous character of the business of the company since it opened this branch a year ago last December.

"We had a good steady trade during February," said L. H. Lucker, president of the company, "and results were fully as good as during January, that is, for retail sales. In the wholesale department, the demand for both Victor and Edison goods is constantly increasing, and the outlook for the spring trade seems to be exceptionally encouraging. The only thing I have to kick about is because we cannot get the goods."

T. C. Hough reports an excellent month's business at his four retail stores. "The public is buying a much better grade of machine these days than formerly," he said, "and the outlook for a much bigger year than last seems a pretty safe prediction." Mr. Hough has just put in a good line of I. C. S. Language Outfits.

J. W. Wheeler, of the Columbia Phonograph Co., reports a satisfactory month's sales at the branches in both cities. "The public taste has improved considerably in the call we have for records," he said.

Theo. Severans, formerly employed by T. C. Hough, has just opened an attractive store on Nicollet avenue, in the Nicollet House Block. He is handling the Edison exclusively.

W. J. Dyer & Bro. reported quite a satisfactory month during February in their talking machine department, the demand for records being reported very good by Messrs. Mairs and Fuller, the managers. It was stated that the business showed a big increase over the same month last year. They have opened a new department to be devoted exclusively for the sale of the I. C. S. Language Outfits.

A. M. Magoon, in charge of the Victor Department for the New England Furniture Co., reported trade continuing steady, and of a very satisfactory character.

The Adjustable Case Co., of 3416 Second avenue, South, have recently put on the market an adjustable and expansive cylinder record wall case that is equally convenient for use in salesroom or home. In regular form the case consists of eight shelves capable of holding in all ninety-six records in their ordinary cotton-lined boxes, while with additional shelves the capacity of the rack can be increased to hold 144 records. Some of the advantages of this handy patent record wall case are: it is compact, exposes the title of every record to plain view, permits them to be kept in their original cases free from damage, may be hung out of the reach of children, fits any space and, above all, may be adjusted to meet all conditions through the removal or addition of shelves. A patent shelf edge permits the record to be withdrawn from the case with ease and without disturbing other records. In salesrooms the wall case is not alone useful for holding records, but may be used for window displays, holding light articles, novelties and jewelry, etc. The head on the edge of the shelf prevents the articles from sliding off when the shelves are hung at an angle, so many unique displays can therefore be arranged.

EDISON & WEBER SOUTH.

The Great Inventor and His Superintendent Arrange to Avoid the Rigors of Our Northern March—Will Rusticate South.

Feb. 25, Thomas A. Edison and his wife, accompanied by the latter's brother and wife, started on the "Florida special" for Fort Myers, on the Gulf side of the Everglade State, where they will remain for six weeks or more. Mr. Edison has a comfortable home of his own at this place, which is on a bay or estuary of the Gulf of Mexico, it being his regular practice to avoid the rigors of the Northern month of March by going South. The following day Peter Weber, superintendent of the Edison Works at Orange, N. J., also took his departure for Florida, and will be the guest of Mr. Edison at the Fort for a month. This is the first real vacation Mr. Weber has taken for years, and only rest and recreation are on his programme.

WE'VE GOT IT AT LAST

and it's unquestionably the finest piece of art and mechanism ever attempted after many months of careful and concentrated efforts.

It's a WOOD COLORED HORN.

Horns that are true and exact reproductions of oak and mahogany in the various shades—that appeal to the critical eye, are finished in rough and high polished surfaces.

A revelation in horns which add to the phonograph an extremely valuable acquisition.

Cabinets of the Edison Phonographs and Victor Talking Machines are readily matched.

Absolutely new and novel and cannot be distinguished from the natural wood.

Looks like wood—sounds like wood—and feels like wood. What more could be obtained in the construction of this horn? In all, the pinnacle of perfection has been reached.

If there's an improvement to be made, it cannot occur in this generation.

Many horn manufacturers are endeavoring to reproduce this horn with peculiar imitations, but the original is owned and manufactured by us exclusively.

Our morning glory flower horns have met with favorable comments wherever shown.
The decorations are without a doubt the prettiest and most artistic ever exhibited.
The enormous sales of these horns alone give evidence of their superior quality.
We make them in many colors and designs.
Are built of extra heavy tin insuring them of durability.
Carefully and scientifically baked which overcomes all doubt of fading.
Mr. Jobbers—write us at once and we'll quote you interesting prices.

NEWARK TINWARE AND METAL WORKS
53-55 N. J. R. R. Avenue, Newark, N. J.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.
GENERAL SUPPLIES FOR CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT
Salesroom, 89 Chambers Street
Cable Address, Doughphone, N. Y.
New York
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.
GENERAL SUPPLIES FOR DISC MACHINES

IMPORTANT NOTICE TO THE TRADE:

PENDING the issue of our revised Price-List on Repair Parts and Accessories for Phonographs and Talking Machines, let us quote you prices before ordering elsewhere.

We have been enabled to make material reductions from our present list.

We carry the largest stock in the United States of

Edison Phonographs and Records

Orders filled promptly and completely on the day named.

Don't forget us when you want Record Cabinets—Cylinder or Disc.

We have some discontinued styles on which we are quoting bargain prices.

TRADE BOOMING IN MEXICO.

The Outlook Throughout Our Sister Republic Is Healthy—The Espinosa Phonograph Co. Expect That Their Business During 1907 Will Average Fifty Per Cent. More Than Last Year—G. A. Smith the New General Manager Is Now in Harness.

(Special to The Talking Machine World.)

Mexico City, Mex., March 6, 1907.

The talking machine trade in this city, and, in fact, all over Mexico, is in a healthy condition, and a remarkable growth is experienced continuously.

An excellent idea of the state of the business may be gleaned from the record of the Espinosa Phonograph Co., the oldest and one of the largest talking machine houses in Mexico. This company have headquarters at Calle de Santa Clara, No. 18½, Mexico City, with branches throughout the country, and handle the Columbia line exclusively. At present prospects the business of this firm during 1907 will average 50 per cent. more than that of 1906.

G. A. Smith, the new assistant general and sales manager of the company, arrived in Mexico last month, and now has his work well in hand. Mr. Smith is a man of wide experience in the talking machine trade, having been connected with the Portland, Ore., branch of the Columbia Co. for several years.

STILL ANOTHER CLAIMANT.

Still another claimant to the authorship of the Thanksgiving menu which recently appeared in The Talking Machine World has cropped up. In this connection we are in receipt of the following letter from Harry Marsey, manager of the Buffalo Talking Machine Co., Buffalo, N. Y., who says:

"The Talking Machine World, New York:

"Gentlemen—Reading your article regarding that Thanksgiving menu which the Buffalo Phonograph Co. claim to have originated, I beg to state that I individually got that menu up. I worked on that article several nights before I got it to look and read as good as it does, and had quite a hard time convincing the Buffalo Phonograph Co. that it would make a hit, and since you printed it in your paper it convinced them that it really was something. They claim the honor of its origination, of course. I was in their employ at the time, and I presume that they have the right to the claim, but I should think that they would at least mention the fact that I was the one that got it up for them."

EDISON GRAND OPERA RECORDS FOR MAY.

Five grand opera records will comprise the National Phonograph Co.'s Supplement No. 6, for May, but are to be sold the public before April 27, as follows: B 46, "Tarantella" (Rossini), by Giuseppe Campanari, baritone; sung in Italian, orchestra accompaniment. B 47, "L'Air des Fleurs" de Siebel ("Siebel's Flower Song"), "Faust" (Gounod), by Mme. Jacoby, contralto; sung in French, orchestra accompaniment. B 48, "In diesen heil'gen Hallen" ("Within These Sacred Halls"), "Die Zauberflöte" ("The Magic Flute") (Mozart), by Robert Blass, basso; sung in German, orchestra accompaniment. B 49, "O Paradiso in terra" ("O Paradise on Earth"), "L'Africaine" (Meyerbeer), by Florencio Constantino, tenor; sung in Italian, orchestra accompaniment. B 50, "A tanto amor" ("To So Much Love"), "La Favorita" (Donizetti), by Mario Ancona, baritone; sung in Italian, orchestra accompaniment.

LARGER QUARTERS FOR O. K. HOUCK.

In order to better accommodate their tremendously increasing talking machine trade in Edison and Victor lines the O. K. Houck Piano Co., of St. Louis, Mo., have completed arrangements for the removal of that department from the third floor of their building to the first, or street floor. Preparations are already under way for the erection of special booths and sound-proof rooms, and when all the changes are complete the Houck Piano Co.'s department will be one of the handsomest and most convenient talking machine salesrooms in the city.

According to a recent decision of Judge Broyles, of Atlanta, Ga., in the case of S. P. Robbins, manager of a moving picture theatre in that city, it is permissible to use a talking machine for attracting attention, provided a rag is stuck into the horn to muffle the sound. Attorney for the defense promised to insert a sponge in the horn to absorb the liquid tones.

In addition to the many patents controlled by the Ideal Fastener Co., one has recently been issued on their O. K. Horn Crane. This patent is very broad, and as a member of the firm said, considerably strengthens the position of the company to stop any attempt of infringements upon their rights.

FREE SAMPLES
of Needles That Prove.

Playrite
TRADE MARK
NEEDLES
"THE NAME TELLS WHAT THEY DO"

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

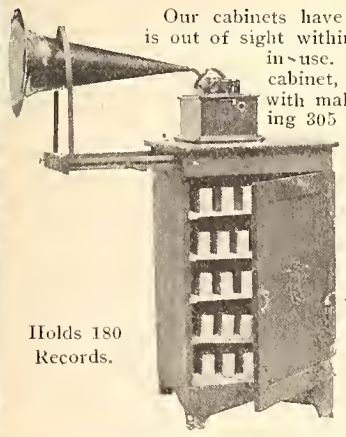
Melotone
TRADE MARK
"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

Phonograph Record Cabinets with Hornholder Attachment (Patented.)



Holds 180 Records.

Our cabinets have a hornholder that is out of sight within cabinet when not in use. We make a large cabinet, quartered oak or with mahogany finish, holding 305 Records. The one illustrated is of plain oak. The larger one has drawers with revolving bottoms, so that rear records can be brought forward. You lose good business by not having our cabinets. For prices inquire of

Syracuse Cabinet Co., Syracuse, N. Y.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

Mr. Dealer.

Are you supplying the demand for these photographs in your territory? If not, order a set from your Jobber and make an attractive window display, and notice how interested your customers are in these.

All the leading Jobbers now carry these photographs in stock. They are handsomely finished and each bears a fac-simile signature of the artist. Your order can be filled for the following:

LIST OF ARTISTS

Ada Jones	John Kaiser
Len Spencer	Billy Golden
Arthur Collins	Edgar L. Davenport
Byron G. Harlan	Leo Zimmerman
Harry MacDonough	Frederick W. Ecke
R. J. Jose	H. E. Nesbit
Frank C. Stanley	George Seymour Lenox
Billy Murray	Irving Gillette
Bob Roberts	Albert Benzler
Corrine Morgan	Fred Van Eps
Mary Porter Mitchell	Edward Meeker
Marie Narelle	Edward Barrow
Daisy Boulais	Joe Belmont
Florence Hinkle	John H. Bieling
Miss Marie Hoy	S. H. Dudley
Edward M. Favor	Eugene C. Rose
Cal Stewart	William Tusen
Will F. Denny	Andrew Keefe
Hans Kronold	J. F. Harrison
Frank R. Seltzer	Julian Rose
Fred W. Hager	Wm. F. Hooley
John Hazel	Steve Porter
Charles D'Almaine	Vess Ossman
Frank S. Mazziotta	William H. Thompson
E. A. Jaudas	Tascot

Harry Anthony

MALE QUARTETTE. GROUPED

MacDonough, Bieling, Dudley, Hooley	Harlan & Stanley
Bieling & MacDonough	Anthony & Harrison
Collins & Harlan	Jones & Spencer

The Channell Studio for Photography
ORANGE, N. J.

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH

CHINESE:
SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH

HINDUSTANEE:
URDU
MARATHI
CUJARATHI
HINDI
TARSI

TAMIL
MALAYIAN

INTERNATIONAL CATALOGUE (224 Pages) GRATIS

(See description in pages 23 and 24 this issue)

UP-TO-DATE ADVERTISING

CORRESPONDENCE INVITED

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

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business Throughout Country Pretty Fair With London Somewhat Quiet—Whitlock's Latest Invention—Specialties Worth Investigating—Some New Catalogues—National Phonograph Co. Report Progress—New Factory for Gramophone & Typewriter Ltd.—Neophone Co. Organize—The Pessimist and Optimist Compared—The General Phonograph Co.'s New Disc Record—Some Remarkable Records—Russell Hunting Co.'s Removal—Hopkins Succeeded by Hanshue—Death of Arthur Smith Regretted—New Excelsior Disc Machine—Neophone Co. Affairs—Gramophone Heard in Opera and Concert—Other Items.

(Special to The Talking Machine World.)
World Office, 69 Basinghall Street,
London, Eng., March 1, 1907.

Reports indicate fair general business last month, notwithstanding the many cycle dealers who have relegated records to the background now that fine or cycle weather is with us. Seemingly, for no particular reason, London business is not so brisk as with provincial dealers; yet London has not been so bad as January expectations lead us to believe. In the provinces money is not so tight. London is provided with evening amusement in plenty, while some of the smaller country towns lack even a decent theatre, and in consequence fall back upon the talking machine, in which the people find equal consolation and enjoyment, judging from the present call for popular London titles. Money is spent more liberally, and consequently we find provincial trade proportionally greater than in London.

A Handsome Cabinet.

A handsome new showroom or concert platform cabinet has been designed by W. H. Whitelock, of horn fame. The front is of a very artistic appearance, decorated in gold and silver leaf, on a background of imitation bird's-eye maple wood. Standing over six feet high, it presents a striking front of a novel and original character. Collapsible table for machine and shelves for records fit on at the back, so that the operator cannot be seen by the audience. A specially designed horn is inserted through an aperture in front, the bell fitting flush from frontal view. The article is altogether of an ingenious nature, and reflects much credit on Mr. Whitelock's untiring efforts and fertility of brain.

Some Rauth Accessories.

In our columns will be found a list of a few cheap accessories put out by Mr. Rauth. American and colonial dealers would do well to write for prices, which allow of export. I have personally tested many of Mr. Rauth's productions, and have found them of good quality and reasonable in price. They are worth specializing by dealers, as I am told the margin of profit is liberal. Disc record albums, rubber and nickel-end connecting needles, etc., are much in demand, therefore inquiries should be made at once. By-the-by, Mr. Rauth is introducing a new disc record of a natural tone, particulars of which will be published probably next month.

American Talking Machine Co.'s Catalogue.

The American Talking Machine Co. (whose announcement will be found elsewhere) have recently issued their wholesale catalogue to the trade. The production is a veritable encyclopedia of everything relating to talking machines and records, containing as it does illustrations, detailed particulars and prices of every disc and cylinder machine and record, accessories, etc., upon the English market. The catalogue is recognized, even by competitors, as the most comprehensive ever issued, and the demand bids fair to soon exhaust the 10,000 which the firm had printed. Only legitimate dealers are invited to send trade card for this book to the company's headquarters at 31 Tabernacle street, London. It will also be seen from this firm's announcement that they require applications from suitable houses in every country, willing to represent them. Whoever distributes their products handles good things.

Artists for the National Phonograph Co.

Mr. Maryon, of the National Phonograph Co., spoke of the new artists his firm had recently secured. Miss Vesta Tilley, one of the new contributors, and undoubtedly one of the most popular comediennes of the day, has already recorded a first, i. e., "Following in Father's Footsteps," which has proved an enormous success. Miss Vesta Tilley has made an arrangement with the National Company whereby she records exclusively for them. Two other new artists, namely, Harry Champion and Harry Barratt, both comedians of popularity, have entered into contracts to record for the National Phonograph Co. Dealers will find records by these three artists much in demand and should therefore prepare by ordering in quantities, and early. General business, said Mr. Maryon, is excellent, considering the weather changes. Spring, naturally, invite people out, and we find they buy where the dealer is progressive enough to catch them, either with handbills, circulars, local newspaper advertising, or attractive window displays. "No, the season is far from the end with us," exclaimed my informant, in answer to a query. Yet some people have already convinced themselves we are on the fringe of the dead season.

An Interesting Ceremony.

Not long ago a very interesting ceremony was performed at Hayes, Middlesex, when the directors of the Gramophone & Typewriter, Ltd., accompanied by Edward Lloyd, the famous tenor, performed the ceremony of cutting the first sod of the new factory that is to be erected to cope with the enormous increase of business that the company of recent years has created. The party included Trevor Williams, the chairman of the company; S. W. Dixon, general manager; Mr. De la Rue, a director, and others. Edward Lloyd consented to step from his retirement at Worthing, and performed the ceremony with a silver spade, which was afterward presented to him. The occasion, he said, marked the beginning of an undertaking of great extent, which will give employment to a vast army of British workmen. The works cover eleven acres of ground, and the Gramophone & Typewriter, Ltd., has shown a wise discretion in the choice of the site, which is only half an hour from London by rail, and occupies a position closely adjacent to the Great Western Railway, where they will have a special siding. On the north is a canal, a cutting to which will be made for dealing with their freight.

International Neophone Co. Registered.

The International Neophone Co. was registered on Feb. 4, with a capital of £2,000, in £1 shares, to acquire from Neophone, Ltd., the right to dispose of the patents and rights of Neophone machines, records and accessories in all parts of the world except the United Kingdom, together with the businesses of dealers in Neophone and other talking machines carried only by Neophone, Ltd., in those countries, respectively. No initial public issue. First directors, Dr. W. Michaelis and J. Morley, 2 Tabernacle St., London, E. C.

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC

ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

Attending Annual Fair at Leipzig.

The annual institution or fair held at Leipzig, in Germany, has called away many prominent members of the talking machine trade. We hope the business and social time over there will have proved beneficial to all.

Gramophone Electioneering.

London County Council candidates have found the gramophone a most useful aid in electioneering, which saves them much of the weary strain of traveling and speaking. Speeches were delivered into instruments, which were then placed on carts and turned on at the street corners and other meeting places, and thus was surmounted the candidate's difficulty of being in more than one place at a time.

Gilbert Kimpton & Co. Pleased.

Gilbert Kimpton & Co. report a satisfactory condition of business in the Imperial records over here, and announce that their parents, the Leeds & Catlin corporation, are distinctly elated with the records made by Ian Colquhoun and Tom Child, which experts declare will reach a phenomenal sale in the States. W. H. Glendinning is expected back about the time these lines are in print.

Stocking Pathe Records.

British and colonial dealers are stocking Pathe phonographic disc records in goodly numbers, as the call is incessant. For the time of the year, said Pathe Freres, we are experiencing a most unlooked-for deluge of orders, which we are now able to execute without delay. The retail reception saloon in Regent street is gaining more and more popularity, and we are well satisfied with the result of our expenditure in that direction.

The Sterling Recorder Now Out.

March 11 (No. 5 issue), of the Sterling Recorder is now out, and the Russell Hunting Co. will be glad to send dealers a copy on application being made to the City Rd., London. This is the company's house organ and is brimful of interesting hints and helps for the dealer.

Zonophone Records Still Booming.

Zonophone records are still booming everywhere. Mr. Nottingham, of the American Talking Machine Co., says that business in this line is so good that they have entered into an agreement with the British Zonophone Co. for close upon 200,000 records!

By Our Pessimist!

Who made the talking machine industry? Cycle dealers! Who is killing it? Cycle dealers! Seventy-five per cent. of the retailers handling talking machines, etc., are cycle dealers, and the fact that the majority are now pushing cycles to the front and talking machines to the rear—some even covering them up to keep the dust off—speaks for a bad time to come.

The Optimist

answers: "The volume of business done by cycle dealers in the aggregate during the season was great, but the turnover of each individually was little, and will be, so long as they place talking machines, etc., second, the consequences of which are that the buyers have tired of excuses and have long agitated, in many incidental ways, their music retailers to stock records. The musical instrument dealer was hard to move, but he is now waking up, and it will be found that throughout the country 50 per cent. have interested themselves in records and machines. Therefore it will be apparent that the trade is getting into the hands of more suitable shop keepers—men more enterprising—men who will keep their patrons alive to the various companies' summer lists as well as during the winter time. Thus the industry has a better outlook, and although the advantages will not perhaps be felt so much this summer, the change from cycle to music dealer stirs the imagination to conceive a gramophone garden party or summer phonograph recitals on the lawn or elsewhere, which is a sure sign that we are nearing the reality of the thing!

Royal Approval.

The Gramophone & Typewriter Co. have been appointed by royal warrant makers of gramophones and gramophone records in ordinary to Her Majesty Queen Alexandra. Tribute of the best!

Concerning the General Phonograph.

Some interesting items and changes are announced by the General Phonograph Co. In conversation James H. White gave me some definite information regarding the new disc record which they have long contemplated issuing, and which will be an established fact by the time this is in print. I was shown the first master. It is on the Hill & Dale cut and phonograph principle of gold moulding applied to the disc. This principle has been obtained only after countless experiments spread over many weeks, and it is claimed the superiority of the gold moulded process ensures reproduction in a manner more lifelike than any other known process, known as the "White Phono-disc." The first samples (double sided) consisting of about 100 titles, will be ready shortly. While the price is still a matter to be fixed upon, I may say it will be popular, and allow a generous profit to the dealer. Mr. White said that he is contemplating introducing the phonograph disc in America by next season, and if the proposition matures, he will probably cross the herring pond in the near future to fix up all necessary arrangements for equipping a large factory, which will enable them to issue unlimited quantities of records by the leading English, Continental and American talent. General business, Mr. White averred, was excellent, particularly from Australia, where from one firm alone they had received an order for 140,000 cylinder records, partly through introduction by their advertisement in The Talking Machine World. "It has been found that the situation of the Euston Road building is so

DEALERS, HAVE THE BEST!

STOCK "WHITE" RECORDS AND INCREASE YOUR SALES
AND AT THE SAME TIME SATISFY YOUR CUSTOMERS

Retail 1/- Price | "WHITE" RECORDS | Retail 1/- Price

The Best Evidence of the Superior Quality of "WHITE" RECORDS is that they SELL

Send us your name and address and we will send you our complete list of letters to date

UNDER OUR LATEST SYSTEM OF MANUFACTURE WE CAN POSITIVELY GUARANTEE YOU AGAINST "PIN HOLES." THE "WHITE" RECORD BY ACTUAL TEST WEARS THE LONGEST

COLONIAL DEALERS

SHOULD BEAR IN MIND THAT IN PURCHASING "WHITE" RECORDS THEY BENEFIT BY THE PREFERENTIAL TARIFF

SOLE SELLING AGENT FOR AUSTRALIA: JAMES ANDERSON, 255-257-259 Clarendon St., Melbourne

The General Phonograph Company
Limited

26 EUSTON BUILDINGS, EUSTON ROAD, LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued).

inconvenient to the trade at large," continued Mr. White, "that we have decided to abandon our premises there, and take more ceutral offices in the district regarded as 'Phonoland.' In all probability our new place will be in the City Road. In the meantime the General Phonograph Co. invite dealers everywhere to forward a request for lists and trade terms to Euston Buildings, London, E. C."

Some Remarkable Recording.

The wonderful Mr. and Mrs. Zaucig—two persons with one mind—who have dazzled not only the people of America and Great Britain, but the whole world, by their remarkable exhibition of thought transference, recently recorded for the Gramophone Co. The experiment drew together an interesting little gathering. Professor McDougal came from Oxford, and one of the most attentive listeners was the editor of the Annals of Psychical Research. There were also Lord Northcliffe, Lord Montagu, of Beaulieu; C. Arthur Pearson, and Clement Shorter, and when it was over none of them confessed to anything other than wouderment and delight.

When Mr. and Mrs. Zancig arrived at 3 o'clock and were conducted upstairs to the laboratory where the experiment was to be made, they were obviously extremely nervous and highly strung.

On her side of the big brown paper screen Mrs. Zancig stood by her gramophone with tightly clenched hands, her mouth drawn in to the teeth, and eyes closed so tightly that the sight of the strained lids was almost painful. The fact that the lids were so closed while Mrs. Zancig received many of the questions and gave many of the replies, dispenses with the theory that those scintillating eyeglasses of hers and her husband's are in any way employed as agents in signaling. Though, to be sure, the high screen between them disposed of that theory, too.

The objects ranged on the table by Mr. Zancig's side represented without doubt the most difficult set of problems that Mrs. Zancig has ever been set to solve. Mr. Zancig was very pale and nervous, and as he stood shifting from one foot to the other, he kept flicking his hands so that his long, slim, bony fingers made a sharp cracking noise. But still his pale blue eyes smiled and glittered from behind his glasses as he made the now familiar little speech before he set to work.

There was, he said, nothing supernatural about his work and his wife's. He simply claimed that whatever he saw she could see, too.

Then with the rapidity of a bank clerk counting change, he began to pick up one object after another from the little table, calliug such questions as "What is this?" "Now this?" "Well, this?" into the instrument.

The answers came crisp and pat: "A pen," "A case," "A coin." "The date on the coin?" "1900."

These, of course, were common objects which must always be included in such a collection, but there were many things the like of which Mr. and Mrs. Zancig can never have seeu before. There were, for instance, a little child's kindergarten cube of variegated colors, a money-case which included every piece of gold and silver coined in this country; a patent appliance for clipping nails, a little Janus-like piece of carved ivory, having the head of a skeleton on one side.

So nervous was Mr. Zancig that now and again his rapidly working fingers fumbled at the article which he selected, and then Mrs. Zancig hesitated for the fraction of a second. Once or twice in response to his questions she gave the name of the object lyiug next to the one which he picked up, but this only lends color to Mr. Zancig's statement tnat Mrs. Zancig sees what he sees, and his explanation was that if his gaze wanders for a moment, Mrs. Zancig must of necessity go wrong.

Once her answer was curious. The object selected by Mr. Zaucig was a specimen of a dried Mexicau "smallhead." Mrs. Zancig's reply was, "A gentleman's face."

But apart from this she made no mistake, the most wouderful exhibition being when she gave the date, numb and price of a visitor's railway season ticket, and added, in the same breath, the name of the owner.

It may be said that the strain of the test was so great that it left Mr. Zancig almost distraught and Mrs. Zancig as pale as ashes.

The reasons which first gave rise to this idea of recording the Zancigs' questions and answers by gramophone are that even the swiftest shorthand writer in the world must toil in vain after their rapid questions and replies, and that no record in cold print can hope to give those momentary hesitations and those subtle inflexions of voice which the code theorists maintain are half the Zancigs' secret.

The Very Thing!

The lady with the armful of paper parcels was evidently in a hurry, and the fierce glare in her eye aroused the young bookstall clerk from his habitual afternoon reverie. "Look here," she said. "I want a book for my husband. It's his birthday, and I want it for a present. Show me what you have, and be quick about it! Nothing too expensive, mind you; and I don't want anything too cheap, either—do you hear? He's a mild-mannered man, and not fond of sports, so don't show me anything in that line. For goodness sake, don't offer me any of those trashy novels, and no matter how much you try to persuade me, I won't take anything in the way of history or biography. Come, now, I'm in a dreadful hurry, and I've already wasted too much time here. Of course, you don't know my husband, but from all I've said, can't you suggest something appropriate?" "Guess I've got the very thing," was the assistant s reply. "Here is a little volume, entitled 'How to Manage a Talking Machine.'"

Arthur Smith's Death Regretted.

The death, early in the month, of Arthur Smith, conductor of the London Military Band, caused many expressions of genuine regret among his friends of the Columbia Phonograph Co. and of sympathy for his widow. Mr. Smith was a prominent member of the Royal Society of

HILL AND DALE CUT DISC RECORDS

"EDISON CUT DISC RECORDS" are the discs of the future—in fact, they are the records of to-day. The reproduction is far superior to anything ever brought out in the Talking Machine Trade.

PERMANENT SAPPHIRE
NO NEEDLES TO CHANGE

A GREAT SUCCESS is assured to the manufacturer who will manufacture this record IN AMERICA.

A first-class RECORDING EXPERT, knowing the Phonograph-Disc Business from A to Z, is open for a proposition, and will proceed to America provided a deposit is placed with the Editor of this paper. Write

H. D. C.,
Care Talking Machine World,
69 Basinghall Street, London, England

The Russell Hunting Record Co., Limited

MANUFACTURERS OF THE
"STERLING" RECORD

ARE THE LARGEST MANUFACTURERS OF RECORDS IN GREAT BRITAIN. OUTPUT 125,000 WEEKLY.

Every Sterling Master is Recorded by RUSSELL HUNTING The Originator of the "Michael Casey" Series.

WE GUARANTEE EVERY RECORD TO BE PERFECT.

"STERLING"

GOLD MOULDED RECORDS 25 CENTS EACH.

LIBERAL DISCOUNT FOR EXPORT.

Canadian, New Zealand and South African Importers will save Duty by Importing BRITISH MADE RECORDS.

THE RUSSELL HUNTING RECORD CO., Limited

81, City Road, London, E. C., England

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

LATEST NOVELTIES

The "Cordock" Concert Reproducer for Puck and similar type machines. Acknowledged by experts to be the finest reproducer on the market for small Phonographs, 50 per cent. louder than any other reproducer of its kind. For volume, clearness and distinctness of tone, it stands alone unequalled.

Factors should write for sample and wholesale prices, to

G. W. CORDOCK & CO.
High Street, Scunthrope, Lino's, England.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Musicians, and was well known in military band circles. He was for some time a member of Sousa's Grand Concert Band, and toured over a large part of the States as principal cornet soloist, during which time a close friendship sprang up between him and the famous "March King." He was also a member of the Coldstream Guards Band, and for a considerable period was connected with the Queen's Hall Orchestra. From the latter organization, largely, he selected the musicians which he gathered together to form the London Military Band, the merit of whose performances is recognized by every user of Columbia Records. At the time of his death and for several years previously he was in charge of the military band instruments department of Messrs. Chappell. Having a very sunny disposition and cheerful manner, Mr. Smith made friends in great number, all of whom will genuinely feel his loss.

C. J. Hopkins to South America.

Charles J. Hopkins, so well known to the trade as assistant London manager of the Columbia Phonograph Co., has just received a new appointment under his company, which will give him a continent as scope for his abilities. He is to undertake the oversight of the continually increasing trade in Columbia productions in South America. Buenos Ayres will be his headquarters. He left this country on the 13th of February on the "Kronprinz Wilhelm" for New York, where he will meet the officials of the Columbia concern preparatory to entering on his new field. Already there has been the spice of commercial romance in Mr. Hopkins' Columbia career, for he has done a great deal of pioneering work, and has probably traveled more extensively for talking machines than any other man in the trade. He joined his company ten years ago, and after being assistant manager and manager of two branches in the States, he was transferred to this side of the Atlantic. His first European appointment was the assistant managership of the Columbia establishment in Paris. Then he undertook the direction of affairs at the St. Petersburg branch, and was afterward made assistant manager at London. His splendid successes in salesmanship marked him out for a world trip, and he traversed the globe in the interest of his company, visiting every country of importance except South America. The result of his tour was most gratifying, valuable connections being opened up practically everywhere. Mr. Hopkins' activities in this country brought him into touch with all the factors, and many of the leading dealers in the United Kingdom, and as he possesses the rare faculty of awakening feelings of personal friendship in his business acquaintances, the news of his new appointment will evoke exceptionally cordial good wishes throughout the trade for the realization of another brilliant chapter in a very interesting career.

Hanshue Succeeds Hopkins.

Mr. Hopkins' successor in London is W. E. Hanshue, who is new to the talking machine trade, but possesses an admirable faculty of getting along with dealers and brings to his new work a freshness of ideas and an enthusiasm that are sure to bring splendid results.

Russell Hunting Co. Removal.

The Russell Hunting Co. and Sterling & Hunting, Ltd., will be moving from City Road and Hamsell street premises into the new building not later than the March quarter, which date, by the by, is the end of their financial year. The new quarters are now rapidly nearing completion, and in a few weeks will be out of the builders' hands. I shall then be able to furnish a few particulars of what is regarded as one of the most conveniently arranged premises in the talking machine industry.

Neophone Co. Affairs.

Under the new manager, Mr. Parr, the Manchester quarters of the Neophone Co. are reported to be making phenomenal progress. Local dealers seem to be supporting this department well. In course of a short chat, Mr. Craies, of the London headquarters, mentioned that their factory is now in good working order, and going at great pressure to meet the call for the improved Neolite sapphire disc, which is fast being recognized as a formidable competitor of the Berliner-cut type. Australian business is on the increase. The Neophone Sidney agents, Messrs. Mason & Bohanna, find things booming just now, and are opening several new branches in preparation for the coming season, at which time we are in the height of our summer.

New Styles of Excelsior Disc Machine.

At the invitation of Mr. Vischer, I recently had a private view of two new styles in the famous Excelsior disc machines. Both were obviously of excellent workmanship and finish. The tone arms, it was claimed, are absolutely sound-tight, and in point of view of construction, are of an unique pattern. The works are well finished, the motor comprising an embodiment of several new principles. The sound-box also is of a new scientific construction, and reproduces most naturally, as was demonstrated. The cases are splendidly made—one in polished oak, the other of walnut wood inlaid, surmounted by flower horns of a pretty design. I should say the general qualities of these new Excelsior machines leave nothing to be desired. They will of a surety be fine sellers for English talking machine dealers.

Some Lyon & Co. Novelties.

A. Lyon & Co. are offering some particularly cheap lines, notably disc record albums, which are advertised elsewhere in these pages. These albums represent the latest in point of quality and adaptability. They have very strong cloth covers, fastened with a special clasp, while the inside slots are of a hard-wearing vellum style paper, which is guaranteed not to tear. The price is very low, and will allow American

ALBUMS FOR DISC RECORDS

WE INVITE American and Colonial Jobbers and Dealers to write us for full particulars of our excellently finished albums to hold twelve 10-inch records. Seventy-five cents will cover a sample, but send your trade card for best terms in this and other sizes and details of other cheap accessories.

A. LYON & CO., Manufacturers, Wholesale and Export, **75 City Road, London, Eng.**

The Cheapest House in the Trade

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality **Best Workmanship** **Best Value**

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St. London, E. C., England

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued.)

jobbers and dealers to handle this line (in spite of tariffs) and show a good profit. The company will send their lists to any legitimate dealer applying. Messrs. Lyou & Co. are also sole factors for the Zonophone and Sterling Hebrew records, of which some splendid selections have recently been issued.

Favorite Co.'s New Lists.

The Favorite Co. are constantly adding new lists to their already fine repertoire of selections varied. Among the latest are some particularly good pianoforte solos, and other contributions of a classical nature, for which the demand, although not large in comparison with sentimental and comic records, is nevertheless steady.

Gramophone in Opera and Concert.

The gramophone is in evidence all over the country. Recitals are the order of the day, and it is safe to remark that such publicity is productive of good results for the company. A gramophone performance of the whole of Verdi's "Il Trovatore" was recently given a great ovation at the Chiswick Town Hall. Again at the close of the evening service at Gorleston Parish Church, a recital was given on behalf of a local distress fund. Truly, it is an instrument of many and varied missions!

Some Fine Odeon Records.

The Odeon Co. beg to call attention to some magnificeut band records issued in the March supplement, by the Imperial Infantry Band, also a new record by Madam Emmy Destinn and J. H. Scotland. Among the instrumental records issued for March will be found some very fine selections on the violin and 'cello, organ and banjo. The organ solos by Mr. Letorey, of Paris, will prove a very excellent record, and we believe oue of the finest organ records that has at present been recorded. They are also putting out a very fine violin record made by Miss Alice Liebman.

The New "Discodeon" Record.

The new "Discodeon" machine, just placed on the market by Messrs. Sterling & Hunting, has been an enormous success, and is in great demand, owing to the many improvements in this machiue, which has an eutirely new motor, walnut cabinet, tone arm and sound-box, the sound-box beiug made on a new principle and being insulated, and there is no metal connection whatever between the tone arm and the sound-box, which reproduces all records with the total absence of any metallic noises whatever, and also reduces the scratching noise to a minimum.

"Fonotipia" Advertisement Record.

The "Fonotipia" advertisement record, which was offered in the Daily Mail on Wednesday, February 13, created an enormous demand, and any one who was not fortunate in making use of this magnificent offer where they could obtain a 12-shilling double-sided record for four shillings 6 pence, can still do so by sending in a postal order for that amount, as there are still a few more to be had. Since this record was issued Messrs. Sterling & Hunting have received some thousands of testimonials testifying to the excellence of Fonotipia records.

PRICE MAINTENANCE CRUSADE.

The Practice of Underselling Fixed Prices Has Obtained Very Serious Proportions—A Condition That Calls for Immediate Rectification—The World Interviews a Number of Prominent Men in London on This Subject—Their Opinions Are of Interest.

(Special to The Talking Machine World.)

World Office, 69 Basinghall Street, E. C.,
London, Eng., March 2, 1907.

The iniquitous practice of underselling fixed-priced goods has obtained serious proportions in England, chiefly owing to the fact that the English law does not recognize a direct breach of contract on the part of the dealer who cuts the price. The red tape processes which have to be gone through, lead only to the granting of an order restraining a defaulter, and in consequence the practice goes on almost uninterruptedly. The manufacturers generally are doing their best to stem the tide, but little will result until such as are interested unite and work in combination with the factors to stamp out this ever-growing evil. Mr. Nottingham's opinion (given hereunder) seems very pertinent and one that, if adopted, would surely result in relieving the question more so than other methods now in force. The following are representative views on the matter:

The Columbia Phonograph Co.'s Views.

The Columbia Phonograph Co., General, say price cutting is ruinous to business, and they have always set their faces sternly against unfair trading. Having now introduced certain arrangements which simplify the legal processes by which their object may be secured, they are conducting their campaign against those who are guilty of this practice with greater vigor than ever. Within the last few weeks they have caused proceedings to be taken against five firms, succeeding in each case in restraining the price-cutter, and it is their intention to continue this policy consistently and persistently, irrespective of the standing of any offending firm or of the trouble involved in bringing the charge home to the delinquent party. All straight-forward traders will do what they can to back up the Columbia Co. in the determined stand they are taking against the "black sheep" among them.

A Factor's View.

John Nottingham (American Talking Machine Co.) expressed himself on the matter as follows: "I maintain that price maintenance is absolutely essential for the continued prosperity of the talking machine business in England. Some of the conditions upon which this result may be attained are: Firstly, the manufacturers must stand solidly together, and that they sell either to the dealer or to the factor, as they elect, but not to both. If a factor, he should not be permitted to work the factor's and dealer's business on the same premises, and before such factor supplies any dealer with goods of any of the manufacturers who are thus standing together, he should receive from the dealer a signed undertaking not to sell any of the goods of these manufacturers under their stipulated price, and in the event of him breaking this agreement by underselling, he should be immediately placed on the suspended list of the whole of the factors, so that unless he maintains the prices, he would at least have difficulty in obtaining supplies of any of these fixed-price goods. From the foregoing it will be inferred that all record and machine manufacturers should meet in conclave, and decide the conditions under which they will uphold the prices of their respective goods sold on the English market."

James H. White of the General Phonograph Co.

James H. White, of the General Phonograph Co.: "I gladly respond to the request of the representative of The Talking Machine World for my opinion on the benefits of price maintenance, believing as I do that it is the life of any trade where proprietary articles or even articles of well-known manufacture which have become popular with the public are dealt with.

"Having been connected for a period of about 12 years, previous to June, 1906, with the Edison interests, I have been in a particularly advantageous position from which to watch and study the benefits of price maintenance. I can remember distinctly when there was no attempt whatever in the talking machine trade to maintain prices, and the consequence was that matters got into a very chaotic condition; the machines and records were in the hands of undesirable shopkeepers (and even so-called merchants operating from private houses) who made their living and derived their advantage over legitimate shopkeepers by cutting prices. I am speaking now of the early days in the United States and Dominion of Canada; during the last five years this

We have

taken this space to tell you that we are specialists in all and everything appertaining to the TALKING MACHINE INDUSTRY, from a complete outfit to the smallest accessory.

Our 72-Page Catalogue

(sent free on receipt of trade card) is conceded to be a complete cyclopædia of the trade.

OUR PRICES WILL SURPRISE YOU!

We want

a **responsible firm** in each country to carry samples and represent us on commission. Applications should cover references. We are the largest and oldest exclusive talking machine house in Europe.

American Talking Machine Co.
31 Tabernacle Street,
LONDON, ENGLAND

CHEAP BUT GOOD

SAPPHIRES

Guaranteed genuine; of the largest maker in the world.

BALL POINTED.

BUTTON FORM.

Reproducing and Recording Sapphires, Columbia Types, Watch Stones, etc.

SOME PROFITABLE LINES

Cheap Tone Arms.
" Sound Boxes.
" Disc Machines.
" Needles.
" Flexible and Nickel-end Rubber Connections.

All accessories for EDISON and VICTOR MACHINES.

Springs, Pinions, Wheels, Screws, Disc Records, all direct from the Maker

Write to **FR. RAUTH,** 9 Christopher St., LONDON, **ENGLAND**

LARGEST MANUFACTURER OF DISC RECORD ALBUMS

condition has all been altered. I think it may fairly be said that the Victor Talking Machine Co. were the pioneers of price maintenance so far as the talking machine trade is coucerned, but happily their example was quickly followed by all of the reputable mauufacturers in Amcrica, each of whom introduced a price maintenance agreement which has been upheld time after time by the Americau and Canadian courts, and this agreement is, iu my opinion, almost wholly rcsponsible for the highly satisfactory condition of affairs and the unusual prosperity of talking machine and record manufacturers in America today.

"Although the price maintenance system in Europe is not as yet ou as sound a footing as is the case with America and Canada, I am most happy to observe the conditions improving almost daily.

"I remember well the conditions existing herc when we began invasion of European territory with the Edison products in 1902. It is a well-known fact that at that time prices of machines and records were being cut geuerally, and it was almost impossible to find two shops which were offering goods to the public at the same price. The consequence of this condition was that both wholesaler and retailer of talking machines looked at the business very indifferently and there was little or no enthusiasm. The price maintenance agreement was introduced in September, 1903, and the effect was simply marvelous. We received letters of congratulation from hundreds of dealers, both in the British Isles and on the Contiuent, and a new life immediately came into the business. This advantage was followed by vigorous prosecution of those who broke agreements, aud dealers immediately began to realize that they were really to receive protection, aud that their profits were assured. Orders under the new conditions came in so rapidly that it was almost impossible to cope with them, and it is safe to say that although the dealer was getting greatly enhanced prices for goods sold, he was doing at least ten times the turnover under the price agreement as compared with the old conditions. There can be no question but what manufacturers, factors, dealers and the public benefit from price maintenance in the talking machine trade. You will naturally ask how the public benefit. My opinion is this: Assuming that the manufacturer is reasonable and does not make the price at which the goods are to be sold to the public arbitrary, arranges his price so that there is a fair profit to himself, the factor and the dealer, a respectable margin is left to enable the manufacturer to carry on sufficient experimenting to bring his product up to the highest possible standard, and the publie buys this enhanced product at prices which are perfectly fair, and that they pay cheerfully so long as the goods are right; so that in my opinion the only evil that can possibly come from price maintenance agreements is from manufacturers putting an arbitrary price on their products, and happily the manufacture of talking machines today is iu the hands of people who are apparently too sensible to do this. I firmly believe that price maintenance is the life and soul of our trade to-day, and I do not believe that it is possible for a firm to prosper and keep abreast of the times without it."

Harold Godwin's Columbia windows for Washington's Birthday were the best ever.

DYER AND CROMELIN ANSWER PUCCINI.

Contentions of the Great Italian Composer on Copyright Riddled by Frank L. Dyer and Paul H. Cromelin Who Utter Some Vigorous Words That Shows the Talking Machine Men's Side of This Copyright Controversy.

Giacomo Puccini, rated the present day master of the Italian school of music, composer of "La Boheme," "Madam Butterfly," "Tosca" and other celebrated operas, has written the following letter on the status of the author in his relatious to the reproduction of music, in any form, without compensation:

"During my present visit to the United States I have been repeatedly catechised as to the copyright laws of my own country and requested to compare them with those of America. This I have always declined to do. I am inclined to be rather proud of the fact that my country is amoug the first in the world to extend to composers the right of controlling the reproduction of their works by means of any and all modern mechanical musical instruments, iucluding the talking machine. Of course, when our copyright laws were promulgated no such means of reproducing sound waves was dreamed of, still less than in America, where the modern talking machine was invented.

"But Italian courts have held that phonographs are within the copyright law on the broad principle that the originator is entitled to the use and control of his mental creations, regardless of the means whereby they are reproduced for the benefit of the public. And if the music box manufacturers desire to reproduce my melodies it seems to me that I should have the same liberty of selecting the medium and the method by which they shall be transmitted to the public as I have in choosing the managers and theaters to produce my operas.

"Furthermore, while I am heartily glad to note that eminent interpreters of my music, including fellow-countrymen like Caruso and Scotti, are not only paid princely honorariums for rendering solos from my operas into talking machines, but are also allowed liberal royalties on the sale of those records, it seems strangely inconsistent that the composer of those very themes should not be granted slight pecuniary recognition. To make this situation still more absurd, these records are so protected by patent that, were I to make a duplicate record of my own compositions, for which I have never granted them any right, these same manufacturers might have cause of legal action against me for infringement in hypothecating the product of my own brain and creative powers.

"Unlike operatic managers, who produce, and the publishers, who publish musical work, the manufacturers of these devices exercise no productive effort or stimulate or encourage original work in musical composition, which they exploit for their own gain. I am sure that the American people, who are firm believers in the principle of justice, equity and square dealing, will join hands with Italy in the suppression of this form of musical piracy."

Frank L. Dyer's Views.

Frank L. Dyer, general counsel for the National Phonograph Co., when asked his opinion of the foregoing remarks of Signor Puccini on the matter of copyright, said:

"No comparison can be drawn between Italy and the United States, because in this country we live under a constitution by which the powers of Congress are strictly circumscribed. Congress has no power to pass a valid copyright act that will apply to anything other than a 'writing,' and a phonograph record is not a writing under any tests that may be applied to it. Furthermore in this country the idea of copyright laws is not to protect authors or composers, as these gentlemen seem to think. The foundation of all copyright legislation must be the public good—the greatest good to the largest number.

"The object of copyright laws, as defined by the Constitution, is 'to promote the progress of science and the useful arts.' To achieve this object it was recognized that there should be monopolies, but they were properly restricted to 'limited times,' and were directed only to writings. The broad question involved, then, is whether the greatest good to the public would result from an absolutely close monopoly under which authors and composers might prevent the phouographic reproduction of their works, or whether the monopoly should give them only the constitutional right to publish and sell their writings. That the latter view is the correct one has frequently beeu decided by the American courts.

"Signor Puccini and the other composers who are so strenuously advocating a reformation of our copyright laws, seem to suppose that the credit for the popularization of their music is due entirely to themselves. As a matter of fact, the inventors of this country have created an entirely new art in which the composers had no hand whatever, although, broadly speaking, the

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BRASS HORNS AND SECOND HAND AND SHOP WORN

TALKING MACHINES

FOR SALE TO CASH BUYER

Address E. G., TALKING MACHINE WORLD, 1 Madison Avenue, New York

WILL SELL CYLINDER RECORD RACK

I have in stock one New Monarch Cylinder Record Rack, which cost wholesale $30 and freight. Am willing to sell it for $15. Address R. C. Bollinger Music House, Fort Smith, Arkansas.

MANAGER WANTS SITUATION

Young and energetic man would like position as manager for wholesale and retail Edison and Victor Talking Machine Department. Eleven years' experience in the business. Address, "Manager," care The Talking Machine World, 1 Madison Avenue, New York.

FOR SALE.

TALKING MACHINE AND PHONOGRAPH store; well established and profitable business, doing large instalment and cash business; good reason for selling—on account of having two places must sell one. Address S. P. Michlosky, care The Talking Machine World, 1 Madison Avenue, New York.

CHANCE TO BUY COMMERCIAL MACHINE.

$50 Commercial Machine nearly new. Brand new recorder, reproducer, ear-tubes. For sale only because of change of business. Dozen blank records thrown in. Big bargain. F. H. Curtiss, 3639 Locust Street, Philadelphia, Pa.

BIG BUSINESS OPPORTUNITY.

FOR SALE—Stock, fixtures and goodwill of Jewelry, Optical and Talking Machine business in a central Pennsylvania town where 30,000 people do their buying. Average monthly income in Talking Machine department $1,000 and practically no competition in this branch. Books showing growth and volume of business open for inspection. Present stock about $10,000, but could be reduced at option of purchaser. Other financial interests which will require proprietor's entire time after May 1st is the only reason for selling. A. G., care The Talking Machine World, 1 Madison Avenue, New York.

art of mechanical reproduction of music was old when the Constitution was adopted. I think it is too late now to attempt any radical change in the law that will alter the situation, iuterfere with vested interests, and instead of promoting the progress of science, act as a hindrance thereto.

Paul H. Cromelin's Comments.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., iu a chat with The World, said: "I regret that Signor Puccini, in his reported interview and alleged letter, has added absolutely nothing to the fund of information on this important subject. It sounds so much like a rehash of the old arguments we have heard so often by those who have been scheming to get control of the industry through the medium of copyright decisions and legislatiou that comment would appear to be unnecessary.

"As Signor Puccini is so proud of the actiou of the Italian Court a few points regarding the decision may be of interest. It is well to remember:

"(1) That although mechanical reproducers of music have been made and sold as long as we can recall, it was not until last year, July, 1906, that an Italian Court decided that such devices violate copyrights, and the case is on appeal, with an opportunity for still another appeal to a third court.

"(2) In so deciding the Court repudiated the action of its accredited delegates to the International Convention of Berne, which expressly made mechanical reproducers free, and the court in eudeavoring to find an excuse for such an extraordinary act, seeks refuge behind the weak statement that its delegates were appointed by the King, and as Parliament had not expressly confirmed the appointment, Italy ought not be bound.

"(3) Italy has produced more great composers perhaps than any other country. As a mauufacturer of mechauical reproducers of music, however, its position is of slight importance. A reading of the decision will convince any one that the predominant thought underlying it is the protection of its musical art as against the inventive and manufacturing capacity of other nations. The plaintiffs were Italian publishing houses and composers, the defendant, the Italian branch of a great, rich English company.

"I mean to cast no reflections upon the equity or justice of a decision rendered by an Italian judge, but I have had enough personal experience with European litigation under like conditions to make me wish that the parties to the actiou had all been citizens of the same country and to express regret that the principal defendant was a non-resident wealthy corporation.

"(4) It is well to recall that about the same time that the recent Italiau decision was reudered the English musical copyright act was passed (August, 1906), after eight years of deliberation. The English act expressly removes the mechanical players from the domain of copyright and leaves reproduction free to the people. Germany did the same in its musical copyright act of 1901. In no country in which the subject has been legislated upou has a talking machine sound record been declared a violation of copyright.

"The American people are, as Signor Puccini says, firm believers in the principle of justice, equity and square dealing. They know only too well the debt which the people of the whole world, including Italy, owe to the invention of the talking machine, and they are perfectly well aware of the fact that if any ordinary singer sang one of Mr. Puccini's arias into a talking machine it could not be sold or command any price whatever. They deny to Mr. Puccini, however, the right to exact tribute from the genius of a Caruso or a Scotti or to prevent such an artist from using the God-given talents with which he has been endowed, and from singing to an audience embracing the world, through the medium of that most marvelous of all inventions, the graphophone.

"They deny to Mr. Puccini the right to prevent any boy or girl studying vocal music from singing his music into a graphophone and making a record of it if he sees fit, and they refuse to send the boy or girl to jail for doing it.

"They refuse to permit Mr. Puccini to exact tribute from them each time one of his pieces is played on a mechanical instrument, talking machine or otherwise.

"They recognize in the talking machine a great educational force and power, which has done more to stimulate and encourage musical kuowledge than any other agency known, and while they grant to Mr. Puccini the most liberal protection in his writings, they refuse to part with that which they are eutitled to in return, which is the right to hear and enjoy the piece for which they have granted him the copyright. It would be pleasant indeed for Mr. Puccini if every time a band or orchestra played his pieces after they have purchased his music and paid him his royalty, they had to pay him an additional sum for each playing, but the American people do not consider this equity or justice or square dealing, and are not going to admit his right, legislatively or otherwise, to exact any such tribute.

"John Philip Sousa, in the hearings before the Congressional Committee, when the question of bringing mechanical reproducers under the domain of copyright, was being discussed, stated that he could compose better for $1,000 than he could for $600. Shades of Verdi, and of Wagner and of Mozart! when musical composition is reduced to the 'by the job' basis, like the whitewashing of a country fence, and our great composers write music for delivery on a given date at so much per yard!"

TO FORM BIG ENGLISH COMPANY.

Syndicate to Organize Large Company to Make Disc and Cylinder Records in London—Mr. Ed. Leeds Will Have Charge of Plant With W. H. Glendinning—Many Fine Records Made for English Market.

W. H. Glendinning, of Gilbert, Kimpton & Co., Loudon, who has been visiting New York for the past five or six weeks, returns home by the "Carmania" on Saturday. His visit here was for the purpose of placing orders for Imperial records, and incidentally to have some special masters made by Ian Colquhoun, the well-known baritone, and Tom Child, the noted tenor. Both of these gentlemen also return to England this week, but we understand that Mr. Child will return to the United States some time in April to take a twelve months' engagement as a singer in this city.

In the course of a chat with The World this week, Mr. Glendinning stated that during his present visit he had organized plans whereby on his return to London he will form a syndicate for the formation of a large English company with ample capital to make disc and cylinder records on a large scale. He also announced that the factory and laboratory in England will be in charge of Ed. Leeds, with Mr. Glendinning himself as assistant. The syndicate will be organized within the next three months, and the company ready for operation within nine months. The title of the new company has not been determined upon, but it is not improbable that it will be the Imperial Record Co. The records to be put out by this company will be of a high quality and sold on a competitive basis.

Mr. Glendinning expressed himself much pleased with the records recently made for him by the Leeds & Catlin Co., not only of Messrs. Colquhoun and Child, but of a number of other English singers whom he got together in this city. He also stated that they had secured records by three of the Metropolitan Grand Opera Company artists, and have arranged with Helena Frederika, soprano, Miss Coureen, and a number of other well-known artists to sing exclusively for this company. Mr. Glendinning is quite enthusiastic about the future of the talking machine business in Great Britain and the colonies, and expects with his new company to build up a large and profitable business.

DEAF MADE TO HEAR MUSIC.

A sensation has been caused in Paris by the discovery of Dr. Marcel Dupont, by which the deaf can be made to hear music. Dr. Dupont was introduced to the Academy of Sciences by Professor d'Arsonval, who informed that learned assembly of Dr. Dupont's wonderful invention.

Dr. Dupont exhibited his apparatus, which consists of a phonograph to which is affixed a microphone, the electrical current being derived from the accumulators. A scale of music is engraved ou the cylinder, and when the phonograph sets to work the microphone supplies an alternate electric current, the numbers of its stops corresponding exactly to the vibrations of the scale of music reproduced from the cylinder by the phonograph.

If a march, say, is put on the wax cylinder, the alternate electric current produces by its passage through the human organism the exact impression of the musical sounds of the music as given out by the phonograph.

Mr. Dealer.

Have you ever been caught short on your Edison Records and found that your Jobber could not help you out?

Have you ever lost a sale in consequence? Then you can appreciate the value of doing business with a Jobber who can fill your orders promptly.

We are the largest exclusive Edison Jobbers in the East, and carry the most extensive line of Edison Machines, Records and Supplies.

We guarantee immediate shipment of all orders.

ECLIPSE PHONOGRAPH CO.

203 Washington Street **HOBOKEN, N. J.**

Who's Who in the Talking Machine Industry

With a Few Illustrations by United States Judges

COLUMBIA PHONOGRAPH COMPANY, General

Sole Sales Agent for the

AMERICAN GRAPHOPHONE COMPANY

Creators of the Talking Machine Industry

In the beginning of the INDUSTRY was the GRAPHOPHONE, and without the GRAPHOPHONE there was not, could not have been, the INDUSTRY

The invention of the GRAPHOPHONE in Washington, D. C., by Bell and Tainter, in 1886, marks the beginning of the TALKING MACHINE INDUSTRY. The GRAPHOPHONE embodies five great cardinal points which are used to-day in every commercial and practical talking machine. These are:

(1) The process of engraving the original record on wax or a wax-like substance.

(2) The composition of which the record is made.

(3) A removable self-sustaining record—one which could be taken off the machine and played on another in any part of the world.

(4) A separate and distinct diaphragm for the reproduction of the sound, technically called the REPRODUCER, in addition to and independent of the stylus (RECORDER) with which the original record is made.

(5) The freely mounted reproducer automatically tracking the sound record.

Thomas A. Edison was one of the first persons to recognize the fact that an industry could be built upon the basic foundation which the GRAPHOPHONE afforded, and the so-called Edison Phonograph IS A LICENSED GRAPHOPHONE, which would be of no commercial importance without the principles first given to the world with the invention of the GRAPHOPHONE and which had lawful existence only when the Graphophone Company, after prolonged litigation, granted the National Phonograph Company the right to use its patents.

Judge Shipman in the U. S. Circuit Court in New York, in American Graphophone Company vs. Leeds, et al., referring to the earlier work of Mr. Edison, characterizes most of the descriptions as "confessedly vague," saying:

"It is confessedly difficult to know the interpretation which the writer placed upon some of the words which he uses."

But, said Judge Shipman:

"Bell and Tainter made an actual, living invention which the public are able to use, and a court is not called upon to struggle to decipher an anticipation in the unfinished work and surmises of earlier students of the same subject."—87 Fed. Rep. 873.

Pioneers and Leaders in the Art.

The Columbia Phonograph Company, organized in the city of Washington, D. C., in 1889, sole sales agent for the American Graphophone Company (1886), is the sole active survivor of all the companies originally organized to exploit the Graphophonic Art. First in the field it has always retained its proud position, and is recognized and known in every country in the world as the LEADER IN THE TALKING MACHINE ART.

Judge Platt, in the U. S. Circuit Court in Connecticut, in National Phonograph Company vs. American Graphophone Company, in dismissing the suit and deciding in favor of the Graphophone Company, said:

> "The Graphophonic Art may be said to have fairly begun with the invention of Bell and Tainter, Letters Patent No. 341,214, dated May 4th, 1886. This taught the public how to produce the commercial and transferable sound record."—135 Fed. Rep. 809.

Owners of the Fundamental Patents.

Judge Grosscup in U. S. Circuit Court in Illinois, in American Graphophone Company vs. Amet, said:

> "Bell and Tainter lay no claim to having conceived the idea of a mechanism whereby speech or sound could be recorded and reproduced. Much thought and experimentation, before their patents were completed, were expended upon the general conception of such an instrument. BUT THE FACT REMAINS THAT, PRIOR TO THEIR GRAPHOPHONE, THE CONCEPTION OF A PHONOGRAPH HAD NEVER BEEN MECHANICALLY WORKED OUT TO THE EXTENT OF PRACTICAL PERFECTION. THE GRAPHOPHONE, INDEED, SEEMS TO HAVE TAKEN THE PLACE OF ALL PREVIOUS MECHANISMS, AND TO HAVE ADVANCED BY A VERY LARGE SPACE, THE ART OF RECORDING AND REPRODUCING SPEECH AND SOUND."

And, speaking of the combination of the Graphophone and its record, he said:

> "SUCH COMBINATION IS THE MECHANICAL MEANS WHEREBY THE ART OF RECORDING AND REPRODUCING SPEECH AND SOUNDS IS FIRST MADE PRACTICALLY EFFECTIVE."—74 Fed. Rep. 789.

Every one who has watched the development of the talking machine art from year to year is perfectly familiar with the fact that all great advances worthy of note involving fundamental invention have been conceived in and seen their broadest development within the Columbia Company.

It will be interesting to recall a few memorable examples:

THE SPRING MOTOR, now almost universally used in talking machines, was first used in connection with the "BABY GRAND" GRAPHOPHONE, invented by Macdonald.

THE MECHANICAL DUPLICATING MACHINE (Macdonald's patent), by which commercial sound records were multiplied from an original.

THE GRAPHOPHONE GRAND (Macdonald's patent), which at the time of its introduction created a sensation and was widely copied by Mr. Edison, who finally admitted the validity of the patent and became a licensee on payment of substantial royalty. All high-grade modern sound records employ the principles of this invention.

THE MOLDED CYLINDRICAL RECORD, invented by Macdonald, and sold in large quantities more than one year before a competitor put its molded records on the market. In the case of National Phonograph Company vs. American Graphophone Company, already referred to as having been tried before Judge Platt in Connecticut, the testimony showed conclusively that Edison, notwithstanding the oft-repeated claim that he is the inventor of the so-called Gold Molded Record, had never up to that date, 1905, succeeded in making a practical and successful molded sound record. By his own testimony it was proven that the records extensively advertised under his name are made by a process which was really the invention of two of his employees years after our process, invented by MacDonald, had been perfected.

THE TWENTIETH CENTURY GRAPHOPHONE (Higham's patent), with its tremendous volume and marvelously natural tones. An epoch-making invention, involving highly original principles, and which is destined to play a most important part in the future history of the art.

The Modern Disc Talking Machine and Record.

In view of the recent advertisement of a competitor suggesting that they control the manufacture and sale of disc talking machines and records, it is only necessary to remind you that—

(1) The first disc talking machine was a GRAPHOPHONE.

(2) The first disc talking machine record was a GRAPHOPHONE record.

(3) Before Berliner conceived his uncommercial process of etching them, disc records had been made by others.

(4) Long before our boastful competitors were ever heard of we had licensed their predecessor, the National Gramophone Company, who admitted that they were using GRAPHOPHONE patents in order to make their product commercial, and who paid us substantial royalties up to the time of their dissolution.

(5) The Victor Company use our patented process to manufacture their records. They are licensed under our patents, and are absolutely dependent upon them to make a salable record.

These facts are placed before you merely in the interest of truth. We deem it our duty to remind you of them, so that you may not be mislead by their extravagant and unfounded claims. They would have you believe that they control the manufacture and sale of disc talking machines and records. **The fact is, they depend upon our process of manufacturing disc records, which is truly indeed the basic foundation on which they have built up their business.**

In American Graphophone Company vs. Universal Talking Machine Manufacturing Company and American Record Company, the U. S. Circuit Court of Appeals, New York Judges Wallace, Lacombe and Townsend, in a decision handed down January, 1907, bear testimony to this fact in the clearest and most unmistakable terms. These suits established the validity of our Jones patent No. 688,739, which covers broadly the current art of making disc records. After referring to "the now confessed superiority and commercial success of the product of the patent in suit," the Court says:

"The disc produced by the patented process RESPONDS TO THE TEST OF SUCCESS WHERE OTHERS HAVE FAILED." * * *

"The patentable novelty of the process of the patent is not only indicated by large sales, but also by the unassailable evidence of that most sincere form of flattering recognition, IMITATION AND APPROPRIATION BY RIVAL MANUFACTURERS. In short, it has so far supplanted all other methods previously used that apparently all disc records are now made by said process, and **COMPLAINANT'S CHIEF COMPETITOR** (referring to the Victor Company) **ADMITS THAT IT DISCARDED ITS OWN PATENTED ETCHING PROCESS** (referring to the Berliner patent) **AND HAS SUBSTITUTED THEREFOR THE PROCESS OF THE PATENT IN SUIT.**" (Referring to our Jones patent.)

This is pretty plain English, isn't it, and it is quoted from the decision rendered by the ablest patent law judges in America. If any bragging has been indulged in **the U. S. Circuit Court judges have been our mouthpieces,** and we have only to quote from a few decisions to more than sustain every claim which we make.

BUT, while it is gratifying to reflect on these tributes, coming as they do from such eminent authorities, poor indeed would we be if we felt that we depended upon them to maintain the superiority of our position or our product.

It is not because we are the creators of the talking machine industry that we make the best talking machines.

It is not because we are the pioneers in the business that we have established such an enviable reputation for COLUMBIA RECORDS.

We could not in these days of keen competition remain in the lead merely because we own the fundamental and basic patents.

BUT it stands to reason, and every one admits that all of these are important—very important factors in any business—and long experience has enabled us to know what the public wants, and by gathering together in THE LARGEST TALKING MACHINE FACTORY IN THE WORLD AT BRIDGEPORT, CONN., the best experts and most efficient workmen in the art WE HAVE BEEN ABLE TO PRODUCE THE BEST TALKING MACHINES AND THE BEST RECORDS OBTAINABLE. Of course, it is easy for us to say this of ourselves and our goods, but that it is the unbiased judgment of those who are best able to know is evidenced by the fact that at all the great INTERNATIONAL EXPOSITIONS, wherever the GRAPHOPHONE AND COLUMBIA RECORDS have been exhibited in competition, THEY HAVE ALWAY RECEIVED THE HIGHEST POSSIBLE AWARDS. AT PARIS, IN 1900, THEY RECEIVED THE GRAND PRIX. AT ST. LOUIS, IN 1904, A DOUBLE GRAND PRIX AND THREE GOLD MEDALS WAS THE AWARD. AT PORTLAND, IN 1905, THE HIGHEST AWARD, A GOLD MEDAL. AT MILAN, ITALY, IN 1906, THE GRAND PRIX.

To those who have been long familiar with the industry the above contains little that is new; but it may be interesting and instructive to others who perhaps have not understood heretofore that the Victor and Edison companies are operating under our license and explaining as it does why we subscribe ourselves

COLUMBIA PHONOGRAPH COMPANY, Gen'l

SOLE SALES AGENT FOR THE

American Graphophone Company

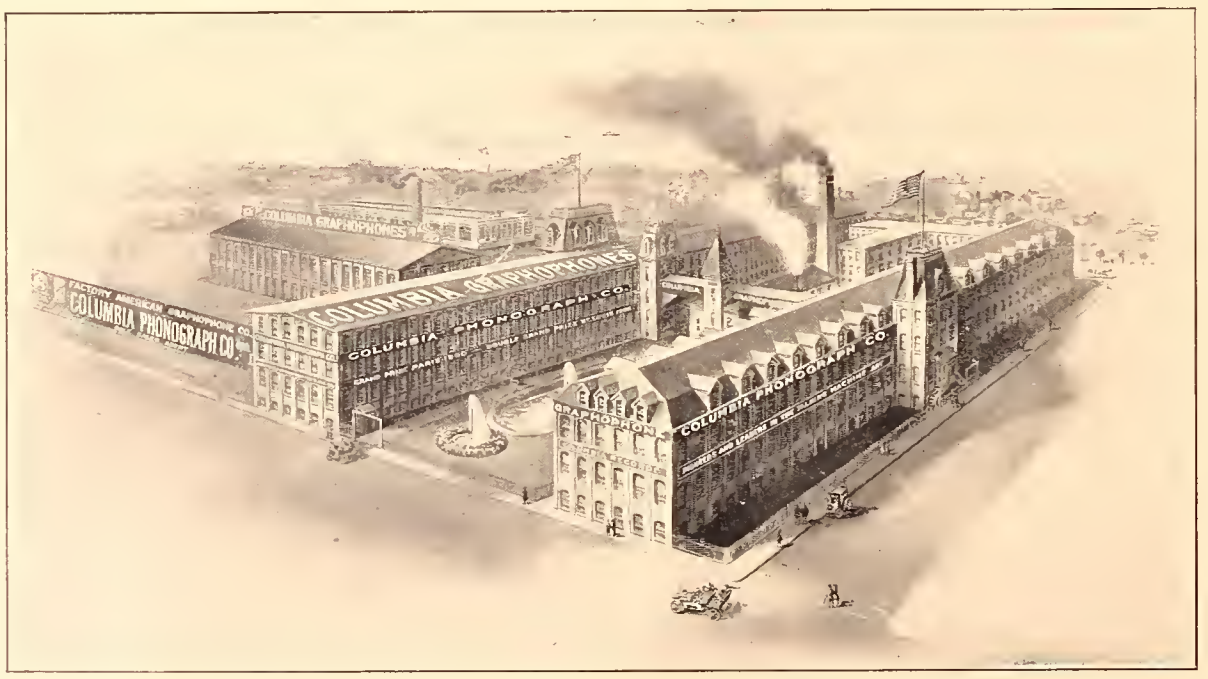
Creators of the Talking Machine Industry. Pioneers and Leaders in the Talking Machine Art.

Owners of the Fundamental Patents.

Largest Manufacturers of Talking Machines in the World.

GRAND PRIX, PARIS, 1900. DOUBLE GRAND PRIZE, ST. LOUIS, 1904. GRAND PRIX, MILAN, 1906.

STORES IN ALL PRINCIPAL CITIES. DEALERS EVERYWHERE.



WHERE GRAPHOPHONES AND COLUMBIA RECORDS ARE MADE.
FACTORY AMERICAN GRAPHOPHONE COMPANY, BRIDGEPORT, CONN., U. S. A.
THE LARGEST TALKING MACHINE FACTORY IN THE WORLD.

BALTIMORE IS A "LIVE" TOWN.

Talking Machine Business Good—Columbia Co. in New Quarters—Droop & Son Secure Large Building—Eisenbrandt Enthusiastic.

(Special to The Talking Machine World.)

Baltimore, Md., March 12, 1907.

The boom in the talking machine business in this city continues, and the prospects are that the present year will be one of the most prosperous in the history of the trade.

The local agency of the Columbia Phonograph Co. is now located on Lexington street, in the very heart of the retail business section of the city. They were formerly located on North Howard street, but there had grown to such an extent that the building was decidedly too small to accommodate their trade.

The building vacated by the Columbia Phonograph Co. has now been leased by the firm of E. F. Droop & Sons, of Washington, D. C., who for several years have had a branch store on North Charles street. Like the Columbia phonograph people, the Droop firm soon outgrew their establishment on Charles street, and were also forced to select other quarters, and after much consideration decided to lease the building vacated by the Columbia Phonograph Co. The building, which is four stories, has been thoroughly renovated, and large show windows have been placed in the building. The Droop firm, besides being the Baltimore agents of the Edison phonograph, are likewise jobbers for the Victor talking machine. The firm hopes to be in their new quarters by the first of April.

"Never before have I been so pushed with orders," said Mr. Eisenbrandt, of the firm of H. R. Eisenbrandt & Sons, "and the hard part of it is that no sooner do I get a new supply of Victor talking machines than they are all sold, and I am unable to supply the new trade. Last week I received a shipmeut of 63 magnificent machines, and by the time they arrived here they were all sold, and I was again left in the lurch. At present the demand is great, and there is no prospects for a let-up."

TO DINE MANAGER DORIAN.

The heads of the various staffs connected with the Columbia Phonograph Co. in this city and Brooklyn will tender a dinner to Manager Dorian at Kalil's restaurant on Park Row, on Monday, March 18, prior to his sailing for Cuba on a much-needed vacation. Covers will be laid for twenty-five, and it is expected that this will be an occasion long to be remembered.

JOBBERS TO BE ENTERTAINED.

(Special to The Talking Machine World.)

Philadelphia, Pa., March 12, 1907.

The meeting of the Eastern Talking Machine Jobbers' Association in this city on Thursday, April 11, at the swell Bellevue-Stratford Hotel, the Waldorf-Astoria of the City of Brotherly Love, promises to be a memorable event. While the members of the trade here do not care to disclose their plans of entertainment, there is no doubt a banquet, a theatre party and visiting points of interest on the "rubber neck" auto is on the programme. In other words, the historic hospitality of the Quaker City will receive an additional luster when the talking machine jobbers get here, and are looked down upon by the 40-foot statue of Billy Penn on the top of the City Hall. The meeting will convene at 2 p. m.

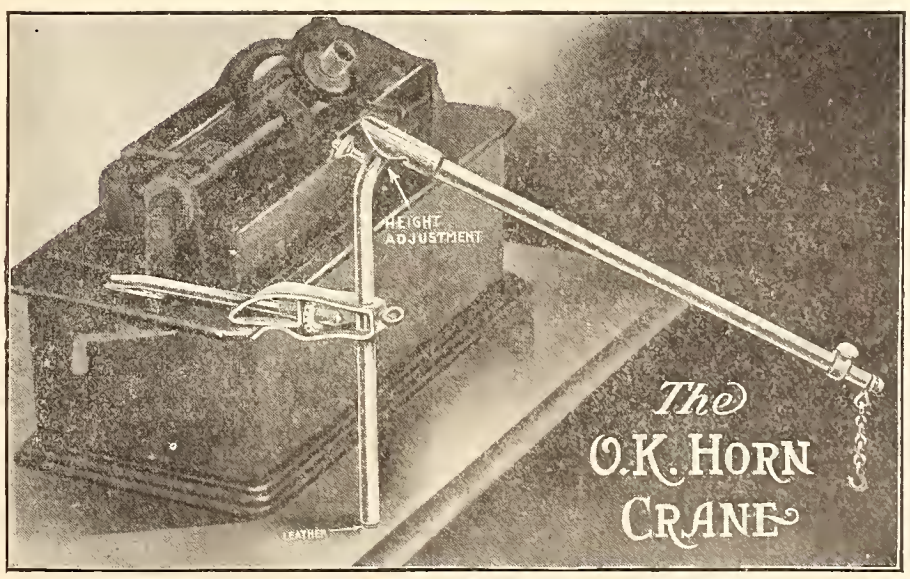
NOTHING SUCCEEDS LIKE SUCCESS.

Mme. Melba, the famous soprano of the Manhattan Opera Co., this week signed a contract whereby she will receive $50,000 in royalties for a number of songs which she will sing for the Victor Talking Machine Co. during the week ending April 2. This is probably the largest contract ever closed with a singer, at least by a talking machine company, and affords an idea of the extent and growth of this industry.

SIG. TOSI WITH COLUMBIA CO.

Umberto Tosi, of the Tosi Music Co., of Boston, Mass., will come to this city in a short time to take charge of the sale and production of the high-class grand opera records which the Columbia Phonograph Co. is now and will in the future place on the market. Sig. Tosi was formerly counected with La Scala Opera House, in Milan, and enjoys the personal friendship of most of the leading singers and musicians that are now or have been connected with that great center of song. This will be a special department, and it is believed will greatly add to the prestige of this company.

The Petmecky Co., Kansas City, Mo., makers of the popular Petmecky Multi-tone needles, have distributed among jobbers and dealers an attractive wall card with the followiug in black upon a yellow ground: "Petmecky Multi-tone Needles. Each Needle Plays 10 Records. 3 tones in 1." The card is 7½ by 9½ inches in size, and makes an excellent advertisement for the dealer, especially when hung in the window in connection with a display of disc machines and records.



(Patented March 12, 1907.)

For Edison and Columbia Machines
Ask Your Jobber

THE IDEAL FASTENER CO., 143 Liberty Street NEW YORK CITY

BUSY TIMES WITH WURLITZER CO.

The talking machine department of the Rudolph Wurlitzer Co. has experienced an excellent trade in both Edison and Victor goods, and from appearances 1907 will eclipse the past year in every way. When it is stated that the wholesale talking machine business of the company during December amounted to over $40,000, and the retail to nearly $12,000, the extent of their trade may be realized. Raymond F. Strief, in charge of the mail orders, and Joseph Dlttrich, representing the Victor department, are both most optimistic regarding the future of the department and are out to break records this year—and they will do it, too.

SOLD 400 MACHINES IN THREE MONTHS.

D. M. Yost & Co., talking machine dealers of Norristown, Pa., sold over four hundred machines within three months, and are in the position now where they cannot get stock sufficient to fill the orders on their books.

HORNLESS PHONOGRAPH CO. ORGANIZED.

Among the incorporations filed with the Secretary of State at Albany on Monday last was that of the M. Schroeder Hornless Phonograph Manufacturing Co., New York. Capital, $500,000. Directors: Herman Schroeder, Cora Weisend, Auguste Blumner, New York.

MATTER STILL PENDING.

In last month's World mention was made of a suit for infriugement brought against the Utica Crane Co. by the Hawthorne & Sheble Manufacturing Co., in which it was stated that "A temporary injunction had been granted." This statement was incorrect. Up to present writing the temporary injunction asked for has not been granted.

"TALKER" IN CENTRAL AFRICA.

"Have you heard the man singing in a box?"

"No; where?"

"Up on Mouut Keyu. The white man has an iron thing which sings, just like witchcraft! I believe there is a man shut up inside!"

You might hear a conversation like this any day in one of the villages near to the Church Missionary Society station at Patigo, in the Acholi country, Central Africa. The people are very fond of listening to the talking machine, aud say all sorts of funny things when they cannot understand where the voice comes from. The laughing song is a great favorite, aud next come bugle calls. Most of all the Acholi people are fond of hearing their own songs, some of which they have sung into the machine. They sometimes say, "Leave that record in all day; it sounds beautiful!"

The March issue of "Chat" sent out by the Tea Tray Co. is, as its name implies, an unusually chatty number. It is admirably gotten up in every respect, and a good advertisement for the house.

The Powers & Henry Co., of Pittsburg, have purchased the entire retail stock of talking machines and records of the Theodore F. Bentel Co., which was recently damaged by fire.

A. S. Thompson, formerly in charge of the talking machine department of Rothschild & Co., Chicago, has assumed a similar position with Bullock's, the large department store of Los Angeles, Cal.

M. Buchner has joined forces with J. E. Price Jr., and started the Newark Talking Machine Co. at 595 Broad street, Newark, N. J. They are handling the Victor and Edison line.

H. C. Faber has removed from Colfax to Monongah, W. Va.

TIMELY TALKS ON TIMELY TOPICS.

The growth of the trade is along lines which the old-time jobbers are inclined to resent more and more vigorously. They are insisting the list of their numbers is growing altogether too rapidly for business comfort. In other words, while the manufacturing companies controlling the machine and record product are benefited by the expansion, the individual jobber is having his working territory split up, so that harder work for less aggregate results ensue. This is a condition difficult to handle satisfactorily to those concerned, and while The World has touched upon this question before, it seems to be coming to the front stronger than ever, and the trade at large believe the day will come when jobbers will be limited and dealers be accorded territory according to their ability to properly represent a line and with a disposition to carry a stock of goods of sufficient strength.

Congress has adjourned without day, and the copyright bill is dead. No more aggressive fight was waged against any measure before the Fifty-ninth Congress than that dealing with the reproduction of music or speech on talking machine records. In fact, it is admitted that had the record manufacturers and the music publishers been able to compromise their differences the bill would have been enacted. As it stands, the bill never came before either the Senate or House in a way to insure attention. A couple of attempts were made to bring it up in the Senate, but objections sent the bill to the foot of the calendar, and from this oppressive situation it was never rescued. On the last day of the session a minority report was filed on the House bill, which differs radically from that submitted by the majority, or, as first announced, a unanimous report. From this it may be surmised that when the bill again sees the light of the new legislative day on the assembling of the Sixtieth Congress the warfare between the music writers and publishers and the record manufacturers will be resumed with vigor, and no quarter asked.

Signor Puccini, the eminent Italian composer now visiting this country, and whose operas are the eujoyment of music lovers, has allowed himself to be "interviewed" by the American press agent on the question of compensation for the use of copyright music on records. While the signor displays a knowledge of the talking machine trade truly surprising—quoting statistics as if to the manner born—his plea is ex parte, and therefore expresses the views of an individual only. The "talk" accredited to him appears on another page, and is accompanied by a few illuminating observations from the trade point of view that are so broad in treatment as to carry conviction, excepting to prejudiced minds.

One of the most satisfactory developments of the business is the recoguition by the regular music trade of the fine possibilities of the talking machine proposition. It is strange that this line of business, concededly the natural avenue of distribution, should not have improved the shining hour ere this. Now the full force, effect and profits of this addition has been brought home, and music dealers everywhere are installing departments. The World has often pointed out the desirability of haudliug the line, and made it clear the results would be beneficial only from several points of view. It is, therefore, gratifying to record that common sense is prevailing at last, a fact the manufacturers and jobbers are more than pleased to comment upon most favorably.

F. M. Prescott, geueral manager of the International Talking Machine Co., Berlin, Germany, has transmitted to Senator Mallory, of Florida, who submitted the minority report on the copyright bill, opposing Senator Kittredge's views, a lengthy statement of his views on paragraph E, of section 1, which deals with the reproduction of music via talking machine records and the various mechanical or automatic instruments. He quotes the judicial status of the question in various European countries in support of his contentions, which are opposite to those expressed by Senator Mallory.

One of the recent "pateuts in the air" is a horn resembling the anatomical construction of the human throat. In other words, a device which is said to "break up" the sound and haud it out mellowed and smoothed out on an optional basis. That is to say, the "inveutor" has arranged—in his mind, of course—a series of gates that can either be utilized to iron away the "blast" or other foreign interference; or, if a brilliant, loud-sounding effect is desired, by pressing a button, these channel impedimenta are folded, and the amplifying horn is free and clear for the regulation resonating results. Great is the inventor, and his own noise is his prophet!

It is not generally known that among the staff of the Columbia Phonograph Co. in New York there is to be found a quartette of wonderful entertaining ability. Those comprising the quartette are "Billy" Kitchen of the sales staff; John C. Button, the president's private secretary; Earl Godwin, assistant New York manager, and "Spike" Godwin, in charge of the display advertising of the company. The Godwin brothers are old-time minstrels, "Billy" Kitchen has a big reputation as a club entertainer, and John Button possesses a bass voice of much power and beauty, and when they appear together their efforts constitute a treat not to be denied.

The Recordite Co., of New York, are making fine progress with their product. In the short time Recordite has been on the market they have succeeded in placing it on sale with almost every prominent jobber. Many concerns are now beginning to inaugurate extensive advertising campaigns, and the Recordite Co. are daily receiving calls for more goods. A prominent talking machine man said recently: "We firmly believe this article has come to stay, as it is one of the most necessary elements in the talking machine business." The Recordite people are preparing to use large advertising space in many leading publications, which will, of course, create a wide demand for their product.

THE BLACK WHITE MAN

"The White Blackman"

Fills Dealers' Orders

FOR

EDISON or VICTOR

goods in a way that makes other jobbers wonder how he does it.

TAKE NOTE, MR. DEALER

"Satisfaction" at Blackman's costs no more than "Dissatisfaction" elsewhere.

Write for our New Price List

Yours to make good

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop'r

"The White Blackman"

97 Chambers Street NEW YORK

"THE PLACE WITH THE GOODS"

To SOUTHWESTERN DEALERS

We carry the Largest Stock of EDISON MACHINES and RECORDS and General Talking Machine Supplies west of New York.

CONROY PIANO CO.

COR. 11th AND OLIVE STS., ST. LOUIS

THE "BAKE-ON" FINISH.

Important Facts That Everyone Should Know About This Method of Enamelling Metals.

WE HAVE BEEN ASKED BY MANY JOBBERS TO EXPLAIN, CLEARLY AND FULLY, OUR PROCESS OF "BAKING ON" THE FINISH OF OUR PRODUCTS. WE FEEL THAT IT IS DUE THEM, AS WELL AS OURSELVES, TO INSTRUCT THE WHOLE TRADE ON THIS VERY IMPORTANT POINT.

TO BEGIN WITH, THE TEA TRAY COMPANY WERE THE ORIGINATORS OF THE "BAKE-ON" PROCESS. THIS PROCESS WAS A METHOD OF COVERING METALS WITH A FINISH THAT BY BEING "BAKED ON" BECAME PART AND PARCEL OF THE METAL—A FINISH THAT WOULD LAST AS LONG AS THE METAL ITSELF. OF COURSE, IT TOOK A LONG TIME TO PROVE BY TESTING IN ACTUAL USE THAT THE "BAKED-ON" METHOD WAS CORRECT. TO GIVE IT A THOROUGH, AND AT THE SAME TIME A CONCLUSIVE TRIAL, A SERIES OF TESTS WERE ARRANGED FOR BY A COMMITTEE OF WELL-KNOWN EUROPEAN AND AMERICAN DEALERS. THESE TESTS WERE MADE IN THE FACTORY OF THE TEA TRAY COMPANY, WHICH, AT THAT TIME, WAS A VERY SMALL PLANT. THE TESTS WERE PURELY COMPETITIVE. EVERY KNOWN METHOD OF FINISHING METALS WAS BROUGHT INTO THE CONTEST. ARTICLES WITH THE VARIOUS FINISHES WERE PLACED IN TANKS CONTAINING HOT ALKALI. AFTER THEY HAD REMAINED IN THESE TANKS FOR SOMETIME, THEY WERE TAKEN OUT BY MEANS OF LONG IRON HOOKS. WHAT WAS THE RESULT? THE ARTICLES ON WHICH THE FINISH HAD BEEN BAKED WERE JUST AS GOOD AS THEY WERE BEFORE THEY ENTERED THE TANKS. ALL THE OTHER ARTICLES FINISHED BY OTHER METHODS WERE TAKEN OUT WITH EVERY SINGLE PARTICLE OF COATING REMOVED BY THE ALKALI. THEN TO FURTHER STRENGTHEN THE TEST OF THE "BAKED-ON" PROCESS, THE ARTICLES SO FINISHED BY THE TEA TRAY COMPANY WERE STRUCK WITH HAMMERS AND SHARP INSTRUMENTS, BUT THE SURFACE REMAINED ABSOLUTELY FIRM AND UNINJURED.

THESE TESTS NOT ONLY SHOWED THE SUPERIORITY OF THE "BAKED-ON" FINISH, OVER ALL OTHER FINISHES, BUT THEY ALSO PROVED THAT IT WAS THE ONLY FINISH THAT WAS ENTIRELY PRACTICAL FOR ALL PURPOSES. THEY PROVED CONCLUSIVELY THAT A FINISH THAT WAS "BAKED-ON" SO FILLED THE PORES OF THE METAL IT COVERS, THAT THE VERY FIBRE OF THE METAL BECAME SATURATED. IN OTHER WORDS, A "BAKED-ON" FINISH BECAME ALMOST INDESTRUCTIBLE.

IT IS A WELL-KNOWN FACT THAT THE BEST RESULTS ARE OBTAINED BY USING MATERIAL THAT REQUIRES GREAT HEAT IN BAKING. THE CHEAPER THE MATERIAL USED, THE LESS HEAT REQUIRED, AND HENCE INFERIOR RESULTS ARE OBTAINED.

OUR "BAKED-ON" FINISHES ARE SECURED BY SUBJECTING THE ARTICLE TO SEVERAL HUNDRED DEGREES OF HEAT; THEREFORE, WE ARE OF NECESSITY OBLIGED TO USE EXPENSIVE HIGH-GRADE BAKING MATERIAL, WHICH ARE CAREFULLY MADE AND NOT ONLY REQUIRES GREAT HEAT TO PROPERLY "BAKE-ON" TO THE METAL, BUT GIVES A MOST ELASTIC, SERVICEABLE AND BEAUTIFUL FINISH.

THE READER OF THIS ARTICLE WOULD NO DOUBT BE INTERESTED TO SEE THE INTERIOR OF ONE OF THESE HUGE FIREPROOF OVENS. THE COST AND MAINTENANCE OF OVENS OF THIS CHARACTER WHICH ARE ABSOLUTELY NECESSARY. EVERYONE KNOWS THAT THE SUNLIGHT AND OPEN AIR ARE FREE TO ALL AND COST NOTHING TO MAINTAIN.

THE PRIMARY AND NATURAL RESULT OF THE T. T. CO. "BAKED-ON" PROCESS IS THAT AN ARTICLE BEING COATED WITH THE VERY BEST ENAMELS AND THEN SUBJECTED TO A HIGH DEGREE OF HEAT, INSURES A FINISH THAT IS NOT ONLY BEAUTIFUL IN LOOKS BUT THAT WILL GIVE THE BEST SERVICE. WE BELIEVE THAT THE HIGH REPUTATION OF OUR PRODUCTS, WHICH HAVE THEIR FINISHES "BAKED-ON" IS SUFFICIENT EVIDENCE OF THE SUPERIORITY OF OUR METHODS. VERY TRULY YOURS,

ALBERT S. MARTEN, PRES.,

THE TEA TRAY COMPANY OF NEWARK, N. J.

TRADE NEWS FROM ALL POINTS OF THE COMPASS

The World acknowledges the receipt of the latest list of Beka Indian disc records, and their machine catalogue from the Talking Machine and Indian Record Co., Bombay, India; also their bulletin of Arabic records. Referring to these records, Valabhdas, Lakhmidas & Co., of which the foregoing concern is a special department to handle the Beka records and the kindred talking machine line, they say: "The Beka Indian records were made under our supervision late in 1905, and in such a short time their popularity is second to none in our territory. It may also interest you to know that the Beka expert, Mr. Bielefeld, is with us here, and we have taken about 150 Indian records up to now in our city, and shortly we will be traveling over the whole of India and making about 800 to 1,000 records in all the principal dialects of our country."

After their plans were completed the Talking Machine Supply Co., with offices at 400 Fifth avenue, New York, announce themselves in a position to furnish the trade with everything needful in the general line of supplies. Their stock of goods is large and entirely fresh, embracing a number of articles on which they are exclusive. With ample capital and facilities of the best, the company will be pleased to handle all business entrusted to their care promptly. Their formal announcement, in English and Spanish, to this effect, appears on another page. Arthur P. Petit, the general manager of the Talking Machine Supply Co., who is well known in the trade, started March 3 on an extended selling trip, and will visit the Pacific coast before his return East.

The commercial department of the National Phonograph Co. will exhibit the Edison business phonograph at the National Business Show, in Chicago, from March 16 to 23. Two large spaces will be occupied in the Coliseum, and a large force of men and women will demonstrate the machine, and the history of the phonograph will be illustrated from the original model of 1877 to the perfected voice-writing machine of 1907. Nelson C. Durand, manager of the department, left New York for Chicago on the 9th inst., to take charge of the exhibit in person. Edison jobbers and dealers are cordially invited to visit the show, for which tickets will be supplied by applying to the company's Chicago office, 304 Wabash avenue.

The D. S. Johnston Co., Seattle, Wash., and who also have a studio in Tacoma, Everett and Yakima, will build a handsome seven-story structure, 70 feet frontage, to accommodate their extensive talking machine, piano and general music business. The main floor will have 150 feet of plate glass, as the new building is at the corner of Third avenue and University street. The talking machine department will be on the second floor, subdivided into ten demonstrating parlors en suite. The premises will be occupied about the middle of August.

The Colnmbia Phonograph Co., general, will have an extensive and elegant display of the commercial graphophone at the National Bnsiness Show, which opens in the Coliseum, Chicago, March 16, continuing until the following Saturday. They will occupy two full spaces, in the most conspicuous part of the place, and an ample staff will be in attendance for demonstrating purposes. W. W. Parsons, manager of the commercial graphophone department of the Columbia's Chicago office, will personally be in charge of the exhibit, though J. W. Binder, general manager of the system, started from New York early in the week to be on hand for the greater part of the time.

Monday of this week John P. Kelsey, recently on the road for the Douglas Phonograph Co., assumed the management of the Bettini Phonograph Co., New York. Mr. Grunglick, who has filled this position for some time, takes up outside work for the company, looking after the city and nearby trade.

The Universal Talking Machine Manufacturing Co., Newark, N. J., recently placed a contract for general advertising with fifteen of the leading magazines. The first "ad." will appear in the April issues. The company are now doing the largest business in their history, several leading jobbers in the country handling the Zonophone line exclusively. Their March list of records is claimed by General Manager Macnabb to be the best ever offered by any company.

Last week Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, after the adjournment of Congress, and the consequent relegation of the copyright bill to the legislative limbo, returned to headquarters in New York and resumed his regular duties. Mr. Cromelin has been a bulwark of strength to the trade in the consideration of this proposed law.

P. A. Powers, Buffalo, N. Y., who was in New York for several days last week, returned home Thursday. While here he regaled his intimate friends with a unique and altogether enjoyable rendition of his favorite German operatic air, "Schnitzelbank," with variations. Pat is quoted as saying that if this stirring and mirth-provoking anthem were ever reproduced, he would place an order for 100,000 of the records.

The Bartlett Music Co., Los Angeles, Cal., speak of their department as the "talking machine suite."

Recently the Douglas Phonograph Co. received the following wire order for records: "Add messengers order two Irish Rosie, For Memories of Home, Two Care for Us; March." After a little study the mystery was solved, and songs of these titles were forwarded per instructions.

Kohler & Chase, San Francisco, Cal., have opened a branch jobbing house in Seattle, Wash., handling Edison and Zonophone goods.

Since the death of William Ross, of W. H. Ross & Son, Portland, Me., which occurred February 12, the business will be continued without change of name, with Frederick Smith, of the firm, as manager.

Among the jobbing visitors in New York during the past month were: H. Shields, Denver (Colo.) Dry Goods Co.; John N. Willys, Elmira (N. Y.) Arms Co.; Harry W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; T. Coleman, R. S. Williams Co., Toronto, Can.

Harry H. Enders, recently with Powers & Henry Co., Pittsburg, Pa., is in business for himself now, having an interest in the Pittsburg Film Exchange (Moren & Enders), dealers in motion picture machines and films, and creators of illusions. He was in New York last month on business connected with the firm.

At the great musical exhibition in St. Petersburg, Russia, in December, the display by the Columbia Phonograph Co. was one of the most conspicuous and admittedly the prettiest one in the whole exposition, writes a correspondent. No other exhibit attracted anything like the crowds that flocked to view the Columbia machine, and who lingered near, whenever records were being played.

Thos. F. Murray, with his usual vigorous methods, has added a few more names to the honor roll of Columbia jobbers during his recent trip through the New England States. "Tom" takes great pleasure in having charged up to his credit, in the wholesale dapartment presided over by Walter L. Eckhardt, these firms: S. L. Crosby & Co., Bangor, Me., and the Household Furniture Co., of Bedford, Mass. He says: "Watch the list grow."

Jones Bros., Richmond, Va., recent additions to the roll of Columbia jobbers, are reported as doing a splendid business. In fact, to those who know, it is said the firm are bound to become the largest jobbers in the South. They have a number of branch stores.

Sol Bloom, New York, announces that on account of the tremendous increase in his Victor talking machine business, which he is now handling exclusively, he has disposed of his sheet music catalogue to M. Witmark & Sons. The reason for this move is greatly needed floor space for his new laboratory, now being erected on the third floor of his building, for the exclusive making of records for disc machines, especially those of and for private individnals desiring records of their own voices. As previously stated

ESTABLISHED 1857

THE WALLACE BARNES COMPANY

BRISTOL, CONN., U. S. A.

MANUFACTURERS OF

SMALL SPRINGS

of Every Description

DEALERS IN

WIRE and COLD ROLLED STEEL

Full of Life and Even Temper

Catalog Mailed upon Application. Quotations Furnished Promptly.

Just A Word In Your Ear

Mr. Music Dealer:—

What efforts are you making to capture the Talking Machine and Record Business?

Do you realize that Columbia Graphophones and Records are as staple goods in the trade as pianos and sheet music? That there is an enormous, and greatly increasing demand everywhere for

COLUMBIA
DISC and CYLINDER RECORDS

among all classes of society—the rich, the well-to-do and the workers in office and factory?

The man who owns a piano buys a Columbia Graphophone for the sake of variety and for the excellent vocal selections.

The man who can't buy a piano buys a Columbia Graphophone, and becomes at once a regular customer for Columbia Records.

There is no dull season for the music dealer who sells Columbia Graphophones and Records, because they bring many more people to your store.

Selling Columbia Records stimulates the sale of sheet music—this is a known fact.

Columbia Records are most profitable for you to handle for several reasons:

They are so extensively advertised that everybody knows what they are and are ready to buy them.

They have purer, more natural musical tones than others, free from objectionable scratchy sounds.

They fit all makes of machines, which makes them universal favorites.

This is the only Company operating Record laboratories in the great musical centres of the world.

Any standard or popular musical number can be supplied from the Columbia list—and all the latest hits are brought out immediately.

Every up-to-date music dealer makes his store the musical centre when he sells Columbia goods.

If you are not in line the opportunity is here.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

in The World, Mr. Bloom has also given up handling and jobbing Edison goods. However, he will continue his retail store in Chicago and here.

According to Walter Stevens, manager of the export department, the foreign trade in Edison goods is expanding at a marvelous rate. In fact, its growth has been phenomenal, greatly due to the efforts and concentrated work of Mr. Stevens himself, an expert in his line. M. W. Waitt & Co., Vancouver, B. C., Canada, was created an Edison jobber last month. Their wholesale depot will be at Vancouver, and the branch at Victoria. Manager of Sales Wilson declares the business of the National Phonograph Co. was never in a more prosperous condition.

The Vietor Talking Machine Co. have filed suit in the United States Circuit Court at Grand Rapids, Mich., against the Duplex Phonograph Co., Kalamazoo, charging them with infringement of the Berliner patent. Judge Knapper had set February 26 as the day when the defendants should show cause why a temporary injunction should not issue.

The following have been created Columbia jobbers: Somers & Co., St. Paul, Minn.; Duffy, McInnerney & Co., Rochester, N. Y.; Jones Bros., Richmond, Va., with six branches throughout the State. A number of jobbers have been dropped, but the list will be materially lengthened by fresh additions, the applications of whom are now being considered by the company's wholesale department.

The free school for typists desiring to learn the use of the commercial phonograph, which is conducted by the National Phonograph Co., has proven very successful. Miss S. M. Robbins, in charge of the school, states that a bright pupil can master the details of the phonograph in about two days, and can find a good demand for operators in that class. The system has proven a boon to the blind, who can turn out work surprisingly free from errors.

"The Laboratory Association" now occupies the premises on West 23d street formerly possessed by the American Record Co. J. O. Prescott is the manager. An official statement in explanation thereof may be expected not yet, but soon.

A daily press dispatch from Tampa, Fla., says Thomas A. Edison, who is now sojourning at his winter home, Fort Myers, on the Caloosahatchie river, "has purchased land adjoining his property, and will build a laboratory, which will be his workshop for the remainder of his life." Like newspaper telegrams, too numerous to mention, there is nothing in it. Mr. Edison has always had a laboratory—at least for fifteen years—on his Florida place, so if he felt disposed to engage in any line of investigation the means were ready at hand.

At the Dog and Poultry Show held in Indianapolis, Ind., last month the music was furnished by a Twentieth Century graphophone, with a horn over forty inches in length. The machine was furnished by Thomas H. Devine, representative of the Columbia Phonograph Co., and was under the direct charge of F. W. Scheigert. Throughout the show the graphophone attracted hundreds of people, who seated themselves where they could enjoy the full beauty of its rendition, and a number of excellent prospects were thus secured.

The exchange proposition is keeping the Victor Talking Machine Co., Camden, N. J., busy. The shipments of stock to the factory have been on a great scale, but the goods are rapidly assorted and due credit given to the shippers. The Victor distributers are also up to their necks with handling their dealers on the same matter, and everybody concerned is glad its over.

Among the names of the purchasers of valuable stock at the bench show that lately closed in this city was that of J. H. Dorian, the manager of the wholesale department of the Columbia Phonograph Co., at 353 Broadway, who won the distinction of becoming the owner of "Young Mahomet," the son of the $5,000 "Champion Mahomet." Like his father, "Young Mahomet" is a big white bulldog, and has all of his sires good points, and the best judges say that in time he will be a champion of his class. Mr. Dorian is a great fancier and breeder of this class of dog, and among the noted ones in his kennels is "Nairods Pluto," son of Imported King Pluto and nephew of Champion Bernes, the last year's prize winner in New York, Boston and Philadelphia. Mr. Dorian has at present seven registered bulldogs in his kennels, four of which are imported and from the finest stock bred in England. At the last meeting of the Long Island Kennel Club, Mr. Dorian was unanimously elected as its secretary.

Business in the various branches of the trade is normal, with a tendency to more activity than for some time. Jobbers are overhauling stocks, improving store interiors, and furbishing up generally in anticipation of a quick movement of goods when the regular spring trade opens. The manufacturers report their factories steadily engaged on orders for immediate delivery.

Leaving Chicago last month on a pleasure jaunt and seeking for a rest from pressing business cares, W. W. Parsons, manager of the commercial graphophone department of the Columbia Phonograph Co. in the Windy City, first enjoyed the Mardi Gras gayety in New Orleans, going to Mobile and thence over to Havana, Cuba. He reached New York February 18, starting for the West later in the week, feeling as if his vacation had been vitalizing and diverting.

No further developments in the acquirement of the Talk-o-phone Co., Toledo, O., by the Atlantic Phonograph Co., the two million corporation, of New York City, are reported. Information relative to conditions in other manufacturing companies is said to be dependent on the final arrangements made on licenses or privileges under patents recently adjudicated by the court of final resort.

WHY NEW DEALERS ARE ADDED.

Not infrequently a dealer in Edison goods, who has been the only one in his town, complains when another is permitted to take up the line in the same place. Even though he has been doing but a small business and making no effort to push it, he still feels that he has not been given a "square deal" when the new man is supplied with goods. Many such dealers have soon found that this attitude was a mistake. They have learned to their great surprise that it helped their business instead of injuring it, remarks the Edison Phonograph Monthly.

Many a dealer has been aroused from his lethargy to a determination not to let the new man get ahead, and he has been astonished at the possibilities of the Edison business. He has advertised in his local paper, sent out printed matter and circularized possible buyers, all because of a desire to spite and possibly injure his new competitor. He has been amazed, however, to find the business coming his way. He has found the expenditure making money for him, instead of being the loss he expected. As a result he has become a live, aggressive dealer, carrying a constantly increasing stock and finding the business pleasant and profitable, instead of the annoyance it was in the old days.

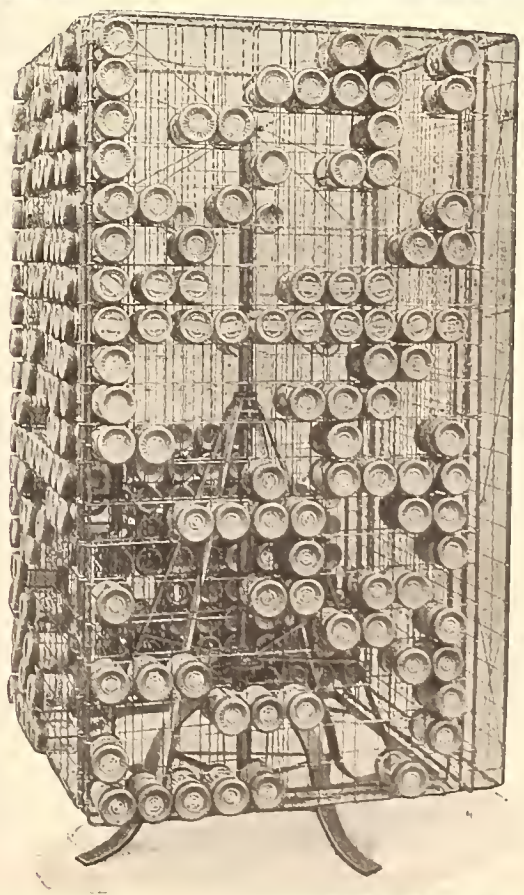
Then, too, his awakening has been met in an equally aggressive spirit by the new man. . . . Not one time in ten does the signing of a second dealer in a town fail to increase the sales in that town many times. It happens sometimes that a dealer is pushing this business in a manner to cover this field thoroughly. In such a case it is a detriment to put in another dealer.

ZONOPHONE 10-INCH RECORDS FOR APRIL.

The Universal Talking Machine Manufacturing Co., of Newark, N. J., have just issued their latest list of ten-inch records for the month of April, as follows:

701 Floating Along—Romanza Two-step.....
702 Stabat Mater—Rossini .....
703 Voice of the Nation—March .....
704 Yankee Luck—March .....
HAGER'S ORCHESTRA.
705 Adorée—Valse Lente .....
706 Choristers—Waltz .....
707 Fanella—Intermezzo and Two-step .....
708 Paddy Whack—Characteristic March and Two-step
FLUTE AND SAXOPHONE DUET PLAYED BY FRANK S. MAZZIOTTA AND STEPHEN PORPORA WITH ORCH. ACCOM.
709 Voice of Love .....
SONGS WITH ORCHESTRA ACCOMPANIMENT.
710 All Through the Night.....Henry Burr
711 Bridge .....Peerless Quartette
712 He's a Cousin of Mine. .....Arthur Collins
713 I'd Like to See a Little More of You.....
Miss Ada Jones and William Murray
714 I'm the Kid that Built the Pyramid..Billy Murray
715 Kiss, Kiss, Kiss..Miss Ada Jones and Wm. Murray
716 Linger, Longer Girl.... Miss Alice Stevenson and Frank Stanley
717 Meet Me Down at the Corner.....
Miss Ada Jones and Len Spencer
718 Onward, Christian Soldiers....Peerless Quartette
719 Poor John .....Miss Ada Jones
720 Ramble Minstrels .....No. 1
721 Sound Advice .....Billy Murray
722 Sunday-school Picnic at Pumpkin Centre.....
Mr. and Mrs. Cal. Stewart and Peerless Quartette
723 Uncle Josh in a Department Store..Cal. Stewart
724 We Have No One to Care for Us Now.....
Byron G. Harlan
725 When You Know You're Not Forgotten by the Girl You Can't Forget.....Frank Howard

The Mapel Music Co., Denver, Colo., have added a talking machine department to their store, handling the Victor line.



MR. DEALER:

Do you know about

The Monarch Revolving Rack?

Enthusiastic dealers all over the country are using them. Can you afford not to investigate it?

DO IT NOW!

The Monarch is only one of many styles. Our Catalogue showing the others is yours for the asking.

All prominent jobbers handle The "Heise" System of wire racks.

SYRACUSE WIRE WORKS
SYRACUSE, N. Y., U. S. A.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

The Requirements of a Successful Talking Machine Salesman Still the Subject of Some Timely Comments—A Friendly and Interesting Analysis of the Situation by the Manager of Our Western Department—Reasons for Success and Failure—Cable Company Discontinue Wholesale Talking Machine Business—C. W. Long Goes to St. Louis—Hibbard to Join the National Forces at Orange—The First Appearance of the Auxetophone in Chicago—A Large Audience Delighted With the Programme—A. J. Pommer Co., of Sacramento, Secure the Agency for the Concert-o-Phone—Other Items.

(Special to The Talking Machine World.)

Chicago, Ill., March 9, 1907.

In this department last month the requirements of the successful talking machine salesman was made the subject of discussion, and incidentally some of the causes of failure were given either directly or inferentially. It gave the western representative a great deal of pleasure to receive these expressions. When he started down the line he thought he might find himself gathering about what he has obtained in past years in other lines—a choice selection of nice little space filler, namby-pamby platitudes, and all that. He didn't. He found a lot of energetic, thoughtful men who attacked the subject with genuine enthusiasm. Hardly any of them approached the subject from the same viewpoint, and they proved conclusively that they were not only injecting enthusiasm and energy in their work, but had original conceptions concerning it, and instead of being content to follow the traditions of the elders, were not afraid, after careful consideration, to embark on the sea of untried methods if they seemed to possess the unmistakable germs of success. Now, all this is very encouraging and is a powerful argument in favor of the perpetuity of the talking machine as a high-grade commercial proposition and an earnest of its continued development along artistic lines. It was intended to continue these interviews in the present issue, as a number of the leaders of the trade here were not included in last month's symposium. I have decided, however, to postpone this until next month, and instead to suggest one or two problems to be considered.

It must be remembered that the best and most experienced men, the men of capable initiative, independent thought and originality of method are very likely to be attracted to the larger trade centers where competition is the keenest, and where they will command good salaries. This is not invariably the case, but as a general proposition it is true. But go over the trade with a fine tooth comb in the large centers as well as in the country, and I am very sure you will find the average compensation paid salesmen and men occupying managerial positions to be inadequate compared with the sums paid men in other lines not requiring greater, if as great, general and special equipment.

It is absolutely true that I am consequently listening to wailing and gnashing of teeth because it is so difficult to find thoroughly capable salesmen and managers. The supply is not equal to the demand. Now there must be a reason for all things. It is manifest that there is plenty of promising raw material lying around loose. There are thousands upon thousands of fine, clear-headed young fellows employed in other lines, or just learning or preparing to begin to learn the game of business who would make splendid talking machine men. Thanks to our modern educational methods, faulty in some respects though they may be, a fair development of the mechanical faculty or power to grasp mechanical problems, coupled with a broad, general commercial sense and even an adequate general education is by no means as rare as it used to be. No longer can it be said that a man mechanically inclined must always be a mechanic and nothing else. Furthermore, like most generalizations it has never been true to the extent that the utterers of the fallacious dictum thought it was.

Now, the question is, why are not more of these fine, ambitious young fellows attracted to the talking machine trade, and if they do get into it, why do so many of them leave it in a short time for other pursuits? I, for one, believe it is because they see a better chance for reward in other lines. Now, on the other hand, I know plenty of instances where very fair salaries are paid, but they seem to be exceptions that prove the rule. I do not say that there are not many men who are willing to adequately compensate good men, but reverting to the original proposition, it seems to me that the fault is two-fold. In the first place it may be, and I believe in any number of cases is, the fact that dealers are not willing to pay a fair, if very moderate wage, to the young man who goes into a store to learn the business. Now, no matter how flattering the outlook may be, it is true that man cannot live by faith alone, and it is discouraging enough and a potent ambition dampener if, when after paying your board bill you find it necessary to say nay, nay, as the trolley stops opposite you and limit yourself to a ten-cent lunch at noon. When a job offers itself with less "future" but more substantial imme-

PROMPT SHIPMENT

WE CAN GIVE YOU
"WHAT YOU WANT"
IN
Edison Phonographs and Records
WHEN YOU WANT IT
"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS
G. M. NISBETT, Manager.
304 Wabash Avenue, CHICAGO, ILL.

Time is Money

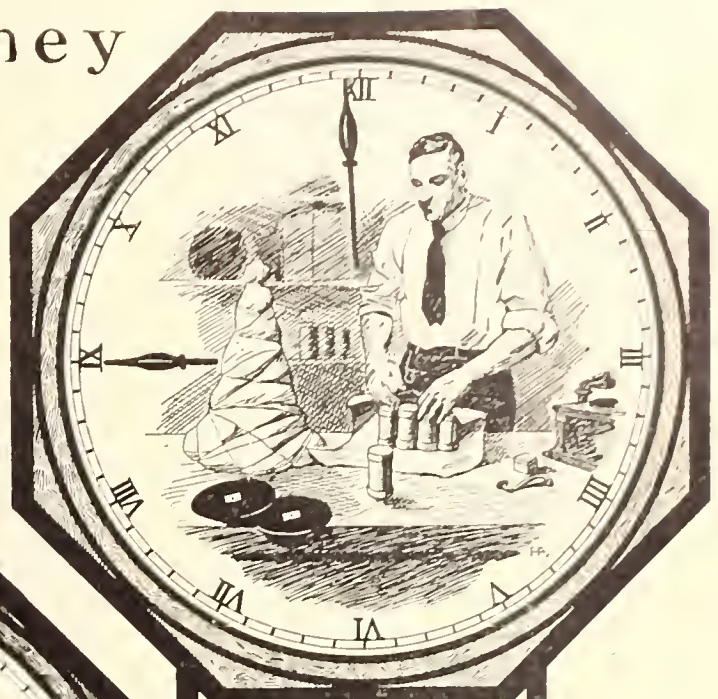
Send us your orders for

Victors and Edisons

and save both Time and Money

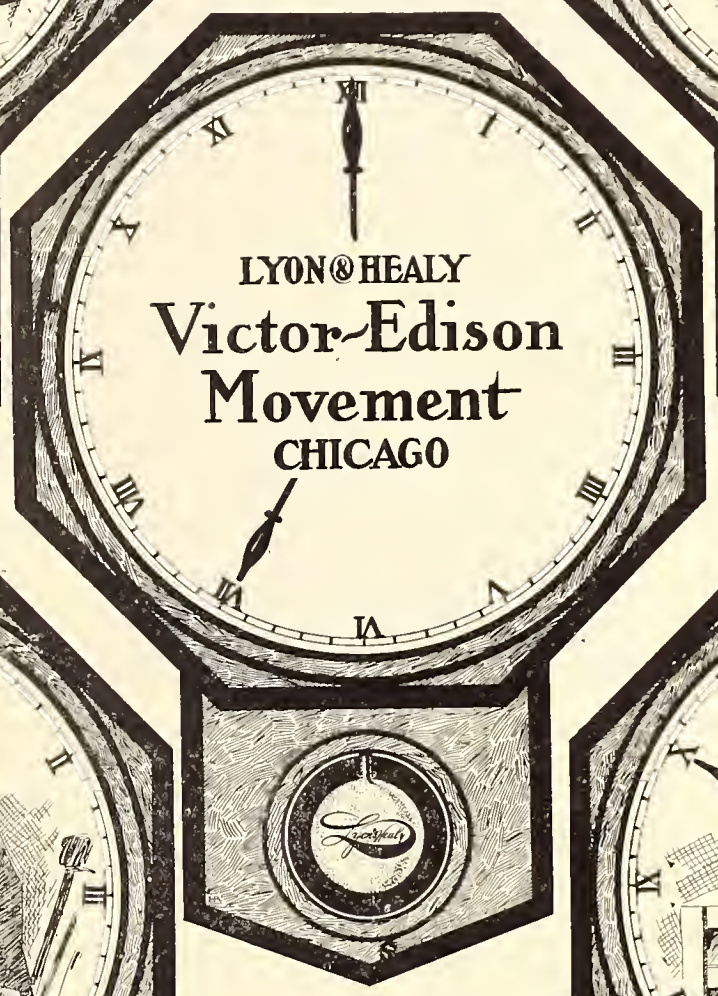
7:30 A. M.
Your order received

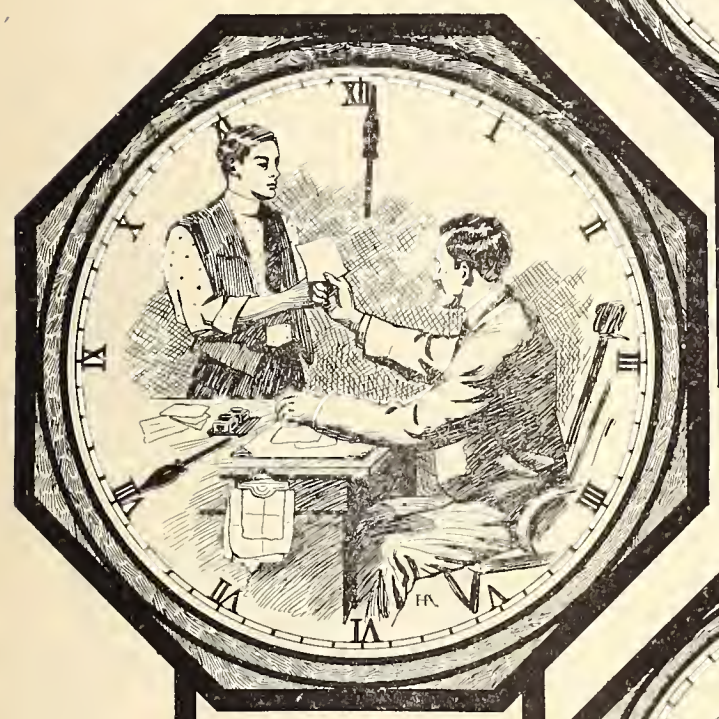
Our early-morning start is a big help in getting your order out *today*.



9:00 A. M.
Filling the order

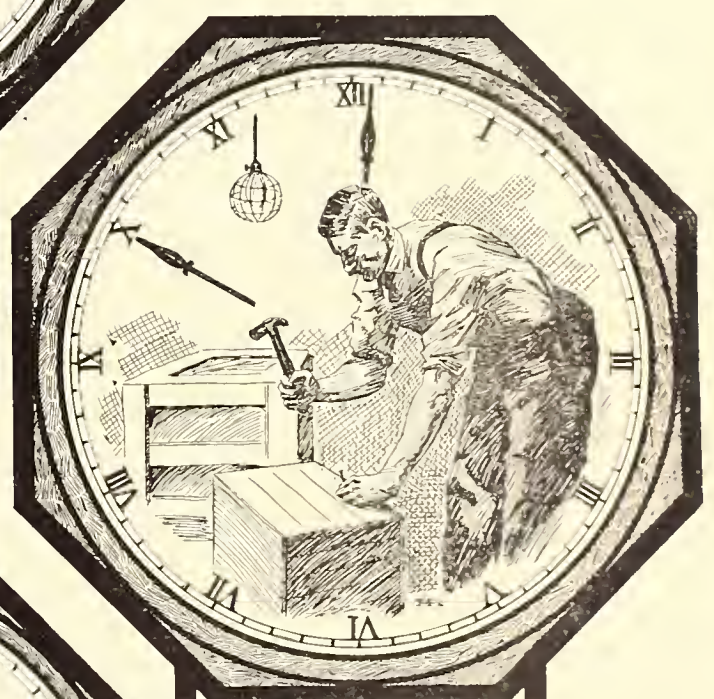
Our careful system of filling orders means *perfect goods just as ordered*.





8:00 A. M.
O. K.'ing the order

No vexatious delays in our Credit Department.



10:00 A. M.
Packing the order

We pack securely in light strong boxes as if each order had to cross the continent.

11:15 A. M.
AT THE DEPOT

Think of it! Only 11:15 and at the depot. *Don't we deserve your orders?*

LARGEST

Victors and Edison

LYON & HEALY

JOBBERS

Talking Machines

CHICAGO

diate reward the temptation is such that few can resist.

In the second place, instances have come under my observation which lead to a belief that very many concerns in a trade when they get hold of a good man and arrange to pay him an inadequate salary, expect to see the world turned upside down in about a day and a half. They forget, especially if the new man assumes a managerial position, that his advent almost necessarily involves the inauguration of new methods and possibly a new sales policy. The adjusting process is never a rapid one, no matter how advantageous the changes may be and no matter how strongly they may appeal to the buying public. When a man employs another he expects results, and in the nature of things he must get them if the relations between the two are to continue. But the employer must remember that what business he has is the result of development and of untiring effort, that any future progress he may make must be along the same lines, although perhaps relatively more rapid, but that to expect the new man to make good in a large way in an incredibly short space of time is manifestly impossible, and that his business is not likely to increase in volume by leaps and bounds unless, indeed, he violates those laws prompted by wisdom and foresight which have saved the trade from demoralization, and thus cuts off his source of supplies of goods and makes himself a pariah and an outcast.

If the writer is wrong in his deductions he would be glad to be set right. Anyway, a full and free discussion of this matter in these columns would unquestionably prove interesting and even helpful. Correspondence on the subject is heartily invited by the Chicago representative of The World, and the names of the writers will be withheld from publication, if so requested.

The Cable Company have discontinued the wholesale talking machine business, which they consider as foreign to the piano business when conducted in a wholesale way. C. W. Long, who has been the manager of the department, and who is a thoroughly capable man of long and successful experience, goes to St. Louis, Mo., to assume the managership of the large wholesale and retail business of the St. Louis Talking Machine Co.

C. L. Hibbard, western manager of the commercial department of the National Phonograph Co., will leave in a few weeks for the factory at Orange, N. J., where he will assume an important connection with Nelson C. Durand, general manager of the commercial department. E. C. Barnes will continue to have charge of the company's local business on the business phonograph as in the past.

George M. Nisbett received a letter recently from a dealer in which he said he never failed to get 99 out of every 100 Edison records ordered of Babson Bros.

The first "public appearance" of the auxetophone in Chicago was made last Weduesday evening, when it was used in connection with a lecture by Prof. N. C. Corey in a lecture on "Grand Opera" at Music Hall, under the direction of F. Wight Neumaun, the famous Chicago impressario. The lecture was illustrated pictorially as well as musically, and proved a distinct artistic success. Prof. Corey traced the origin of the opera, described the opposition incurred at every step of its advance, and explained its original purpose, its dual nature, dramatic and musical, and the musical antagonism of these elements. The early days were marked by an excessive developmeut of the musical element, although Gluck made a strenuous but ineffectual effort to stem the tide. The conventional aria and its purpose, the exhibition of vocal virtuosity, were treated exhaustively and illustrated on the auxetophone especially by the mad scene from "Lucia," as sung by Melba. The speaker then weut on to describe the development of a race of singers, the Italians, and later touched on Meyerbeer's efforts to effect a compromise between the musical and dramatic. The question whether Verdi was to be considered in the light of a revolutionist was handled in a masterly manner. The great work of Wagner and the reforms instituted by him were handled in a thoroughly appreciative manner and at some leugth. The lecture concluded with a treatmeut of the modern Italian school. After a graceful introduction the lecture was plentifully interspersed with stereopticon views and selections on the auxetophone from the great composers referred to by the lecturer and interpreted by such artists as Homer, Eames, Campanari, Sembrich, Melba, Sembrich and Scotti in duet, Schumann-Heink, Caruso, Journet, Gadski and Tamagno—the latter being literally a voice from the dead, and such a voice! The numbers were vigorously applauded by the audience. About 500 of Chicago's musical elite listened to the lecture and to the auxetophone.

B. FEINBERG,
Of the Western Talking Machine & Supply Co.

O. D. Weaver & Co., northwest corner of Wabash avenue and Adams street, Chicago, are showing a very complete line of disc and cylinder record cabinets, selling to the trade only.

The Western Talking Machine & Supply Co., Dillbahner & Feiuberg, proprietors, have made arrangements with the various eastern factories they represent by which they have been enabled to carry stock in Chicago, thus shipping all goods in the future f. o. b. Chicago, thus effecting a distinct saving in freight to western jobbers. B. Feinberg, of the firm, is now on a trip through the Northwest, and will leave about April 1 on a trip to the Pacific coast. The firm have recently moved to new salesrooms and offices in the Willoughby building, 6 Madison street.

The Boyd-Harrison Co., electric pianos, etc., 6 Madison street, have moved to larger offices in the same building.

The Skelly Manufacturing Co., of this city, manufacturers of the Concert-o-phone Twentieth Century Columbia coin-operated machine, have appointed the A. J. Pommer Co., of Sacramento, Cal., Pacific coast sales agent, and Helriegel & Co., Philadelphia, sales agents for Pennsylvania.

Frederick Sheppy has been granted a patent for his tone regulator, which he has had on the market for over a year. Mr. Sheppy, by the way, is now fully equipped for doing talking machine repairiug for jobbers, and is rapidly building up a business of large proportions.

Lyon & Healy receutly issued a remarkably fine piece of advertising matter in the shape of a cut-out clock dial, or rather a series of them, showing the promptness with which orders for talking machines and records are filled. How this was illustrated is shown in the company's page advertisement in this issue.

Joe Wallace, head repair man at Lyon & Healy's, has taken unto himself a wife.

WESTERN JOBBERS:

Why Not Save Freight?

¶ Factory goods at factory prices. ¶ Large stocks carried in warehouse, ready for immediate shipment, F. O. B. Chicago. ¶ Horns, O. K. Cranes, "Standard" Needles, etc. ¶ We are not jobbers, but direct factory representatives, selling to the jobbing trade exclusively. ¶ Write for samples and prices of the new "Standard" needles.

WESTERN TALKING MACHINE & SUPPLY CO.

DILLBAHNER & FEINBERG, Props. **6 Madison Street, CHICAGO**

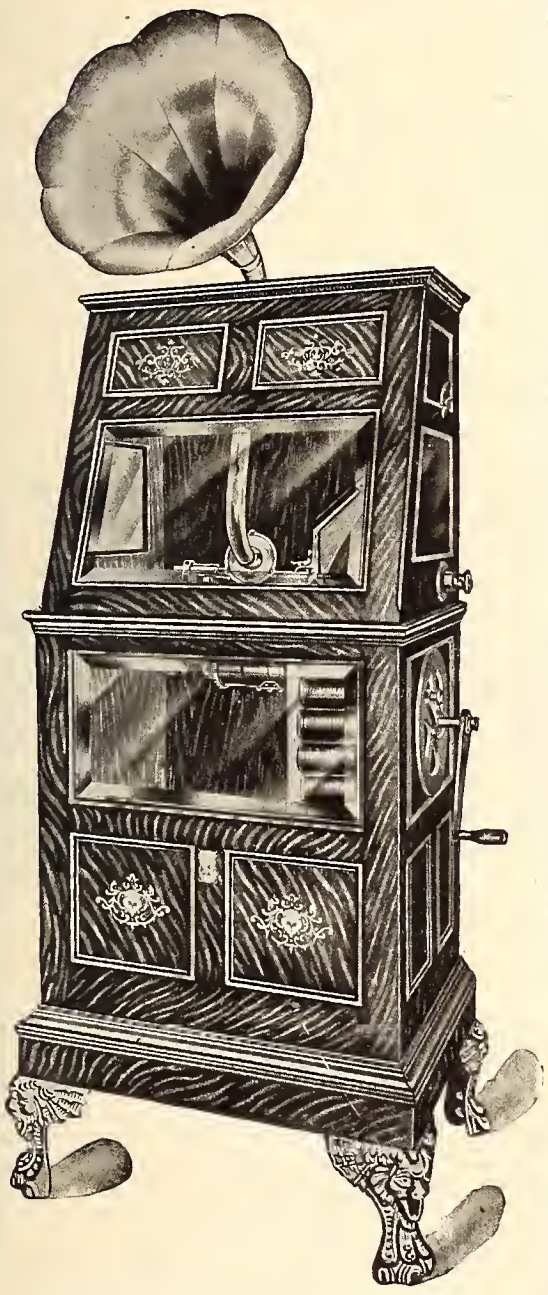
THE

CONCERT-O-PHONE

TWENTIETH CENTURY COLUMBIA COIN OPERATED MACHINE

Almost Human in Tone

25 SELECTIONS AUTOMATICALLY CHANGED



MADE BY

SKELLY MFG. CO.

81 South Jefferson St.

CHICAGO

A. J. POMMER CO., Sacramento, Cal.,
Pacific Coast Sales Agents

HELRIEGEL & CO., Philadelphia,
Sales Agents for Pennsylvania

W. L. Briud, formerly with the Columbia Phonograph Co., has transferred his allegiance to H. C. Kibbey & Co., the well-known electric piano and coin-controlled musical and entertainment machine concern.

W. W. Parsons, manager of the commercial dictation machine department of the Chicago office of the Columbia Phonograph Co., has returned from a vacation trip to the South and to Cuba.

Charging his downfall to gambling and drink, Earl D. Floyd pleaded guilty to charges of having stolen $3,200 from the National Phonograph Co. before Judge Ball to-day and was given an indeterminate sentence in the Joliet penitentiary. Floyd said that he came from a respectable family in Michigan, had a good education and enjoyed a good salary. He began his stealings in a small way and afterward took larger sums, finally being forced to flee from the city. He was arrested in Sheridan, Wyo., and, it is said, was betrayed by a woman whom he intended to marry. The alleged peculations occurred shortly before the National Phonograph Co. closed their Chicago headquarters in June of last year.

A. D. Geissler, manager of the Talking Machine Co., goes to Phildelphia the latter part of this week to attend the marriage of his sister. He has made a new addition to his traveling force in the person of Roy Keith.

The "City of Brotherly Love," as Philadelphia is called, often proves an apt title, for besides loving one another, certain of its citizens are mentioned as treating another's property in a brotherly sense as though it were their own and incidentally decamping with same.

A young talking machine dealer in the outskirts of the town made a record of his dog's voice, which, by the way, had the habit of "singing" in dog fashion. Shortly afterward he sold a good machine on the instalment plan to a man who made the first payment and then vanished together with the outfit. After making the sale, however, the dealer missed his "dog" record, and judging the customer had stolen it, looked upon it as an excellent clue.

While walking through a distant part of the town shortly afterward, the dealer heard a dog's voice issuing from a certain house and recognized it as his lost record.

Investigation disclosed the missing machine and the purchaser, who, when cornered, paid the balance due rather than face arrest. The whole affair was a peculiar reversal of the well-known episode, entitled "His Master's Voice," for here the master profited by hearing his dog's "voice."

THE MONARCH REVOLVING RECORD RACK

The Monarch Revolving Record Rack, made by the Syracuse Wire Works, Syracuse, N. Y., has proven most successful in every particular. Sales of this specialty have increased at a wonderful rate until at present the demand for them comes from all parts of the world. Only recently, in fact, a large shipment of wire racks was made to the Argentine Republic, and where initial consignments are placed reorders are sure to follow, as the racks receive the unqualified indorsement of every dealer using them. A distinct advantage of the revolving rack is that one thousand records may be displayed in a space that permits shelving sufficient to hold only a few hundred, and besides, in the Monarch rack each record is placed in plain view and is easily removed.

THE NEW BONCI RECORDS.

The new Bonci records issued by the Columbia Phonograph Co. are now on sale, and the demand for them has been far greater than even anticipated. The last lot to come through are remarkable for their clearness and purity of tone, and the scratch that characterized some of the earlier product has been greatly eliminated. Most of these records are double faced, making them quite reasonable in price when it is taken into consideration that the purchaser secures two records fo rthe price of one.

OUR LEADER

$10.00

Holds 75 ten-inch records and 75 twelve-inch records

Partitions made of Coppered Steel Wire bent into a quarter circle

Beautifully finished on all sides Golden Oak or Mahogany

Write for our Cabinet Catalogue

Your regular discount applies

The best values in the country to-day

We have the strength of our convictions

Order the Above Cabinet

If it isn't the best Cabinet you ever had for the money return it to us at our **expense**

When you place your order, try us on some Victor Goods

Remember, We Wholesale Exclusively

If you have not already signed a Victor Contract **with us, Do It Now**

You will want what you want when you want it some day

You will save time then to have the contract signed with us

Write for Sample of **Exhibition Needles.**

Exclusive Victor Wholesalers.

The Talking Machine Co.
VICTOR
RECORDS & SUPPLIES

105-107-109 Madison Street, CHICAGO, ILL.

TRADE NOTES FROM BOSTON.

Business Brisk All Along the Line—Leading Jobbers and Dealers Make Good Reports as to Present and Prospective Business.

(Special to The Talking Machine World.)

Boston, Mass., March 11, 1907.

"Don't talk to me about business! When a man has too much business so that he can hardly turn around because of the goods packed up waiting to be shipped out, he wants to wait until business slacks up a little before he talks. Just now I'm too busy sending out orders to think even of lunch or dinner." This was the way A. W. Chamberlain, wholesale manager at the Eastern Talking Machine Co., spoke this week. He showed The World representative a big pile of goods waiting to be taken away by expressmen, and more goods were being put into the basement for future orders. Mr. Chamberlain said that business had never been so good as now, and seemed to be growing better every week. The Eastern Talking Machine Co. are doing an especially good business on Victor machines, having disposed of over 300 in three weeks. Sager Midgeley, the actor, has just bought from this company an I. C. S. outfit in French, and a similar outfit was recently sold to a Japanese merchant here.

A. F. Rowell, formerly with the Winchell Co., has gone to Providence to assume charge of the National Phonograph Co.'s store there.

At the Boston Cycle Co.'s warerooms, Manager Andrews said this week: "It is only a question of time when every dealer will have the tray system for holding records. To-day there are more people carrying Edison records than ever before, because they can keep them handily. Where they used to carry a stock of, say, 200 or 300, they now try to carry every record that is out. With the tray system a dozen customers may stand before the racks and pick out their records, while the salesman is waiting upon other persons. Under the old system the dealer could only wait upon one customer at a time, because no one but he knew what the records were and where they were." Mr. Andrews is announcing this month some bargains in flower horns.

The Columbia Phonograph Co.'s salesmen ran up against the men from the Boston Cycle Co. this week on the bowling alleys, and "they were they'rn," to the tune of 1,170 to 1,115. The Columbia boys say they will wipe that score off next time. The wholesale department of the Columbia Phonograph Co. has been removed from Summer street to 17 Kingston street, where Manager W. S. Sprague says he is much better satisfied and has more room. Customers are calling for goods every day now, but it is impossible for the company to get them from the factory, especially on the higher grades. It is also impossible to secure cabinets enough to supply the demand.

The Victor business at M. Steinert & Sons Co., both wholesale and retail, is better this month than ever before, but there is still the handicap of not being able to get goods from the factory.

"Doc" O'Neil, traveler for the Victor Co., put in a couple of weeks here recently, endeavoring to place the Victor goods with some of the local piano houses as a side line.

The newly fitted up department for talking machines at the department store of Houghton & Dutton has been doing an extremely good business of late.

MORE NEEDLE POINTS.

The Heinz "57 variety" of pickles have long been a back number, when compared to the number of different kinds of talking machine needles on the market. In view of this it becomes quite important for each one to select his own variety, and the demand is created accordingly.

It is common for a customer, when referring to an unsatisfactory record, to tell the dealer that the record does not play right. When this remark is made to Mr. Blackman, proprietor of the Blackman Talking Machine Co., 97 Chambers street, New York, he usually tells the customer that this is caused by not using a "Playrite" needle, for he adds, "The name tells what they do."

Everybody cannot judge quality, for in most things it requires an expert. In the case of a talking machine needle it is different, for the opinion of the one who uses it is final, for he has simply to consider whether the needle will play a record perfectly from start to finish, and at the same time give a loud, clear and sweet tone.

Mr. Blackman also recommends his "Melotone" needle for people who stay home from church on Sundays and play rag-time music. The advertisement of the Blackman Co. in this issue gives further uses of "Playrite and Melotone" needles.

APPLY FOR INJUNCTION.

Friday, Feb. 15, the American Graphophone Co. through their attorney, C. L. A. Massie, argued a motion before Judge Lacombe, United States Circuit Court, Southern District of New York, to enjoin the Leeds & Catlin Co., New York, from employing the Jones process in the duplication of disc records. This was following up the decision of the United States Circuit Court of Appeals, second circuit, who recently declared the Jones patent valid, in the cases against the Universal Talking Machine Manufacturing Co. and the American Record Co. Louis Hicks appeared for the defence. The court gave both sides until the 21st to file supplementary briefs, but no further oral argument was heard. Decision was reserved.

TALKING MACHINE REPAIRING EXCLUSIVELY

We are equipped to take care of all your repair work, having every up-to-date appliance and a very complete stock of repair parts.

DEALERS

Send us a trial order and see how promptly we will attend to it, giving you perfect work.

Sheppy Talking Machine Works
3749 Cottage Grove Ave., CHICAGO

RECORD DISC and CYLINDER CABINETS
Complete Line
Attractive Designs
Popular Prices
YOU WILL BE PLEASED
Write for Catalog "by return Mail"
O. D. WEAVER & CO.
Cor. Adams and Wabash Ave., CHICAGO

BIGGEST MONEY SAVER ON THE MARKET
YOU GET

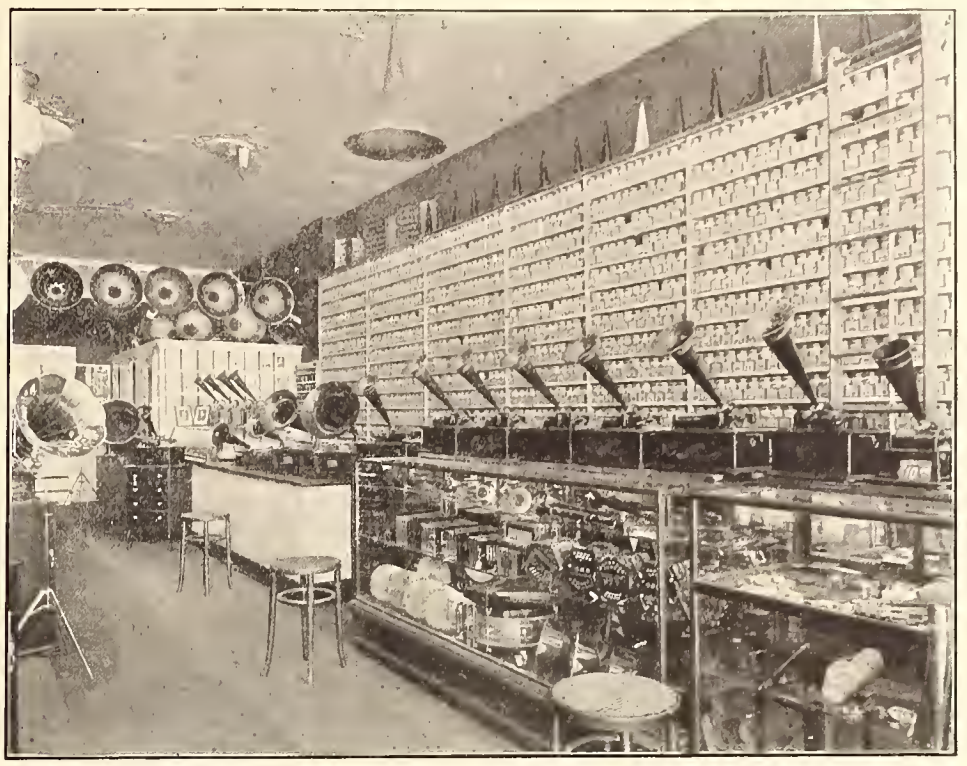
THIS INSTEAD OF THIS SLUG
IF YOU USE
The "GUARDIAN" Coin-Detector
Throws out Slugs (including Brass) — It cannot be choked up!
SAVES 300% OF YOUR MONEY
Nickel-Slot Pianos and all Nickel-Slot machines earn three times as much money when protected with a "Guardian" Coin-Detector. Write now, today, for fullest particulars.
H. C. KIBBEY & CO., Inc. MECHANICAL AMUSEMENT HEADQUARTERS Coin-Operated Machines of Every Description
209 STATE STREET, CHICAGO, ILLINOIS, U. S. A.

"TIZ-NOT-IT"
"TIZ-IT" SELLS ON SIGHT—RETAILS AT 50 CENTS—WORTH MUCH MORE.
"TIZ-IT" FITS ALL EDISON PHONOGRAPHS AND CYLINDER GRAPHOPHONES.
IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulars and Discounts to the Trade
SPECIAL INTRODUCTORY OFFER TO DEALERS—Write for it To-Day

PAT. PENDING
"TIZ-IT"
THE NEW ALL-METAL HORN CONNECTION
KREILING & COMPANY
INVENTORS AND SOLE MANUFACTURERS
855 North 40th Avenue, CHICAGO

TALKING MACHINE DEPARTMENT CONDUCTED BY BRODBECK & CO.

In connection herewith we publish a view of the talking machine department conducted by Brodbeck & Co., of 51 South Fourth avenue, Mount Vernon, N. Y., who are said to be among the largest talking machine dealers in Westchester county. They handle the Edison and Victor lines, together with a complete assortment of record cabinets, horns and other sundries, and are a progressive, up-to-date institution.



SAN FRANCISCO NOTES.

Bacigalupi Doing a Large Business in Automatic Instruments—Big Order for Wurlitzer Co.—Sherman, Clay & Co. Have Nine Special Demonstrating Rooms—Exton Music Co., of Los Angeles, Enlarge—News from Many Points on the Pacific Coast.

(Special to The Talking Machine World.)

San Francisco, Cal., March 6, 1907.

Peter Bacigalupi, the prominent talking machine jobber and retailer, who is now doing something in self-playing organs, pianos, etc., has gone at the latter end of his business in the same big way that put him into the midst of things in the talking machine business. "Well, how many have you got?" he asked Mr. Gerlich, the factory representative of the Wurlitzer people, when the latter asked him the other day how many Wurlitzer instruments he wanted.

E. L. Andrews & Son, of Phoenix, Ariz., are planning to drop some of their outside lines and specialize on the Victor, which they find to bring good results.

Clark Wise & Co. have arranged a special department for cylinder machines and records, and are beginning to push these out to some extent.

Sherman, Clay & Co., with their nine separate demonstrating rooms for Victor goods, are doing even more talking machine business than last month. They received a fine lot of new records last week, which they are advertising widely.

The Columbia Phonograph Co. have opened their neatly fitted branch at Van Ness avenue and O'Farrell street, which proves to be a constant attraction. The business is still seriously limited by the scarcity of stock.

Kohler & Chase's phonograph rooms are doing good service. This side of the business is as important as ever, and frequently all five rooms are in use at once.

The Exton Music Co., Los Angeles, Cal., have redecorated and greatly enlarged their talking machine department and placed E. T. Delano in charge. They handle Victor, Edison and Zonophone lines. Mr. Delano, the new manager, is a man of wide experience, having been for some time with W. J. Dyer & Bro., of St. Paul, Minn., and later with Kohler & Chase, of San Francisco.

SEE THE DIRT, AND SEE THE POINT.

Have you ever noticed the point of a talking machine needle after it has played about half of the record? If so, it probably reminded you of a stick being dragged through the dirt. This proves that considerable dirt is in the record grooves, and, although the needle point rubs some of it out of the grooves, it also grinds some of it into the record, causing the record to become scratchy, and wearing the needle point.

J. Newcomb Blackman says he has overcome this difficulty by the Place No. 10 Record Brush, which, when once applied to the sound-box, automatically cleans each record groove 30 or 40 times through direct contact between the record and needle point. This saves the wear and tear on both the record and the needle, and insures a perfect reproduction. The advertisement of the Blackman Co. in this issue fully describes the No. 10 Brush for the Victor machine.

PORTLAND BUYING HIGH GRADES.

General Reports from Leading Dealers Are Most Satisfactory—People Want the Best in Both Machines and Records and Price Apparently of Little Consequence—Graves & Co. to Build Warehouse in Order to Relieve Their Business—Sherman-Clay's Big Sales—What the Leading Dealers Report.

(Special to The Talking Machine World.)

Portland, Ore., March 6, 1907.

Conditions among the talking machine dealers of this city are most satisfactory with the bulk of the demand for higher priced outfits. Sales of $250 to $300 are of quite common occurrence, especially where grand opera records are included in the outfits.

The Columbia Phonograph Co., whose Portland store is the distributing point for the entire State of Oregon and portions of Washington and Idaho, have been doing an immense business, especially higher priced machines and records. There is a great demand in the country districts for Columbia goods. The manager of the local headquarters is A. Glenn.

Good business is also the report of Graves & Co., who are Edison jobbers for that section of the Northwest. According to P. C. Graves, manager of the talking machine department, the company are contemplating the erection of a three-story warehouse in order to relieve the present crowded condition of their quarters. Graves & Co. also handle the Victor line as a retail proposition, and are thus in a position to capture their share of both disc and cylinder trade.

The Portland Phonograph Agency, E. B. Hyatt, manager, are also enjoying a full portion of prosperity. They also have experienced an unusual demand for high priced Edison outfits, and judging from the business done by them for the last two months, 1907 will prove a record breaker.

Sherman, Clay & Co. are much pleased with the showing of their talking machine department under the management of George R. Guppy. They have made some record sales of Victor outfits, and a bill amounting to a couple of hundred dollars does not worry them in the least. While the cheap machines have remained to litter up the shelves the high priced ones have gone out almost as soon as received, and it is found difficult to obtain goods of that quality in sufficient quantity to meet the continually growing demand.

The Gibson Co., who handle the Columbia line exclusively, report a strong demand for $50 machines, with the really cheap outfits hardly called for. Lipman, Wolfe & Co., a department store, who handle the Victor machines and records, report similar conditions.

N. A. SPERRY IN OLD QUARTERS.

N. A. Sperry, talking machine dealer, of Hartford, Conn., whose stock, as related in The World recently, was destroyed by fire, has reopened again at his old stand, 85 Pratt street, with a handsome stock.

F. K. Dolbeer, manager of the National Phonograph Co., who has been on a fortnight's trip West and South, returned East Feb. 19.

No Jobber in the United States can or will take better care of your

Victor, Edison and Columbia

RECORD AND MACHINE

orders than we will. If you are getting entire satisfaction where you now trade—**stick!** If not, and you have the cash—try us.

POWERS & HENRY CO.

101 Sixth Street PITTSBURG, PENN.

GET A STOCK OF
RECORDITE
NOW!

Recordite Jobbers

LYON & HEALY, Chicago
SEARS, ROEBUCK & CO. Chicago
RUD. WURLITZER CO. Chicago, Cincinnati
McGREAL BROS. Milwaukee
E. F. DROOP & SONS CO. Washington, D. C., Baltimore
J. F. SCHMELZER & SONS ARMS CO., Kansas City
H. A. WEYMANN & SON 923 Market St., Phila.
NEAL, CLARK & NEAL CO. Buffalo
C. KOEHRING & BROS. Indianapolis

Make your OLD Disc RECORDS as good as NEW for

Less than ½ Cent Each

FOR SALE BY ALL DEALERS

Recordite Jobbers

DOUGLAS PHONO CO. New York
POWERS & HENRY Pittsburg
O. K. HOUCK PIANO CO. Memphis, St. Louis, Little Rock, Nashville
KOEHLER & HINRICHS St. Paul
SHERMAN, CLAY & CO. San Francisco, Los Angeles, Seattle
YOUMANS & LEETE Savannah
EASTERN TALKING MACHINE CO., Boston
M. STEINERT & SONS CO. Boston
CRESSEY & ALLEN Portland, Me.

The above is a fac-simile of full-page advertisements, such as we will carry in leading publications beginning March issues. These will drive customers to you. Be sure and have a stock on hand to meet the demand. Write to-day for prices and circulars.

RECORDITE COMPANY, - 1905 Park Avenue, NEW YORK

HONORING THOMAS A. EDISON.

The Sixtieth Birthday of the Great Inventor Celebrated by His Associates With a Delightful Dinner and Reunion, Which Will Go Down in History as Unique.

When Thomas Alva Edison, the "wizard," reached his sixtieth birthday, February 11, his business associates celebrated the momentous date with eclat. The event was memorable for more reasons than one, and when his friends, in honor of the occasion, tendered him an informal dinner at the Kroeger Auditorium, Newark, N. J., he graciously accepted their hospitality. The affair was a beefsteak dinner, because Mr. Edison is opposed to elaborate display, being simple in his tastes and democratic in manner. The originator of the phonograph was in the best of health and spirits, was the first man on the ground, and with a red rose as a boutonniere and a genial smile, the only guest of the evening declared he felt like a young man, and his actions throughout plainly proved his words.

No more enjoyable time could be imagined than the several hours passed at the table, where stories reminiscent of the company's experience at various stages of developing the talking machine, were told by Messrs. Edison, Gilmore, Moore and others. The Edison "talent," including Harlan, Collins, Murray, Porter, Jandas and Frautzen, contributed the entertainment features. The hit of the evening was Walter Miller's song, rendered by the quartette, to the air of "Everybody Works but Father," as follows:

A man who liked work came to our town, a wonder, you all know;
His name is Thomas Edison, full of push and go.
He hired a lot of farmers, see them all around;
Ask him what he pays them for, and you'll never hear a sound.

CHORUS.

Nobody works but the old man,
He's at it all night long;
Tinkering with experiments
Until the break of dawn.
Gilmore just gives orders,
Weber does the same;
Nobody works but the old man.
Ain't that an awful shame.

There was a time when Edison would give no room to work,
He'd only build a lot of shacks, no wonder we did shirk.
But now it is quite the reverse, new buildings are so nobby,
The chances are he'll never stop, cement buildings are his hobby.

He's always, always at it, it's a wonder he ain't dead,
With only five hours sleep at night, so it has been said:
But if this sleep is not enough and of the proper kind.
He takes more in the day-time, but we're all blind.

He's working on a battery, perfect it soon will be,
He's trying every kind of dope to get electricity.
We'll put them in your autos and send Gilmore the bill;
If they can't climb up the steepest grade,
Just watch them go down hill.

To the melody of "Arrah Wanna," Collins and Harlan sang the following, framed up by Messrs. Cronkhite and Hird:

At the factory in West Orange, seated in his chair,
You can find the chief "Ileap Big Smoke" tearing out his hair;
Each day comes little Westee with a segar fine,
Cries the Boss, in accents frenzied, "Can't you read that sign?"

CHORUS.

Mr. Gilmore, Mr. Gilmore, we are proud of you,
You are tried and true,
You will never fret and stew.
In an office built of concrete strong,
You could make your henchmen smile,
If you'd only set us rules to let us smoke a little while.

At his desk he ponders deeply, letters by the score,
Mr. Gilmore, gen'ral manager, gee, but he gets sore.
In comes Walter Stevens with an armful of old truck,
Walter says, can you see me now, I can't go on, I'm stuck.

CHORUS.

Mr. Gilmore, Mr. Gilmore, up in the air you go,
It is hard we know,
Your job is a peach, oh, oh,
In a year or two your golden locks
All white will brightly shine,
Then the 5:10 train boys, come in late boys, may work overtime.

When you run a great big factory, you must have the dough,
Mr. Gilmore, heap much big chief, knows that it is so,
The Jobbers to the Waldorf came, from far and near did hike,
F. K. Dolbeer said to them, you may go as far as you like.

CHORUS.

Mr. Gilmore, the Committee, did their work up fine,
At the bar on time,
Didn't wait to get a shine,
They set the guests a lively pace,
In booze there was a boom,
Cocktails plenty, then said gently, charge it to the room.

Wilson, Dolbeer, Weber, Pelzer, Walter Miller, too,
Cronkhite, Hird and Len McChesney put up to you;
Shall we list the latest ballad, "Pedro and the Monk?"
Comes your answer, short and heated, "No, that thing is punk."

CHORUS.

Mr. Gilmore, Mr. Gilmore, we're surprised at you,
We thought it would do,
It should sell a few and when you
Found the sales reached fifty-two
Said with a smile so bland,
"It's the worst thing, but the rank thing sells to beat the band."

Among those present, the hosts of Mr. Edison, were the following: William E. Gilmore, president and general manager of the National Phonograph Co. and the executive head of the other Edison companies; Alphonse Westee, secretary; C. H. Wilson, general manager of sales; Frank K. Dolbeer, credit manager of all companies; William Pelzer and John E. Helm, of the legal department; Peter Weber, superintendent; Walter Stevens, manager foreign department; L. C. McChesney, advertising manager; A. T. Moore, manager kinetograph department; William M. Brodie, manager battery department; F. A. Burnham, Jr., sales manager Bates Manufacturing Co.; N. C. Durand, manager commercial department; Walter H. Miller, manager, and W. H. Cronkhite, critic of recording department; J. H. Moran, manager purchasing department; H. F. Miller, cashier; A. M. Hird, order clerk; E. F. Aiken, assistant superintendent; A. C. Ireton, assistant sales manager; C. S. Osborne, assistant credit manager; R. B. Bachman, laboratory superintendent; Fred Ott, assistant to Mr. Edison; H. I. Moyer, engineer of concrete construction; William Bee, manager Edison Storage Battery Co.

A "LIVE" MAN IN A "LIVE" CITY.

(Special to The Talking Machine World.)
Lincoln, Neb., March 6, 1907.

Lincoln, Neb., certainly deserves credit for being one of the fastest and most up-to-date talking machine towns in the West. There are no less than fifteen smart dealers who are all doing big things. The Columbia man, O. J. Junge, is deserving of special mention as being one of the grittiest, most progressive pushers of Columbia goods in the land. He is known throughout Nebraska as the "Talking Machine Man," and is practically responsible for the enormous strides of the talking machine business in that State. He has always got something new in the line of advertising to bring the graphophone to the public's notice.

INFLUENCE, CHARACTER, VALUE.

These Are the Requisites, Which Combined With Circulation, as in The Talking Machine World, Brings Results to the Wide-Awake Advertiser.

In a recent address, J. R. Mix, advertising manager of Scribner's Magazine, thus defined the qualities which give to a periodical advertising value, such a publication, for instance, as The Talking Machine World.

"What gives advertising value to space in a publication? Is it top of outside column, or next reading matter, or any other of the numerous things that advertisers so insistently demand?

"No, it is none of these things.

"Give me a publication that has influence, power, character; that is what I am after—that is what, as an advertiser, I am buying.

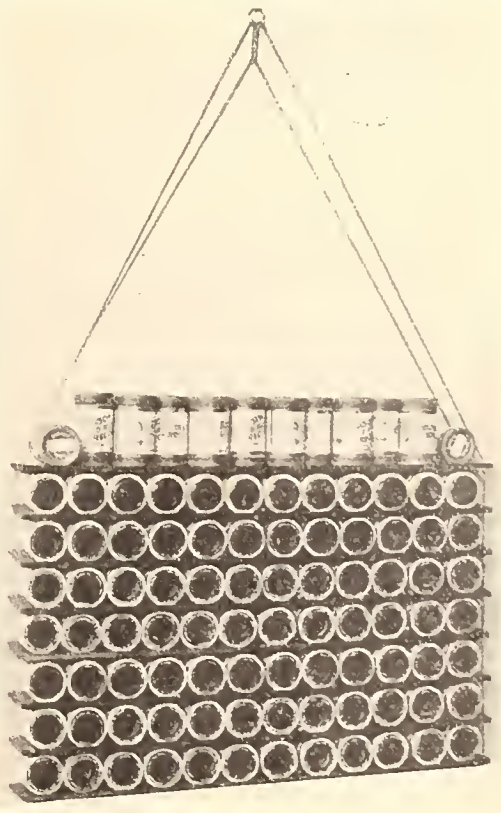
"I am purchasing a share of that power. I am building on that character. I am getting for my wares the confidence that the readers of that publication have in it. I don't care where the make-up man puts my advertisement in that publication. As long as he treats it fairly he cannot deprive me of a share in the influence which it exerts in the community.

"What the advertising agent needs is more honesty of purpose, more wisdom in the selection of mediums, closer study of the real needs of his clients. He needs to ignore any competition based on such a trivial thing as putting an advertisement at the top of outside column, right-hand page.

"Good copy counts for more than the privilege of location; a good selling plan for more than good promises; good judgment for more than any alleged influence.

"The agent must believe in his work, be sincere in his conviction of what is right and proper in the guidance of the advertising campaign submitted to his care.

"There is absolutely no room these days for the agent, or for the advertising man in any capacity, who is not capable of emphasizing that the thing he is selling is an influence as distinct, as tangible, as capable of being measured as an ounce of gold; and the value of which it is just as possible to estimate as is the value of a piece of cloth or twelve ounces of silver."



LOOK AT THIS!

A Record Rack for the home that holds 96 Cylinder Records. Can be retailed for $3.75 at a good profit to the dealer. Exposes 96 titles to view at one time. Insert the original boxes in the rack and remove the covers—that's all.

Keeps Record Surfaces Always Clean

Box remains in rack when record is withdrawn, weight about 8 lbs., packed solid, takes low freight rate. Can make prompt shipments.

Above illustration represents Cross Section of Shelf Bed with Record Box in position and Record partly withdrawn, showing stop bead which prevents box from coming out when record is withdrawn.

Patent Pending.

ADJUSTABLE CASE CO., MINNEAPOLIS MINN.

TEXAS PHONOGRAPH CO.

Are a Healthy Concern—Paid Dividend of 12 Per Cent. and Has Cash Surplus of $12,500.

A meeting of the board of directors of the Texas Phonograph Co., Houston, Texas, was held recently at the office of John G. Tod in the Commercial National Bank building. A report of last year's operations was rendered by President Holleman, who has recently returned from a four weeks' stay at the Edison factory. The following is an extract from the report:

"As president of your corporation, am pleased to report that the past year's operations have been highly successful and profitable. The company was not only able to pay the regular 12 per cent. per annum dividend rate established last year, but also earned a cash surplus amounting to $12,500, which is equal to 50 per cent. dividend on the $25,000 capital stock of your corporation. Early in the year 1906 contracts were entered into with The Post and other leading papers of Texas for the conducting of a comprehensive advertising campaign, which met with such enormous success that it became necessary to abandon the advertising on account of the Edison factory being unable to furnish us with an additional quantity of goods above that which we had contracted for in January. We have thus sold every dollar's worth of goods we could possibly obtain from the factory and even now the factory is several thousand machines and over three million records behind in their orders generally. While recently at the factory, however, I arranged for twice the quantity of goods this year that we were able to get last year and feel assured that our progress will not again be hampered by our inability to secure goods from the factory. We now have, thanks be to the virtue of newspaper ink, 250 merchants in Texas whom we supply at wholesale and over 3,000 retail customers, nearly all of whom have been secured through our advertising.

"I desire to express my appreciation of the able support rendered by the officers, directors, stockholders and employes in making the success that has been attained by the Texas Phonograph Co."

After adopting the president's report the resignation of S. H. Womble as secretary and director was accepted, Mr. Womble having been compelled by reason of his health to remove to the mountains of North Carolina, where he has opened a business in the same line and will buy his supplies through us. E. M. Parrish, formerly cashier of the Texas Savings Bank, who is a large stockholder in the corporation, was duly elected secretary and treasurer, and has assumed an active part in the management of the affairs of the corporation at 1019 Capitol avenue. The corporation is to be congratulated upon securing the services of Mr. Parrish. Although he has recently been engaged in the banking business, the mercantile line is not one foreign to him, inasmuch as for several years he followed mercantile pursuit and for a number of years prior to locating in Houston was one of the most prominent and best rated merchants in Nevada, Mo. The acquisition of a gentleman of such sterling qualities as those possessed by Mr. Parrish is certainly one of congratulation for the corporation and he will prove a worthy colleague for Messrs. Holleman and Swanson, who have worked so energetically during the past three years to advance the interests of the Texas Phonograph Co.

It was voted to appropriate the sum of $8,000 for publicity during the ensuing year, most of which will be used in the daily papers during the fall months, when it has been proven the best results in this line are obtainable from an advertising campaign.

I. C. S. COURSE POPULAR.

The Douglas Phonograph Co. are doing a great business in language courses of the International Correspondence Schools, in which the Edison phonograph is used. In one day recently fifty-three outfits were disposed of, forty-seven being French. The price of the courses will be advanced $10 shortly.

EDISONIA CO. "OPENING."

The Handsome Quarters of This Company in Newark Highly Praised by Visitors.

(Special to The Talking Machine World.)

Newark, N. J., March 4, 1907.

The new quarters of the Edisonia Co., in the Edisonia Building, 57 Halsey street, were thrown open for the inspection of the public last week, and elicited the highest praise from all visitors.

The new home of one of the oldest phonograph companies incorporated in this State is a commodious three-story building, and no expense was spared in fitting it up. The basement is a stock room, and the first floor a general salesroom. The second floor is divided into a pretty demonstrating parlor, offices, a record room for the Victor records, and the third floor is devoted to storing stock.

Almost every make and style of cabinet and phonograph is on exhibition, from the first invented to the latest $800 hornless machine. The company started in a small way, and the rapid growth and prosperity are due to business-like management.

In 1893 A. O. Petit, the president of the company, had several machines at Eagle Rock, under a little tent, and from that worked up his business, until the Edisonia Co. is one of the largest phonograph companies in the State. The president is a close friend of Thomas Edison, and upon the opening of the new quarters received a gold-plated "Triumph" phonograph and a mahogany cabinet from the wizard. On a gold plate attached to the gift is inscribed "Presented to A. O. Petit, by Thomas Edison, February 25, 1907."

Increase Your Income!

YOU CAN DO IT EASILY WITH THE

YORK BAND INSTRUMENTS

These instruments are used by leading bands, and will form a special feature of attraction in any store. The name of York on a band instrument is a guarantee of the highest quality.

J. W. YORK & SONS

GRAND RAPIDS, MICH.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

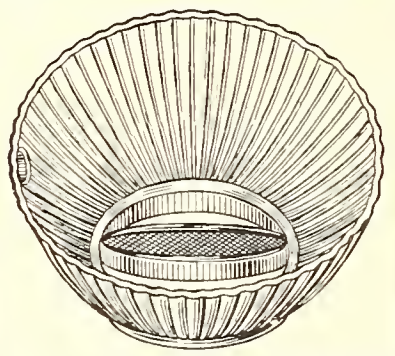
Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York

Branch Office, 625 F St., Washington, D. C.

IT OPENS AND SHUTS



The Universal Toner

is the only sound modifier made that is adapted to all styles and makes of Talking Machines or Phonographs, either cylinder or disc, and fits any size or shape of horn. ¶ Gives full volume of sound when shutter is open, grading to soft, mellow tones when closed, and can be regulated while machine is playing. ¶ Will submit sample with price and terms to the dealer. **Retail, $1.00 Each.**

MELLO-TONE CO., - Springfield, Mass.

Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

THE NEW

Imperial Records

RECORDED IN EUROPE

Are Meeting With Marked Success

$1.00 and $1.50 Each

SEND TO-DAY FOR CATALOGUE

LEEDS & CATLIN COMPANY - - New York

THE HAPPENINGS OF THE MONTH IN CLEVELAND.

Spendid Reports Regarding Business—Still Difficult to Procure Records—The Leading Dealers Are Enthusiastic Regarding the Increasing Demand for the Better Grade of Machines and Supplies—Moving Picture Theatres Growing Everywhere—Leading Music Critic Speaks Favorably of These Enterprises—Big Order for a Devineau Biophone Co.'s Attachment—A Novel Show Window Gotten Up by Mr. Bourgeois During Automobile Show Week—News of the Month Presents Much That Is Novel and Exceedingly Interesting.

(Special to The Talking Machine World.)
Cleveland, O., March 9, 1907.

The prosperous situation of the talking machine trade noted in January prevailed throughout February, and has continued thus far into March. The favorable conditions under which the new year started out have continued, and jobbers and dealers have all been busy with orders for machines and records. Disappointment is still expressed over the inability to procure from the manufacturers goods with which to fill orders, many of which have been booked for weeks.

The fact is, everything pertaining to the talking machine business in this section is flourishing, and the only complaint heard is a shortage of goods. The expectancy of dealers is that this trouble will soon be overcome, which will add largely to their sales and peace of mind.

One of the busiest men in town these days is H. E. Jones, manager of the Columbia Phonograph Co.'s commercial graphophone department. He has installed a number in offices of the large business houses, and the demand seems to be constantly widening as their merit and convenience are impressed by Mr. Jones' demonstrations of their usefulness.

The Eclipse Musical Co., J. H. Towell, manager, report business excellent, and that the volume of trade in February largely exceeded that of the same month a year ago. "Especially in the wholesale department," said Mr. Towell, "we have lately been crowded with orders of large dimensions, covering the entire line of goods. In both the wholesale and retail departments our trade is constantly increasing. Conditions generally are good, and give promise of continued expansion in the talking machine line."

"I made sales of a large number of machines, including several Victrolas, during the month of February," said W. J. Roberts, Jr., "and you can say business has been and is fine. From the active manner of the March opening of trade it gives promise of an exceptionally large volume of business. The March records are selling well, and calls from the old lists are constant." Mr. Roberts has secured the services of Miss Ryan, the popular young lady formerly in charge of the talking machine department of the Bailey Co.

W. H. Buescher & Son had an excellent run of business during February in their Edison department, as well as Victor. They are also selling large numbers of the Lyra machines, its low price commending it to those unable to invest in the higher priced article. They report the sale of quite a number of the highest priced machines, both Edison and Victor, with good and constant sales of records. Mr. Buescher stated business was keeping up remarkably well.

G. J. Probeck, manager of the Columbia Phonograph Co., with a corps of assistants, is always busy. He said their last month's business was fine, and that it was continuing entirely satisfactory, that they were selling machines every day, and the call for records large and increasing. Mr. Probeck said many of their customers were anxiously waiting for Bonci and Nordica grand opera records, of which the Columbia Co. will have exclusive sale.

Hugh Gulley says he is and has been busy all the time since he started in business, with a constantly increasing clientele. "Our February business was good, and March has opened up in fine shape," said Mr. Gulley. "The new records are taking well, and I find it difficult to keep up the supply, some numbers having already been exhausted." Mr. Gulley has secured the services of Harry L. Tinker, formerly with the Columbia Phonograph Co.

Messrs. Hallet & Davis, who purchased the business of the Smith & Nixon Piano Co., are closing out the stock of pianos and will vacate the premises soon. They have taken the rooms Nos. 126-128, the Arcade, and will devote the space entirely to the talking machine business. They are fitting up the rooms in elegant style, and with the fine location will have the very best kind of demonstration facilities. The company report the talking machine trade good and growing.

The March Zonophone records are having a good sale, and are the best the Universal Talking Machine Manufacturing Co. have put out. Messrs. Flesheim & Smith, who handle the products of this company, report they are having a fine trade, and that their business is increasing. But for a substantial fire wall a fire next to Flesheim & Smith's a few nights ago would have put them out of business. As it was, they sustained slight damage from smoke.

Messrs. Collister & Sayle, who handle the Victor, report business very good and increasing. The sales of records they pronounce extremely satisfactory, and for the higher grades of music, Mr. Sayle said, they were experiencing considerable difficulty in having their orders filled with any degree of promptness, owing to the enormous demand on the manufacturers.

Several new moving picture theaters have within the past month started up in different parts of the city. One of the most recent is the "Eureka," by George Howald, on Superior avenue, near the Colonial Theater. Exteriorly and interiorly it has been elegantly fitted up, with a seating capacity of 215. It is claimed to be the finest motion picture theater in Cleveland. The musical accompaniment is a Twentieth Century graphophone.

The Columbia Amusement Co. has sold the slot machines and paraphernalia of three places to P. A. Powers, phonograph dealer, of Buffalo, and they are closing out the business, selling the machines to parties in different locations. Fifteen hundred dollars' worth was sold to parties in St. Louis. It is said bad management forced the Columbia Amusement Co. to make an assignment.

One of the musical critics of the city switched into a moving picture theater the other day, and speaks thus interestingly of his experience: "I was enticed into a place where moving pictures are exploited and was well paid for my curiosity, for I saw a realistic performance of Wagner's "Parsifal." It was almost as vivid in its realism as a bona fide theatrical production with living characters. Of course, it was all done in pantomime, but the dramatic action was intelligently explained by a lecturer as the play progressed.

"When to the moving pictures reproduction of the music is adequately added, the opportunities for hearing great artists and becoming conversant with the standard operas means much for our educational progress. In connection with the "Parsifal" production I heard Schumann-Heink in a Saint-Saens aria from "Samson and Delilah," and although the reproduction was hardly a perfect replica of this singer's artistry, it was sufficient to claim artistic attention.

"Imagine the boon to posterity it would be to have in moving picture the immortal Beethoven directing one of his symphonies, and it reproduced by the wonderful phonographic mechanism. Such artistic achievements are quite possible, as well as probable, in the near future. 'Parsifal' and similar moving pictures are but the experiments which portend a future perfection of the art of making ancient history a vivid and living reality."

Charles F. Brush, the inventor of the arc electric light, is having constructed an organ for the new Protestant Episcopal Cathedral, which will be opened at the diocesan convention this

In the Words of Others
"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I. C. S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW

THE DENVER DRY GOODS CO.

DENVER, COLO. 11/21/06.

International Correspondence Schools,

Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Mistraud very successful and while he was here we sold several Language Outfits. We have also sold some since he left us. We expect to advertise these Language Outfits during December as gifts as you may rest assured we will communicate with the parties to whom demonstration was given and who have not as yet made a purchase. We think the plan of advertising or demonstrating these Outfits is successful and leads to sales which could not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to know if we could make arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times recently; same can be billed to us by you. This would be quite an accommodation to us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,

THE DENVER DRY GOODS CO.,

per

International Correspondence Schools

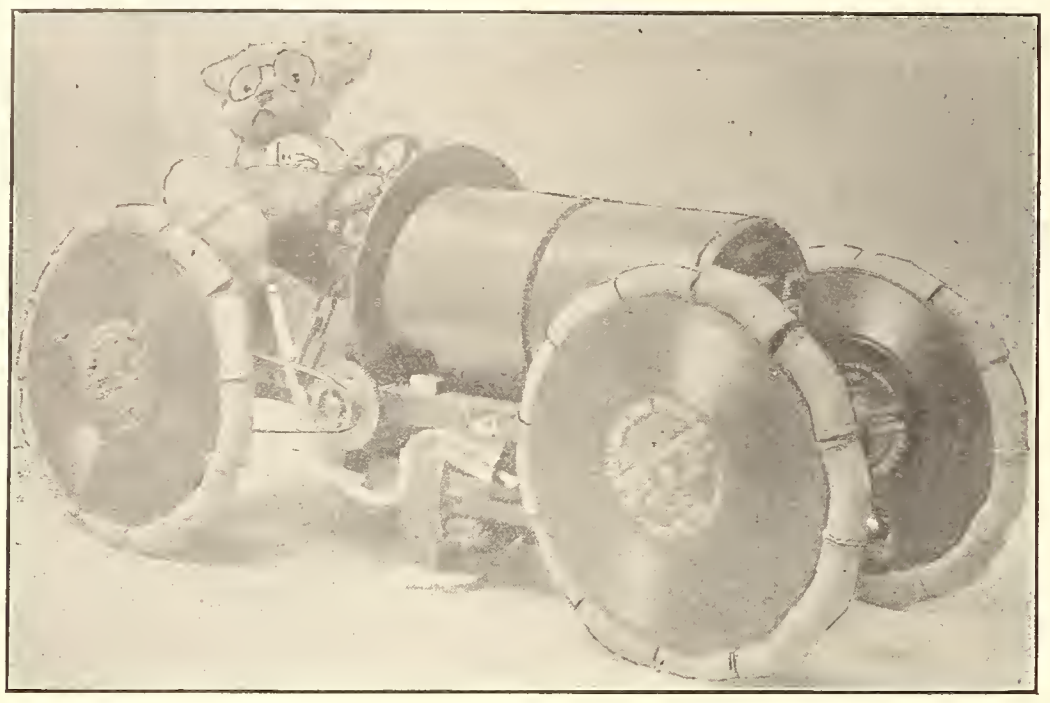
SCRANTON, PA.

spring. It will cost $25.000 and will be one of the finest in the State. The organ will be hidden behind a stone partition into which opeuings similar to windows will be let, and only the keyboard will be visible. Two parts of it will be mounted on the chancel—one on each side. A third section will be mounted near the entrance end of the nave. The keyboard will consist of four manuals.

A statute of 1906 makes it a felony to exhibit obsceue pictures, and includes "pictures inciting to crime." Under this statute the proprietor of "The American," a moving picture theater, was arrested and fiued a few days ago.

The Devineau Biophone Co., of this city, who manufacture an attachment whereby disc records may be played on any style of cabinet cyliuder machine, have received an extensive order for the attachment frcm the Rudolph Wurlitzer Co., of Cincinnati, and as the merits of the contrivance become more generally known and the value of it is proven a big demand is anticipated. The Wurlitzer Co. are making an extensive demoustration of the attachment, and have sold quite a number.

C. S. Bourgeois, assistant manager of the Columbia Phonograph Co., taking advantage of the recent automobile exhibition in this city, arranged a very clever show window with a "choochoo" vehicle as its motif. The small auto was maae up entirely of graphophone parts and records. The wheels were 7-inch disc records, around which were fastened rubber horn connections, representing tires. The bonnet was two grand cylinder records placed end to end. Side driving sprockets and chain were small pulleys and belts. The dashboard half of a 7-inch record. Gears, axles, cranks, etc., completed the machiue, as shown iu the photograph.



WINDOW DISPLAY GOTTEN UP FOR THE COLUMBIA PHONO CO., BY C. S. BOURGEOIS.

The little auto was shown going up a hill, guided by a small Teddy bear, with goggles, made by mica diaphragms held by wire. White cotton spread about the window represented snow, and dirt sprinkled along the hill represented ruts in the road.

A large card in the window notified onlookers that "the automobiles that we make may not be very fast, but our graphophones go so fast that our factory is working overtime to keep up with the demand." Other small cards distributed about the window were interesting, as they described the Columbia graphophone in automobile terms. Among others were the following: "Our motors run good in all kinds of weather. Columbia motors always keep good record time. Columbia graphophone motors need no 'muffler'—they run noiselessly. All speeds on one lever, also a powerful brake. If you have any breakdowns the written guarantee reduces the 'up keep.' Unlike an automobile, a Columbia graphophone is never 'tired.'" A small pile of broken cylinder and dis records was labeled: "Some records which we have broken in the past year." The window, with the auto as a center piece, surrounded by graphophones, records and the facetious cards was a center of attraction, especially to the thousands of automobilists in attendance at the exhibition.

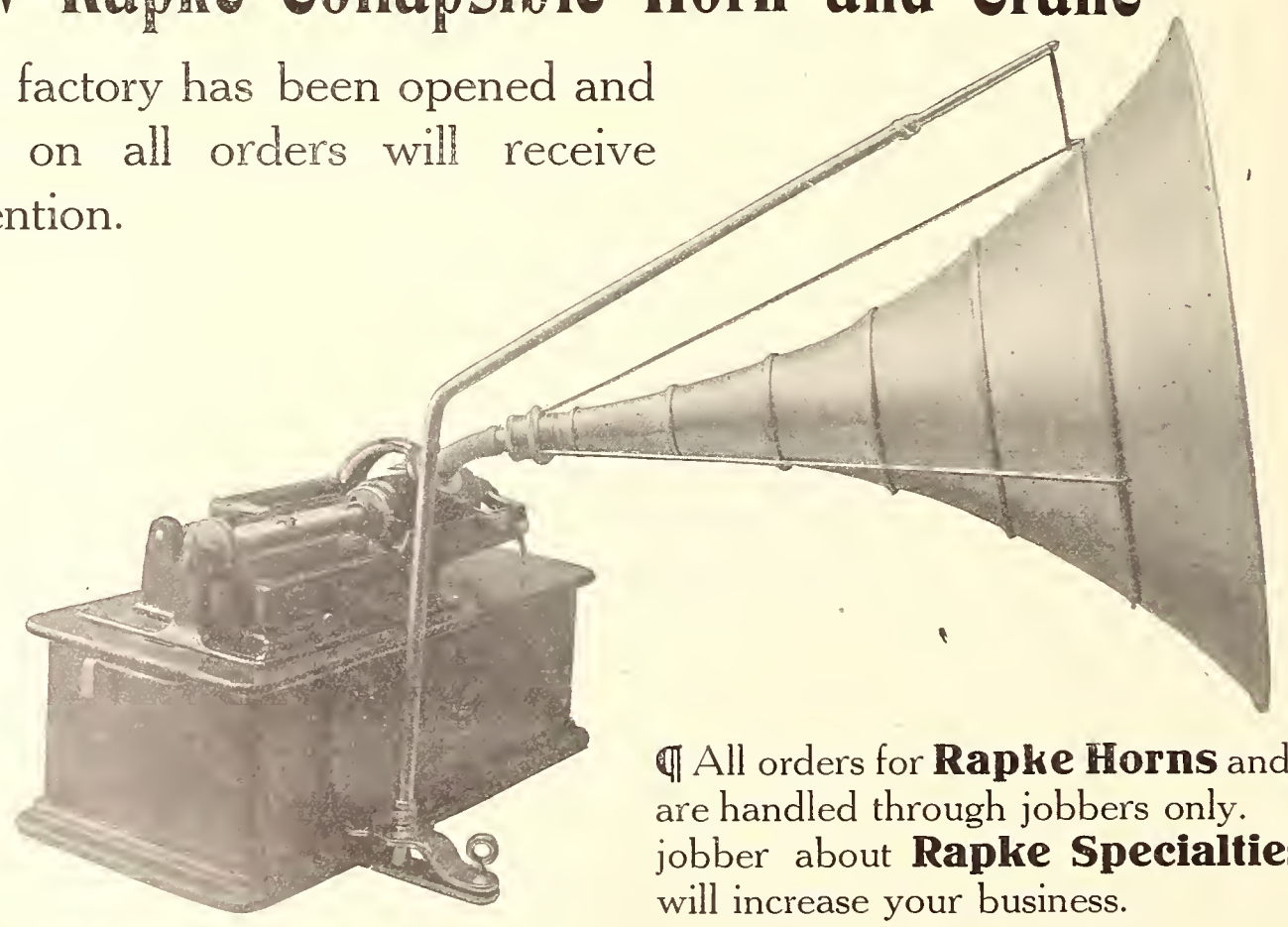
BLACKMAN'S NEW DEALER'S PRICE LIST.

The Blackman Talking Machine Co., 97 Chambers street, New York, have just issued a very complete dealer's price list, in effect March 15. It is printed in a form that makes it very convenient for dealers to order goods, as both the retail and wholesale prices are quoted on Edison and Victor goods. The cover is a "warm red." Mr. Blackman says there will be no trouble in finding this price list among the ordinary pile of papers on most desks. Any talking machine dealer, who sends in a request on one of his business letter-heads, will receive a copy of this price list, as well as other information regarding the Blackman specialties.

¶ We have increased our facilities to meet the increasing demand for

The New Rapke Collapsible Horn and Crane

¶ Our new factory has been opened and from now on all orders will receive prompt attention.



We Do Not Sell to Dealers Direct

¶ All orders for **Rapke Horns** and **Cranes** are handled through jobbers only. Ask your jobber about **Rapke Specialties.** They will increase your business.

VICTOR H. RAPKE CO., MANUFACTURERS, 255 E. 86th St. **New York City**

LATEST NOTES FROM SAINTLY CITY.

Rapid Increase of Talking Machine Trade—Conroy Piano Co.'s Improvements—Big Columbia Business—Balmer & Weber Co.'s Department Open—F. K. Dolbeer a Visitor—William Woodward with Columbia Co.

(Special to The Talking Machine World.)
St. Louis, Mo., March 11, 1907.

Trade reports for the past month indicate that the talking machine business is increasing rapidly. An average of 25 per cent. increase for the month over the same period last year is reported by the dealers, and they are all decidedly enthusiastic over present conditions. There is a very large shortage of records, and some numbers are very hard to get. High-priced instruments and supplies have the call, and every concern here is participating in the demand for this class of goods.

P. E. Conroy, president of the Conroy Piano Co., states that their talking machine business is very brisk, and that it is away ahead for the first two months of this year compared with last year. He also states that they have opened a large number of new accounts during the last few weeks. This concern is having their talking machine department on the third floor altered, and when completed it will have room for 30,000 records. They fully comprehend the possibilities of the business, and are anticipating things in many directions. P. E. Conroy is one of the brainy, progressive men of this industry.

Manager Ramsdell, of the St. Louis Talking Machine Co., makes very favorable reports of business for several weeks past, and states there was a large increase for February over the same month a year ago. Their high-priced instruments are selling particularly well, and the wholesale trade is very large.

T. P. Clancy, manager of the Columbia Phonograph Co., reports trade for February and the early week of March to have been about 25 per cent. better than for the same period a year ago. The call is for the best class of instruments. They are having great difficulty in getting records. W. S. Byrd, traveler for this company, is now on a two months' trip through the West. Columbia visitors here recently were: G. M. Lyle, general manager Columbia Phonograph Co., and W. C. Fuhri, district manager, of Chicago.

F. K. Dolbeer, manager credit department of the National Phonograph Co., was a recent visitor here.

The Balmer & Weber Music Co. have opened their talking machine department on the third floor of their building and C. A. Cale, vice-president of the concern is giving it his personal supervision. They handle both the Edison and Victor lines. A feature of their opening was the sale of a $200 Victrola, and they have sold several since.

The Silverstone Talking Machine Co., who handle the Edison, Columbia and Victor lines, report an excellent trade, but are having trouble getting records.

Anthony Roose, credit man for the Columbia Phonograph Co., of Pittsburg, spent one day here recently.

William Woodward, who has been with the Conroy Piano Co.'s talking machine department for the past six years, has accepted a position as floor manager with the Columbia Phonograph Co.

Manager S. R. Brewer, of the talking machine department of the Thiebes-Stierlin Music Co., reports a fine trade in his department, and especially for high-class instruments. H. L. Brewer has been added as an assistant to S. R. Brewer in this department.

The Koerber-Brenner Music Co. report a very active demand for talking machines in their wholesale department.

E. B. Walthall, manager of the talking machine department of the O. K. Houck Piano Co., reports a splendid retail trade, but a great shortage on records. This concern will move from the third floor to the first floor about April, and their new quarters will be as fine as skill and art can make them.

The H. A. Phipps Piano Co. have a handsome talking machine department in the basement of their store, and are handling the full Victor line with good success.

HAYWARD CLEVELAND PROMOTED

By Manager Dorian—Becomes Superintendent of Stores—Recognition of a Hard and Faithful Worker.

Following the leasing by the Columbia Phonograph Co. of large central quarters at 35-37 West 23d street, New York, John H. Dorian, manager of the wholesale department, at 353 Broadway, announces the promotion of Hayward Cleveland, who for many years has been the manager of

HAYWARD CLEVELAND.

their retail department, at 872 Broadway, in the following circular letter sent out to the trade:

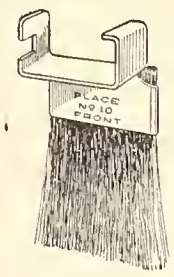
"To our Managers and Department Heads—Anticipating the consolidation of Branch A with this office, Mr. Hayward Cleveland, the dean of the New York managerial staff, has been appointed superintendent of stores in the local field, and will shortly take up with you in person the best methods to be adopted to carry out the purpose of making the New York organization the best local organization in the service. I am sure I need not bespeak for Mr. Cleveland your heartiest co-operation, as I have long been impressed with the feeling that the attainment of this object is no dearer to my own heart than to that of every manager and department head in our splendid organization. Mr. Cleveland's special field will be the devising of methods and the improvement of conditions affecting the cleanliness and attractiveness of window, stock and general store display; reduction of stock while increasing sales, and elimination of second-hand and dead stock from our stock problem; best methods of securing and preserving sound accounts, and of improving our collection showing and our cash business, and best methods of getting and holding custom at the least expense. While his duties will be specially in the lines indicated, however, the scope of his work will be extended as occasion may require, and managers and department heads are urged to consult with him freely, and co-operate with him to the fullest possible extent in everything pertaining to the development of the business in this territory. No rules now in effect will be changed, except by the writer; but all suggestions for the improvement of local conditions that do not involve a change from already established rules are to be received as coming from me."

A FEW NOTES ON THE WING.

(Special to The Talking Machine World.)
Omaha, Neb., March 5, 1907.

The Omaha Cycle Co. have sold out their retail department and are running nothing but a jobbing business, with splendid results. The Nebraska Cycle Co., on 15th street, report everything humming in their wholesale and retail talking machine line.

In the great popular demonstrations held in London, England, in connection with the municipal contest in that city, the talking machine has been much in evidence. In the parade of Feb. 23, which was over a mile long, there were over fifty "talkers" in line, which ground, or is it "sung," out fervid comments upon "wastrels" for the delectation of the great crowds along the route.

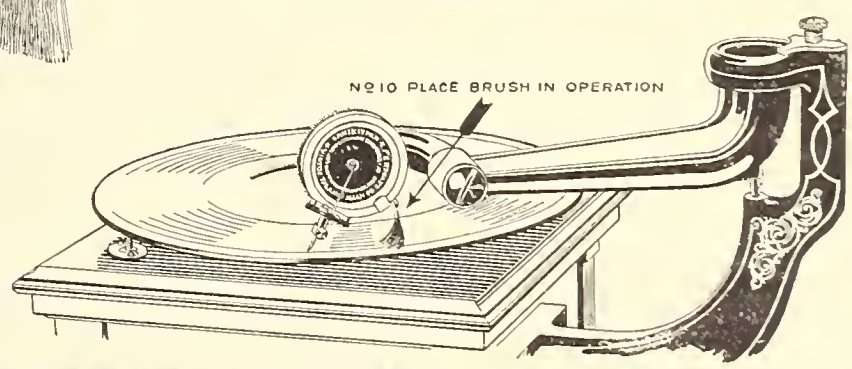


THE PLACE No. 10 Disk Record Brush

FOR VICTOR EXHIBITION SOUND BOX

PATENTED SEPT. 25TH AND OCT. 2D, 1906. OTHER PATENTS PENDING

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

¶ Automatically cleans the RECORD GROOVES and gives the needle a clean track to run in. Insures a clear Reproduction and prevents Records 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.

NOTE.—BIG PROFITS HERE FOR BOTH DEALER AND JOBBER AND FREE ADVERTISING MATTER. WRITE NOW

MANUFACTURED BY

Blackman Talking Machine Co.

97 CHAMBERS STREET, NEW YORK

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., March 6, 1907.

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:

FEBRUARY 4.

Berlin, 105 pkgs., $2,670; Bombay, 56 pkgs., $1,468; Buenos Ayres, 24 pkgs., $1,200; 5 pkgs., $191; 100 pkgs., $1,375; 23 pkgs., $2,898; Cardiff, 41 pkgs., $307; 40 pkgs., $258; Cartagena, 2 pkgs., $178; Hamburg, 10 pkgs., $1.75; Havana, 6 pkgs., $276; Havre, 15 pkgs., $387; La Guayra, 20 pkgs., $875; Leeds, 37 pkgs., $232; 35 pkgs., $215; Lisbon, 2 pkgs., $100; 1 pkg., $100; Liverpool, 119 pkgs., $733; 165 pkgs., $1,304; London, 106 pkgs., $2,667; 665 pkgs., $13,740; 6 pkgs., $312; Manchester, 12 pkgs., $109; 18 pkgs., $210; Manila, 27 pkgs., $2,330; Mazatlan, 1 pkg., $120; Mexico, 6 pkgs., $609; Milan, 7 pkgs., $193; Montevideo, 24 pkgs., $1,861; Rio de Janeiro, 3 pkgs., $186; Santiago, 3 pkgs., $116; Southampton, 70 pkgs., $2,824; St. Petersburg, 12 pkgs., $806; Sydney, 1,529 pkgs., $14,522; Talcahuano, 11 pkgs., $1,244; Yokohama, 188 pkgs., $9,714.

FEBRUARY 11.

Acajutla, 4 pkgs., $287; Bangkok, 4 pkgs., $287; Berlin, 167 pkgs., $1,734; Bombay, 16 pkgs., $281; Bremen, 1 pkg., $100; Brussels, 176 pkgs., $1,251; Callao, 6 pkgs., $574; Colon, 8 pkgs., $367; Glasgow, 8 pkgs., $237; Guayaquil, 6 pkgs., $253; Hamburg, 20 pkgs., $717; Havana, 24 pkgs., $323; 389 pkgs., $8,806; Havre, 12 pkgs., $12,000; Kobe, 51 pkgs., $2,434; Lisbon, 3 pkgs., $107; Mauila, 9 pkgs., $285; Matanzas, 22 pkgs., $172; Montevideo, 9 pkgs., $244; Rosario, 33 pkgs., $1,469; St. Petersburg, 68 pkgs., $3,804; Vienna, 18 pkgs., $505.

FEBRUARY 18.

Adelaide, 5 pkgs., $136; Auckland, 8 pkgs., $267; Berlin, 133 pkgs., $2,880; Bombay, 4 pkgs., $196; Capetown, 7 pkgs., $75; 2 pkgs., $105; Cardiff, 5 pkgs., $244; Genoa, 3 pkgs., $246; Glasgow, 27 pkgs., $1,776; Guayaquil, 2 pkgs., $100; Havana, 13 pkgs., $802; La Guayra, 7 pkgs., $756; Leonka (Fiji Islands), 5 pkgs., $140; Liverpool, 35 pkgs., $215; London, 1 pkg., $207; 335 pkgs., $11,850; 5 pkgs., $203; Panama, 4 pkgs., $275; Rio de Janeiro, 9 pkgs., $548; St. Johns, 10 pkgs., $248; Shanghai, 10 pkgs., $502; Vienna, 16 pkgs., $680.

FEBRUARY 25.

Antwerp, 2 pkgs., $114; Auckland, 48 pkgs., $897; Berlin, 18 pkgs., $276; Buenos Ayres, 17 pkgs., $2,651; Cairo, 5 pkgs., $225; Callao, 9 pkgs., $1,165; Havana, 9 pkgs., $394; 35 pkgs., $1,287; Havre, 21 pkgs., $1,033; Jacmel, 5 pkgs., $158; Liverpool, 6 pkgs., $450; London, 137 pkgs., $5,591; Milan, 11 pkgs., $719; Nuevitas, 3 pkgs., $145; Para, 14 pkgs., $480; Santa Marta, 4 pkgs., $340; St. Petersburg, 15 pkgs., $593; Soerabaya, 3 pkgs., $312; Sydney, 258 pkgs., $6,634; 5 pkgs., $190; Vera Cruz, 2 pkgs., $199; Vienna, 24 pkgs., $723.

MARCH 4.

Bangkok, 12 pkgs., $1,140; Bergen, 155 pkgs., $5,032; Brussels, 175 pkgs., $1,245; Buenos Ayres, 11 pkgs., $950; Callao, 3 pkgs., $100; Colombia, 3 pkgs., $134; Glasgow, 4 pkgs., $271; Havana, 18 pkgs., $515; 30 pkgs., $1,802; Havre, 11 pkgs., $646; La Guayra, 5 pkgs., $435; Liverpool, 6 pkgs., $182; London, 33 8pkgs., $5,094; 327 pkgs., $8,960; 29 pkgs., $1,039; Leipzig, 2 pkgs., $105; Manchester, 20 pkgs., $104; Manila, 3 pkgs., $100; Milan, 14 pkgs., $471; 20 pkgs., $773; Santos, 38 pkgs., $5,413; Shanghai, 10 pkgs., $502; Singapore, 11 pkgs., $630; Surinam, 2 pkgs., $197; Tampico, 3 pkgs., $162; 16 pkgs., $426; Trinidad, 9 pkgs., $160; Valparaiso, 2 pkgs., $111; 22 pkgs., $1,935; Vera Cruz, 3 pkgs., $117; Vienna, 14 pkgs., $159; Yokohama, 273 pkgs., $13,971.

AFTER THE PIANO DEALER.

The Talking Machine Companies Are Making a Strong Effort in This Direction.

The piano dealer is often urged to install a line of talking machines, aud it is truthfully stated that many idle moments between piano sales may be turned to profit by pushing talking machines and records. The salesmen can sell talking machines as well as pianos, and therefore the only extra employe needed in the beginning would be a stock clerk to keep the records in order, and in most instances he could also handle the shipping end. When the talker business grows beyond the capacity of the available space and taxes the energies too severely, as is often the case, then the dealer is in a position to conduct his talking machine department as an independent venture with separate quarters and sales staff.

The talking machine jobbers have always realized what a wide field is to be found in the piano houses, and with a number of conservative houses in that line handling talkers successfully the jobbers are redoubling their efforts to install a line of machines and records wherever possible.

The Victor Distributing & Export Co. have, in fact, circularized the piano trade in their field very extensively, some of the matter being as follows:

"The Victor talking machines and records are recognized by the music trade as a distinctive 'musical instrument,' and are to-day a very necessary part of their stock, and an important factor in the profits of the business.

"If you have not placed the line, will ask your very earliest consideration of doing so, as we simply wish to appeal to you on the money there is in it. In the line of money makers, they have no peer. They rank in a class by themselves, as the profit only starts with the sale of the machine. What appeals to all business men is the absolute protection in price which assures them of a very large profit. As the means of drawing trade to your place of business, they admit of no comparison with any line of merchandise.

"If you are interested in making money, we would be pleased to submit our $500 proposition which would entitle you to the very best discount given by the Victor Talking Machine Co.

The establishment of T. Edens Osborne, the prominent talking machine factor of Belfast, Ireland, was the subject of an extensive article in The Nomad's Weekly of that city recently, and the hustling T. Edens himself was not forgotten.

Attract Attention 24 Hours A Day

Artistic-Reliable-Inexpensive

THEY LITERALLY BURN YOUR AD. INTO THE MINDS OF THE PEOPLE

This artistic sign is made of Venetian Bent Iron with glass panel. The lettering is outlined with burnished gold and the display line studded with jewels, making a very attractive, high grade

DAY SIGN

Inside the sign are three electric lights of different colors (red white and green). These are switched on and off, automatically, by our patented thermo-flasher, producing an intermittent iridescent effect which is bound to catch the eye.

A Sure Trade Puller at Night

The glass panel is removable, aud one with different lettering may be inserted as often as desired. The cost of running is about one cent an hour.

The Most Inexpensive Automatic Flasher on the Market

The illustration shows a single face Inside sign 16x28 inches, outside measurement with six (6) feet of flexible wire cord and attachment plug ready to attach to any incandescent lamp socket, (lettering as ordered). Price complete $9.75 f. o. b. New Haven. We also make a small double face sign 18x30 inches for outside use, substantially the same as sign described, with square ornamental iron frame, all ready to connect. Price complete, $15.00. Extra glass panels for either sign (any wording), $2.00 each. OUR FLASHERS ARE FULLY GUARANTEED AND MAY BE RETURNED IF NOT ENTIRELY SATISFACTORY We are prepared to furnish designs for all kinds and sizes of electric signs for both inside and outside use, free of charge. Special prices for signs in quantities. Correspondence solicited. Write for our illustrated booklet No. 6, "POWER TO ATTRACT." AGENTS WANTED. Address

THE THERMO-ELECTRIC LIGHTING CO.

Sign Dept. E. **106 PARK STREET, NEW HAVEN, CONN.**

When Aladdin Rubbed His Lamp

it did wonders. To-day anyone can do wonders with any talking machine by simply rubbing a little "3-in-One" on the metal surfaces—by lubricating the action points, polishing the wood case and cleaning the disc and cylinder records with this wonderful oil.

"3-in-One" is best to use, easiest to sell—most satisfactory to the buyer, most profitable to the dealer. Why aren't you selling it? Just use "3-in-One" once, to satisfy yourself. You'll sell it ever after to satisfy your trade. And, incidentally, you will make good money—50 and 100 per cent

Suppose you sit down right now and write us for a FREE sample bottle and the "3-in-One" Book. Better still, order a trial supply of "3-in-One" from your jobber. It will be gone before you know it—so will your customers' talking machine troubles.

REGISTERED. 3 IN TRADE MARK.

G. W. COLE COMPANY, Sole Makers of "3-in-One"

Broadway and Liberty Streets, New York City.

Do You Want to Make Money, Mr. Talking Machine Dealer?

Good big money. The men who sent in an order for a sample line of our instruments were delighted with the results.

They found our instruments blended perfectly with the talking machine line, besides helping to make the store attractive. If you want to help out in the profits during the holiday season you can't go at it in a better way than with our specialties; your musical friends will come to you when they learn that you have the Durro violins, bows, strings, etc. They have a high standing.

We are judges of the excellence of all kinds of small goods, such as Accordeons, Mandolins, Guitars and Harmonicas, and carry a large stock, of which we offer at lesser prices, but which are superior to any on the market at the same price.

It will pay you to order a sample line at once. You will then see how profitable it is to devote a portion of your store to the exhibition and sale of small goods. Write for catalogue.

Make good money for the new year. It is easy with our help. We can tell you how to go with the business tide when it swerves.

BUEGELEISEN & JACOBSON

113-115 University Place

Corner 13th Street NEW YORK

NO SPECIAL REGULATION

For Talking Machines to be Used by the Commissioners of the District of Columbia.

(Special to The Talking Machine World.)

Washington, D. C., March 4, 1907.

The Commissioners of the District of Columbia will not promulgate any regulation prohibiting the use of talking machines on the strects and in public places in and around the city of Washington. Hon. Henry L. West, one of the three members of the Board of District Commissioners, framed a proposed municipal ordinance of this character after receiving complaints to the effect that some lovers of these instruments had annoyed their neighbors with music and twelve days ago a public hearing was granted. Rear Admiral George W. Baird, president of the Board of Education, was one of those who took the lead in opposition to the public use of talkers near certain school buildings. The hearing indicated that the music machiues were more attractive to the children as well as to numerous adults than the public school system of the city. The talking machine interests were represented at the hearing by Paul H. Cromelin, of New York, who made a very favorable impression upon the Commissioners by his argument at the recent hearing. It was pointed out to the Commissioners that it would not be exactly fair to enact a sweeping "Blue Law" against the music machines just because there might be some abuses in their use just as there are other abuses in every municipality growing out of lack of moderatiou iu certain directions.

The Commissioners took the matter under advisement, and referred the legal aspects of the subject to the Corporation Couusel, who reported that, in his judgment, there was no crying need for the enactment of any new ordinance in the direction suggested. The corporation counsel pointed out there is already in existence a general "peace and order," sometimes termed a "geueral nuisance," statute in the District, which, in his opiuion, would reach any of the alleged abuses if good and sufficient grounds existed for complaint. The Commissioners were informed that under this statute complaint could be made by any one who will go into the police court and swear out a warrant alleging that some specific instance of the use of a talking machine may be an abuse and that upon the basis of such warrants the cases can be taken into the police court, where the abuse must be proven to the satisfaction of the judge, the whole question as to whether there has been a violation of the peace and order status being left to the court for decision.

When the Commissioners received this opinion from their official counsel they decided to abandon the promulgation of the proposed ordinance and to leave the matter to the courts under existing regulations. In the vicinity of Lincoln Park northeast it would perhaps be very difficult to obtain a complaint. Last summer a proprietor of a small store frontiug a park in that neighborhood used a large talker to attract trade. He played the latest tunes for about an hour every evening. The innovation was regarded as a daily summer evening concert and attracted many persons to the vicinity of the park every evening. There was no complaint made by the residents of the neighborhood where the improvised talking machine concerts took the place of the military band concerts granted residents of other sections of the city.

The Commissioners were told in connectiou with the suggestion of their proposed ordinance that Washiugton would be ridiculed and cartooned all over the country as a "jay" town if such an ordinance were adopted. There is no doubt that there are misanthropes here as elsewhere who would be glad to have even the public band concerts of the summer evenings stopped iu the public squares, and while thousands of citizens have been working for years to obtain these coucerts, and only several years ago induced the military authorities to consent to the donation of their post bands for the purpose, it is contended that it would be just as sensible to enact a sweeping ordinance against public band concerts as against the public use of talking machines where there is no abuse associated with the latter.

THE STAR RECORD

Is Now Being Placed on the Market by Hawthorne & Sheble Mfg. Co.—Carrying a Stock of Over 300 Selections.

The talking machine trade will receive a pleasant surprise, when they read the advertisement elsewhere in this issue of the well-known firm of Hawthorne & Sheble Mfg. Co., relative to their Star Record. The trade mark of "H. & S.," which represents "high standard" and excellence, will give added interest to the record business. Great preparations have been made to market the new product. Storage capacity for over half a million records has been prepared, and it will be their aim to keep in stock for immediate delivery every selection in their catalogue. They start business with about 300 of their latest and best selections, including bands, orchestra and instrumentals. List price of the 10-inch record will be 60 cents, and the dealer and jobber will be required to adhere strictly to established prices. Catalogues and terms to the trade can be procured by addressing the firm.

AUXETOPHONES SELLING WELL.

Despite the high price, $500, the Victor Distributing & Export Co., of New York, have placed a large number of Victor Auxetophones, many dealers buying them for use in their own stores, the advertisement being well worth the cost, owing to the great amount of attention attracted. Hahne & Co., the big department store, of Newark, N. J., have, in fact, replaced their band with an auxetophone for giving daily concerts, and the result has proven very satisfactory both to the firm and their customers. In one week recently the Victor Distributing & Export Co. disposed of five auxetophones, which, in view of their high price, is certainly a showing.

REGINA CO. EXPANSION.

The Regina Co., of 41 Union Square, have been greatly enlarging their wholesale talking machine department. This has been made necessary by the additional stock placed on their shelves since they became Edison jobbers. Among the changes has been the addition of a number of new disc record racks of a rather novel design, each partition being large enough to hold over a dozen records. It is their intention to carry a complete line of both Victor and Edison records, and a sufficient number of each so that they can take care of all orders that may be placed with them. This end of their business under the management of Charles C. Collier has steadily grown until it has assumed proportions that are far beyond their anticipations.

MR. DEALER

After the month of March the Phonograph business begins to slacken up. Now don't go to sleep, but write us, we can tell you how to do just as much business in Summer as you do in the Winter.

REINHARD MUSIC CO.

Importers of Foreign Talking Machines

BERLIN LONDON

Address all communications to our distributing office

147 West Main Street, Connellsville, Pa.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

You Can Get Goods Here
EDISON JOBBERS **VICTOR** DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
McGREAL BROS., Milwaukee, Wis.

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

BENJ. SWITKY
Victor and Zonophone Distributor
'Phone 665 Gramercy 27 E. 14th St., New York City

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

Eclipse Phonograph Co.,
Hoboken, N. J.
Jobbers of Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines
and **RECORDS** Wholesale and Retail
Largest Stock in the South

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

S. B. DAVEGA,
EDISON JOBBER
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. New York City.

NEAL, CLARK & NEAL CO.,
BUFFALO, N. Y.
Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

SAINT LOUIS TALKING MACHINE CO.
Southwestern Headquarters for
Victor Machines and Records
We are Specialists of long experience and guarantee satisfactory service
SAINT LOUIS, MO.

I. DAVEGA, Jr., Jobber of
EDISON PHONOGRAPH and VICTOR TALKING MACHINES, RECORDS and SUPPLIES
Large Stock of CYLINDER and DISC CABINETS
125 W. 125th St., NEW YORK
WM. H. FREELAND, Mgr., Wholesale Dept.

HARGER & BLISH
Western Distributors for the
VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

PITTSBURG PHONOGRAPH CO.
VICTOR JOBBERS and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Minnesota Phonograph Co.
ST. PAUL *37 E. 7th Street* — *MINNEAPOLIS* *518 Nicollet Avenue*
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

T. H. TOWELL, Pres. & Treas.
THE ECLIPSE MUSICAL COMPANY
JOBBERS OF **EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.**
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

E. F. DROOP & SONS CO.
925 Pa. Avenue, WASHINGTON, D. C. — 109 N. Charles St., BALTIMORE, Md.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines
Southern Representatives for
Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

WEYMANN & SON
WHOLESALE DISTRIBUTERS
EDISON Talking Machines Records & Supplies **VICTOR**
Place your name on our mailing list. We can interest you.
923 Market St., Philadelphia, Pa.

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave. — RETAIL 1113-15 Fillmore St.
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

BABSON BROS.
304 WABASH AVENUE
CHICAGO, ILL.
Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

Victor Talking Machines and Records
SELF-PLAYING PIANOS.
Catalogs and Prices on Application.
Pacific Coast Distributers
Sherman, Clay & Co., San Francisco, Los Angeles, Seattle.

SOL BLOOM
SOL BLOOM BUILDING
3 E. 42d Street, New York
VICTOR DISTRIBUTOR
EDISON JOBBERS
All the Latest Novelties in Talking Machines, Attachments, Supplies, Etc.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: { Quick Service and a Saving in Transportation Charges }

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

Leading Jobbers of Talking Machines in America

Business Developers
SOLE IMPORTERS OF
Low-Priced Cylinder Phonographs
IMMEDIATE DELIVERIES FROM NEW YORK STOCK
THE EDWIN A. DENHAM COMPANY, Inc.
31 Barclay Street
LONDON NEW YORK BERLIN

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison
Phonographs *and* Records
100,000 Records
Complete Stock Quick Service

Lewis Talking Machine Co.
15 South 9th Street, Philadelphia, Pa.
Columbia Jobbers
SUPPLIES OF EVERY DESCRIPTION
Give us a trial on your next month's Record order.

THE OLDEST TALKING MACHINE HOUSE IN PENNSYLVANIA
C. J. HEPPE & SON
1115-1117 Chestnut St.
PHILADELPHIA, PA.
EDISON and VICTOR A Stock that is always Complete
GOODS and ALL ACCESSORIES

C. B. HAYNES, EDISON JOBBER
Exclusive Agency
RAPKE CRANES—MEGA HORNS
602 EAST MAIN STREET, RICHMOND, VA.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

KOHLER & CHASE
OAKLAND, - - CAL.
JOBBERS OF ZONOPHONES
—AND—
EDISON PHONOGRAPHS
WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the April list.

THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
Baltimore Headquarters Zonophone Jobber
Talking Machines and Records. The Biggest Assortment of Hebrew Records.
1423-25 E. Pratt Street, BALTIMORE, MD.

SPALDING & CO.
109-113 W. Jefferson St., Syracuse, N. Y.
JOBBERS
COLUMBIA MACHINES and RECORDS
Also Athletic Goods, Fishing Tackle and Cutlery

COLUMBIA CO. WIN OUT

In Suit Brought Against Louisiana Purchase Exposition Authorities by Victor Co. to Set Aside the Award of Grand Prize Given Columbia Phonograph Co.

(Special to The Talking Machine World.)
St. Louis Mo., March 4, 1907.

The Victor Talking Machine Co. lost their injunction suit against the Louisiana Purchase Exposition Co., by which they sought to set aside the award of a grand prize to the Columbia Phonograph Co. and the American Graphophone Co. by a decision of Judge Amidon, handed down on February 19 in the United States Circuit Court. The court sustained a demurrer to the plaintiff's amended hill on the presentation of the evidence to show that the Victor machines were awarded a grand prize at the World's Fair, and were trying to prevent a similar prize going to the rival companies.

"The complainants got all they asked for," said the court, "and they can't complain if a rival company was treated nicely." The Victor Co. alleged that the jury of awards was influenced by misrepresentation in deciding on the prizes.

PETMECKY NEEDLES IN GREAT DEMAND.

Reports for the year of 1906 show that the sales of the Petmecky Multi-tone Needles increased over 500 per cent. during that year and the manufacturers, the Petmecky Co., of Kansas City, Mo., expect to equal that record during the current year. The Petmecky Multi-tone Needle enables owners of disc machines to reproduce a record with any desired volume of tone, doing away with the necessity of keeping a supply of different needles for various records. With a Petmecky needle a loud tone is produced through the flat part facing the record, and a low tone results from the use of the sharp edge. Being self-sharpening, it is claimed that the Petmecky needle will play ten records.

The Victor "wood" horn is much in favor with buyers of the $100 Victor. It is supplied in mahogany or oak, cross-banded and beautifully finished, to match both machine and cabinet, and its tone qualities are highly commended. The horn, which in design and construction is patented, is also sold as an "extra."

For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK 76 York Street, Toronto, Canada

RECORD BULLETINS FOR APRIL, 1907.

NEW COLUMBIA 10-INCH DISC RECORDS.

TENOR SOLO, ORCH. ACCOMP.
3568 I Don't Like Your Family (Jos. E. Howard) ..... Billy Murray
SOPRANO SOLO, ORCH. ACCOMP.
3588 I Just Can't Make My Eyes Behave (Cobb and Edwards) ..... Miss Ada Jones
VOCAL TRIO, ORCH. ACCOMP.
3589 Whistle It (Henry Blossom and Victor Herbert) ..... Miss Ada Jones, Billy Murray and Frank C. Stanley
SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
3590 Because You're You (Henry Blossom and Victor Herbert) ..... Miss Stevenson and Mr. Stanley
BANJO, MANDOLIN AND HARPGUITAR TRIO.
3591 Chicken Chowder—Two-Step (Ireue Giblin) ..... Osman-Dudley Trio
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3592 I'm Keeping My Love Lamp Burning for You (Billy Johnson) ..... Collins and Harlan
BARITONE SOLO, ORCH. ACCOMP.
3593 Fare Thee! On Ma' Way! Jes' Gone! (J. A. Shipp) ..... Bert Williams
BARITONE SOLO, ORCH. ACCOMP.
3594 In the Gloaming (Annie F. Harrison) ..... George Alexander
BARITONE SOLO, ORCH. ACCOMP.
3595 If that Place Called Heaven Was Mine (Herbert Spencer) ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
3596 Night Time—Waltz Song (George M. Cohan) ..... J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
3597 I've Got a Vacant Room for You (Williams and Van Alstyne) ..... Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
3598 When the Snow Birds Cross the Valley (Monroe H. Rosenfeld) ..... Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
3599 Honora Doolin (Ted Snyder) ..... Billy Murray
TENOR SOLO, ORCH. ACCOMP.
3600 You Can Have Broadway (George M. Cohan) ..... Billy Murray
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
3601 Uncle Josh and the Labor Union (Cal Stewart) ..... Cal Stewart
3602 The Dream of the Rarebit Fiend (T. Thurban) ..... Prince's Military Band
TENOR SOLO, ORCH. ACCOMP.
3603 Won't You Come Over to My House (Egbert Van Alstyne) ..... Henry Burr
5528 The Bride's Trousseau—Mazurka (La Canastilla de Boda) (Genaro Codina) ..... Banda Espanola
5608 Seville—Boston No. 10 (H. D. Ramenti) ..... Banda Espanola
5629 Fraternity—Military March (Confraternidad —Marcha Militar) (Angel Villaldo) ..... Banda Espanola

NEW COLUMBIA 12-INCH DISC RECORDS.

BARITONE AND TENOR DUET, ORCH. ACCOMP.
30056 Just for To-night (Frauk O. French) ..... Anthouy and Harrison
BARITONE AND TENOR DUET, ORCH. ACCOMP.
30057 Will There be Any Stars in My Crown? (J. R. Sweney) ..... Anthony and Harrison
TENOR SOLO, ORGAN ACCOMP.
30058 Work for the Night Is Coming (L. Mason) ..... Henry Burr
CONTRALTO SOLO, ORCH. ACCOMP.
30059 Home, Sweet Home (John Howard Payne) ..... Mrs. A. Stewart Holt
BARITONE SOLO IN FRENCH, ORCH. ACCOMP.
30060 La Marseillaise (Rouget De L'Isle) ..... Victor Occellier

NEW COLUMBIA X P (CYL.) RECORDS.

SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
33098 Because You're You (Henry Blossom aud Victor Herbert) ..... Miss Stevenson and Mr. Stanley
VOCAL TRIO, ORCH. ACCOMP.
33099 Whistle It (Henry Blossom and Victor Herbert) ..... Miss Ada Jones, Billy Murray and Frank Stanley
33100 My Marriuccia Medley, Introducing "My Marriuccia" (Take a Steamboat); "A Lemon in the Garden of Love"; "Do, Re, Mi, Fa, Sol, La, Si, Do" (with bell solo); "The Bullfrog and the Coon"; "When Tommy Atkins Marries Dolly Gray" ..... Prince's Military Band
33101 The Dream of the Rarebit Fiend (T. Thurban) ..... Prince's Military Band
33102 The Golden West March (F. H. Losey) ..... Prince's Military Band
PICCOLO SOLO, ORCH. ACCOMP.
33103 Dance California (G. W. Gregory) ..... Marshall Lufsky
SOLO BY BILLY MURRAY, ORCH. ACCOMP.
33104 San Antonio....The Rambler Minstrel Company
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33105 Bake Dat Chicken Pie (Frank Dumont) ..... Collins and Harlan
BARITONE SOLO, ORCH. ACCOMP.
33106 Eeny, Meeny, Miny, Mo (As played by two dark folks) (Bert Fitzgibbon) ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33107 If Anybody Wants to Meet a Jonah, Shake Hands With Me (Harry Hoyt) ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33108 From Greenland's Icy Mountains (Dr. Lowell Mason) ..... Charles Gordon
BARITONE SOLO, ORCH. ACCOMP.
33109 Sailors' Song (Tito Mattei)....Charles Gordon
BARITONE SOLO, ORCH. ACCOMP.
33110 Do, Re, Mi, Fa, Sol, La, Si, Do (Cahill and Burt) ..... Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
33111 The Tale the Church Bell Tolled (Egbert Van Alstyne) ..... Frank C. Stanley
TENOR SOLO, ORGAN ACCOMP.
33112 Work for the Night is Coming (L. Mason) ..... Henry Burr
TENOR SOLO, ORCH. ACCOMP.
33113 Ida-Ho (A song of the plains) (Andrew Sterling and Harry Von Tilzer)..Billy Murray
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
33114 Rudolph and Rosie at the Roller Rink (Len Spencer) ..... Miss Ada Jones and Mr. Len Spencer
TALKING RECORD.
33115 Pedro, the Haud Organ Man (Len Spencer) ..... Len Spencer and Steve Porter
LAUGHING STORY.
33116 Uncle Josh Weathersby's Visit to New York (Cal Stewart) ..... Cal Stewart
37287 Marche Hongroise ..... London Military Band

NEW COLUMBIA B. C. (CYL.) RECORDS.

BANJO, MANDOLIN AND HARPGUITAR TRIO.
85109 Panama Rag-Two-Step (C. Seymour) ..... Osman-Dudley Trio
85110 My Kickapoo Queen ..... The Rambler Minstrel Company
VOCAL QUARTETTE, MALE VOICES, UNACCOMP.
85111 A Meeting of the Hen Roost Club (Cal Stewart) ..... The Columbia Quartette
BARITONE AND TENOR DUET, ORCH. ACCOMP.
85112 Just for To-night (Frauk O. French) ..... Anthony and Harrison
BARITONE SOLO, ORGAN ACCOMP.
85113 Holy, Holy, Holy, Lord God Almighty (J. B. Dykes) ..... George Alexander
BARITONE SOLO, ORCH. ACCOMP.
85114 Any Old Time at All (W. Jerome and Jean Schwartz) ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
85115 The Land League Band—Marching song (J. W. Kelly) ..... J. W. Myers

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

9506 Gambrinus Polka (Bial)....Edison Concert Band
9507 Let It Alone (Williams) ..... Ada Jones
9508 Captain Baby Bunting (Helf)..... B. G. Harlan
9509 Angel's Serenade (Braga-Hasselman) A harp solo ..... Charles Schuetze
9510 Farewell Killarney (Edwards)..... Irving Gillette
9511 The Precious Name (Doane). The well-known gospel hymn. ..... Edison Mixed Quartette
9512 If Anybody Wants to Meet a Jonah, Shake Hands with Me (Hoyt). ..... Arthur Collins
9513 National Fencibles March (Sousa) ..... Edison Military Band
9514 Far Away (Richmond). A beautiful ballad. Harry Anthouy
9515 When Bob White is Whistling in the Meadow (Rosenfeld) ..... Harlan and Stanley
9516 If You Want to Pick a Fuss, Wait 'Till the Sun Shines (Furth) ..... Bob Roberts
9517 The Silvery Brook Waltz (Braham) ..... Edison Symphony Orchestra
9518 That's What the Rose Said to Me. (Edwards) Louise Le Baron
9519 My Kickapoo Queen (Reed). A coon song, sung as duet. ..... Collins and Harlan
9520 Ida-Ho! (Von Tilzer)..Billy Murray and Chorus
9521 Popularity March (Cohan). Banjo solo.... Vess L. Ossman
9522 The Tale the Church Bell Tolled (Van Alstyne) ..... Harry MacDonough
9523 How Matt Got the Mitten (Original). A vaudeville specialty...Ada Jones and Len Spencer
9524 The Bowery Grenadiers (Kelly)..... J. M. Myers
9525 Sunbeam Dance (Rolfe)..... Albert Benzler
9526 Do. Re, Mi, Fa, Sol, La, Si, Do. (Burt). Comic song. ..... Edward Meeker
9527 Flanagan on a Broadway Car (Original). Vaudeville specialty. ..... Steve Porter
9528 When the Roses are in Bloom (Nattus).... Edison Male Quartette
9529 My Mariuccia Take-a Steamboat Medley (Original) ..... Edison Military Band

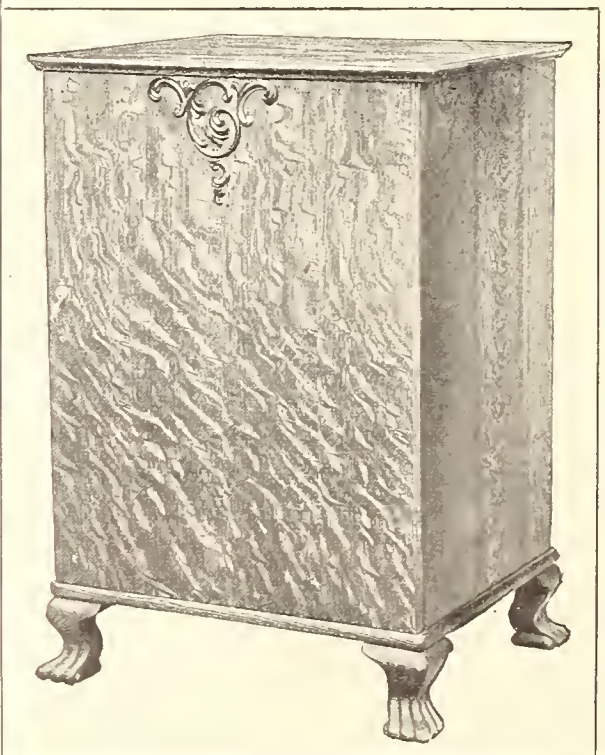
NEW VICTOR RECORDS.

No. ARTHUR PRYOR'S BAND. Size.
5011 "Chicken Charlie"—March and Two-step.... Ballon 10
5012 With Sword and Lance March..... Starke 10
31615 De Janire Overture ..... Eustace 12
31616 La Cinquantaine ..... Gabriel-Marie 12
31617 Ariele—Grand Finale..... Bach 12
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
5072 American Heiress March..... Herbert 10
31618 In a Clock Store..... Orth 12
VICTOR DANCE ORCHESTRA.
5013 Speed the Plow Reel..... 10
31613 Arrah Wanna—Medley Two-step. Solman-Burt 12
BANJO SOLO BY VESS L. OSSMAN, WITH ORCH.
5073 The Motor March..... Rosey 10
BELL SOLO BY CHRIS. CHAPMAN, WITH ORCH.
5030 Good Night, Good Night..... Coates 10
TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
5017 Meet Me, Sweet Kathleen, in Honeysuckle Time ..... Helf 10
BARITONE SOLO BY J. W. MYERS, WITH ORCH.
5018 The Land League Band..... Kelly 10
BASS SOLOS BY FRED. BUTLER, WITH ORCH.
5069 Is He Yours?..... Harkness 10
5070 Where Will You Spend Eternity?..... Tenney 10
COON SONG BY ARTHUR COLLINS, WITH ORCH.
5027 All In, Down and Out..... Smith-Johnson 10

SPECIAL LIST OF EASTER RECORDS.

TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
5014 Hosanna—Easter Song..... Granier 10
TENOR SOLO BY FREDERICK C. FREEMANTEL, WITH ORCH.
31619 The Resurrection (Easter Song)..... Holden 12
CHOIR RECORDS BY TRINITY CHOIR, WITH ORCH.
5015 Victory (Easter Hymn)..... Palestrina 10
5016 Rejoice! Oh, Sons of Earth (Easter Anthem) Eyer 10
31614 Awake, Glad Soul, Awake. (Easter Anthem) Schnecker 12
CHARACTER SONGS BY MISS ADA JONES, WITH ORCH.
5029 Poor John! (Vesta Victoria's latest)..Pether 10
TRIO BY MISS STEVENSON, MR. MACDONOUGH AND MR. DUDLEY, WITH ORCH.
5019 I'll Wait for You, Little Girlie, from "The Belle of Mayfair" ..... Stuart 10
DUET BY MISS STEVENSON AND MR. MACDONOUGH, WITH ORCH.
5020 Because You're You, from "The Red Mill".. Herbert 10
DUETS BY HARLAN AND STANLEY, WITH ORCH.
5021 Tramp, Tramp, Tramp..... Root 10
5022 Iola ..... Johnson 10
BALLADS BY HAYDN QUARTETTE, WITH ORCH.
5025 When Bob White is Whistling in the Meadow Rosenfeld 10
5026 Bonnie Jean ..... Snyder 10
DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.
5028 How Matt Got the Mitten..... 10
YANKEE TALKS BY CAL STEWART.
5023 Uncle Josh and the Insurance Agent..... 10
5024 Uncle Josh's New Year's Pledge..... 10
YANKEE SPECIALTY BY MR. AND MRS. CAL STEWART, WITH HAYDN QUARTETTE, VIOLIN AND ORGAN.
5071 Wedding of Uncle Josh and Aunt Nancy Smith 10
TENOR SOLO IN ITALIAN BY FREDERICK C. FREEMANTEL, WITH ORCH.
5068 Rigoletto—La donna è mobile (Woman is Fickle) ..... Verdi 10
NEAPOLITAN SONGS BY VINCENT BARILE, TENOR, WITH ORCH.
3808 O surdato Napulita..... Gambardella 8
3803 Nunziati ..... Cannio 10
3804 Serenata Silvestri ..... Silvestri 10
3805 Fenesta che lucive ..... Bellini 10
3806 Canzone Bella ..... E. di Capua 10
3807 Tu Sola ..... Gambardella 10
VINCENT BARILE, WITH PIANO ACCOM.
3800 Serenatella Amara ..... Caldarelli 10
3801 Viene a Vuca? ..... Gambardella 10
3802 Torna a Surriento..... De Curtis 10
THREE RECORDS BY MISS BESSIE ABOTT, Soprano of the Metropolitan Opera Co.
In Italian, with orchestra.
87003 Martha—Qui sola vergin rosa. (The Last Rose of Summer) ..... Flotow 10
In Italian, with orchestra.
88050 Rigoletto—Caro Nome (Dearest Name)..Verdi 12
88051 Magic Flute—Gil angni d'inferno. (The Pangs of Hell are Raging)..... Mozart 12

The UDELL WORKS, INDIANAPOLIS, IND. U. S. A.



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Write Now for our Booklets

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

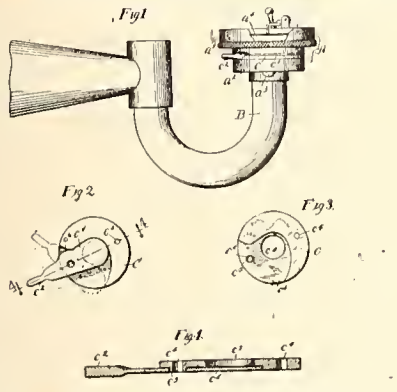
(Specially prepared for The Talking Machine World.)

Washington, D. C., Mareh 8, 1907.

SOUND BOX FOR TALKING MACHINES. Frederick Sheppy, Chicago, Ill. Patent No. 843,042.

This invention relates to means for controlling the volume of sound produced in the sound box of a talking machine, thus giving variety in expression and modifying the tones.

The sounds produced by talking machines are in many instances too loud for small rooms, causing echoes which mar the distinctness of utterance, and efforts have been made to avoid this difficulty by placing sound-muffling devices in the necks of the horns, which form features of such machines. It has been found that while such devices muffle the tones produced in the sound-box, they also impair the musical quality of the tones, giving them a harsh or metallic character, probably due to the fact that the metallic walls of the horn become in a measure sound-boards against which the sound-waves are projected by the checking or interruption



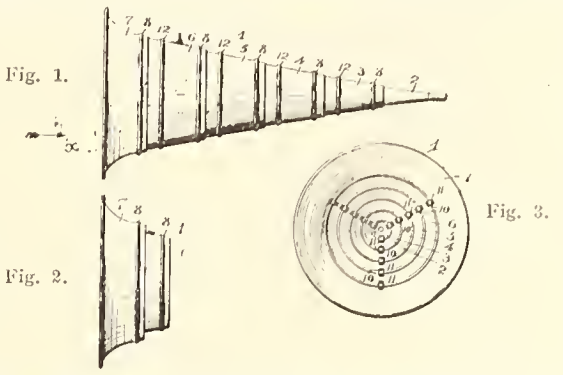
caused by the muffling devices. used. In this invention the difficulty has been avoided by modifying the sound-box itself, so that the waves are formed before passing to the neck of the horn.

In the accompanying drawings are illustrated a preferred adaptation of the invention in the following views:

Figure 1 is a view in elevation of a sound box, the attached gooseneck, and a portion of the horn, of a well-known form of sound-reproducing machine. Fig. 2 is a plan view of the improved sound-modifying attachment for sound boxes. Fig. 3 is a plan view of a portion of the device snown in Fig. 2, and Fig. 4 is an enlarged section on the line 4 4 of Fig. 2.

PHONOGRAPH HORN. Asher Maurer, Newark, N. J. Patent No. 845,007.

This invention relates generally to improvements in amplifying horns for phonographs and similar sound-reproducing machines; and the present invention relates more particularly to a novel eonstruction of horn comprising a number of eollapsible horn sections which can be nested one within the other to produce a very small package for carrying purposes, but which sections can be brought in an extended relation to produce a horn of the ordinary conformation ready for use. To accomplish this main purpose of the present invention, the horn sections are provided with binding means or friction devices arranged on one horn section and adapted to engage with portions of another horn section,

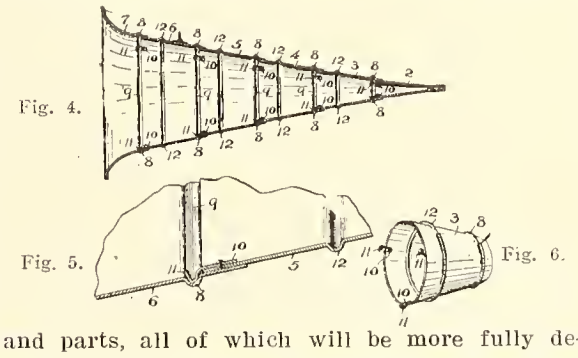


whereby the parts are brought in positive holding engagement to provide a rigid horn.

This invention, therefore, has for its principal object to provide a phonograph horn of the general character hercinafter more fully described, and, furthermore, to provide a collapsible amplifying horn, the horn sections of which may be quickly brought into their extended and rigidly-connected relation to produce a horn ready for use, but which can be just as quickly separated, so as to be brought into their nested relation to provide a package of very small size.

Other objects of this invention not at this time more particularly mentioned will be clearly understood from the following detailed description of the same.

With the various objects of my present invention in view the said invention consists in the amplifying horn hereinafter set forth; and, furthermore, this invention consists in the general arrangements and combinations of the devices



and parts, all of which will be more fully described in the following specification, and then finally embodied in the clauses of the claim which are appended to and which form an essential part of this specification.

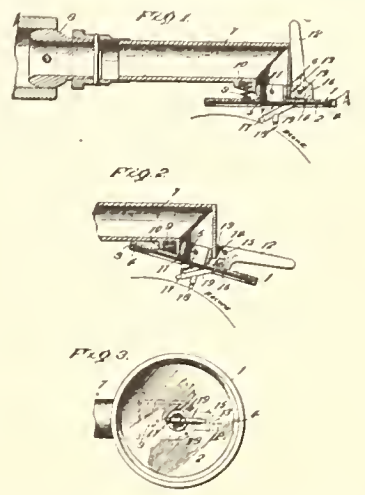
The invention is clearly illustrated in the accompanying drawings, in which

Figure 1 is a side elevation of a horn embodying the principles of the present invention, the horn sections being shown in their extended and rigidly-connected relation. Fig. 2 is a similar view of the horn, showiug the horn sections in their collapsed or nested relation; and Fig. 3 is an end view of the horn shown in Fig. 1 looking in the direction of the arrow X in said figure. Fig. 4 is a longitudinal vertical section of the horn shown in said Fig. 1. Fig. 5 is a detail vertical section of portions of two of the adjacent horn sections and one of the clamping or holding devices between said sections, and Fig. 6 is a perspective view of one of the said horn sections.

COMBINED RECORDER AND REPRODUCER. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., of Bridgeport, Conn. Patent No. 842,897.

This invention relates to recorders and reproducers for talking machines, and has for its object to obtain in one structure a device which can be used at will in connection with any suitable record tablet, either for recording sound-waves or for the reproduction of sound previously recorded.

With this object in view the invention consists of a combined recorder and reproducer, comprising a single diaphragm with a recording style and reproducing style both connected to the diaphragm, the whole being arranged so that the recording stylus or the reproducing stylus can be



shifted, the one out of contact with the record tablet and the other into contact, or vice versa.

More specifically stated, the invention consists of a single diaphragm, preferably mounted in a suitable casing or head, which casing or head is capable of being tilted for a slight distance upon a pivot or axis, on which it is supported, so that the diaphragm can be shifted into two different planes. On this diaphragm is secured a cutting stylus for the purpose of making a record, and a reproducing stylus (preferably rounded or spherical in form) for rubbing over a previously-made record to reproduce sound, the relative position of the two styluses being such that when the diaphragm lies in one plane the recording stylus only will rest against the record tablet, and when the diaphragm lies in the other plane the recording stylus will be shifted out of contact with the record tablet, and the reproducing stylus will be brought into contact therewith. Any suitable means may be employed for shifting and retaining the diaphragm into either one of the two positions above mentioned. As here shown, the diaphragm head or casing is connected to a tubu-

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EDISONIA CO., Newark, N. J.

lar shank, whose exterior surface is approximately that of a zone of a sphere, said shank being inserted a short distance into the open end of the conveying tube of the reproducer and pivotally connected to said tube. Reacting between the diaphragm casing and a suitable seat, preferably formed in the wall of the tube of the reproducer, is a stiff spring, while on the other side a cam lever is pivoted to the walls of the tube, the parts being so adjusted that when the cam lever is thrown into one position it permits the spring to throw the diaphragm casing, and with it the diaphragm, into position to bring the recording stylus in contact with the record blank or tablet, the tension of the spring being resisted on the opposite side of the cam lever of other suitable abutment. When it is desired to shift the recording stylus out of contact with the record tablet and bring the reproducing stylus in contact therewith, the cam lever is thrown down or shifted on its pivot, thereby tilting the diaphragm casing, and with it the diaphragm, into a different plane, and compressing the spring above mentioned. This action brings the reproducer stylus into operative position on the record tablet.

The inventive idea involved may receive a variety of mechanical expressions, one of which, for the purpose of illustration, is shown in the accompanying drawings, but it is to be understood that such drawings are for the purpose of illustration only, and are not designed to define the limits of the invention, reference being had to the claims for this purpose. It will also be understood that some features of the invention are not limited to a structure wherein both a recording and a reproducing style is employed.

In the drawings, Figure 1 is a vertical section through the center of the reproducer head and the neck or tube supporting the same, showing the diaphragm in a position to bring the recording stylus in contact with the record tablet or blank. Fig. 2 is a view similar to Fig. 1 with the parts in position to throw the recording stylus out of contact with the record tablet and bring the reproducing stylus into operative relation therewith, and Fig. 3 is a bottom plan view of Fig. 1.

PHONOGRAPH REPEATING MECHANISM. Lyman D. Kelley, Memphis, Tenn. Patent No. 845,645.

The principal object of the present invention is to provide a device of simple construction for automatically effecting the repetition of reproductions of the records of phonographs and similar machines.

A further object of the invention is to provide a device of this class which may be attached to any ordinary phonograph and in which provision is made for effecting very accurate adjustment in accordance with the starting and stopping positions of the record.

A still further object of the invention is to provide a device of this type which will automatically operate to restore the sound-box carriage to initial position after the completion of

Fig. 1.

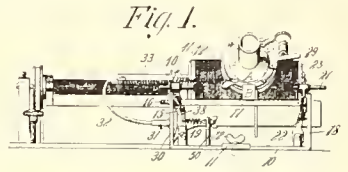
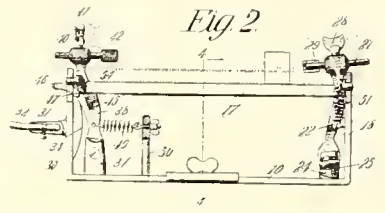


Fig. 2



each reproduction so long as there is sufficient motive power to run the machine.

With these and other objects in view, as will more fully hereinafter appear, the invention consists in certain novel features of construction and arrangement of parts hereinafter fully described, illustrated in the accompanying drawings, and particularly pointed out in the appended claims, it being understood that various changes in the form, proportions, size, and minor details of the structure may be made without departing from the spirit or sacrificing any of the advantages of the invention.

Fig. 3.

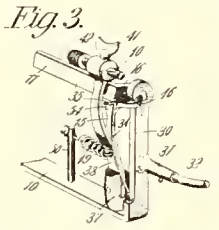
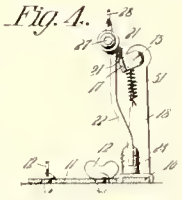


Fig. 4.



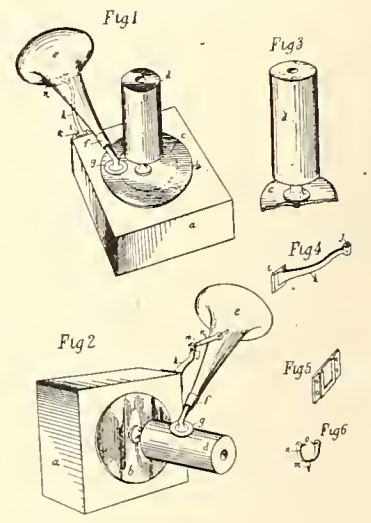
In the accompanying drawings, Figure 1 is a frout elevation of a repeating device constructed in accordance with the invention, showing the same applied to a phonograph. Fig. 2 is a front elevation of the repeating device, parts being broken away to more clearly illustrate the construction. Fig. 3 is a detail perspective view of one end of the attachment looking from the rear. Fig. 4 is a transverse sectional view of the repeating attachment on the line 4 4 of Fig. 2.

TALKING MACHINE. Charles Thomas, of Newton Abbot, England. Patent No. 842,983.

The object of this invention is to reuder gramophones or disc sound-reproducing machines convertible for use as phonographs or cylinder machines without practically having to secure to the former any other part than the cylindrical mandrel for carrying the record cylinders.

A further object is to provide a simple detachable means for the aforesaid purpose, such means being practically necessary parts of an ordinary gramophone, but particularly constructed or fashioned to suit the convertible machine, and thus avoiding an increase in the sale price of talking machines.

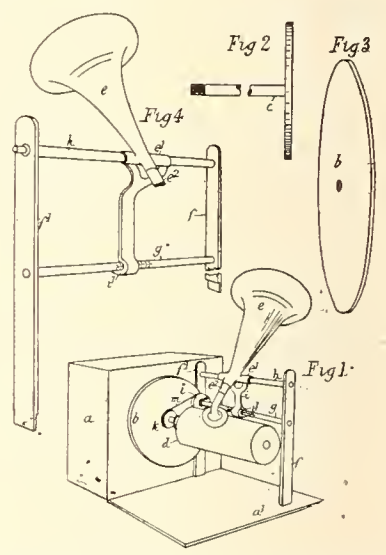
This object is obtained by the means illustrated in the accompanying drawings, in which all the figures are shown in perspective, and the following is a short statement of the same: Figure 1 shows a gramophone provided with a



detachable supporting arm and pivoted bracket for the horn. Fig. 2 shows the same apparatus disposed for use as a phonograph. Fig. 3 shows the mandrel. Fig. 4 shows the detachable arm. Fig. 5 shows a fixed base plate for said arm. Fig. 6 shows the pivoted bracket.

TALKING MACHINE. Charles Thomas, Newton Abbot, England. Patent No. 842,982.

This invention has for its object the provision of certain mechanical devices which will enable



a gramophone or disc-recording machine to be readily used for producing phonograph or cylinder records.

The accompauying drawings show how the invention is carried into effect.

Fig. 1 is a perspective view of a combined gramophone and phonograph provided with a frame carrying the horn and an Edison worm. Fig. 2 is a side view of the turn-table. Fig. 3 is a perspective view of a record-disc. Fig. 4 shows a separate view of the frame.

A SOMEWHAT WONDERFUL STORY.

J. A. Ingoldsby, a salesman for M. Steinert & Sons Co., in Springfield, Mass., was the victim of a peculiar theft recently. While riding upon a street car, Mr. Ingoldsby left a complete Victor outfit on the rear platform of the car and went inside. When he started to get off he discovered that the entire outfit had vanished. After a ten days' search on the part of the police the thief was arrested and convicted, which, by the way, is not the least wonderful part of the story.

The following are some of the dealers handling the "Mira" Music Boxes:—

LYON & HEALY, Chicago, Ill.
SHERMAN, CLAY & CO., San Fran., Cal.
SHERMAN, CLAY & CO., Oakland, Cal.
SHERMAN, CLAY & CO., Seattle, Wash.
OLIVER DITSON CO., Boston, Mass.
J. E. DITSON & CO., Philadelphia, Pa.
C. H. DITSON & CO., New York.
JOHN WANAMAKER, New York.
JOHN WANAMAKER, Philadelphia, Pa.
MACKIE PIANO & ORGAN CO., Rochester, N. Y.
DENTON, COTTIER & DANIELS, Buffalo, N. Y.
S. HAMILTON, Pittsburg, Pa.
KRELL PIANO CO., Cincinnati, O.
GORDON & LENNOX, Indianapolis, Ind.
FINZER & HAMMEL, Louisville, Kentucky.
O. K. HOUCK PIANO CO., St. Louis, Mo.
A. HOSPE, Jr., Omaha, Neb.
S. KANN SONS & CO., Washington, D. C.

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AUTOMATIC FIELD IN REVIEW.

Where Small Outlay Brings Big Results—Spring Outlook—That Kansas Blunder—Try to Stem Progress—Nickel Theatres Pay—Summer Park Trade—Devices for Drawing Business to the Store—A Budget of "Thinks" That Will Stimulate the Man Who Absorbs Ideas and Uses Them in His Business.

In these days of rapid-fire amusement the tendency is in favor of mammoth enterprises and big effects, consequently there is a disposition to overlook opportunities that, while small, promise large returns for a limited investment. The slot machine is possibly one of the most potent factors in the amusement line that can be found to-day. Slot machines properly placed and intelligently used, may be made a source of profit far in excess of their cost. In fact, this device is more closely allied to the ideal than any person has an idea of. Everyone will agree that from a financial standpoint a railroad that requires no locomotives and uo train crew for its operation, and where the passengers themselves could sit in a row and work innumerable pedals, thus working themselves to their destination, would be highly satisfactory. Slot machines are almost that idea condensed. You furnish at small cost a machine. You also furnish at small cost the necessary material to fill the machine, and then you let the patron do the rest. He supplies the coin. He puts it in the machine himself, and he furnishes the requisite power to work it. Hundreds of these devices are now on the market, to which number manufacturers are coustantly adding, which keeps the public's interest alive.

* * *

With the advent of spring the automatic business has taken on flourishing proportions, the crowds being drawn out of doors by the warmer weather, they naturally turn for amusement to the open-air palaces of music. February business was not up to expectations, owing to weather conditions, but March's opening weeks seem to presage a period of unusual prosperity. Manufacturers are working hard to get their new types on the market. Many of these machines are unique and inviting enough to tempt the most skeptical, and reflect great credit on those "men behind the guns" whose brains and untiring energy keep pace with the changing taste of a fickle public.

* * *

We are in receipt of a letter from a Kansas City, Mo., dealer, in which he says: "An edict has gone forth from the officials of the county court to the effect that automatic pianos, music boxes, talking machines, and, in fact, musical instruments of all kinds, must not be allowed in places where liquor is sold, and an order has been issued by the court demanding the removal of all such instruments from the saloons of Kansas City and suburbs. The reason for the order, according to one member of the court, is to make the saloons as unattractive as possible. Keepers of dramshops violating the order are subject to arrest, and may have their licenses taken away."

Now, we are not by any means running a journal for the protection of the interests of liquor dealers, but this court ruling is such a direct stab at the automatic musical industry that we feel called upon to take up the other side of the question. All admit that music hath charms that appeal to all classes, rich or poor, educated or illiterate, that its influence is elevating. Therefore, why banish it from the only place of a social character open to the poor man? Is it not a narrow stand for the men appointed by the people to take? They have their clubs, and why not carry the law further and banish musical instruments of all kinds from them as well, since, according to the honorable gentlemen "from Missouri," music is conducive of over-indulgence in "liquid joy." The whole thing is a farce, yet if the spirit that animated the Kansas officials is allowed to spread, it will do great harm. Music in any form is an educator; more than that, it draws the mind from the sordid channels of every-day life. If the tones from a piano, operated automatically, or any other musical instrument, cheer and raise the load of worry from the shoulders of some poor, wretched man, even for a moment, is it Christianity or justice to banish this one ray of light from his life? Without a doubt the county court has a perfect right to issue the edict prohibiting the use of musical instruments in the cafes in its district; but whether or not such a law would stand the test of a trial in the higher courts is another question.

* * *

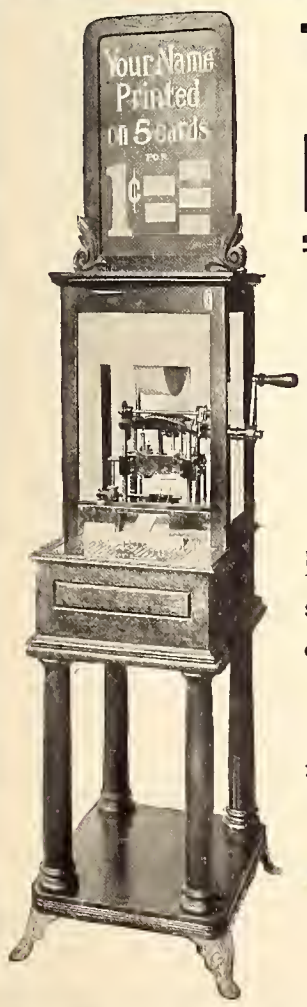
The opening of nickel theatres, where performances are held, say, every half hour, is a very good investment for the man with a small amount of capital, and, in fact, for any person, as the returns are very large. Moving pictures always did not always will have a strong attraction for everyone. These are the whole substance of the show, while if you have a good singer, illustrated songs give a desirable contrast and add interest.

* * *

A good advertising scheme now being used by some of the big theatres is to have Mutoscope pictures taken of some great stage favorite singing one of her hits. For instance, Vesta Victoria rendering her song "Poor John." The pictures are accompanied by the song itself, sung by the singer. Now for your billboards; get posters with Miss Victoria's pictures, then head them something like this: "Announcement extraordinary. Vesta Victoria, New York's favorite vaudeville star, will render her great hit, 'Poor John,' at this theatre, afternoons and evenings. This week only. Don't fail to come and bring your friends. Admission ten cents. Reserved seats for ladies."

* * *

By the rental system in vogue with the large film manufacturers one can obtain a constantly changing programme which is necessary for any great returns, especially in small towns, at a very low cost. This idea is a splendid one for the talking machine dealer. If your store is not suited for such a place, look for one that will seat anywhere from one to two hundred. But get one. If possible—in the smaller towns where the talker business is rather slow—it might pay to obtain the floor above your talking machine store, so that the public must pass through the store to get to the theatre. In that way you get an enormous amount of free advertising for your goods. After each song that is sung in the hall let the audience know that they can procure a record of it below. During intermissions have



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IS THE BEST COIN OPERATED PLAYER IN THE WORLD!

Wherever it has been placed, in arcades and public resorts, it has proved to be the biggest kind of a money-maker.

It makes dollars while you sleep, and the agency of the Regal Player is at once a splendid business asset for any live talking machine man.

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The **Pianova** makes pennies grow into dollars—makes money while you sleep.

The **Pianova** is just the player for cafes and public places.

The **Pianova** is "it" of all coin operating players—it is made to play either in 44 or 65 note.

The **Pianova** is the ideal player for talking machine men. The agency will help you coin dollars—plenty of them.

The **Pianova** is not affected by climatic conditions. It does not "stick" or get out of order.

The **Pianova** will find a ready sale in your town. It sells on sight. It is easy to play and a stream of nickels is always going Pianovaward.

The Pianova Co.

117-125 Cypress Avenue

NEW YORK

your talking machine there and give various selections.

* * *

With the coming of spring, park and summer resort people are beginning to hustle around to prepare for the rush which always follows the first warm wave. Now it may seem a little premature for us to warn the prospective operators of slot machines to get their bids in now for locations. But so well have these devices paid in such places that desirable locations are at a high premium. Unless the operator has unlimited capital we would not advise him to open an "arcade" at a park, because unless a great deal of money is spent on lavish decorations, his place will pale to insignificance beside the immense and attractive shows on all sides of him. However, if he can obtain a number of locations for individual machines, by all means capture them, for they will prove a gold mine. A word here on what are the most desirable machines for such an enterprise might not be amiss. For general use the chocolate and chewing gum machines, and those of the weighing type, have the widest interest for the American people. A nickel machine has not as much fascination for them. When they expend as large an amount as five cents they want the returns to be something that comes across the counter from the hand of a clerk. What they get for pennies seems so much for nothing, and that sensation tickles their fancy as much as the bit of chocolate or chewing gum does their palate. The weighing machine, which is a little less popular than the vending machine, because it brings only a mental satisfaction instead of a material return for the penny, is perhaps the most paying of all slot-controlled devices at the parks, inasmuch as the cost of the machine and an occasional repairing is the only expense attached. The water machines are fast coming into popularity and are to be found in many of the ferry houses in and about New York City, but they have never been generally introduced in the streets and public places, as they probably will be at no distant time, to fill a decided want. At the St. Louis Exposition they were the most popular penny devices on the grounds. The tired sightseers knew that they were getting a glass of pure, filtered, carbonated water, and that satisfaction in itself is well worth a penny. These same machines can be used for vending lemonade, cider, etc. Other machines, as the card printing devices, name plate machines, pop corn and peanut venders, etc., are suitable for such purposes.

* * *

In face of the keen competition now prevalent among exhibitors who are located near one another, all sorts of devices for drawing business must be resorted to, and, of course, it is the man with the greater originality who will win out. The ideas employed by one man soon become known, and as a general thing the tricks are duplicated by others further away; for if his neighbor were to follow suit it would be acknowledging inferiority. Therefore, it is quite necessary for the busy exhibitor to keep his brainery working continually. An exhibitor in Scranton, Pa., has hit upon a good practical scheme for drawing popularity. He awards a prize for the man, woman or child who sells the greatest amount of tickets for him. Of course, the method of entrusting tickets must be systematized, and there are various ways to do it. For instance, if an exhibitor has established his integrity beyond all doubt he may demand full payment in advance for all tickets given out, furnishing his written guarantee to refund the price of all tickets returned to him unsold. Or, he may do this through some reputable, popular business man in the town. This will aid him and at the same time advertise that business man. The prize given to the winner of the competition in the case cited was $5 in cash, which shows that the scheme must have brought a paying amount of business. Another exhibitor in Greenfield, Mass., started up a ballot system by which the patrons voted for any lady in town. The one receiving the largest amount of votes was offered the choice of any article costing $25, to be taken from the stock of the local jewelry dealer. The result was that all the ladies electioneered, sending their friends flocking to the show, where the ballot box was located.

THE ILLUSTRAPHONE.

The New Coin-in-the-Slot Machine Manufactured by Hawthorne & Sheble Mfg. Co. Is a Wonder—Covered by Patents.

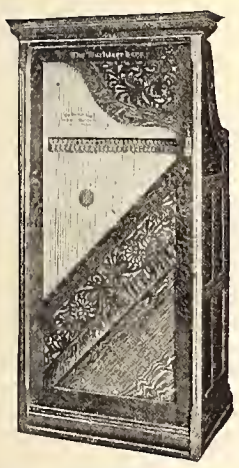
We were recently favored with an exhibition of the new coin-in-the-slot machine, the "Illustraphone," manufactured by the Hawthorne & Sheble Mfg. Co., of Philadelphia. The working parts of this device are of such simple construction and design, yet so mechanically perfect, that the first sample test machine has been operated over 1,500 times and has not failed to respond properly to each test. No coin-in-the-slot parlor or arcade will be complete without this money-making invention. The Hawthorne & Sheble Mfg. Co. have applied for several patents to protect their rights, and several have already been issued to them. Illustrated catalogues will be furnished on application.

AN INTERESTING NOVELTY.

The Automatic Novelty Co., 143-147 East 23d street, this city, announce in this issue of the World their new slot machine, "The Striking Clock." For some weeks a sample of this machine has been installed in the famous arcade on 14th street, this city, owned by the Automatic Vaudeville Co. Here it has undergone the most thorough tests and has proved to be a great money maker. A number of most unique features are involved. Don't fail to write them for further particulars.

Max Marx, former president of the Automatic Vaudeville Co., of New York City, and ofttimes called the father of the arcade business, has sold out his interest in the above company.

J. G. Humphrey is about to open up a moving picture theatre at 412 East Baltimore street, Baltimore, Md.



THE "WURLITZER HARP"

With nickel-in-slot attachment. A wonderful attraction from both a musical and mechanical standpoint. Who has not admired the soft, sweet music of the Italian Harp? Here you have it in automatic form.

THE MANDOLIN QUARTETTE

The most fascinating musical instrument on the market. This is a combination instrument, producing the wonderful music of four mandolins with piano accompaniment.

THE TONOPHONE

THE TONOPHONE
King of Electric Pianos

is a full size Antomatic Piano Player with Nickel-in-slot attachment operated by electricity.

THE WURLITZER PLAYER PIANO

is the first complete Automatic Player Piano Playing the full keyboard of 83 notes. Operated by Nickel-in-slot attachment or played by hand in the ordinary way.

THE WURLITZER PLAYER PIANO

DEALERS

will find it profitable to handle this, the greatest line of money makers on Earth for Hotels, Cafes, Drug Stores, Roller Rinks, Amusement Parks, and Resorts of all kinds.

EXCLUSIVE AGENCY IN UNOCCUPIED TERRITORY.

Here is an opportunity for a Lucrative Business with small capital.

WRITE TO-DAY.

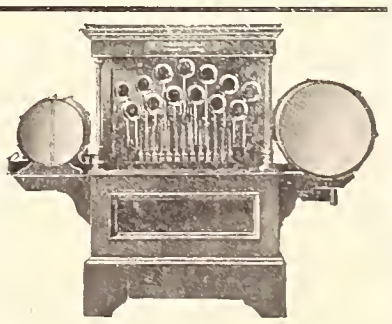
The Rudolph Wurlitzer Company,
CHICAGO. CINCINNATI.

MONSTER MILITARY BAND ORGAN

THE MONSTER MILITARY BAND ORGAN

Furnishes Music equal to a full Military Band

Especially designed for Amusement Parks, Roller Skating Rinks and other places where a powerful organ is desired. This organ is a perfect representation of a large Military Band.



MILITARY BAND ORGAN, Style No. 125

Operated by perforated Paper Rolls. We have 10 styles to s lect from.

THE "PIANINO"

The latest addition to our line of Electric Pianos. This is a 44-Note Piano with Nickel-in-slot attachment. A great money-maker.

THE PIANORCHESTRA

Another very popular style and with Nickel-in-slot attachment proves a great money-maker. Nothing could be more desirable for public places where music lovers congregate.
We have 10 styles.

The Value of Pennies

HOW PENNIES GROW.—Have you ever taken pains to investigate the profits made by some Penny Arcades? If not, you will be interested to see how pennies grow each week. They will grow into such a surprising number of dollars that the average man who has been satisfied with small profits, will be astounded.

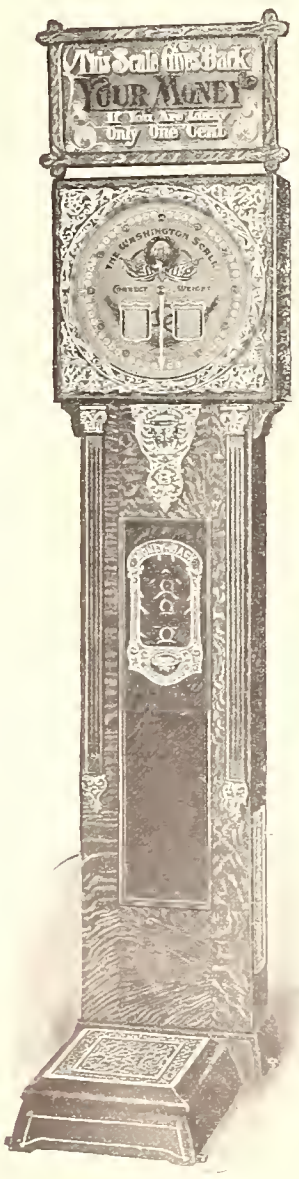
We can name a number of Arcades which are clearing from $1,000 to $3,000 a month.

The Penny Arcade business is only in its infancy, and there is plenty of opportunity to run these Arcades successfully in towns from 5,000 population up.

It would surprise some of those who are not informed to know of the enormous rentals which some Arcades pay in New York and other cities—but they return big profits to their owners.

They seem a natural adjunct to the talking machine business—a logical expansion.

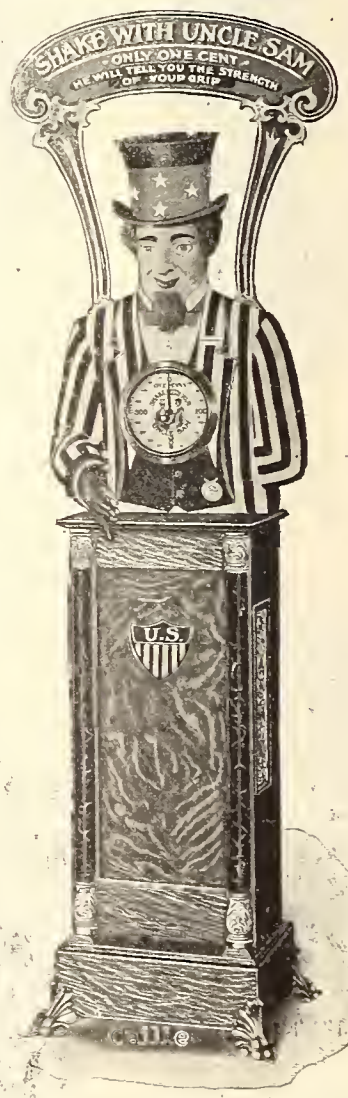
We have made a careful study of the Arcade business, and we have the largest line of novelties made by any concern in the world.



We can easily convince you that we are the specialists in this particular field, and that we can supply you with every possible need in the equipment of Arcades. Our coin-operating machines are almost endless.

We shall be glad to supply you with catalogues containing descriptions of our specialties. It will pay you and pay you well if you open an Arcade.

Don't delay this too long, for some other enterprising chap in your vicinity may put in one or two, and then after that, the opportunities may not be so large for you. Take our advice and act now.



THE CAILLE BROTHERS CO.

DETROIT, MICH.

Eastern Office, Export Department	Western Office
32 Union Square, New York, N. Y.	Republic Building, Chicago, Ill.

A PEERLESS TRIO—POPULAR WITH PIANO PLAYER PEOPLE.

According to his owners, Messrs. Alfred D. and Walter L. Engelhardt, the celebrated talking machine dog is far outclassed by the Roth & Engelhardt dog "Peerless," and like the instruments from which he derives his name, is a general favorite with all who know his great merits. The annexed picture of him and his popular and genial owners was recently taken at the Roth & Engelhardt factory at St. Johnsville, N. Y., the home of the Peerless coin-operated pianos. Alfred Engelhardt makes his headquarters at the New York business office, No. 2 East 47th street, and his brother, does his share in looking after the manufacturing end in St. Johnsville. They are two of the bright young men who are destined to be heard from in a big way in the branch connected with the talking machine industry.

WALTER L. ENGELHARDT. "PEERLESS." ALFRED D. ENGELHARDT.

A FEW TRADE POINTERS.

A. Esposito, proprietor of the "Arcade," formerly located on Speedwell avenue, Morristown, N. J., has moved his entire lot of machines to Newton, N. J., and has opened the "Exhibit" at No. 95 Spring street.

The Kudara Japanese Attraction Co. has been incorporated in Albany, N. Y., for the purpose of acquiring places of amusement and carrying on a theatrical business. The capital is $6,300 and the directors Yosaku A. Kudara, Leta P. Kudara and George Pratt, all of Buffalo.

A report from Akron, O., states that there are nine moving picture shows in that city, more than half of them showing to full capacity houses all the time.

The Park Theatre, Carson City, Nev., has found it necessary to display the moving pictures four nights each week to accommodate the large crowds that attend.

The Theatorium, Star City, Mich., opened up last week, and is reporting gratifying business. It is situated at 506 Midland street.

J. M. Ball is about to open a moving picture theatre in Bucyrus, O.

Clogston's block, Beverly, Mass., is to have a moving picture theatre and arcade.

A new moving picture show started at 29 West Colorado street, Pasadena, Cal., by Fred Fisher, of Los Angeles. It is called "Talley's."

William Boger has opened a moving picture theatre at 1217 Market street, Philadelphia, Pa.

J. E. Suits is about to erect a building on Tenth street, Douglas, Ariz., for W. W. Webb, which will be the home of the "Dime," a moving picture theatre which has outgrown its present quarters.

The Colonnade Theatre, on East Baltimore street, Baltimore, was opened March 4 with moving picture exhibitions, by S. Lubin, of Philadelphia.

Penny arcades and five-cent theatres are still increasing at a rate which shows no signs of

PENNY ARCADES
CAN SAVE
Thousands of Dollars
BY USING
RECORDOL

RENEWS CYLINDER RECORDS; STOPS SCRATCHING, WHISTLING, GRATING; MAKES THEM PLAY SMOOTH AND SWEET. All Jobbers and Dealers should have RECORDOL on hand. Write to-day for FREE SAMPLE, Price Lists and Descriptive Circulars.

RECORDOL MFG. CO., 108-110 East 125th Street NEW YORK CITY

diminishing. As soon as one opens in a small town we find the local papers note the fact with the remark that they are getting to be "like the larger cities."

Stiles & Gerhart, who run the Vaudette on South Fourth street, Peoria, Ill., feature moving pictures and illustrated songs.

A new amusement parlor is to hold forth at 717 Penn street, Reading, Pa.

The Little Rock Amusement Co., recently incorporated, have established a moving picture theatre at 511 Main street, Little Rock, Ark.

Madden Voss, of Columbia, Tenn., is to run the Theatorium in Tuscumbia.

Simon Alexander has launched the first moving picture show in the Hyde Block, Cambridge, Mass.

Holyoke, Mass., is blessed with its full complement of arcades and moving picture exhibitions, three more having recently fallen in line.

The Taylor Moving Picture Co. have opened a theatre on North Main street, Taylor, Tex.

D. J. French and M. J. Morgan, 137 Washington street, Binghamton, N. Y., announce that they will soon open a moving picture theatre at that address.

Springfield, Mass., boasts of several attractive places where automatic creations are in demand.

The Jefferson County Amusement Co., capital $3,000, has filed a charter in Louisville, Ky. The sponsors are Carl A. Mitchell, L. A. Carson and Louis Olson.

The Kreiter Amusement Co. has been incorporated in Milwaukee, Wis., by William E. Kreiter, Cornelius A. Sidler and John M. Niven. The capital is $6,000.

The Monroe Pavilion Co., of Monroe, Utah, has been organized to erect a pavilion and to conduct a general amusement business. The capital is $10,000, and the backers named are Hans Tuft, J. E. Magleby, P. M. Lundgren and Walter Jones.

The Charles H. Wuerz Amusement Co., of Brooklyn, has been incorporated with a capital of $10,000, divided into shares of $100 each. The directors are: C. H. Wuerz, Leo Cappa, C. L. Robinson, M. D. Josephson, and C. A. Stramm.

AMERICAN MUTOSCOPE & BIOGRAPH CO.

The American Mutoscope & Biograph Co., 11 East 14th street, are the manufacturers and sole operators of the famous Mutoscope slot machine in the United States. This machine is universally known wherever these catch-penny devices are to be found. As to what operators think of them we will quote from a letter recently received from H. A. McAllister, of St. Louis, Mo.: "I have just purchased for $27,000 the building and lot directly opposite the union depot, this city, No. 1819 Market street, and will install an up-to-date arcade. I will be in the market for a number of your latest model Mutoscopes and want price on same. I wish to withdraw my deposit and in the future secure reels under bond. Send me three sets of blanks, as I am arranging also to sell my old types. The purchase of the profits I have accumulated from the above property is made possible mostly from the Mutoscopes, the most profitable legitimate slot machine ever manufactured. I think I have handled more styles of Mutoscopes than any other man in the world, and am selling second-hand machines to-day at the same price as I purchased new four years ago, it being the only machine I have ever handled that has no depreciation in value. Thanking you for your usual promptness, very respectfully, H. A. McAllister."

CAILLE BROS. NEW QUARTERS.

The Caille Bros. Co., manufacturers of coin-controlled machines, whose permanent eastern offices at 32 Union Square East, New York, are in charge of A. E. Bresler, will soon have a full line of 144 different coin-operated machines on exhibition—in fact, that number have been shipped from Detroit. The New York offices are located in close proximity to a number of successful arcades and will be the headquarters where the demands from the eastern States will receive prompt attention.

A POINTER FOR PENNY ARCADES.

The Recordol Co., 108-110 East 125th street, New York, are placing on the market a material in powder form that practically re-etches a cylinder record. We have been informed by them that a cylinder record was brought in a few days ago by the manager of a prominent penny vaudeville establishment. The record having been played over 1,000 times, of course, was practically useless. The record was treated with Recordol in the presence of the managers, and when placed upon the phonograph again gave a reproduction good as new. It also looked like a new record. The merits of Recordol are worth investigating, as it will enable the proprietors to keep their phonographs in first-class working order at small cost.

What is the—
STRIKING CLOCK ? ? ? ?
The greatest, most wonderful
SLOT MACHINE
ever invented. Address
AUTOMATIC NOVELTY CO., 147 E. 23d St., N. Y. C.

Automatic Specialties

Coin operated machines of every description.

Penny Arcades fitted complete.

Electric Pianos and other automatic musical instruments.

A complete Amusement Arcade in full operation in our spacious showrooms.

We are experts in the automatic line, and our experience is at your disposal.

Write for Illustrated Catalog

H. C. KIBBEY & CO.
209 STATE STREET - CHICAGO

TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY
PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

Do you want more Profit?

Get **THE NICKLIN** The best
Coin Operated Piano in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by
Neola Piano & Player Company
General Offices, 201-203 East 49th Street, New York

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.
11 E. FOURTEENTH ST., NEW YORK
The Mutoscope Oldest and Best Known Slot Machine
"The Backbone of the Automatic Parlor Business"
showing Moving Pictures in their Most Attractive Form

THE PIANOVA COMPANY,
Manufacturers of
44 AND 65 NOTE ELECTRIC PLAYERS
with or without nickel in the slot attachment
SECURE THE AGENCY NOW.
117-125 Cypress Avenue, New York.

Talking Machine Dealers!!

IF YOU have not considered selling Coin Operated Pianos heretofore, we venture to suggest your doing so, as many of the largest talking machine dealers in the country have found this one of the most profitable features in their talking machine departments, mainly because the instruments when offered to the buyer have many of the elements of a ***something for nothing proposition.*** The margin is large, the installments are large and should be large, because the instrument takes in cash and consequently

STYLE D.

the buyer does not have to pay out his own cash. The dealer gets his profits quickly. Did you ever stop to consider this?

The largest and most successful dealers in the country handle the PEERLESS COIN-OPERATED PIANO—there's a reason.

Let us show you how it is done. A postal will bring you our handsome brochure entitled "Easy Money."

HIGHEST AWARD—GOLD MEDALS
Buffalo 1901 St. Louis 1904 Portland 1905

Roth & Engelhardt

(Props. PEERLESS PIANO PLAYER CO.)

Windsor Arcade, Fifth Ave., New York. **Factories: St. Johnsville, N. Y.**

"Well Begun Is Half Done"

An old, old proverb. Its impressive point is this: Well begun is ***only*** half done.

It's only a ***beginning***—the best beginning counts for little unless it's pushed to a successful ending.

Put in an introductory line of

COLUMBIA
DISC and CYLINDER RECORDS

That's a good beginning. But it's ***only*** a beginning.

To make a big success the line of Columbia goods should be a ***complete*** line.

It should be ***kept up to date*** by keeping well stocked with new Columbia Records as fast as they appear.

Columbia goods should be made a feature of the ***show window.***

Treat Columbia goods as a prominent feature in your business and they'll make themselves a ***prominent factor in your profits.***

The Columbia Phonograph Co. is the only company manufacturing ***both*** Disc and Cylinder Records.

There are no other records as good at any price. You need no other.

Columbia Records fit all machines.

Handling a FULL line of Columbia goods increases your trade, swells your profits and gives you the cream of the record business.

"Half a loaf is better than no bread"—but not better than the whole loaf.

Go after the ***whole loaf*** of the Columbia business. It's a bread winner.

You'll keep your jobber on the jump if you push Columbia goods.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

VOL. III. No. 4. SIXTY-SIX PAGES SINGLE COPIES 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, April 15, 1907

YES, I've got several other makes of Talking Machine Horns in the place, but this is the best Horn that comes. It's name? Why, it's a (TCT) Horn. Beautiful! you say. Yes, it is beautiful. But every one of their Horns is a work of art. Will the colors last? Yes, they're bound to. Why? Well, the colors on a (TCT) Horn are "Baked-on" by a special process which makes them practically indestructible. They won't fade, or crack, or flake off. They can't. That's why a (TCT) Horn stands in a class by itself. I myself have proven that.

Send for Handsome Booklet on Horns and Cranes

THE TEA TRAY COMPANY
OF NEWARK, N. J.

(FOUNDED 1867.)

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

ZON-O-PHONE QUALITY

Have you heard the latest product?—the new Zon-o-phone 12 inch records?

They are the best we ever made, and that is saying a good deal, because Zon-o-phone records have taken high rank in the trade.

It has been our aim in presenting our monthly list of records, to offer to the trade the latest and best that money and brains can produce. Every Zon-o-phone record issued creates a demand for more of the same character.

If you have not handled Zon-o-phone records, you have missed a business opportunity. You will be convinced as others have been that there is a charm and fascination about the Zon-o-phone products which will win you business.

The Zon-o-phone twelve-inch records are retailed at one dollar each. The dealer's price is sixty cents.

The Zon-o-phone ten-inch records are retailed at sixty cents, and to the dealer forty cents. Complete catalogue ready for the asking. If you send an order for the Zon-o-phone, you will be convinced that our statement is not merely an idle one, regarding record quality, but one which conveys facts only.

We have never been content to rest on laurels won, but we are always striving to make betterments wherever possible.

The Zon-o-phone Tapering Arm instruments retail from $30.00 to $75.00 and are winning their full share of trade commendation. The motors are interchangeable, all parts are alike, and will fit single spring, two spring and three spring. A comparison of these instruments with others on the market will immediately make you a Zon-o-phone convert. You can increase your Spring trade materially through a business alliance with us. Let us take up the subject with you.

Universal Talking Machine Manufacturing Co.

Camp and Mulberry Streets, NEWARK, N. J.

The Talking Machine World

Vol. 3. No. 4. New York, April 15, 1907. Price Ten Cents

THE POWER OF SUGGESTION.

One of the Great Essentials in the Art of Salesmanship—How the Customer's Mind Can be Moulded and Business Materially Helped—An Illustration Points Out the Possibilities in This Connection When Properly Utilized.

Have you ever considered the power of suggestion as relating to salesmanship? It is as important to be able to present an article in harmony with the customer's ideas as it is to prove that the quality is suitable and price right. Where a customer is confined to a number of selected items a choice is made much more readily than if the confused contents of the whole shop are thrust upon him at once.

The power of suggestion in salesmanship was well illustrated recently in the wall paper field. Two women, one of whom had purchased a house with nearly a score of rooms which she desired repapered, went into one store, where the salesman was polite, but far from diplomatic. The parlors came first on the list. He simply placed two or three sample books of parlor papers on the rack and turned them over rapidly without comment. The array of a hundred or more papers so confused the ladies that they had to postpone immediate choice, and the same plan on the part of the salesman in relation to other rooms had a similar result, and the possible customer walked out of the store without any clear idea of what had been shown.

Strolling down the street the ladies were attracted by the window exhibit of another company. Going inside, "just to look around," they were approached by an affable young man who persuaded them to be seated, and was not long in getting the plans of the rooms. When it came to the parlor papers he took one book and began by showing heavy bronze papers. The ladies were not very enthusiastic, but when the heavy flowered patterns turned up they became interested, and at sight of a series of light and dainty French patterns they expressed their delight quite audibly. That was the salesman's cue. He had suggested various styles until he found what was wanted and confined himself to that. Instead of showing several hundred patterns for different rooms he confined himself to perhaps fifty of the light flowered order. The ladies were delighted, and when they were undecided between the shades he simply contrasted them with the papers picked for other rooms, when the one most in harmony was quickly chosen. The salesman did not force his superior knowledge and wider experience upon the customers, just studied their tastes and suggested only such things as he knew would most likely suit them. A few clever words in favor of or sometimes against a paper made the task of the ladies comparatively easy, and he took the order for paper for the entire house before they left the store.

What that wall-paper salesman did should interest many "talker" salesmen, even if the lines are totally different. When a customer drops in, don't hand him or her a catalogue and play the Sphinx. Better find out what style of music is preferred, a very simple matter, if the same party has purchased records before at your store, and then pick out a few desirable selections along that line from the latest lists. Instead of becoming weary of listening to records of his own unguided choice—perhaps only one out of three of which will appeal to him to the slightest extent—he listens to records, every one of which has some interest for him. If he likes light opera of the better sort he is bored with either extreme, "ragtime" or grand opera. If he likes vocal selections, don't make him listen to a band or vice versa. When he has picked out a number from which his final choice is to be made, suggest reasons why he needs every one; this because it is the hit of a popular opera; that because it is the work of a popular composer, and he will be thus prevailed upon to purchase several records at least beyond the number he originally intended to order. Learn to mould your customer's mind to the extent that it helps your business; don't appear insistent, simply suggestive, and you have another grip upon the art of salesmanship.

OPPORTUNITIES IN PHILIPPINES.

Rare Chance to Develop a Good Talking Machine Business—A Musical People Who Are Prospering—Interesting Chat on Conditions by a Recent Visitor to the Far East.

Talking the other day with a United States army officer who had just returned from the Philippines, he stated to The World that there were a great many opportunities for a live talking machine jobber in the city of Manila. "Any bright young American, after a six months' study of the country, could work up a business in talking machines and records that would be simply astonishing. The Filipinos are intensely musical. In the larger cities they are refined and cultured in their tastes and are rapidly accumulating money. Among these people grand opera records and high-priced machines could be easily sold in large numbers. Among the poorer classes there is also a good market, and in this connection the instalment plan may be tried with success. It is difficult to go to any large town throughout the islands and not find a band that plays far better than any to be found in a town in the United States of the same population. Moreover, there is a great anxiety prevalent to get the latest and best music, instrumental and vocal, from the United States. Wherever a talking machine is heard it is the center of a crowd large enough to cause a riot.

"On my last visit to the Philippines I took over a talking machine and a large number of records, and it would be impossible to describe the commotion they caused. One peculiar trait of the Filipino is his ability to memorize. I heard one of them whistling a song which he had heard two days before through the medium of my talking machine. It is a mistaken idea to believe that the Filipinos are savage, uneducated or unprogressive. The country is making splendid headway, and while the people have not lost their aspiration for independent government yet they are becoming greater admirers of American ways and American ideas, and it looks as if the Filipinos are in for a good long period of prosperity."

There is meat in this for the talking machine manufacturer and dealer. Are we covering the talking machine market in that country as we should? If not, the matter is worth remedying.

HOW HE HEARS FROM HIS FAMILY.

New York Traveling Man Is Up-to-Date and Receives Records from Home.

A man went into a music store in Kansas City recently with a phonograph record, which he asked the clerk to place in a machine and reproduce it for him. When the machine was started the sound of a baby's words and laughter came from the horn.

"Hello, papa! 'Ere's a tiss fum me en little Bob. I wush ood tum home."

For a full minute the baby's voice talked. Then came a few words in a woman's voice.

The man dabbed at his eyes with a handkerchief and said:

"That's my wife and baby talking."

He was a traveling salesman. His home was in New York.

"I wouldn't have missed that for a twenty dollar bill," he said to the clerk. I've been away from home six weeks now, and every Saturday evening I have received a record from home. I tell you, there's nothing so good as the sound of their voices. It beats a letter 200 city blocks. An' that's goin' some, too."

"How did he work that scheme?" the clerk was asked.

"Easily. In his home in New York is a talking machine. His wife simply puts a blank record into it and she and the baby talk into it. Then she mails it to him, and he has simply to put the record into another machine to have it reproduced."

The clerk said that it was becoming quite a fad for parents to have their babies talk into a phonograph record. Then the record was carefully put away to be kept until baby grew up.

"There'll be lots of fun with those records," the clerk said. "Imagine an old man listening to the prattle of his own baby voice!"

INDIA A FERTILE COUNTRY

For Talking Machine Trade—Great Interest Being Manifested in American Machines and Supplies—Class of Records Best Liked.

India is a great country for the talking machine, and every month thousands are being shipped to that point. That the dealers in these instruments are also growing in number, and that they can read English, is evident from the rapidly growing clientele of Talking Machine World subscribers in India. Every mail brings either inquiries anent advertised specialties or subscriptions. All this is a healthy sign and shows how the American machine and supplies stand abroad. Indeed, it is a matter of common knowledge that the talking machine trade with India is more extended and more profitable than with many other countries. The native who can command the price wants a talking machine, and the records he delights in are those which reproduce the native songs. A correspondent of the "Zeitschrift für Instrumentenbau" points out that records in the four or five different Indian languages command a ready and permanent sale; he also advises record companies to record the songs of the Indian dancing girls. In support of his advice he explains that the sales to the European population are very much more limited than to the indigenous peoples; and even if the western nations refuse to class the screams and cries which pass for Indian songs as music, it must be remembered that they gratify the taste of the majority of record buyers in India.

MUSIC IN THE CHURCH.

Talking Machine Rapidly Taking the Place of Choirs in Churches—Moving Pictures Next.

The Rev. L. G. Leggett, pastor of the First Presbyterian Church, in Nebraska City, Neb., who has become famous as the first minister to substitute the talking machine for a church choir, has had hundreds of communications from churches all over the country, asking particulars regarding this move. It is not improbable that within the next year hundreds of churches, particularly those in the smaller towns, will enjoy first-class singing through the medium of the talking machine. In Ohio, Indiana, Missouri, parts of California, and in a number of the eastern States the ministers are putting in talking machines with a full equipment of hymns, while several Catholic churches have secured the music of entire masses by several eminent composers. We notice that the Rev. Byron G. Olatt, pastor of the Central Christian Church, of Marion, O., has now gone further than having an automatic choir—he has been illustrating his sermons with stereopticon pictures thrown on the screen exemplifying the teachings of Christ.

THE TALKER AND DIVORCE.

Some Humorous Comments Made on the Employment of the Talking Machine in the Taking of Depositions in Divorce and Other Law Suits and What Ideas It Suggests.

The employment of the phonograph in the taking of depositions, in divorce and other lawsuits, suggests an idea which might, perhaps, be adopted by the widower or the widow, the divorcer or the divorcee, who marries again.

It has happened so often that it has begun to assume the dignity of an established rule, so it is said, that a man or a woman who has been previously married can hardly help telling his second wife or her second husband how good his first wife or her first husband was about a great many things.

There is nothing particularly harmful in this in itself. Harm comes out of it, however, when the second wife or the second husband, who has heard it a great many times—perhaps too many times—declares that she or he does not believe it. From this moment there must necessarily be strained relations in the once happy home.

When the wife, who up to this time has been willing to believe almost everything, after being informed by her husband, who was a widower, that his first wife was always ready for church just on the minute, says:

"William, I don't believe a word of it, so there!"

Or the husband, who has married a woman who was a widow, or who had, at least, a former husband, after being told by her that her first husband never thought of giving her less than $40 to buy an Easter hat, declares, impulsively:

"Mary Ann, don't tell me that; Tom Wilson never had $40 at one time in his life!"

Then is the time that there is need of something which will serve to heal the wounds that have been started and which, if allowed to fester, may eat into the very heart of conjugal love.

Why would it not be a good thing for all married people to preserve phonographic records, in duplicate, of the nice things they say to each other before they become separated, naturally or by the courts? Then when they marry again and talk about their former wives or husbands, and tell how good their former wives or husbands were to them, and their present wives or husbands question the statements made, the husband or the wife, as the case may be, need only find the particular record desired, and, by winding up the phonograph, present a happy marital scene to the man or the woman, his wife or her husband, who was becoming doubtful, discontented, and disagreeable, with the result that she or he becomes trustful, reasonable, and reconciled.

So far as we are able to see at present, the matrimonial phonograph record thought is one that deserves serious consideration, particularly in Pittsburg.

WHAT COURAGE MEANS.

Mr. Talking Machine Man, to make your business a thing of throbbing life, a slave to your will, who shall do your bidding faithfully and well, you must infuse into the heart of that slave the most sought-after of accomplishments among tradesmen, namely: Courage.

This is what Courage means, Mr. Dealer, and to have it, and the success that accompanies it, you must be

Constant in your efforts to please,
Obedient to the call of your business,
Unblemished in reputation,
Right there with the goods,
After more trade,
Gallant toward the ladies, and
Enveloped with new ideas.

HOWARD TAYLOR MIDDLETON.

The Spokane Phonograph Co., Spokane, Wash., recently received a very large shipment of Mega horns made by E. A. & A. G. Schoettel, of Maspeth, N. Y.

SENDING MUSIC BY WIRE.

Successful Experiments Between Wilmington and Philadelphia in Which Talking Machines Were Employed.

The Delaware & Atlantic Telegraph & Telephone Co., one of the companies in the Bell system, recently conducted successful experiments in the sending of music through their underground cables between Wilmington and Philadelphia, a distance of twenty-eight miles.

A phonograph was placed in a hotel in Wilmington, in such a position that it faced the telephone. The other end of the cable was attached to a receiver placed in a special booth in the store of Strawbridge & Clothier, in Philadelphia, and later on transferred to a booth at the Business Men's Exposition. At both places the tones proceeding from the receiver were as clear as though the music was produced in the next room. At the Business Men's Exposition the receivers were attached to a Victor Auxetophone with wonderful results.

USED PHONOGRAPH AS WITNESS.

According to a recent dispatch from Paris the talking machine has again played a very useful and novel role. The landlord of a residential house let his grouud floor to a coppersmith, the noise from whose workshop greatly disturbed the other tenants. One of them, instead of resorting to the complicated procedure of calling in experts, simply had the noise registered by a phonograph and brought action for damages against the landlord and coppersmith. By means of the machine he gave the court a correct idea of the nuisance complained of Judgment was given in his favor.

Kohler & Chase, the well known Edison jobbers at Oakland, Cal., who have opened a jobbing branch at 1305 Second avenue, Seattle, Wash., are sending out some very handsome cards to dealers, notifying them of this move.

TRUE- -TONE

YOU WANT THE BEST REPRODUCTION YOU CAN OBTAIN.

The **True Tone Box** will, as its name implies, give you a most perfect reproduction. The Best way to prove this is to try it for yourself.

We are so confident that a trial will please you and that you will desire to push the sale of the True Tone, that **we will send to any responsible dealer or jobber in the U. S. A. a box on trial.** If you like it, pay us the price and order more. If you do not like it, return at our expense.

This Box is the result of long and careful experiments and we are confident you will decide it is the best you have ever heard.

PRICE $5.00 REGULAR VICTOR DISCOUNTS TO DEALERS AND JOBBERS

MADE FOR STRAIGHT OR TAPER ARM VICTOR, ZONOPHONE OR COLUMBIA MACHINES. SPECIFY TYPE WANTED WHEN ORDERING.

AMERICAN TALKING MACHINE COMPANY

586 FULTON STREET, - - - BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City

Every month all the purchasing people of the United States see a full-page advertisement of the Victor in the leading magazines.

Victor Talking Machines and Records

These customers are looking to you to supply their wants. It doesn't matter where you are located, you can't get away from this demand. There is just one way to meet it, if you are wide-awake and business-like in any sense of the word.

Show *every* Victor, from the Junior Gramophone up to Victor VI. Show the Victrola and the Aux-e-to-phone—they attract great attention and help sell the whole line while they sell themselves.

Keep all the Records, especially all the New Records, every month, and play them freely for any person who comes near your store.

Above all, keep everybody talking about you and the Victor; advertise in your local paper; give your window display close attention, and go out after trade with good circulars and free concerts.—**Then Watch Your Sales Grow.**

Victor Talking Machine Company

Camden, N. J.

Better try this method, if you haven't begun already:—Place your standing monthly orders for the new records with your distributer, and push this feature. (It keeps your customers calling at least monthly—they look for them.) Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributers as follows:

Albany, N. Y.....Price Phonograph Co.
Altoona, Pa.....W. H. & L. C. Wolfe.
Atlanta, Ga.....Alexander-Elyea Co.
Phillips & Crew Co.
Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister.
Birmingham, Ala.....E. E. Forbes Piano Co.
Boston, Mass....Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.
Bridgeport, Conn....F. E. Beach Co.
Brooklyn, N. Y.....American Talking Machine Co.
Buffalo, N. Y.....Robt. L. Loud.
Canton, O.....The Klein & Heffelman Co.
Charlotte, N. C.....Stone & Barringer Co.
Chicago, Ill.....Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....W. H. Buescher & Sons.
Collister & Sayle.
The May Company.
Eclipse Musical Co.
Columbus, O....The Perry B. Whitsit Co.
Dallas, Tex.....Thos. Goggan & Bro.
Dayton, O....The Fetterly Piano Mfg. Co.
Denver, Colo.....Knight-Campbell Music Co.
Des Moines, Iowa.....Edward H. Jones & Son.
Detroit, Mich.....Grinnell Bros.
Dubuque, Iowa....Harger & Blish.
Duluth, Minn.....French & Bassett.
El Paso, Texas.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Grand Rapids, Mich.....J. A. J. Friedrich.
Harrisburg, Pa.....S. A. Floyd.
Honolulu, T. H.....Bergstrom Music Co.
Indianapolis, Ind.....Carlin & Lenox.
C. Koehring & Bro.
Jacksonville, Fla.....Metropolitan Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins Sons Music Co.
J. F. Schmelzer Sons Arms Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal.....Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.
E. E. Forbes Piano Co.
Milwaukee, Wis.....McGreal Bros.
Minneapolis, Minn.....Minnesota Phonograph Co.
Mobile, Ala.....Wm. H. Reynalds.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Moorhead, Minn.....H. Backenheimer.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, O.....Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La.....Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y.....Bettini Phonograph Co., Ltd.
Blackman Talking Machine Co.
Sol. Bloom
C. Bruno & Son.
I. Davega, Jr.
S. B. Davega.
The Jacot Music Box Co.
Landay Brothers.
Stanley & Pearsall.
Benj. Switky.
Victor Distributing & Export Co.
The Regina Co.
Omaha, Neb.....A. Hespe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria Ill.....Chas. C. Adams & Co.
Philadelphia, Pa....C. J. Heppe & Son.
Musical Echo Company.
Penn Phonograph Co., Inc.
Louis Buehn & Brother.
Western Talking Machine Co.
H. A. Weymann & Son.
Pittsburg, Pa....Pittsburg Phonograph Co.
Powers & Henry Co.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore.....Sherman, Clay & Co.
Providence, R. I.....J. Samuels & Bro.
Rahway, N. J.....Regina Company.
Richmond, Va.....The Cable Co.
W. D. Moses & Co.
Rochester, N. Y.....The Talking Machine Co.
Rock Island, Ill.....Totten's Music House.
San Antonio, Tex.....Thos. Goggan & Bro.
San Francisco, Cal.....Sherman, Clay & Co.
Salt Lake City, Utah.....Carstensen & Anson Music Co.
Savannah, Ga....Youmans & Leete.
Seattle, Wash....Sherman, Clay & Co.
Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Spokane, Wash.....Eiler's Piano House.
St. Louis, Mo.....O. K. Houck Piano Co.
Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn....W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y.....W. D. Andrews.
Toledo, O.....The Hayes Music Co.
A. J. Rummel Arms Co.
Whitney & Currier Co.
Washington, D. C.....John F. Ellis & Co.
S. Kann & Sons Co.

E.

INDIANAPOLIS TRADE DOINGS.

Jay's New Repeater Praised—Columbia Co.'s St. Patrick's Window—Big Call for 20th Centuries—Wahl's Good Trade in Edison's—Covering Trade With Wagon—Trade 40 Per Cent. Better Than Last Year—People Becoming Better Educated as to Talker Possibilities.

(Special to The Talking Machine World.)

Indianapolis, Ind., April 8, 1907.

A. E. Jay, manager of the Kipp-Link Co., which sell all kinds of talking machines, has a new patent on a repeater, which he thinks will prove to be a decided success. This repeater is arranged so that the cylinder record slides back instantly as soon as the selection has been played and it is given again. It may be adjusted while the machine is running. It has other advantages which Mr. Jay believes will make it a success. The Kipp-Link Co. are enjoying an excellent trade just now, turning practically all of their attention to the jobbing business. "We would rather get an order out to a jobber on time than to sell a $50 machine at retail," said Mr. Jay.

Thomas Devine, manager of the Columbia Phonograph Co., made an unusual "hit" with a front display window on St. Patrick's day. The display attracted more attention than any similar window ever decorated in Indianapolis. Mr. Devine made a huge bank of nickel flowered horns in the window with an unusually large horn in the center. In this large horn he placed a bunch of shamrocks, and in the other horns roses of various colors. The St. Patrick's day parade passed the Columbia store, and the marchers were not so engrossed but that they saw the window. Later after the exercises of the day they came back to view it more critically and there was plenty of praise.

The Columbia Phonograph Co. are having an unusual demand for the large Twentieth Century machine. When it was first placed on the market here dealers were a little afraid of it because it seemed to be complicated in its machinery. This has passed away, however, and the company now are enjoying a good jobbing business in this line. The dealers all seem to be satisfied with it, and there is hardly a time when the Columbia Co. are not behind in filling orders for this machine. This company are also having a demand for their new model cylinder machines of regular types. The machines are so constructed that practically nothing can jar them when they are playing, and this seems to appeal to every one and makes a good talking point for the salesmen. No matter in what position the machine is placed the music is the same.

The Jersey Lillies Co., which appeared here at the Gayety Theatre last week, included in the show a scene representing an office of the Columbia Phonograph Co. All of the various departments were represented, and pretty girls posed as salesmen. A little burlesque was given in which a Twentieth Century Columbia machine was used to advantage.

A. B. Wahl, who is closing out his disc talk-ophones and turning his attention to Edison's, says that he is enjoying a good trade. His disc machines are going rapidly at reduced rates, and soon will have been disposed of.

George W. Maze, who handles Edison machines, says that his talking machine wagon "is doing only just fairly well now." This wagon was started out six or eight weeks ago in the charge of W. G. Power. Mr. Power is canvassing thoroughly the rural districts in this and adjoining counties. He is meeting with excellent weather, which makes traveling easy, but just now farmers are thinking about paying taxes and business is not quite as good as it might be. However, he believes there are better times ahead.

"Our business is not as good this month as it was last," said Charles Craig, who does an extensive jobbing business in Edison machines. "However, trade is 40 per cent. better than it was at this time last year. This good weather means that the farmers are busy at work, and therefore it is hard to attract their attention to talking machines.

"I believe, though, that the people generally are getting educated to talking machines, and that the prejudice against these instruments is being removed. Recently I went to call on a woman in the aristocratic section of the city. At first she said she would not allow me to play the talking machine in the house. Finally I persuaded her to let me try it, and knowing that she was religiously inclined, I put on a sacred record. I sent a machine up to her house that afternoon and got the money for it."

WILL IT BE "SOUNDERS."

Suggesting New Names for the Talking Machine—"Lyraphone" and "Sounders" Mentioned—Some Canadian Opinions.

Joseph M. Tees, of Winnipeg, recently took exception to the name "talking machine," claiming that nine out of ten people wauted those instruments for the music they reproduced so well, and not for their talking proclivities. He suggested as a substitute the word "Lyraphone." To this a correspondent of the Canadian Music Trades Journal takes exception and writes as follows concerning Mr. Tees' suggestion:

"Taken literally, the word 'Lyraphone' would about mean 'a harp which gives sound,' and in this sense is not suggestive, as the machines are by no means harps. The 'lyre' is an obsolete instrument, but the 'liar' we always have with us, and in the latter sense the name is probably suggestive enough, for we in the musical business (especially the salesman) are noted for our strict adherence to the truth—when it pays.

"We've been told that 'all men are liars,' but one does uot like to be continually reminded of this (as might be the case if this suggested title were to come into general use), for we must remember that the truth is not always palatable.

"The English language contains idiosyncrasies enough without iuflicting any more upon us, and in coining words for future use in 'English as she is spoke' we should endeavor to make them fit. 'Talking machiue' is a loug name; 'Lyraphone' is nearly as long, and in the general tendency of the age toward economy in business transactions we (or rather a good many of us) endeavor to save breath. The machines cannot well be described in one syllable, but may be, perhaps, in two. Let us see:

"The machines are 'souud reproducers,' and this name covers all the requirements, but is, of course, too long. Now, on the principle of Bret Harte's 'Sevenoaks, and then S'enoaks, and lastly Snoak,' let up, cut out the intervening syllables and we arrive at the word 'Sounders,' an appropriate enough title—odd, perhaps, until one gets accustomed to it, but both convenient and suggestive."

"3-IN-ONE" MOVES.

G. W. Cole Co. Take Fine New Offices in 42 Broadway Bldg., New York.

The sales of that famous oil, "3-in-One," have moved up at such a lively rate that the manufacturers, G. W. Cole Co., have found it necessary to move to more commodious quarters. Heuce the New York offices have been changed from the Washington Life Building to the new 42 Broadway Building.

The new offices occupy the major part of the third floor of a wing of the building. Here they have large, light, commodious offices for the transaction of business and for the officers of the company.

The history of "3 in One" oil has been one of expansion. Starting with a one-room factory in Asbury Park eleven years ago the business rapidly outgrew the manufacturing facilities at that location, and the factory was moved to Rahway, N. J., into a fine new building of their own construction. Within the past year the factory capacities have been doubled by brick building additions. The executive offices in New York expanded from one office to a suite of offices, and now to almost the entire floor of a wing of the new 42 Broadway Building. The expansion of the offices and the factory is significant only in that it is a substantial evidence of the greatly increased sale of "3-in-One" in every corner of the United States and in many foreign countries.

In a chat with a member of the company the other day, he said: "'3-in-One,' which is the original and only oil compound for lubricating, cleaning, polishing and preventing rust, was first discovered in a semi-accidental way by the G. W. Cole Co., who are and have been the sole manufacturers of the same since it was first put on the market."

An English paper tells of a young lady in Australia, who, desiring to compete for a scholarship iu vocal iustruction, sang into a talking machine and sent the record to a well-known teacher, with a request that he offer his judgment upon the quality of it. The opinion of the teacher was favorable, the young lady entered the coutest, and was successful in winning one of the scholarships.

To All Talking Machine Dealers

YOU buy Screws, Studs, etc., for repair work.

Why Not Try Us for Prices

Remember, we make only to Specifications or Samples, which you must send in

THE WALLACE BARNES COMPANY

BRISTOL, CONN.

THE
"KNOCK DOWN"
SEARCHLIGHT HORN

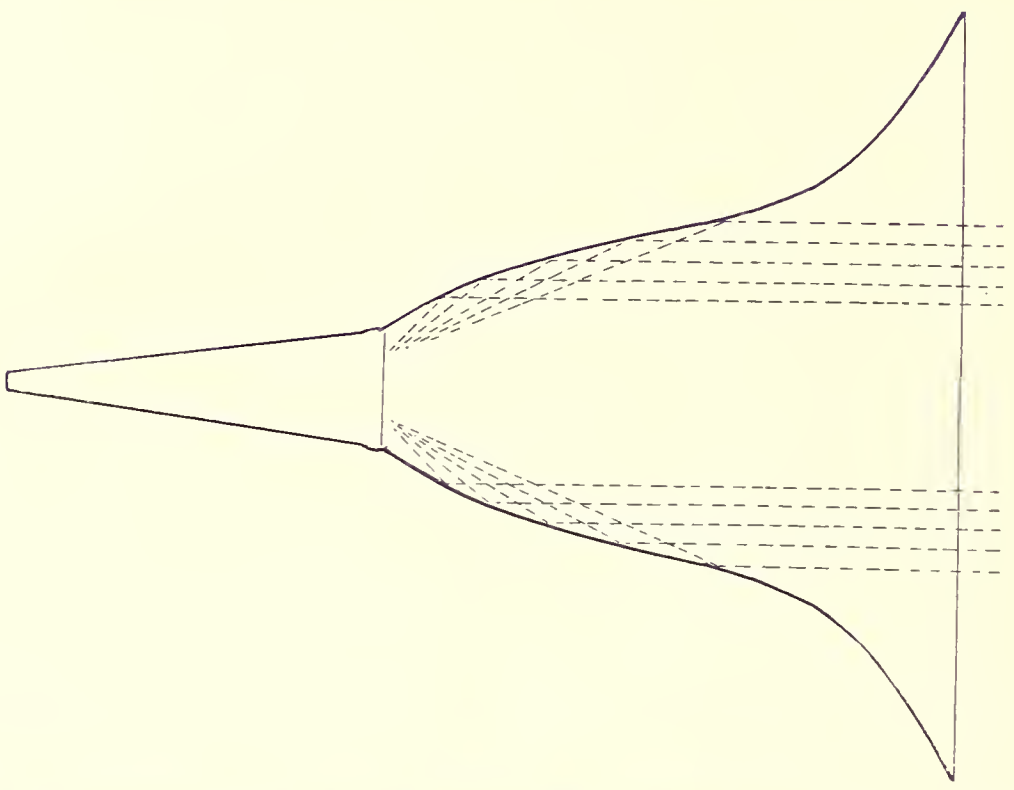
THE CROWNING
ACHIEVEMENT OF
AMERICAN INGENUITY

Style—Blue Gold Striped.
For all Edison and Victor Machines except Victor 1st.

The MARVELOUS REPRODUCTIVE POWER OF THE

Searchlight Horn

IS PRODUCED BY THE PARABOLIC SHAPE WHICH REFLECTS THE SOUND IN PARALLEL DIRECTION



THE SEARCHLIGHT HORN IS THE ONLY HORN CONSTRUCTED ON SCIENTIFIC PRINCIPLES AS SHOWN IN ABOVE DIAGRAM.

REPRODUCES THE FULL STRENGTH OF THE RECORD

Sold only through Jobbers **Send to your Jobber for Samples**

MANUFACTURED BY THE

SEARCHLIGHT HORN COMPANY

753-755 Lexington Avenue Borough of Brooklyn, New York

DISTRIBUTED BY

Every Recognized Edison and Victor Jobber in the United States

CHILDREN AS A BUYING FORCE.

Their Cultivation by the Dealer Helps, as They Are a Great Persuasive Power in Getting the Older People Into Line as "Talker" Enthusiasts and Steady Customers.

How many talking machine dealers think of catering to the children in their locality? How many, if a group of childish faces appear in the doorway during a demonstration, assume an annoyed expression and run them off? And yet catering to the same children to a certain extent would undoubtedly mean increased business.

The dealer says: "Well, they only have a few pennies to spend, and it is a waste of time to show them a machine and records on which the monthly instalments alone would almost equal their yearly allowance of spending money." True enough; but think of the persuasive powers of children, especially the younger ones. They see something they want and set out to get it. No delay is tolerated. They want it and want it at once, and the father, no matter how little he cares for that special article, will in nine cases out of ten capitulate and dig into his "jeans," if the price is anywhere within his means. If the dealer has children of his own he will readily realize the effectiveness of children's teasing and coaxing, and why not have the teasing in the interests of a talking machine? An excellent plan is to devote Saturday mornings to recitals to which all children in the neighborhood, of the better class especially, should be invited. Play records of interest to them, band selections, laughable monologues and minstrel numbers, and the popular airs of the day, with perhaps some well-known patriotic melody thrown in. One company has produced a double-sided record, one side containing a personal address to a boy and the other to a girl. The idea of having the talker "speak for itself," as it were, makes an especially strong impression on the youthful minds and pleases them immensely. Answer all questions if possible, especially those relating to price, and impress upon their minds the musical advantages to be derived from the talking machine in the home. When the children return home the talking machine will be the sole subject of their conversation. All the dealer's arguments will be repeated, together with those convincing arguments that can be brought up by the young people when occasiou requires. They will do more for the dealer's cause in five minutes than a first-class salesman could accomplish in a week.

After they have attended a few recitals, even the most headstrong parent will reason seriously whether it would not be advisable, after all, to buy a talking machine outfit if only to keep peace in the family. Possibly he will buy only a low-priced machine at first, but in nine cases out of ten he will become so impressed with the instrument as an entertainer that he will be back to buy a first-class outfit in a remarkably short time.

Cater to the children. Remember, you expect to stay in business some time; they are growing up rapidly, and when they arrive at the income-producing age, you want to get some of it, so make yourself "strong" now.

NEW WIRELESS MUSIC.

Why the Wireless Telegraph Experts Around Have Been Charmed With the Strains of Sweet Music This Last Month.

Strange sounds that broke in on the dot and dash messages being received at the Brooklyn Navy Yard this last week by the operator sent him hot-foot in search of G. S. Davis, chief electrician of the wireless station.

"Come, quick," he said, breathlessly, "there's all kinds of music breaking in on us."

Davis put the receiver at his ears and listened. At first he heard only the Morse symbols of the message from the vessel at sea. Then came a burst of music. Chords and harmonies, coming evidently from out of the heavens, filled him with amazement. Then he recognized the overture from "William Tell." This was followed by Mendelssohn's "Spring Song," parts of "Il Trovatore" and "The Rosary." Ten minutes later Davis was on his way to Manhattan in search of Lee De Forest, of the Wireless Telegraph Co.

"What do you meau?" he exclaimed when he found Mr. De Forest at an uptown hotel. "For half an hour this afternoon grand opera and other music broke up Uncle Sam's conversatiou and frightened our operator half out of his wits. He thought he was listening to the singiug of angels."

He congratulated De Forest when the latter explained that the music was the result of a successful public test of the latest De Forest invention given on a recent afternoon at the Normandie Hotel, Thirty-seventh street and Broadway. For months Mr. De Forrest had been at work on apparatus capable of transmitting music through the air. By the means of high frequency pulsations and a transformer the music is seut out as waves of electricity, varying intensity in the waves reproducing the different notes.

The music was played into the trausformer at Telharmonic Hall, Thirty-ninth street and Broadway. Wires connected the instrument with a discharging pole erected on the top of the building. The receiving pole was placed on the top of the Normaudie Hotel. Wires ran from this to the receiving apparatus in a room on one of the upper floors. The receiver is identical with the apparatus used in taking all wireless messages.

The test proved not only that the age of wireless music had been reached and the dream of Edward Bellamy realized, but that of the wireless telephone as well. During the intervals while music was not being played the voice of the man operating the transformer could be distinctly heard. He inquired if the music sounded well and asked what other airs he should play.

Mr. De Forest, speaking of the latest achievement of science, said that while the present apparatus was capable of throwing the music waves only a few miles he hoped to improve it so that soon passengers on ocean liners a hundred miles at sea could enjoy graud opera airs.

It is the plan of Mr. De Forest to utilize the invention in supplying the public with music to order at their homes. With a central station equipped with a transformer of sufficient size music can be furnished at a trivial cost. All that would be required would be a receiving pole on the roof and a simple receiviug apparatus. By adding to the voltage and enlarging the transformer it would be possible to amplify the sound so that it could be heard through a megaphone in all parts of a room.

THE VALUE OF ACCURACY.

In No Business Is It So Important and Necessary as in That Devoted to Talking Machines.

Accuracy is synonymous with success, because without it a talking machine dealer cannot achieve greatness in the world of trade.

Accuracy means the careful inspection of records before they are shipped; the impossibility of a "come back" owing to carelessness iu making up a patron's order.

It means careful bookkeeping that will always show exactly how the business stands as to profit and loss, etc., and it also means the ability on the part of the "talker" man to satisfy his customers, because if he makes accuracy his hobby he will be able to tell them off-hand just what they want to know. If they ask for a record, he can give it to them at once, or if it is not in stock, he can inform them to that effect, thus avoiding a loug and perhaps fruitless search.

Accuracy is a time saver, because it embraces the careful and systematic distribution of records upon the shelves, a complete and alphabetical list of the uames of customers, and a general state of affairs that is very refreshing on account of the absence of confusion and disorder.

Accuracy is a word that every dealer who is climbing toward the rosy heights of glory and hopes to some day arrive at the summit, should have printed in big, glaring black letters upon a white card and hung upou the wall or on his desk, where it will stare him in the face at every turn, for

Accuracy is something
That will help him to success;
Something he should strive for;
A friend when iu distress.
If taken as a motto,
It will boost him up to fame.
You try it, Mr. Dealer;
It may help you do the same.

HOWARD TAYLOR MIDDLETON.

C. B. HAYNES & CO. EXPANSION.

W. V. Youmans, soii of G. E. Youmans, connected with the National Phonograph Co., at Orange, has purchased an interest in the talking machine business of C. B. Haynes, 602 East Main street, Richmond, Va., and the firm title will hereafter be C. B. Haynes & Co. The store adjoining the present quarters has been leased by the compauy, which will about double their floor space, and when alterations are completed they will carry one of the largest talking machine stocks in the South.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

The Biggest Return from the Smallest Investment

YOUR profits depend upon the number of talking machines you sell and the time it takes to sell them. Machines that find no takers tie up money and money tied up is a losing proposition.

It's business, therefore, to devote your energies to an instrument that commands the approval of all who hear it:

THE EDISON PHONOGRAPH

The Edison sells without argument and always brings its price. Its superior construction and wonderful reproducing powers—its clear records, produced by the country's best artists and the powerful advertising in its behalf—make it the best proposition in the talking machine field. A small investment secures a representative stock. A little well directed energy means big returns.

Write us for the Edison proposition and the name of a nearby Edison jobber.

National Phonograph Co.

59 Lakeside Ave., Orange, N. J.

New York Office, 31 Union Square.

TONS OF CATALOGUES DESTROYED

By the Australian Authorities Through Failure of Exporters to Pay the Required Duty on Them—Shippers Should Note This Pointer.

Tons of American catalogues are destroyed every year by the customs authorities of Australia for the reason that business men to whom they are addressed by manufacturers and exporters of the United States decline to pay the duty of 3d., or 6 cents in American money, per pound assessed on them as advertising matter imported for distribution. This is a loss which cannot be estimated in dollars and cents. Because of negligence or unfamiliarity with the tariff provisions of Australia, these descriptive circulars, catalogues and price lists generally fail to reach their destination, and consequently all opportunity for trade which might be obtained through their perusal is lost.

This condition of affairs can be prevented if the following suggestions are followed: If the American exporter has his Australian mailing list in the home office he should carefully address the catalogues, and then by the same mail he should send to the comptroller-general of customs, or the postmaster-general, or the comptroller of customs at Sydney, Melbourne, Brisbane, Adelaide, Fremantle, or Hobart (Tasmania), as the case may be, a notification to the effect that he is sending to ——— by parcels post, via San Francisco or via London, ——— catalogues weighing ——— pounds, and enclosing ——— (dollars and cents, or pounds, shillings and pence) in payment of duty.

The official receiving this communication, with preferably an international money order enclosed, will immediately notify the postoffice authorities, and the catalogues will be forwarded to their destination without delay. The printed matter should be carefully weighed before it leaves the home office, and the money order, draft or check sent to the Australian customs or post office official should amount to 6 cents a pound full weight. This is the English method, and it has given uniform satisfaction.

MUSIC WITH EVERY SHAVE.

Brooklyn Barber Discovers Way to Win Customers.

Shaving men to music is the latest novelty in Brooklyn. An Italian barber, who recently opened a shop in upper Broadway, in the Bushwick district, is attracting customers to his place by means of music from an expensive talking machine, and his business rivals in the neighborhood are preparing to adopt similar methods to win back the trade they are losing.

When the new barber opened his shop he found that the field was already so well occupied that there was scarcely any business to be picked up. He was beginning to get discouraged at the end of the first week, when one day, upon returning from an errand in the neighborhood, he found a customer in the chair and his young assistant busy lathering the man.

The barber was the owner of a talking machine, and like all sons of sunny Italy, he had a lot of grand opera records, and while waiting for his assistant to get the customer's face in condition for him, commenced to play to relieve his feelings as to the lack of business.

"Ready," said the lather boy suddenly, and the barber came out of his dreaming.

The customer turned in the chair and looked impatiently at the boy.

"Play on, man; play on," he urged, addressing the barber. "Never mind the shaving; just play that over again."

The barber, pleased, played the air again. Then he shaved the customer.

"I'm very fond of music," said the man as he was leaving, "and if I could hear some more like that I'd come here oftener."

That gave the barber an idea. When the next customer came in, after a long interval, he played for him, too. That man, like the first, seemed to enjoy his visit to the shop immensely and became a regular patron. More and more customers were won in this way. Now the other barbers in the neighborhood, learning the secret of the newcomer's success, are installing automatic music-making instruments.

BEN REYNOLDS CO. ORGANIZED.

Ben Reynolds, a music dealer of Washington, Pa., has formed a company under the firm name of Ben Reynolds & Co., to take over his business. Charles Kochendarfer is president of the new company; James E. Mathews, treasurer, and secretary, and Ben Reynolds, general manager. The company have leased the old quarters for a period of ten years and are having the building entirely remodeled. One of the leading departments of the business is that devoted to talking machines, which is located in the rear of the main floor. A complete line of both machines and records is carried in stock, and the department is experiencing a rapid and steady growth.

T. EDENS OSBORNE'S "OUTING."

T. Edens Osborne, the enterprising talking machine factor of Belfast, Ireland, writes The Talking Machine World from Spalato (Dalmatia): "I am enjoying a delightful cruise around the eastern seaboard of the Adriatic. On my way here I spent some time in Paris, Lucerne (Switzerland), Verona and Venice (Italy). We have now left Abbazia, Fiume, and are proceeding to Gravosa and Ragusa and Cattaro in this wonderfully interesting country. Then on to one of the Ionian Islands—Corfu. Afterward we visit Syracuse, Messina and Palermo in Sicily; then for Naples, Genoa, Milan and the Italian and Swiss Lakes. Expect to reach home about the 4th of April. Kindest regards."

Mr. Osborne is one of the wise men of his generation, who recognizes that all work and no play makes Jack a dull boy. He adopts the plan annually of laying in a stock of energy by such trips as the above to meet all demands made upon his physique.

USED HORN AS FIRE TRUMPET.

A prominent New York railroad magnate is chief of a fire department in one of the suburban villages adjoining New York, and was recently awakened by hearing the midnight alarm pounded out on a locomotive tire that did duty as a fire bell. His suit duly donned, he looked about for his silver-mounted trumpet, but it could not be found. In a fit of desperation he seized the horn from the talking machine, and hurrying to the scene of the conflagration, bellowed his orders through it, to the satisfaction of the department and the amusement of the spectators.

STANDARD MUSIC CO. EXPANSION.

The Standard Music Co., of Chattanooga, Tenn., have been carrying on a lively advertising campaign in the interests of the Victor line which they handle. They used half-page space in the local dailies and made a feature of the dollar down and dollar a week proposition. They also published a list of fifty Chattanoogans to whom they had sold Victor outfits and who had expressed themselves as well pleased with their purchases. Such an argument is hard to beat.

D. W. Wile, Ashland, O., has purchased the stock of talking machines of Charles Smith, that city, and in future will handle that line of goods in connection with his stock of pianos, organs, music, etc., at his store on Orange street.

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

PETMECKY SPECIAL:

Some Statements and Some Replies

In a recent copy of a publication issued by one of the great talking machine concerns are to be found some statements to which we reply:

Statement: "Influenced by the advertising of these so-called marvelous (?) needles, some . . . . distributors and dealers have allowed themselves to imagine that they were really getting something better than was being supplied by the . . . . company."

Reply: The **PETMECKY COMPANY** has in its files thousands of unsolicited testimonials from these very . . . . distributors and dealers testifying to every single claim we make for the **PETMECKY Multi-tone needle.** In placing an order for **One Million PETMECKY** needles, one of these . . . . distributors writes us: "I surely gave them a very trying test both as to sound and durability. All I can say is this: I am unable to subtract anything from your broad assertions that you make for the needle in question. Therefore, they are all you claim for them. Most assuredly they are here to stay, and that is saying a heap in these days of rapid improvements and inventions.

Statement: "It is unreasonable to think that after playing a record you can turn the needle and use it again without detriment to the record. Persistent use of such needles will result in the destruction of every record played within a few months' time, and, of course, the record will be blamed, while the fault lies entirely with the needle."

Reply: The **PETMECKY Multi-tone Self Sharpening** needles are the only truly scientific needles on the market. They are sold with the absolute guarantee that each and every needle will play ten or more of the largest and finest records through with less harm than any other metal needle on the market to-day. One of the largest . . . . dealers in America writes: "We use them ourselves in exhibiting records, especially our best class records. You may be sure we would not use anything but the best needles on records running in price from $3.00 to $5.00 each." Another large dealer writes: "The writer took 16 twelve-inch red seal records and played them all with one **PETMECKY** needle. There was hardly any wear noticed at the point of the needle, and the records are all right yet."

Statement: "It is a well-known fact that when two moving substances meet, the weakest must give way; therefore it is far better that the needle be used but once than the more valuable record should fail in its functions."

Reply: Tell us, if you please, good sirs, the difference between using one ordinary needle once and 100 or 1,000 ordinary needles 100 or 1,000 different times. Especially when the ordinary needle is so constructed that the extreme sharp point cuts out the sound wave groove. The **PETMECKY** is so made that it sharpens itself just enough to give the smooth mellow tone without the rasping and "bellow" (the one positive proof of wear) prevalent in the ordinary needle, thus reducing the wear of the finest records to practically nothing.

Caught With the Goods

Let us all be fair—let us all be just—let us all be honest. On your word of honor, Mr. Dealer, in the use of the ordinary needle, do not your records show the most wear at the beginning, when all or nearly all of them are fairly good, during the last half after the first half is completely gone? Let us be honest—is this not proof absolute that the ordinary needles are too sharp and being of inferior case hardened steel wear very quickly?

In Conclusion

If necessary, the **PETMECKY COMPANY** offers herewith a handsome apology for not keeping a "great corps of scientists and experts" to know just what it is talking about. There was but one scientist ever connected with this company, and that was Mr. Petmecky, the clever inventor of the marvelous **PETMECKY Multi-tone Self Sharpening Needle,** as well as many other practical and useful articles which have had a world-wide sale for a generation.

The **PETMECKY Multi-tone Self Sharpening Needle** is guaranteed to be the most universally endorsed needle to-day. There is none better than the best. If ever the time does come that some clever genius perfects a better needle, then Good-by Petmecky.

PETMECKY—the Needle of Quality
The ONE and ONLY Needle Every Dealer Can SAFELY Guarantee.

Samples of **PETMECKY** needles, interesting needle lore booklet, testimonials and prices on request.

PETMECKY COMPANY
506a New York Life Bldg.
KANSAS CITY, MO., U. S. A.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.
GENERAL SUPPLIES FOR CYLINDER MACHINES

Douglas Phonograph Company
MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT
Salesroom, 89 Chambers Street New York
Cable Address, Douglaphone, N. Y.
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.
GENERAL SUPPLIES FOR DISC MACHINES

Mr. Dealer

How Ic. May Realize $100.00

Invest _____ in a Postal Card address it to the

Douglas Phonograph Company
89 Chambers Street, New York City

put your name and address on the other side, and we will mail you as issued our Snap List. It only costs you **.01c.**

Realize _____ that we are the

Largest Exclusive Talking Machine Concern in the World

and continually have to offer New and Original Accessories that stimulate business.

Also every once in awhile we offer something at Bargain Prices. These offerings are new, fresh goods, and are mainly articles we discontinue to catalogue.

You can make _____ **$100.00** or more by keeping in touch with us.

We carry
the largest stock of **EDISON PHONOGRAPHS** and **RECORDS** in the U. S.

Ask for samples of our Imported German Disc Machine Needles. Compare our quality and prices and we will get your orders.

TRADE HAPPENINGS IN CLEVELAND.

Steady Betterment in Trade the Past Month—High Priced Machines in Favor—Bailey Co. Handling the Victor and Edison Lines—Harry Markle's Latest Invention—The National Phonograph Co. Open Commercial Department—The Selling of Commercial Machines Discussed by H. E. Jones—Leasing Chronophones—The Arcades and the Church—Other Items.

(Special to The Talking Machine World.)

Cleveland, O., April 10, 1907.

Conditions generally during the past month have been favorable to the talking machine trade and dealers have all been doing a satisfactory business. There has been a regular steady demand for machines, while the call for records and supplies is constantly increasing, which is evidenced by the continued extensions and improvements forced upon the dealers, who, however ample the initiative arrangements, soon find themselves cramped for room in which to make a proper display and for demonstrating purposes.

Throughout this section of the State the talking machine business is flourishing, and the music is growing in popularity to an extent hardly appreciated by the dealers.

The Columbia Phonograph Co. are busy as usual. Mr. Probeck, manager, said: "Considering the season of the year, business is very satisfactory. We are expecting a lot of surprises to come along soon, which will boom the summer trade and make us all happy."

W. J. Roberts, Jr., was delighted over the recent sales of several of the high-priced machines. He stated business was unusually good, and the outlook one of great promise.

Messrs. Robbins & Emerson started in the talking machine business nearly two years ago at 256 The Arcade, and have just moved to the floor below, No. 145, the Euclid avenue entrance, where they have a larger room and altogether better facilities for conducting the business. It is really one of the most attractive talking machine stores in the city. Mr. Robbins' experience in the business dates back to 1894, when he engaged with the Ohio Phonograph Co., supervising the various electrical machines then in use. He remained with the above company during their existence, and with their successors until August, 1905, when the present company was organized. They handle the Victor and Edison machines and records, and are doing a very successful and growing business.

All the evidences of prosperity prevail at the store of W. H. Buescher & Son. Mr. Buescher stated that throughout March business with them was very brisk, and was keeping up in the most satisfactory manner, and that from the present outlook it means a busy summer.

The Baily Co., department store, have opened a new talking machine department, handling the Edison and Victor machines. They have fitted up demonstrating rooms on the sixth floor, which by reason of offering easy payment terms is generally crowded with purchasers. They carry a large stock of machines and a full line of disc and cylinder records. The company are advertising and pushing the business, and the manager stated they would have to take in four times the present space to accommodate customers.

"The March business was excellent," said Mr. H. Gulley, No. 924 Prospect avenue. "During the month we tripled our orders for red seal records. If not handicapped by manufacturers in getting goods, April will prove to be better than March. There seems to be no let up in business, and I am making preparations for a large summer trade. Prospects are very bright."

The Hallet & Davis Piano Co. have got their talking machine department in running order, in rooms 126 and 128, The Arcade, over their main piano store. Trade was reported very satisfactory.

The special Victor red seal records are taking well, especially the Rigoletto quartet by Caruso, Abott, Homer and Scotti. Collister & Sayle have sold a large number, and are having fine sales of the entire April list. They state business is keeping up fully equal to the winter trade, and that the past month was the best in several months. They disposed of a number of machines, and could have sold several Victrolas could they have been procured.

The Gottdiner & Wicht Co., No. 2084 West 25th street, claim to be the largest talking machine dealers in Cleveland. They are enterprising men, and are pushing for their share of business with energy, and are securing it.

Walter L. Eckhardt, general manager of the wholesale department of the Columbia Phonograph Co., New York, was in the city a few hours March 29, en route home from the West. He talked very enthusiastically of conditions in the talking machine line.

Harry Markle, of H. E. & Harry Markle, dealers in Edison phonographs, No. 403 Public Square, Nashville, Tenn., left for home April 1. Mr. Markle is the inventor of a multiplex phonograph intended for cylinder records, and had been in the city for the past two months perfecting and completing a working model of his machine. Dealers and others who have witnessed its operation, declare it is constructed on correct principles, and are profuse in expressions of admiration. Mr. Markle said it would probably be six months before it would be placed on the market.

The National Phonograph Co. have opened a commercial department in the Schofield Building, this city, with J. O. Hanna in charge. Their system, it is claimed, is considered perfect and the company will no doubt prove a keen competitor in this field.

P. A. Powers, the talking machine man of Buffalo, was in Cleveland, March 30. He expressed himself highly elated with business prospects.

H. E. Jones, manager of the commercial department of the Columbia Phonograph Co., believes that in business matters in these hurrying, skurrying days one should always take the short cut to results, and should be sufficiently informed to kuow how to. "It is remarkable," said he, "when one comes to think of it, that business men of to-day who are generally so thoroughly up to date in most things, should be so ignorant as they often seem to be, as to the practicability and convenience of the talking machine commercially applied.

"An experience recently had, with one of the largest business houses in this vicinity was almost amusing in this direction. The head of the house was approached, and said very urbanely, 'Kindly be seated. What can I do for you?' At this a general outline of the commercial graphophone's possibilities was launched into at the end of which the gentleman said with great earnestness. 'But these machines are not practicable, because how do I know that the man whom I am writing to has got a machine himself to read my letters from?' This may seem like pure romance to the average person who is not a commercial talking machine man, but it is nevertheless cold truth. Another misconception which almost invariably is encountered, when the machines have never been actually in use, is that the speed of the machine for transcribing can be so reduced as to make the record talk slow enough to enable the operator to keep up with it on the typewriter, and it is sometimes more difficult to get a man who is going to do the dictating to realize that the proper method is to cut the matter up into phrases of four or five words, than it is to get the typewriter operator to see that such is the proper method.

"It is really remarkable, though, the widespread use, which is increasing every day, which the commercial graphophone enjoys. From the most unexpected sources inquiries come, and even people who have before tried the machines and have been discouraged, are to-day again taking up the use of them eagerly.

"The principal difficulty which the commercial graphophone user finds in practice is the securing of capable operators of the machines who are at the same time good typists. Here there is an excelleut field for the commercial school that is sufficiently enterprising and abreast of the times to comprehend this new and daily increasing need, and take advantage of it.

"The opportunities for the company selling the machines to educate operators are very limited, because of the difficulty, in the first place, of getting operators to realize that this is an additional qualification for a position nowadays. The commercial school's position in this direction would be different, dealing with entirely inexperienced pupils and having the opportunity to educate them along all lines as well as merely in the direction of handling the graphophones. This difficulty, however, has not been so serious, but that a large number of large and small business houses in this district have seen fit to install the machines in their offices during the past month. Some of the largest concerns in the outlying district and cities have also either installed the machines or displayed sufficient interest in them to have trial outfits placed in their offices. Altogether it would look as if the often-talked-of day, when shorthaud would be a back number in the average business office were close at hand."

The "Family Theater" Co., a new local organization, have leased from the Gaumont Chronophone Co. one of their chronomegaphones, and are remodeling a building originally constructed for a vaudeville theater, at No. 1876 East Ninth street, where they will give exhibitions. The iuterior is being fitted up in the finest style, and will have a seating capacity of 600, furnished with up-to-date opera chairs. It will be an ideal moving picture theater.

The Catholic bishop of Cleveland, indorsing a crusade against Sunday dancing, in a public manifesto, takes occasion to also condemu the moving picture shows and penny arcades as being "mischievous as they are vile." He concludes: "I am in favor of Sunday baseball. God almighty never intended that the Sabbath should be a Puritanical one." The bishop may have reached his conclusions by reason of the fact that baseball is prohibited by statute, while the moving picture business is not.

Notwithstanding the large number of moving picture shows in town, most of them are doing well. "We aren't doing so badly here, said the proprietor of one of the 5-cent theaters. "We are clearing on the average about $1,800 a month, and I expect to do considerably better than that before the business wears out." "I didn't suppose you made that much in a year out of so small an establishment," said his acquaintance. "Why," said the man on the high tide of

THIS

CABINET

can be used for any make Talking Machine with or without head. If used with head the sound can be brought through mouth, if without, sound can be brought through column; records can be kept in column when head is used.

Write for price and information

CHAS. RUPPEL, Mfr.
2611 N. 5th Street
PHILADELPHIA, PA.

prosperity, "I know a fellow who gave up a $75 a month job and started one of these places in a location that you can hardly see, and although he has been there only a short time, he is clearing about $600 a month."

The Akron City ordinance under which Mr. Charles Decker was arrested, charged with operating a phonograph on the street, advertising a picture show, was declared illegal in habeas corpus proceedings, March 25.

REPEATING PHONOGRAPH CLOCK.

A Novel and Useful Creation Worked Out by a Clockmaker Downtown—Some Possibilities in Getting Lazy Men Out of Bed.

A downtown clockmaker has worked out a repeating phonograph clock, which in his belief will in a large measure supplant the old style of bell repeaters. His mechanical arrangement consists of a pair of cylinder records on which have been recorded the hours and each five minutes of the day. These are moved along a bar by clock work, and when it is desired to know the time, the pressure of a button throws the diaphragm into place, the record revolves and announces the time after this fashion—"two thirty-five." He says it is only a matter of mechanics to produce a clock that at the proper time in the morning will release a weight that will lift the clothes off of a bed and at the same time call out, "John, it's time to get up. Hurry on now, the breakfast is on the table and all getting cold. Come on, get a move on you, etc.," with such repetitions and variations as will be most pleasing and effective in assisting the slumberer in throwing off his torpidity.

AN ELECTRIC MOTOR HORN.

The electric horn for automobiles, an English device, is an electric buzzer, fitted to a common automobile "toot" horn. A brass cylindrical case contains a steel vibrating disc, held at its periphery by two flanges and two electro-magnets, and the rapid vibration of the disc caused by the magnetization and demagnetization of the magnets yields a sound which is magnified in volume and effectiveness by the horn. The current is provided by an eight-volt accumulator. The signal can be maintained as long as is necessary or desired, the blast being louder and more continuous than that of the ordinary wind horn, and with the switch on the steering wheel the driver can give his warning without removing his hand from the wheel.

A CLEVER COLUMBIA WINDOW.

The Skill of Harold Godwin Again Displayed at 353 Broadway Where He Conceived Something Entirely Original and Attractive —The New Marconi Records Featured in a Most Effective Environment.

The windows of the Columbia Phonograph Co., at 353 Broadway, under the able decorative ability of Harold Godwin, continue to attract crowds that at times almost block the sidewalk, and has become a model for many of the merchants along that thoroughfare. A recent display called attention to the new English song, "Riding in the New Electric Car." A diminutive trolley car ran around the window with a full complement of passengers, motorman and conductor. A dangerous crossing bore the sign, "Beware of Imitations," and "Stop-Look-Listen-Columbia Records."

The display of this week was wholly given up to the new Marconi records, of which a sample shipment has reached New York. The object lessons plainly show the remarkable qualities of these new products. A scale beam suspended from a beam stand has a Marconi record at one end and a feather at the other—a sign that aptly illustrates the fact that they are as light as a feather. Another corner has a record in an envelope, which has been through the post office, plainly illustrating that these records may be mailed with perfect safety without any packing. The two center displays are worthy of a careful study. Two records placed on edge have a continuous electric spark playing between them. An enormous spark coil capable of generating 300,000 volts is hidden under the window, and is used for this display.

The exhibit is to suggest the Marconi wireless telegraph, and as the record label bears a picture of Mr. Marconi, the effect is extremely pleasing. Another object lesson is the fact that the records are flexible. A small stand has been erected, underneath which is an electric motor with a specially designed shaft. This reaches up through the floor of the platform, and working up and down continually bends a Marconi record back and forth, while a sign asks: "How can you break a record like this?"—Music Trade Review.

TALKING MACHINE IN EAST AFRICA.

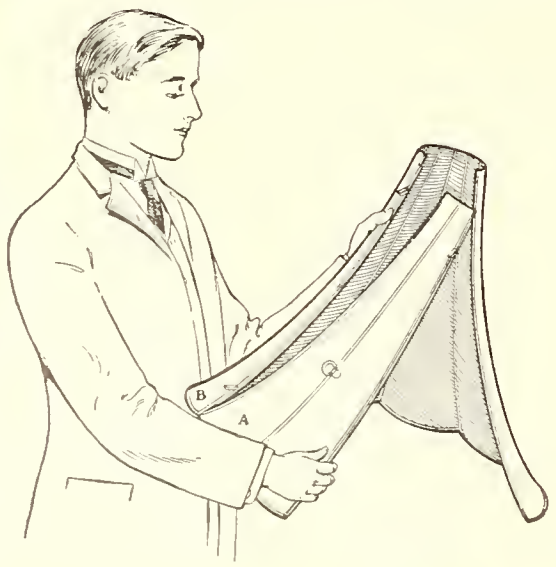
The Governor of British East Africa, while upon a recent visit to the wild trans-Tana districts, took along a talking machine, and the effect of its music upon the natives, a very primitive race, is said to have been wonderful to witness. In the Kenia forest, for instance, the natives could not be induced to come out of their retreats and meet the governor until the talker was started, when their curiosity overcame their fear and backwardness. Even then any unfamiliar sound proceeding from the machine, such as a bugle call, would cause the gallant warriors to retreat on the run.

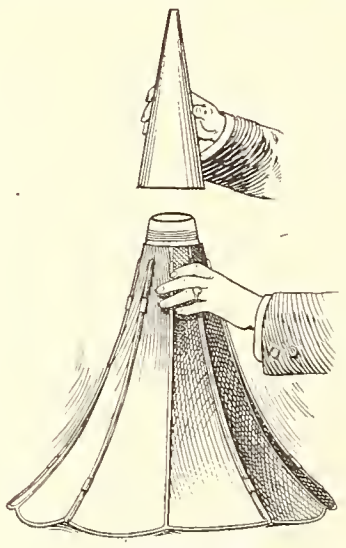
A little more than a year ago the wife of an organist in Kansas City while visiting in Minneapolis, sang "My Rosary" for a talking machine record. Not long afterward she died. The phonographic record was sent to her husband. Occasionally he listens to the sacred song as sung by her, and it is a great comfort to him.

The Columbia will move their Yonkers store to 116 New Main street on May 1, where they will have much larger quarters in which to handle their increasing business. W. J. Hance is the manager.

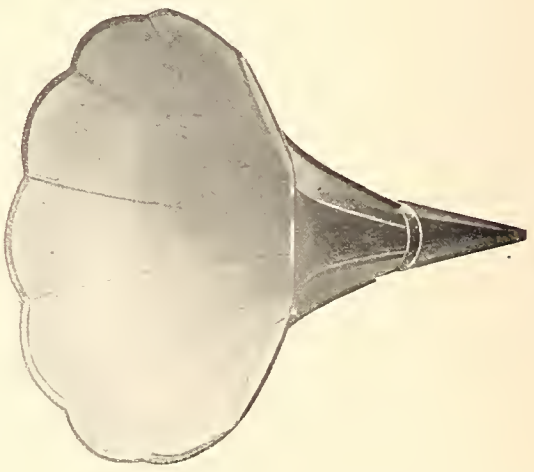
The KOMPAKT HORN

A Practical Sheet-Metal Collapsible **Flower Horn**
which anybody can put into use inside of one minute





Screw Tube



A new feature on the **Kompakt Horn** is the **Screw Nozzle,** which does away with Thumb Screws.

Worth Handling—Pays Large Profits

We manufacture a complete line of Brass and Sheet Steel Nickel-Plated Flower Horns finished in artistic designs and decorations. For catalogue and prices, address

The New Jersey Sheet Metal Company

9-11 Crawford Street, Newark, N. J., U. S. A.

GOOD REPORTS FROM ST. LOUIS.

Business Thirty Per Cent. Ahead of the Same Period Last Year—Walthall With Columbia Co.—Long Succeeds Ramsdell—Conroy Chats of Talking Machine Growth—Clancey's Good Columbia Report—Other Items.

(Special to The Talking Machine World.)

St. Louis, Mo., April 10, 1907.

The talking machine business still continues to boom, and trade for the month of March and the opening week of April is reported to be about 30 per cent over that for the same month a year ago. For the first quarter of the year business has maintained about this average, and the demand is for the best of goods. The record business is very heavy, and dealers are still suffering from a shortage of goods, and inability to get them as fast as needed.

E. B. Walthall, formerly manager of the talking machine department of the O. K. Houck Piano Co., left on April 1 to accept the position of manager of the retail sales department of the Columbia Phonograph Co. in Chicago. He left many friends here who wish him the greatest of success in his new field.

C. W. Long, formerly manager of the wholesale and retail talking machine department of the Cable Company, Chicago, has succeeded D. S. Ramsdell, formerly manager of the St. Louis Talking Machine Co., who has resigned to enter other business in Chicago. The departure of Mr. Ramsdell will be greatly regretted by all who knew him here, and his employes will remember him as a very kind and considerate employer. On the evening of March 21 Mr. Ramsdell gave a farewell reception to his former employes at his home, and during the evening they made him a very handsome present.

Charles P. Ramsdell, brother of D. S. Ramsdell, formerly stock clerk for the St. Louis Talking Machine Co., has resigned to go to Sioux Falls, S. D., where he will become a partuer in the Sioux Falls Talking Machine Exchange, which his brother, F. C. Ramsdell, conducts.

Mr. Ramsdell will be succeeded by L. A. Cummins, formerly connected with the talking machine department of the O. K. Houck Piano Co.

P. E. Conroy, president of the Conroy Piano Co., in speaking of their talking machine business, states: "I have been in the talking machine business twelve years, and the trade that we have had the first quarter of this year beats all records by a very large margin. Our trade throughout Kansas, Oklahoma and Texas, as well as other tributary States, has showed a phenomenal increase, and it is constantly growing, and the demand is for the best line of goods we carry." He added, "I consider this a remarkable showing in view of the fact that we are exclusively Edison dealers." Mr. Conroy will sail for a three months' tour of Europe in July, joining his wife and son, who are now in Berlin.

T. P. Clancy, manager of the Columbia Phonograph Co., reports a very fine trade for the month of March, and that their trade for the first quarter of the year will show nearly 30 per cent. increase over that of a year ago. The highest priced instruments are the best sellers, and the outlook is of the best. May Irwin, the actress, who recently played here, sang for some Columbia records, which will soon be on the market.

Marks Silverstone, president of the Silverstone Talking Machine Co., was called to Roanoke, Va., on March 26, by the death of his father. The funeral took place at Baltimore, Md., two days later. Mr. Silverstone returned the first week in April.

The Koerber-Brenner Music Co., report a fine talking machine trade for the month of April, and that everything is booming with them. A. Haas, one of their travelers, has left on a two months' Western trip.

The Balmer & Weber Music House Co. report a nice trade in their new talking machine department.

Manager Brewer, of the talking machine department of the Thiebes-Stierlin Music Co., reports an excellent business for the month of March, and that they sold a number of their highest priced instruments.

J. F. George Gunter, formerly with the St. Louis Talking Machine Co., has accepted a position as assistant to Manager Brewer, of the talking machine department of the Thiebes-Stierlin Music Co.

TO MAKE ELECTRIC SOUND DEVICES.

(Special to The Talking Machine World.)

Macon, Ga., April 8, 1907.

Citizens of the city of New York and of Macon made application in the Superior Court of Bibb last week for a charter for the American Callaphone Co. The application for charter recites that the capital stock is a million dollars and that half the amount has been paid in. The principal places of business will be Macon and New York. The applicants desire the privilege of increasing their capital to ten millions. The incorporators are A. G. Kaufman, L. J. Lippman and L. J. Waxlebaum, of New York City, and J. J. Waxlebaum and T. J. Carling, of Macon. The concern wished the right to manufacture and sell everything musical that reproduces sound by electricity or mechanical devices.

CRESSEY & ALLEN'S SHOW WINDOW.

(Special to The Talking Machine World.)

Portland, Me., April 9, 1907.

Cressey & Allen, the music dealers, recently had a window that attracted much attention. In the window was a turntable, seven feet across, and devoted exclusively to the display of Victor talking machines and appliances, the whole arranged in an artistic manner and making a very attractive display. The turntable was operated by electricity, and as it revolved, showing the many different machines, records, horns, etc., it gave the public a good idea of the class of goods to be found in the Victor parlors of this well-known concern.

Many a clerk has made customers for the store by being possessed of patience unlimited. Patience is to salesmanship what oil is to an axle.

THE AJAX—The Strongest Horn

Constructed in seventeen pieces of carefully selected, rust-proof sheet steel, thus giving the **AJAX** surprising strength, and **eliminates all danger in shipping and handling.**

ARTISTICALLY FINISHED HORN

Finished in light Enamel and Japan Colors. Baked in ovens built for the purpose. A positive proof against fading.

ATTRACTIVE HORN

THE AJAX is a horn of a very decided artistic appearance. A horn which you **will sell,** not keep.

We manufacture a complete line of Brass and Sheet Steel, Nickel Plated Flower Horns. Send for our new catalogue and prices—they will interest you. For further particulars, address

The New Jersey Sheet Metal Company

9-11 Crawford Street, Newark, N. J., U. S. A.

MUSIC OF THE JUNGLE

Reproduced by Prof. Starr Through the Medium of the Phonograph and Moving Picture Machine at His Interesting Lectures.

Prof. Frederick Starr, who returned some time ago from an extended visit to the African jungles, has been delivering a course of lectures at several of the leading universities on the lives and habits of the African cannibals, which have been interspersed with a number of love and war songs. Professor Starr did not waft the strains to the audience, but presented them by means of a talking machine, which he carried with him to the savage tribes on his 24,000-mile trip. He has recorded, he declares, all of the latest melodies of the pigmies, cannibals and barbarians of the Congo Free State.

Grand opera, he asserts, thrives among certain tribes—or at least something on the order of grand opera. Many of the cannibals were musically inclined—some with Caruso voices—and on certain festivities he was able to record the musical ceremonies.

The professor carried with him also a moving picture machine, and is therefore able to present a double bill to his classes. While the phonograph is reeling off the music the anthropologist throws the singer on a screen and sends him through his antics, which generally are quite varied.

THE TALKING MACHINE.

A Poetical Tribute by a Member of the Trade Which Is Worth Reading.

We are indebted to V. M. Hatfield, of the Hatfield Music House, Ossian, Ind., for the following tribute to the talking machine, which will be read with pleasure by our readers:

I have many home comforts and luxuries rare;
Diversions unnumbered that drive away care,—
Such as horses, and carriages, pictures and books;
Easy rockers, cigars, newspapers, and cooks.
I am fond of lawn tennis, and checkers, and cards.
To jovial companions I pay my regards.
But nothing affords me a pleasure so keen
As that musical wonder, my talking machine.

At the close of the day, when business is o'er,
I gladly escape from the cares of the store;
And flee to that hearthstone, where sunshine and cheer
Shed a radiance of welcome the whole of the year.
With the worries and cares of the day left behind,
A wealth of domestic enjoyment I find.
But the joys of the evening are heightened, I ween,
By that richest of treasures, my talking machine.

Some like the piano, while others insist
The organ stands first in the musical list.
The fiddle has friends, and so has the drum;
And even a bag pipe is music to some.
A cornet is pleasing; a dulcimer grand:
There's a ravishing charm in the village brass band.
I like all of these, and I have them. I mean
They're combined in my versatile talking machine.

Of heaven's rich gifts the most sensible choice
Is that envied possession, an exquisite voice.
A charming soprano, an orator bold,
Can quickly convert simple phrases to gold.
The well-rounded tones of a speaker has power
To hold an assembly through many an hour.
The world famous speakers I never have seen,
But I hear them at home, in my talking machine.

It sings like a bird, it cries like a child;
It scolds like a woman whose temper is "riled."
It puffs like a steamboat, it laughs like a clown:
It prays like a preacher when Satan's in town.
It swears like a parrot, it barks like a dog:
Declaims like a school boy, and grunts like a hog.
Its clever, its witty, its slangy, its green,
Its whatever you ask for, this talking machine.

There's one thing I recently happened to learn,
That a talking machine can serve a good turn.
There's an old-time adage you often have heard,
That a woman invariably has the last word.
I'm not much on argument, never could preach;
Like the ancient lawgiver, I'm tardy of speech.
So when the old woman gives vent to her spleen
I simply wind up my talking machine.

PETITIONING GERMAN GOVERNMENT.

The talking machine and record manufacturers of Germany are petitioning their government to prevent the revision of the Berne Convention so far as the free use of published music goes They maintain that the compulsory payment of royalties to composers or publishers would cripple their industry, which, after many losses and unexampled hard effort, is only just beginning to show returns.

BURKE CO. MAKE ASSIGNMENT.

Assets of the Brooklyn Co. Placed at $6,500 With Liabilities at $4,200—Business Is Being Continued—Thomas Burke Also Goes Into Bankruptcy.

On March 11 the Burke Talking Machine & Novelty Co., successors to Burke & Rous, 334 Fifth avenue, Brooklyn, N. Y., made an assignment to Leo Greenlinger. Their assets, face value, are placed at $6,500, with liabilities of $4,200. The business is being continued by the assignee, and it is probable the financial embarrassment is temporary; at least this is what the four leading creditors, whose claims aggregate over $3,000, are hoping. About the same time Thomas Burke, who was supposed to be the head and front of the company, went into voluntary bankruptcy on his individual account. It is claimed Mr. Burke had no financial interest in the company. The creditors are perplexed over the mixed situation.

LOVED WHAT HE ONCE DISLIKED.

Prof. Barili, the Well Known Musician a Great Admirer of the Talking Machine—Formerly Had No Use for One—Reason for Transformation.

Prof. Alfredo Barili, the well known Atlanta, Ga., musician, is the owner of a talking machine which he greatly prizes and regarding which there is quite a story. For a number of years, in fact, ever since talking machines were put on the market, they were Professor Barili's pet aversion. He registered an oath that he would never have one, and it only took the sound of a talking machine to set his teeth on edge. Last summer, however, fate conspired to make him the possessor of one, and, worse than all in his eyes, he actually played into one.

Professor Barili, as is well known, is a nephew of Adelina Patti, the famous singer. While visiting her last summer the agents of a talking machine company often induced her to sing into their machine. For years she had been importuned by various companies to sing for them, but the most flattering offers failed to tempt her. However, the particular talking machine company had made certain improvements which did away with her objections. She sang several songs to Professor Barili's accompaniment, and a short time ago she sent him a splendid machine with the records of her songs.

Professor Barili, in a chat with a writer in an Atlanta paper, says the occasion of her singing was an interesting one. Madame Patti was placed a certain distance from the talking machine, with a man behind her. As the range of the song was high or low she was moved rapidly forward or backward until it seemed that the breath would be jostled out of her; but, strange to say, her rather violent gymnastic exercise had no apparent effect on her and the records were well-nigh perfect. Considering Madame Patti's advanced age, of sixty-three, the records show her to possess a voice that is remarkable.

HENRY A. BISHOP ELECTED DIRECTOR.

On March 14, at a meeting of the American Graphophone Co.'s board of directors, Henry A. Bishop, of Bridgeport, Conn., was elected a member of the directory. The new director is a capitalist of note, widely known from his railroad connections, and at the present time is on the board of the following corporations: Western Union Telegraph Co., Connecticut National Bank, of Bridgeport; American District Telegraph Co.; also president of the Bridgeport Public Library and vice-president of that city's Board of Trade, besides being a director of every hospital, humane society and club in Bridgeport. Mr. Bishop is a graduate of Yale, and for many years was purchasing agent of the New York, New Haven & Hartford Railroad, and subsequently vice-president of the Western Maryland Railroad.

SALE OF USED TALKING MACHINES.

Upon the opening of their handsome talking machine parlors on the second floor of their building at Seventh and Main streets, Little Rock, Ark., the Hollenberg Music Co. held a sale of used "talkers," thus enabling people to possess a machine who would not pay the price of a new machine. This is said to be the first public sale of "used" machines.

The new prices on horn cranes manufactured by the Hawthorne & Sheble Manufacturing Co. have made such a hit that this company now have nearly one hundred hands working on cranes alone, and still they find it difficult to keep pace with the trade requirements. It is the old story—a good article sold at a popular price.

LOUIS BUEHN & BROTHER

FORMERLY

WELLS PHONOGRAPH COMPANY

offer to the dealers within several hundred miles of Philadelphia the largest stock of

Edison and Victor Goods

for their selection. Also a complete line of supplies and all the leading lines of

Horns, Cranes and Cabinets.

We make a specialty of supplying the needs of the dealer and promise the best possible service. If not already dealing with us it will pay you to get in touch with us. Prices on Horns, Cranes, Cabinets and all supplies for the asking.

Write for Catalogue.

45 North 9th Street, Philadelphia.

HARMFUL LEGISLATION.

Proposed Changes in the Conditional Bill of Sale in the Connecticut Legislature Have Been Brought to the Attention of the Talking Machine Trade in a Forceful Manner by the Pardee-Ellenberger Co. of New Haven.

(Special to The Talking Machine World.)

New Haven, Conn., April 4, 1907.

The various legislatures, including that of Connecticut, have been giving much attention this year to changes in the conditional bill of sale, used so generally in the musical instrument business. The bill recently introduced in the Legislature of this State, and which later was transferred to the judiciary committee, has been the subject of much concern to talking machine dealers. Among the first to recognize how unfavorably this measure would act on the talking machine interests were the Pardee-Ellenberger Co., the enterprising jobbers of Edison phonographs and records, in this city, who at once issued the following illuminative circular to the trade:

"A matter of vital interest to every phonograph dealer in the State of Connecticut is the presentation of a bill before the present session of the Legislature relative to goods sold on conditional bill of sale, or lease, as it is more generally called. The present law on this subject is, to quote from Chapter 113, Public Acts of 1905, as follows:

"'Section 4684 of the Grand Statutes is hereby amended by inserting after the word "instruments" in the seventh line of said section the word "phonographs and phonograph supplies," so that said section as amended shall read as follows: all contracts for the sale of personal property, conditioned that the title thereto shall remain in the vendor after delivery, shall be in writing, describing the property and all conditions of said sale, and shall be acknowledged before some competent authority and recorded within a reasonable time in the town clerk's office in the town where the vendee resides; but the provisions of this section shall not apply to household furniture, musical instruments, phonographs and phonograph supplies, bicycles or to property exempt from attachment and execution. Approved June 6th, 1905.'

"The bill as presented at this time was to eliminate the words 'musical instruments' from the present statutes, and at the hearing before the Judiciary Committee, the author of the bill gave notice that he intended to introduce a substitute bill which would cut out the words 'Phonographs and phonograph supplies' as well.

"Relieved of all its legal verbiage it would mean that if this was enacted, the sale of every phonograph or phonograph accessory sold on lease would have to be acknowledged before a notary or other magistrate, and would then have to be recorded in the office of the town clerk in the town where the vendee, or customer, resides; otherwise the protection afforded the vendor, or dealer, by the conditional bill of sale or lease would be legally forfeited in case of an attachment by a third party. The inconvenience and expense of such a course, to say nothing of the objections of purchasers to have the details of such sales made public is so apparent that no comment by us is necessary.

"We were represented by counsel at the hearing and vigorously opposed any change in the law and also claimed the right for a hearing for the phonograph dealers at some later date should the substitute bill be presented.

"Should the author of the bill persist in his purpose to present a substitute bill or should any other attempt be made at any time to take away the present rights of phonograph dealers through change in the existing law, we hope every dealer in the State will request his Senator and Representatives to oppose such substitute bill. We, on our part, shall follow this matter, and by every legitimate effort protect, to the extent of our powers, our dealers from annoying, expensive and useless legal requirements.

"It may not be generally known that it was due to our initiative and efforts that in 1905 the words 'phonographs and phonograph supplies' were inserted in this statute, relieving the dealer beyond any question, from the necessity of recording conditional sales of these articles.

"The welfare and interest of our dealers is ours as well, and they can rest assured that, as in the past, we shall look after their interests and aid them in every way possible in the safe, secure and profitable carrying on of their business."

Thanks to the immediate action taken by the Pardee-Ellenberger Co., the dealers throughout the State have been petitioning their representatives in the Legislature at Hartford to fight hard against the passage of this measure and the probabilities are that it will not be reported favorably by the Judiciary Committee.

THAT MYSTERIOUS MACHINE.

Who tampered with the correspondence talking machine? is a question just now agitating many minds, and a still hunt is in progress for the mischievous person responsible for the unaccountable antics of a hitherto staid and sober talking machine, says the Washington (D. C.) Times. It had never behaved that way before, but the clerks in the bookkeeping division were treated to a rather spicy and entertaining vaudeville performance the other day before the thing was squelched. The enunciation of the talking machine is particularly loud and distinct, and when it said, "Oh, fudge! I'm tired of this," everybody in the room, including several ladies, immediately whirled about in their seats and gazed with astonishment at the spectacle of a talking machine going on a rampage. And a rampage it surely was. The voice was rich and melodious. After it relieved its mind of the way things should be run at the printery, it changed tactics and whistled a bar from "Hiawatha." Then the mournful strains of "Wait Till the Sun Shines, Nellie" were beginning to issue forth, when one of the clerks recovered her presence of mind sufficiently to turn the stop lever and choke it off.

Mrs. Whitson, proprietor of the Whitson Music Co., Albuquerque, N. M., is one of the women music dealers who have made a success of selling talking machines. She handles the Victor and Edison lines.

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

Promptness

That's a word to conjure with! To build up a larger business; to draw your old customers closer to you; to make a good impression on new customers; to add a pile of dollars to your bank account.

How are you fixed to take care of your customers' wants? Is there anything in the talking-machine line that you haven't in stock—that some customer is liable to ask for and catch you napping? Would you be able to tell him or her exactly when you would have it? Could you be sure of keeping your promise?

That's when promptness counts—and it's largely up to your jobber. He must be prompt or you can't be. How does he size up when a similar line of questions is pointed at him? Reason out for yourself what his answers would be, and what they would mean to your business.

Our service is always right and particularly valuable when you get in a pinch. That is the time when you are sure to appreciate our promptness—the fact that we ship all goods the same day the orders are received.

Try us on anything you want in Victor talking machines and records, English needles, fibre cases, trumpet horns and other accessories.

Write today for our latest catalogue and see what a complete line of goods we handle.

The Victor Distributing and Export Company
77 Chambers Street New York

Reg. U. S. Pat. Off.

Artistic Flower Horns=

Beauty—Quality—Satisfied Customers

Imitations=

Gaudy—Quality—Repeat Orders

Which will you handle?

ARTISTIC FLOWER HORNS

are now recognized as the best and most salable product on the market.

HAWTHORNE & SHEBLE MFG. CO.

PHILADELPHIA, PENNA.

THE MONTHLY RECORD

OF THE

"STAR"

No. 1—First Seen by the Talking Machine World in March
No. 2—First Order Received in March
No. 3—First Shipment in March
No. 4—Sales Are Doubling Every Five Days

CHALLENGE

We challenge any Talking Machine or Record Company to show the same amount of initial business in the same length of time. We have received orders in the past forty-five days for more than 300,000 records.

The "STAR" is Growing into a PLANET

HAWTHORNE & SHEBLE MFG. CO.

Howard and Jefferson Sts., PHILADELPHIA, PA.

STATION O

PRACTICAL SUGGESTIONS AND COMMENTS.

CONCERT HALL TRANSFORMATION.

In talking with a Westeru dealer the other day he stated that in the several stores which he controls he has so arrauged the establishments that he can turn them into regular concert halls tor talking machine recitals wheuever desired. On one side the demoustrating booths are so arranged that they can fold up, forming an ornamental background, while ou the other side the counter is portable and folds up right under the shelving. At the rear is a handsome little stage arrangement which virtually falls into place without any apparent effort. This, with a fair equipment of camp stools, or other furnishings, turn the place into a handsome concert hall that holds a goodly number of people. As compared with the expense involved iu fitting out the place, the results in increased busiuess are amazing. Here is a tip worth noting.

IMPORTANT TO USE NEW NEEDLES

Dealers should make it a point to impress on their customers the advisability of not using a cheap ueedle more than once. Very many good records are spoiled by using a poor needle over again, and oftentimes the disc is actually damaged. Needles are inexpensive enough, while records, particularly those of grand opera, cost too much to experiment with. The needle, wheu worn, becomes broad and blunt, and if used over wears off not only the impressions made by the recorder, but is liable to spread or break the thread, in which case the disc is absolutely useless, inasmuch as the needle will not feed past the break. This damage is impossible when the Petmecky needle is used.

HOW NEEDLES ARE MADE.

And this brings to mind that our readers will doubtless be interested in how needles for high-grade talking machines are made. In making them a carbon steel road about 3-16 inch in diameter is generally used. The first process cousists in reducing this rod to wire about 1-16 inch in diameter, that of the finished needle. The operations are as follows: The rods are first heated in an annealing oven, and then slowly ccoled in order to soften them. In this heating and cooling process they become oxidized or coated with scales. To remove these they are tapped with hammers, after which they are "pickled" in a solution of acid and water, and again heated in another oven much cooler than the first to remove the effects of pickling. They are then taken to the wire-drawing machine, where the 3-16 inch soft rod being drawn through a die plate about ⅛ inch in diameter, is reduced to No. 8 wire. Drawing compresses and hardens the metal, making it necessary to repeat the annealing process before another reduction in diameter is possible. Therefore, these operations must be repeated about five times before the requisite reduction to 1-16 iuch, or No. 16 wire is obtained.

PASSES TO THE FORMING MACHINE.

The long coil of small wire is now passed to a forming machine, in appearance like a lathe, which in spinning around the wire, as fed through it, straightens and cuts it into rods about 18 inches in leugth. These rods are gathered up and taken to a grinding machine, an ingenious special mechanism which points the ends of about 150 of them at a time. They are fed to it sideways, and are held in exact position, fed through and turned as they grind against the stone by means of rubber tired wheels or rollers. One set of ends being pointed, the rods are reversed and again fed to the grinder to point the opposite ends. The now double-pointed rods pass to the cutting machine. Its operator siezes a handful (about 100) pushes the ends agaiust a plate to even them, places them in the cutting machine agaiust a gauge plate set ⅝ inch from the shear, and touching a lever cuts off 100 rough needles at a stroke. Turning the bunch of rods, eud for end 100 more needles drop into the hopper. The shorteued rods pass to the next grinder and theuce to the next cutter, and so on until the rod is about used up.

HARDENING THE NEEDLES

The now rough needles are spread evenly to the depth of an inch over the surface of a heavy iron plate or tray, and while on this tray are heated cherry red in a special furuace, on being removed from which they are at once thrown into large double cans containing whale oil to harden them. These cans are kept in a water tank for cooling purposes. The inner cans have strainers at the bottom, so that when removed with needles in them the oil drains back into the outer cans, which always remain in the water. The needles, perfectly shaped and hardeued, but still in the rough and gummy with oil, are placed in a huge pan or trough, which slides back and forth with jerking motion (somewhat like that of an ordinary ash sifter) ou the top of what may be called a "washing machine." Here they are treated to a bath of soft soap or soda and water, as they roll about in the bottom of the pan. After a thorough shaking up in this soapy mixture they are drained, and while still damp are placed in a tumbliug barrel, or, in other words, a slowly revolving barrel, pivoted at an angle of about 45 degrees. About double their bulk in dry sawdust is mixed with them, and in a short time dries them thoroughly. They are then separated from their sawdust towel by a rather ingenious contrivance, which sucks off the dust and leaves the needles.

PREPARED FOR FINAL POLISH.

It is now necessary to prepare their surfaces for the final polish, and to do this they are scoured. A batch numbering several thousand is mixed with a pasty looking compound, and the mass is wrapped into a cylindrical canvas packet about 5 inches in diameter and 2 feet in length. Several packets, tightly bound around with strong rope, are placed in a machine called a "mangler," in which they are rolled back and forth between two slabs as one would make a roll of butter. After this careful rolling or massage treatment is continued for some time, the needles, by rubbing against each other in the scouring compound, are thoroughly cleansed and smoothly surfaced, and are taken from the packets. They are then given a rinsing in clear water, and another turn in the sawdust barrel, after which they are for the last time packed into sausage-like canvas casings and rolled this time with a fine polishing compound. From this last mauling they emerge as finished product, and are sent to the stockroom, to be weighed (not counted) into packets of 100 or more, as required.

FORTY-TWO HANDLINGS IN ALL.

There are about 16 processes between the steel rod and the finished needle, or, if we count the number of operations uecessarily repeated in the wire drawing, annealing process, pickling, hammeriug, etc., there are about 42 handlings in all, and yet in no case is a needle handled singly as such.

NOISES IN OPERATION.

J. H. Wilson, of Salt Lake City, Utah, writes to The World that some customers to whom he recently sold machines complain that when they put on a record there is a griuding noise like a buzz-saw in the machine, and asks for a remedy. With such a lack of detail, it is almost impossib e to auswer fully, but the reason for this grinding noise is generally found in the governing shaft. If the noise is so great as to be noticeable when the machine is playiug, it would be best to give the instrument a thorough overhauling. It may be well also to put in new motor suspeusion springs, which, if properly adjusted, make the machine practically noiseless.

HANDY OUTFIT FOR REPAIRING.

The same correspoudent inquires where he could procure a convenieut outfit for repairing machiues. In this counectiou we may say that

Michigan Dealers Should Send Their Orders to

GRINNELL BROS., DETROIT

Authorized VICTOR and EDISON Distributers

ENLARGED and excellently equipped quarters, devoted exclusively to the wholesale Talking Machine business, enable us to give service unexcelled for promptness and accuracy. Orders invariably filled same day received, and none but absolutely new goods sent out under any circumstances.

PERFECT GOODS
PERFECT SERVICE
PERFECT SATISFACTION

WE carry an immense stock of everything in VICTOR and EDISON goods —Machines, Records, Horns of every description, Cranes, Record Cabinets, Needles, etc. No matter where located it will pay you to open an account with us. Write for our Catalogues and prices, and DO IT TO-DAY!

Try Us on Your Next Order! We Guarantee to Please You!

one of the best we know of is Kaiser's Handy Pack. It contains thirty small bottles, which are labeled blank for contents. They hold all needful supplies for repair parts for the reproducer and recorder, and will be found invaluable to dealer or repairer. The pack occupies a comparatively small space, being 12 by 14 inches, and can be secured through L. Kaiser, the inventor, 32 East 14th street, New York.

TROUBLES WITH SOUND BOXES.

"Many customers come in with their sound boxes and claim they are imperfect," said the repair man in a city talking machine store. "When I take them in hand I almost invariably discover that the screws that act as the tension on the rubber gasket that holds the diaphragm in place has become loosened or that a thick coating of dust has become attached to the edges of the diaphragm. The result of the former is a disagreeable rasp, which is ofteu attributed to the record. The matter of tightening them up is simple, and every dealer should carefully examine the sound boxes on the machines he sells to make sure that they have been properly tightened up or have not become loose in use in the warerooms. If the dealers would iustruct the users of talking machines to cover up sound boxes when not in use, and to dust them out occasionally with a fine camel's-hair brush, they will find their patrons receiving much greater satisfaction from their purchases. An accumulation of dust prevents the proper vibration of the diaphragm, and in consequence the tone is lacking in resonance, the same as that of a violin when a mute is placed on the bridge."

THE RUSTING OF NEEDLES.

"I have recently discovered that much of the wear on disc records come from the fact that the fine points on the needles now in use is extremely liable to rust," said a dealer to The World, "and I am now treating all of the needles used by me so as to prevent that difficulty, and am advising my patrons to buy in small packages. I think if the points could be treated to a thin bath of copper, much of this trouble would be obviated. When the point of a needle is attacked by rust the friction against the disc wears it away much more rapidly than is intended, and as a result, it is widened out to an extent that seriously damages the thiu walls, particularly when it is used on a 12-inch record. 1 make it a point to keep all needles in stock in the dryest place I can find, and even then I have opened new boxes and found the points imperfect. Were it not for the cost, I believe tempered manganese bronze would make an ideal material for needles, and I have made a few out of that metal and have found them to wear much better than steel, and practically free from ordinary oxidization. They can be made harder and given a higher polish than anything except nickel steel, which also might prove a good needle material."

SPECIAL SERVICE OF SONG

For Easter Heard Through the Talking Machine —How Good Music Was Enjoyed.

In a nearby suburban church, where the choir is composed of the rawest kind of raw material, it was decided to have a special service of song for Easter, but the progress was slow and very painful to the hearers. Finally a geutleman of the congregation, who possessed a good disc talking machine, took it to the rehearsal. The tenor was struggling with "The Palms." The record of that song by one of the best tenors was placed on the machine, and he was instructed to sing in unison with it. The first few attempts resulted in a dire failure, but eventually he won out. "Come All Ye Faithful," by a quartet, was used to drill the full choir with equal success. The result was a surprise to the congregation when Easter morning came. The timing of the records to the organ was accomplished by regulating the speed of the machine. The choir is now regularly practicing by the use of the talking machine as a leader, and the list of sacred songs published by the various companies is being carefully searched for all that can be used on the various occasions.

PIANO DEALERS MUST WAKE UP.

Will Have to Regard the Talking Machine as a part of the Legitimate Music Trade Business —An Interesting Chat on This Subject.

One of the leading piano dealers in a large Pennsylvania city, who carries a full liue of talking machines, recently said to The World: "I believe the time is at hand when the piano dealer will have to regard the talking machine as a part of the legitimate music trade business, and take steps to handle it as such. Since taking it up 1 have found it not only profitable from the sale of machines and records, but from the sale of pianos and music to the owners of the machines. I know that they have assisted in the sale of pianos by making the owners realize that the manual production of music is even a greater pleasure than the automatic reproduction of the machine. I have also fouud that the sale of music has been increased through their agency, the publishers to the contrary. Many of those who buy a record come back in a few days and ask for the published song, and I am now trying to keep copies of the words and music of the popular records in stock. In my store the talkiug machine department receives the same attention as does the oue devoted to pianos and organs, and the public will naturally prefer to go into a reputable piauo store to buy machines and records than to a place where the talking machine is the ouly article of musical merchandise, the combination being bicycles, caudy or some other wares foreign to that class of business. Of course, stores devoted strictly to the talking machine business are another thing, and they are tending to elevate the business wherever established if conducted properly. I find in many of the large cities the leading piano houses are doing the best talking machine business, and have a class of customers that will not go to variety or department stores."

An excellent talking machine busiuess is done in Margaretville, N. Y., by Charles Gorsch, who handles the Victor liue.

RECENT INCORPORATIONS.

The Standard Talking Machine Co., Chicago, have incorporated with a capital of $2,500 for the purpose of manufacturing talking machines. Directors: W. B. Walrath, Clinton S. Woolfolk, Robert L. Lane.

* * * *

The American Film Service, Chicago, have incorporated with a capital of $2,500 for the purpose of manufacturing moving picture machines and parts. Directors: Leo Schoenbrim, Joseph Burke, Charles Lederer.

* * * *

The National Cameraphone Co., New York, have been incorporated to manufacture moving picture machines, sound machines, give exhibitions, etc. Capital, $150,000. Incorporators: James A. Whitman, Francis Fitch, Arnold F. Wainwright, 42 Broadway, New York, and others.

* * * *

The Solon Vendophone Co., Armour, S. D., a foreign corporation, has filed a certificate of incorporation with the Secretary of the State of Wisconsin. Capital, $25,000. The principal place of business, Superior, with W. F. Albright as ageut.

* * * *

La Compania Edison Hispano-Americano (phonographs), Newark, was incorporated last week with the Secretary of State of New Jersey, with a capital of $25,000. Incorporators: John E. Heim, Hugo Boepple, Jr., John G. Van Blarcom.

* * * *

The Van Phonograph Co., Cincinnati, O., have incorporated, with a capital of $10,000. Directors, Herbert Van Cleve and others.

NEW LINE OF MACHINES.

We hear rumors about a new line of disc talking machines shortly to be offered to the public by a well-known and established firm. New mechanical features of high merit distinguish the models. We expect to have more to say on this subject in the next issue of The World.

BLACKMAN'S SPECIAL OFFER.

FREE

WE ARE GIVING AWAY SAMPLES OF GOODS YOU NEED AND SELL AT A BIG PROFIT

DON'T LOSE YOUR CHANCE

WE have a number of Talking Machine Specialties that we manufacture and sell to JOBBERS and DEALERS. **We** KNOW they are the **BEST** but we want **YOU** to know it. We will stand the expense.

WE TAKE ALL THE RISK

If you are a QUALIFIED Jobber or Dealer and fill in coupon below we will send you samples of our specialties ABSOLUTELY FREE. DO IT NOW.

If you find our specialties are all we claim, we win your confidence in them, but we don't stop there.

Orders will be filled on the "MONEY BACK" plan to insure ABSOLUTE SATISFACTION. Fill in coupon now.

BLACKMAN TALKING MACHINE CO.,
97 Chambers St., New York. Date, ...190....

Gentlemen:

As per your "Special Offer," please send FREE SAMPLES. I am a ..... handling
☞ Fill in Jobber or Dealer.

EDISON, VICTOR, ZON-O-PHONE, COLUMBIA.
☞ Cross out machines you don't handle.

Yours truly,

NAME..... *ADDRESS*.....

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH

CHINESE:
SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH

HINDUSTANEE:
URDU
MARATHI
GUJARATHI
HINDI
TARSI

TAMIL
MALAYIAN

INTERNATIONAL CATALOGUE (224 Pages) GRATIS

(See description in pages 23 and 24 this issue)

UP-TO-DATE ADVERTISING

CORRESPONDENCE INVITED

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

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Review of the Trade Situation—Cycle Dealers Not Doing Their Duty to the Industry—British Sonogram Co. to Make Double Sided Records—Popularity of the White Record—Russell Hunting Co. Branching Out—Seymour Specialties—Decision in Edison Bell vs. National Phonograph Co. Litigation—Columbia Staff Changes—Visitors to Leipsic Fair—Plan for Permanent Talking Machine Exposition—Battistini Latest Gramophone Recruit—Other News of Interest.

(Special to The Talking Machine World.)

World Office, 69 Basinghall Street,
London, E. C., England, April 5, 1907.

The London talking machine trade is not in a very flourishing condition, the majority of dealers and factors reporting business as quiet during March. This is apparently not attributable to anything in particular, yet be it recognized that the cycle dealer knows more about it than any one. He will tell you that there is no demand for records, the season is over and so forth. It must be so—it is so, he has spokeu! And all we can do is to take up the pen in corroboration—more or less. I prefer the "less." Unfortunately the talking machine trade cannot at present be independent of cycle dealers collectively, but there will come a time—and in the not far distant future, too—when this class of shopkeeper shall be cut off the books as unfit to handle musical goods. "Unfit" in more senses than one. They are in the first place bad payers, cause a lot of trouble to the factors, while, as a rule, they are not too well educated, and in the majority of cases lack the essential elementary musical knowledge to sell records, however good a salesman they may be of cycles. And is it to be supposed that the record enthusiast could tolerate being served by such tradesmen who often wait upon a customer iu their dirty greasy overalls straight from the workshop? No, he demands to be served by a man decently clad, who is au fait with all the latest selections listed by the various companies; in fact, the talking machine salesman of the future must of necessity be associated in more appropriate surroundings than that usually obtaining in cycle shops.

At the American Talking Machine Co., I was recently discussing this matter with Mr. Nottingham, who advanced some pertinent views along the above lines. At the same time objection is taken to the man who mixes up tar, soap, shaving, etc., with the sale of talking machine goods. With the object of eliminating these jugglers in ordinary to all and sundry trades, Mr. Nottingham is shortly convening a meeting of factors to decide upon the best means of protecting the genuine dealer from such and other shopkeepers who stock a few records and obtain to order only. Said my informant: "To have to pay carriage on and supply a dozen or so records, not only entails loss of valuable time, with small financial benefit to us, but is grossly uufair to the dealer who makes a good show and sends large orders, and who, in a great number of instances, occupies premises a few doors off the man in questiou, who very often cuts prices as well. The chief firms have been approached upon this subject, and it is to be hoped that an agreement will be come to, to supply not less than a fixed quantity and at fixed prices. The effect of such reforms means the saving of considerable trouble aud office expenditure, and the trade all round will attain a much more satisfactory condition by giving encouragement aud protection to legitimate and enterprising dealers."

A New Double-Sided Disc.

The British Sonogram Co., Ltd., are the pioneers of yet another disc double-sided record, priced at 2 shillings. It is flexible and unbreakable, and can be sent through the post in just an ordinary envelope without any risk whatever. A good and varied repertoire by the best talent obtainable will be provided. The directors of this company include many well-known men, among whom may be mentioned Paul Mellerio as managing director, late of the British Zonophone and Gramophone companies; Mr. Hans Knudsen, of liquid air fame, will act as consulting engineer, while G. H. Burt will manage the works. The latter gentleman is perhaps better known in America, where he fouuded the Burt Co. some years ago. Others associated are D. J. Rees; secretary, Mr. J. Dempsey; sales manager, Mr. Sidney Smith; musical director, whose reputation as a composer and conductor is well known. The company have a fully equipped and up-to-date factory at Stockport, and it is their intention to secure London offices in City Road.

Edison-Bell Co.'s Latest Productions.

The Edison-Bell Co. announce that they will have ready shortly four new types of phonographs, which will be manufactured in their own premises. No. 1 will run two records, No. 2 four, No. 3 six and No. 4 ten records at one winding. The retail prices are £1 15s., £2 10s., £3 15s. and £4 15s., respectively. The "Gem" and "Standard" makes will be continued.

Novel Development of the Recording Art.

There is an action pending affecting a large motor bus company who have refused to accept a number of new buses from the manufacturers on the ground that they would not be licensed to run on the streets, owing to the very excessive noise made in running. In order to judge of the noise difference between these and other buses, Mr. C. R. Johnstone, chief of the Edison-Bell recording staff, recently took records both in and outside of a number of buses at midnight on the high road not ten miles from London. The results were eminently successful, and the records will be put in as evidence at the trial.

The "White" Record for Canadian Dealers.

In conversation recently with James H. White, of the Geueral Phonograph Co., he said: "In the last issue of The Talking Machine World you gave currency to the fact that we are receiving large orders from Australia for the 'White' record, I may say the extent of the order was far in excess of the number mentioned, which is significant of the fact that our special bid for the foreign and colonial trade has brought us much business. It may interest your readers to know that we have closed a contract with a large German firm to supply no less than one million records at the rate of 20,000 per week. This agreement will entitle the firm in question to supply the demand in both Germany and Austria. We shall ourselves supply direct to all other countries, and we especially invite application from Canadian dealers who do not handle the 'White' record. The preferential tariff allows of export, and we can supply to any extent. I am coufident there is a good field in Canada for cylinder record trade, and if necessary we shall send a representative to break ground in all the provinces, as the 'White' record provides a fair margin of profit to the trade." Apart from the cylinder record, the General Phonograph Co. will shortly have their "Phono Disc" ready, and have also started manufacturing a disc machine, which, from personal test, proved itself most reliable. The motor is well made, and will run two 7-inch or one 12-inch record at one wind.

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC

ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued.)

The case is round and made of metal, the sound-box, fitted with a permanent sapphire pointed needle, reproduces a full and rich tone, and a special attachment is provided to play gramophone and other needle cut records, while the tone arm is surmounted by a prettily shaped flower horn of an exclusive pattern. The whole outfit retails at the extraordinary low price of £2, and shows a good profit for the dealer.

Russians Enjoy the Gramophone.

A Russian cruiser squadron recently paid a two days' visit to these shores. At the invitation of the King a select party of sailors journeyed to London sightseeing. In the afternoon a visit was paid to the Hippodrome, and what most interested the sons of the sea was the animated pictures and gramophone, so said a sailor visitor in conversation with a Daily Mail representative.

New Talking Machine Novelties.

Fr. Rauth's announcement (elsewhere) contains particulars of some fine talking machine novelties and accessories. He is also advertising cheap disc machines for export and genuine recording and reproducing sapphires. The Lyraphone double-sided disc record, which Mr. Rauth is handling in this country, is well supported by up-to-date dealers, who appreciate the advantages of these full-toned records, which provide a repertoire of an international character.

Russell Hunting Co.'s New Building.

By the time this is in print the Russell Hunting Record Co. will be housed in their new building at 13, 15 and 17 City Road, some particulars of which I shall give in our next issue. For the present the company announced a very special Welsh list of records, which are considered the best ever made. "Lilley," for titles, the well-known Cardiff (Welsh) factor, has placed the largest order received from the English factors. He writes in regard to these Welsh records: "Sales booming, everybody delighted and enthusiastic." Ted and Mary Hopkins and Tom Owen —three very successful and popular Welsh comedians—are at their best in these records, while Mr. David Brazell, baritone, records three of the popular Welsh selections in the native vernacular. There are also Welsh airs by Hunting's concert, and the Imperial Infantry bands. All fine sellers.

Seymour Phonograph Specialties.

F. M. Russell & Co. have issued a very neat and comprehensive catalogue of the "Henry Seymour" phonograph specialties, covering reproducers with various diaphragms, recorders, amplifying horns, tone analyzers, sound-tight joints, machine sundries, etc. The difference between the trade and retail prices show a fair margin of profit to the dealer. Anent the "Seymour Indestructible Record," I am authorized to say that the many difficulties which arose in equipping their temporary factory in Clerkenwell have been successfully overcome, but that the trade must not expect to be fully catered for until more plant has been laid down at the company's larger works in Willesden. We are now engaged in fitting up these works," said Mr. Palliard, "but until they are completely equipped we shall not possibly be able to meet the demand. This, judging from the enormous number of inquiries which we received even prior to the issue of our samples to the trade. The price of this indestructible record is fixed at 1s. 6d. In our next issue further particulars will be given.

Referee to Assess Damages in Edison-Bell Suit.

The case of the Edison-Bell Consolidated Phonograph Co., Ltd., plaintiffs, versus the National Phonograph Co., Ltd., defendants, in the High Court of Justice, Chancery Division, has created quite some attention in the trade. The cause of this action arose in consequence of a circular issued by the defendants on the 13th of September, 1905, of which the following is a copy:

"TO ALL FACTORS—MISUSE OF NAME 'EDISON.'

"In consequence of the misunderstanding that has arisen in the confusion of trade names The National Phonograph Company, Limited, who are the sole owners of Mr. T. A. Edison's autograph trade mark and the sole distributors in this country of his genuine phonographs and records, hereby give notice that they cannot supply their goods to any dealer who is handling or continues to purchase goods made in imitation of genuine Edison manufactures. To prevent misconception it is necessary to announce that this Company has no connection whatever, directly or indirectly with any other company in this country, and that no other firm has any right to the use of Mr. Edison's name, trade mark and present manufactures.

"THE NATIONAL PHONOGRAPH CO., LTD.,
"JAS. H. WHITE, Managing Director.

A writ was issued by the plaintiffs on the 21st of the same month, the claim being (1) a declaration that the plaintiffs are entitled to use the name 'Edison' in connection with their phonographic goods, subject only to the restrictions on such user imposed by clause 2 of an agreement dated May 6, 1904; (2) an injunction to restrain the defendants from publishing, issuing or circulating any circular, or other advertisement, calculated or intended to induce the belief, and from otherwise representing that the plaintiffs are not entitled to use the name 'Edison' subject to the said restrictions; (3) damages; (4) costs.

This action came for trial before Mr. Justice Neville on Friday, the 22d of March, and lasted until Monday, the 25th, on which day his lordship gave judgment in the terms stated below:

Counsel for plaintiffs stated that both they and their predecessors had, since 1892, used the name of Edison-Bell, under an agreement with Mr. Edison. Mr. Edison was a shareholder in the defendant company, which was registered with a capital of £100, and was an American company.

For the plaintiffs, Mr. J. E. Hough, manager, gave evidence as to the right of the company to use the name, and the consideration paid for such right by the predecessors of the present company, namely, £40,000, and also as to the injury to the plaintiffs' business caused by the

HAVE THE BEST

Canadian dealers and jobbers should bear in mind,

The "White" Record

IS

BRITISH MADE

and by purchasing this record they benefit by the preferential tariff.

Stock this record and increase your sales.

The "White" Record has merit, and the large sales are the best evidence of this.

JAS. ANDERSON
255-257-259 Clarendon Street
SO. MELBOURNE
SOLE SELLING AGENT FOR AUSTRALIA

Retail Price 1/- Each

LATEST TITLES

ALL GOOD SELLERS

162	John, go put your trousers on	Will Danby
163	Cheyenne	Peter Dawson
164	Two dirty little Hands	Marie Blythe
165	I Love a Lassie	Hector Grant
166	In dear old Georgia	Peter Dawson
167	Funny Tales	Johnny Wakefield
168	The Bellman	Arthur Gilbert
169	Home again, my Cherry Blossom	Walter Webster
170	Au Revoir, my little Hyacinth	Walter Webster
171	Women get the best of it	Johnny Wakefield
172	Where, Oh Where	Will Danby
173	Galloping Major	Will Danby
174	Whispering of the Flowers	Empire Military Band
175	The First Quarrel	Yola Noble & Will Danby
176	I wish I had someone to love me	Hector Grant

Send your name and address for prices and terms and all particulars.

THE GENERAL PHONOGRAPH COMPANY, Ltd.,

26 Euston Building, Euston Road
LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued).

issue of the said circular. Several of the plaintiffs' factors also gave evidence to the effect that they understood and fully believed that the circular referred to, and was aimed at, the Edison Bell Co. and their products, and indeed referred to them and no other. A number of witnesses who were called stated that they had been induced by the circular to withhold orders from the plaintiff company, but admitted that the real Edison goods were sold by the defendants.

For the defense Mr. Croydon Marks, who is a director of the defendant company, and the attorney in Great Britain of Mr. T. A. Edison, alleged that the circular was not intended to, and did not, in fact, refer to the Edison-Bell Co., but was intended to be applied to various wrongdoers who duplicated records, and who used the name "Edison" as applied to their commodities, electric rings, bicycles and the like.

Mr. Marks also stated that the circular was drawn by himself in conjunction with Mr. White, the then managing director of the company, but was issued by Mr. White during his, the witnesses' absence from London; in fact, three or four days after he had left England for America, and upon receiving a copy of the same while in New York, and after consultation with Mr. W. E. Gilmore, it was decided to cable to England to withdraw the circular, which was accordingly done, the circular being withdrawn on the 22d of the same month.

The learned judge, after having heard the counsel for defendant in reply, intimated to the plaintiffs' counsel that he did not require him to reply on the case, and proceeded to deliver judgment, in which he stated that the plaintiffs were entitled to judgment on all issues, and were entitled to an injunction against the defendants, who, although they had withdrawn the circular, had not withdrawn the innnendo, or definite statement that the plaintiffs were not entitled to the use of the name "Edison."

He also found that the circular was libellous and malicious, and that the plaintiffs were entitled to substantial damages, irrespective of the absolute proof of such damage, bnt that he would not assess damages, it being a matter which should and mnst come before an official referee for assessment. He also directed that the defendants must pay the costs and refused the application of the defendants' counsel that the payment of costs mnst depend npon the assessment of damages, as he found that whatever amount should be assessed the plaintiffs had in fact sustained damage and the costs must be paid by the defendants.

Various rumors have been floating about as to the amount of damages claimed by the plaintiff company. Having made inquiries I find that no specific amonnt for damages was claimed, that being a matter which mnst be left for the assessment of the official referee, who will be duly appointed.

Some Columbia Staff Changes.

The Columbia people have enlisted the services of H. T. Bristow, who has hitherto represented the Neophone Co. in the Eastern connties. The late export manager of the Neophone people, T. F. Bragg, is another recruit to the Columbia Co., who have given him the superintendence of their shipping department.

The position of assistant manager of the London branch of the Columbia Phonograph Co., vacated by C. J. Hopkins, whose removal to Buenos Ayres, we annonnced last month, has been filled by the appointment of W. E. Hanshue.

The managership of the office graphophone department of the Columbia Phonograph Co. has been put into the hands of W. Pike, lately with the F. E. Potter Advertising Agency. The extensive acquaintance with London bnsiness houses gained by Mr. Pike while with his old firm will stand him in good service in his new position.

A Remarkable Record.

A leaflet, which the Columbia Phonograph Co. are issuing to users of their records, calls attention to a most attractive composition by Francis Popy, entitled "Whistling Pierrettes Polka." This is recorded in splendid style by the London Military Band on Columbia cylinder and disc records Nos. 201,440 and 25,958, respectively. The piece is qnite exhilarating, and has all the charm of novelty, some original effects being secured by very pretty whistling passages. It evokes such admiration wherever performed that the Columbia Co. are publishing this special leaflet lest any nsers of Columbia records should overlook the nnmber.

The Leipzig Fair.

According to reports which I have received, the annual fair at Leipzig was a complete success in every way. Business during the week maintained a good average in comparison with previous seasons, but there were not so many talking machine novelties in evidence as has hitherto been the case. Among the important buyers who attended the fair were: George Murdoch and Ronald Fulton (J. G. Murdoch & Co.), Louis Sterling (Russell Hunting Record Co.), F. W. Nottingham (American Talking Machine Co.), Max Samuel and Mr. Balcombe (Barnett, Samuel & Sons), Mr. W. Herzog (New Polyphon Supply Co.), Swaine Stoddart (Parker Phone Co., Bradford), Mr. and Mrs. Charles Duwe; Mr. Ross (J. J. Stockall & Sons, Ltd.), O. Ruhl (Beka Record Co.), Mr. Harris (Harris & Co., Dublin), E. C. Paskell (Colmore Depot, Birmingham), and I. Lyon (Lyon & Co., City Road, E. C.).

Columbia at the University Races.

The Oxford and Cambridge University boat race presented an opportnnity of forcefnl advertising which the Columbia Phonograph Co. did not allow to pass. The thonsands of persons who had gathered to watch the fortunes of the rival blues were regaled for an hour and a half before the race by a lively graphophonic entertainment. The Colnmbia people had secured a launch, on which they carried some of their typical models and a supply of records. Flags and streamers were gaily displayed, announcing to the vast assembly the name of the firm and its specialities. Two graphophones were kept playing on the launch, the sound-magnifying "Premier" and the "Regal," the one at the stern, the other at the bow, confusion being avoided and two andiences reached simnltaneously by turning the horns in different directions. Up and down the Thames, first on the Surrey side, than on the Middlesex, the Colnmbia craft made its way to the accompaniment of expressions of approval shouted from the banks. All the arrangements were in charge of W. E. Hanshue, the new assistant manager of the London branch, who is to be congratulated on the very successfnl carrying out of an impressive bit of advertising.

Proposed Talking Machine Exhibition.

The other day we met J. Lewis Young, who is well known on this side of the water as one of the pioneers of the talking machine bnsiness, and whose ready pen is so frequently used to help along the talking machine indnstry. He informed me that he had been endeavoring for a considerable time to so arrange his affairs as would give him time to develop a scheme which he has had in mind for the last three years, namely, the installation of a permanent talking machine exhibition in London, and he has jnst got an option on some large premises in Phonoland, otherwise City Road, with a floor space of nearly 30,000 feet. The building is eminently adapted for the pnrpose, is being lighted by electricity, a passengers' lift is being put in, together with heating apparatns. The total cost of this alone being $10,000, while the rental of the building is $7,500 per annum, but as the exhibition will be held nnder Board of Trade regulations it is believed that there will be only the local taxation in addition to the rent.

It is well known that in nearly all the German towns there is a building controlled by the gov-

We have

taken this space to tell you that we are specialists in all and everything appertaining to the TALKING MACHINE INDUSTRY, from a complete outfit to the smallest accessory.

Our 72-Page Catalogue

(sent free on receipt of trade card) is conceded to be a complete cyclopædia of the trade.

OUR PRICES WILL SURPRISE YOU!

We want

a **responsible firm** in each country to carry samples and represent us on commission. Applications should cover references. We are the largest and oldest exclusive talking machine house in Europe.

American Talking Machine Co.

31 Tabernacle Street, LONDON, ENGLAND

No Fakes

SAPPHIRES
Guaranteed Genuine
Recording and Reproducing
Shaving Knives, Etc.
Edison and Columbia Types
Needles
All Accessories Made to Order

CHEAP DISC MACHINES
FOR EXPORT
Lyrophone Disc Record, only
double-sided International
Repertoire
Specialty: Hebrew Records

Apply to **FR. RAUTH, 9 Christopher St., LONDON, E. C.**

MANUFACTURER OF DISC RECORD ALBUMS

12x10 inch Flower Horns, Shaded; 13 x 11 inch, etc., also in Brass; and all the other articles advertised in last copy.

FROM OUR LONDON HEADQUARTERS—(Continued.)

ernment, which is called a Muster Lager, in which is to be found the manufacturing products of that particular town, and it occurred to J. Lewis Young that as there is not among the trade such confidence in the business as the capital invested in it should command, such an exhibition as he proposes would go far to impress all concerned of the wide scope and importance of the industry.

He says that very frequently when he meets a man whom he has not seen for some years, and he is asked what he is doing, and he replies, "Still doing something in talking machines," he generally hears a remark to this effect, "Oh, I thought that had all petered out long ago." This is not as it should be.

Further, the exhibition will be for the trade only, and it will be of an international character. Lewis Young, who will shortly be able to take the matter up, will act as curator or president, and will afford to inquirers every information necessary.

The exhibition will be controlled by a council of manufacturers and factors, and others interested in the trade, and it is intended that only firms who are actual manufacturers will be able to exhibit as such, and any firm who is found duplicating or stealing other firms' records will not be permitted to exhibit or to have a location in the building.

Information of interest to the industry will be sent to all manufacturers, factors, dealers, shipping houses, etc., and efforts will be made to interest a better class of dealers than now exists in this country. Also to induce the dealer to pay more attention to his stock and provide himself with goods in a business-like way, and not as is now done by thousands of dealers who just stock a few records and procure goods to order only. Nothing will be sold at the exhibition, and it will be the aim of the council to make the exhibition of such a benefit to the trade, that any manufacturer producing a new article will only be too anxious to have it exhibited in the councils exhibition.

Lewis Young rightly says that London is the Mecca of the world, that the talking machine is an international article, and derives its charm from the fact that it is not confined to any particular language or music, therefore, there cannot possibly be any sentimental objection to an exhibition of the character he proposes. He says he has devoted 20 years of his life to free trade in talking machines, and it was not until such free trade came about that the business became anything worth talking about.

He also says that he, like a great many other men who are pioneers, has been in the past, greatly misunderstood, because when he says "free trade" in talkers he does not mean that an inventor shall not have the benefit of his invention, but he says that he objects most strongly to an inventor getting the monopoly of an article and then refusing to supply it to the public or to act in a reasonable and business-like way in connection with his invention. Twenty-one years ago he dedicated his life and his money to the talking machine, as he believed in it, and he does believe in it now, but he has had a very hard road to travel and has several times fallen, as it were, by the way, but he is optimistic, and all he has striven for has come about, and he further believes that this exhibition idea is the best scheme of his life, as it will benefit the manufacturer, the factor, the dealer and the buying public.

In fact, he says, that having regard to the support he has already received, that if he opened the exhibition to-morrow there would be such an immense press boom that it alone would be worth all the money that has been expended in promoting the affair. As before stated, it is understood that nothing will be sold at the exhibition, and no orders taken. It is to be purely a standing advertisement of the industry, and is intended to create a great impression and introduce the goods.

The building is being prepared and unless some unforeseen circumstances occur it will be licked into shape in the course of a few months, and as the talking machine business here is a season's one, he hopes to have everything prepared by September next, and then to work the press for all it is worth, and so make the running for the talking machine trade for the season. Mr. Young's address is 69 Fore street, London, E. C., where any communications on this subject will find him. He rightly says that the affair cannot be organized without trouble and expense, and provided the latter is not too great for his pocket, there is every prospect of the success of the scheme.

A Pathetic Communication.

There are many homes where the talking machine is held in peculiarly tender regard because of its ability "to reproduce the sound of a voice that is still," just as the photograph recalls the vanished face and form. An affecting instance is furnished in a letter recently received from a Welsh miner by the manager of the Columbia Phonograph Co.'s Cardiff branch. The communication proceeds: "I suppose you read about the disaster that occurred here, in which six men were killed. My stepson was one of them, and a fortnight ago my brother-in-law died. I wish to have a cylinder machine because my son and brother-in-law have sung on records, and I can hear their voices again at home by having your Columbia Jewel graphophone in my home."

To Use for Lectures.

An office graphophone has recently been sold by the Columbia Co. to a Birmingham gentleman for use for lecturing purposes in conjunction with a limelight lantern.

Gramophone Progress.

Signor Battistini, the famous baritone, is the latest gramophone recruit. His records have proved a great success, and are said to be only equaled by Caruso. The marvelous range of voice and dramatic power displayed by this wonderful singer were greatly applauded at Covent Garden recently. The recording is all that one could wish, and the series of thirteen records give the public an opportunity of hearing Signor Battistini in some of his finest moments. We will print later a portrait of the great singer in his picturesque native costume. The whole thirteen records are 12 inch, and price at fifteen shillings each.

Reminder of Hook of Holland Disaster.

The sad disaster by the Hook of Holland has been reflected in several communications received by the Columbia Phonograph Co. in this city. Some few of the passengers and crew of the ill-fated "Berlin" apparently were users of the graphophone or interested inquirers, and letters addressed to them have been returned indorsed with the brief yet pregnant phrase, "Lost at sea," or notes have been received from other members of the victims' families, conveying the somber news at greater length.

Russians Afraid of the Columbia Record.

The talking machine is the latest suspect of the Russian Government. Newspaper reports have familiarized us with the arbitrariness of police methods in the Czar's dominions—the forcible entry into private premises in search of incriminating evidence against political progressives and similar behavior. And now the Columbia Phonograph Co. have had an unwelcome experience of official espionage at their Warsaw branch. Through some misapprehension, it was reported that revolutionary songs were being published on Columbia records, and the other Sunday, without any warning, the police pounced down on the establishment, took the manager into custody, and ransacked the stock of records. The search revealed no grounds for suspicion, yet the manager was held under arrest the whole day.

Exhibition of Office Devices.

At the exhibition of office devices and business aids to be held at Olympia from the 4th to the 13th of July next, the Columbia commercial graphophone is sure to attract its full share of attention.

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality **Best Workmanship** **Best Value**

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St. London, E. C., England

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued.)

PRICE CUTTING DISCUSSED.

Some Important Contributions on This Subject from Mr. Manson of the Russell Hunting Co. and Lewis Young—Both Advocate a Firm Attitude Against Price Cutters—Co-operation Also Essential—The Prices of Supplies.

(Special to The Talking Machine World.)
World Office, 69 Basinghall Street,
London, Eng., April 3, 1907.

The crusade against price cutting started in our last issue has attracted widespread interest throughout the trade. Leading members of the trade expressed some very pertinent opinions, and—hereunder we present some more. If the stability of this industry is to be preserved, fixed prices must be adhered to. All are agreed upon this vital matter, and it but remains for two or three of the prominent manufacturers to take the initiative in the formation of a better means of protecting trade than now existing, to put the industry on a firmer basis to the benefit of all.

Mr. Manson's Views.

W. Manson, the genial assistant manager of the Russell Hunting Record Co., writes as follows concerniug the very prevalent practice of cuttiug fixed prices:

"The attitude of my company toward price cutters is most conclusively shown by the legal actions which we have so successfully taken against many of these pests. I see that some of the other manufacturing companies are also taking steps to stamp out a practice, which, if allowed to continue, would make it impossible for the honest dealer to get a living. In view of the success which individual compauies have met with in their endeavor to insure dealers getting a good working profit out of talkiug machine records, I should be glad to see a combination of manufacturers formed, specially to deal with this question. It would then be possible to devise such a course of action as would effectively nip in the bud any attempt of pettifogging shopkeepers to indulge in such an unscrupulous method of attracting trade from their competitors. Talking machines and records have become so deservedly popular that it would be a thousand pities if the trade were to be upset by a handful of men who cannot build up a business by legitimate means. The Russell Hunting Record Co., Ltd., is determined to uphold its rights, and at the same time to protect those dealers who maintain the proper selling price of 'Sterling' records. Our efforts have created that feeling of confidence which is absolutely necessary for the development of trade, and we have received letters from numbers of dealers throughout the kingdom, congratulating us upon the firm stand we have assumed, and upon the success which has attended us in the actions we have undertaken, and they further state that it has given them heart to keep large stocks of 'Sterling' records, and to work all they know to bring the merits of our product under the notice of the public."

Some Interesting Views by Mr. Lewis Young.

"England is a country by itself, its laws and its people have all been bred, born and nurtured in freedom and in all transactions, whether it be in private life or in business, which has any resemblance to restraint, it is resented, and it has often been said by foreigners that they in business would just as soon take an Englishman's word as his bond, and this is no more strongly exemplified than the conduct of the British in Iudia, where the confideuce in the Englishman is so great that there was instituted a system of 'chits,' which is a great convenience to everybody. The system of checks again exemplifies the confidence which one business man has in the other.

"I remember when I was in business in Amsterdam some years ago not one firm in fifty that I did business with had a check book, whereas in England the smallest firm would never dream of paying actual specie when they could do so with a check. I mention these facts to show the inherent love of the Englishman for what they rightly or wrongly call freedom.

"The Englishman's idea of business is this: 'If I buy, say, a record for 16 cents I have got a perfect right to sell it for 17 cents, and if I am clever enough to run my business so that the one cent profit is sufficient to cover my expenses, it is purely a matter for myself, and not for the manufacturer to dictate to me what I shall do.' It is this view of the case which the dealer takes. He wants to be free and does not believe in the American system of price agreement which savors of a trust scheme which he won't have at any price. He thinks the obligation is on the part of the seller and in all our ordinary business transactions this is so.

"The British shopkeeper, be he ever so big and ever so wealthy, will be found frequeutly serving customers in his own store, aud he does not think it beneath his dignity. He does not also forget to offer his thanks to his customers for their kind patronage. On the other hand the Americaus, when they come to London, do not at all care for the manner in which we conduct our shops.

"The 'floorwalker' and obsequious salesman is all foreign to them, accustomed as they are to roam through their department stores at their own free will, and to practically serve themselves. This latter system largely prevails on the Continent. Certainly all attempts to restrict the man who pays for the goods has failed, and it has been held that the labeling of conditions on goods does not biud the purchaser unless he nas actually signed a contract. An eminent judge during the trial of a talking machine case the other day called the labeling practice 'all stuff and nonsense.'

"But I am quite sure that if the dealer were made to realize all the harm he does to the trade when he cuts prices he will generally be willing to act in a reasonable way, but unfortunately the manufacturers have not in the past approached the dealer with a smile and a big stick, but they have generally gone with two big sticks and a few bulldogs, and this to an Englishman and probably to any other man of any nationality, means fight.

"Take the case of one very large sportshouse here which for years stuck out, and is to-day cutting prices of many articles which I feel sure if they were reasoned with they would not do. I feel that the policy of writs and litigation in trade is not a good one. You may succeed with one, but immediately some one else, out of sheer devilment, comes up.

"Another point is this: The lack of harmony between the manufacturers themselves. This is very deplorable, because the remedy for the confirmed price cutter is for all the manufacturers to notify their factors not to supply any price cutter with any goods whatsoever. Of course, the price cutter will try to get them through his friends, but he will soon get tired of this, and will either go out of the business or come into line.

"Further, if we examine the list of price cutters we shall find that they are, as a rule, small people possessed of the peculiar characteristics of the narrow-minded, and who are of the class that we could very well dispense with in our trade, or they are those who make a capital advertisement out of it. I believe that as time goes on there will come into the trade serious people with more capital at command, and who will take a keen interest in the talker from a dilletanti as well as the profit point of view, and these small disturbers of our peace will drop out.

"I have but very rarely heard of price cutting in gramophone goods, and this comes about by the fact that the Gramophone Co. pick and choose their dealers, and if they find any of those dealers doing something which is against the best interest of all concerned they, to my own knowledge, send a represeutative to talk the matter over and try to arrive at a modus vivendi. In my opinion, price cutting can only be stopped by the co-operation of the manufacturers and the co-operatiou of factors, and by introducing into the business a better class of dealer altogether.

"It is, I suppose, generally known that in January, 1901, I introduced here the Edison goods, and spent a great deal of time and money in the work. Some little time ago a gentleman connected with the business informed me that he thought I was greatly to blame in the matter of the undesirable handlers—the cycle trade—because I had assisted at the commencement, or, rather, at the renaissance of the business, to bring them into it. My reply was one which can be confirmed by every one in the trade here, that when I started in the business there was not a single firm in Great Britain who bought 300 records at a time. There were no factors or

THE BRITISH BOOM OF THE YEAR!

THE RECORD THAT'S HALF AN INCH LONGER!

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s. Liberal Discount for Export 25 CENTS

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THE RUSSELL HUNTING RECORD CO., Ltd.

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Australasian Representative: H. A. PARKER, 19 Hunter Street, SYDNEY

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

dealers in phonographs. The Edison-Bell Co., which had had the monopoly of the business here, supplied, as a rule, direct to the public, and the music trade which ought to have been the natural channel of distribution would not look at phonographs, and I call to mind the many times tnat even a firm like George Murdock & Co., who now devote a whole building to talking machines, showed Mr. Sinclair, who was then my partner, and myself the door.

"It was at that time heart-breaking work, and when at last we hit upon the idea of selling the goods to the cycle factors we thought we had done the best thing that human beings would do. But what has happened is this, the Gramophone Co. have gone on improving their products, they have been able to show to the music trade that the bicycle man has been doing good business in talkers, and that they have lost the sale of small goods such as flutes and violins through it, and further the music trade, after taking up gramophones, have found out that they can also sell cylinder records, and so to-day there is slowly but surely coming into the business a more reliable, gentlemanly and adaptable man than the cycle dealer. It will be seen at the same time that if the cycle dealer had not taken up the talker the music dealer would not have done so, for the reason that I have before given.

"Perhaps I am getting away from the question of price cutting, but I believe that these remarks taken as a whole have a good bearing upon the subject, and I hope that the day will not be long before manufacturers, both American and Continental, will meet in all friendliness, and make common cause against the price cutter. The talking machine industry has, in my opinion, not commenced, it is only in its infancy. Both the records and machines we have to-day, in my opinion, have not advanced very much, we have the same old wax records that we had in early days, except that the manufacturers have learned that by moulding it it becomes case hardened and gives a better result.

"The same people are making the same discs as they did 10 years ago. It is all old, and that being the case, there must be some room for invention, for improvement, for perfection, and when these attributes of the talker comes about a new era will dawn and machines that we have thought best to-day will be scrapped as were the old 'Bone Shakers' high bicycles and early motor cars. I myself am very pleased to think that we have not perfected them, because if they were so the business might soon come to an end. But I think it is good enough to go along with as you, Mr. Sturdy, say you are going to send my remarks to your ever interesting paper, permit me to wish to my old friends in what they proudly call God's own country, my hearty good wishes."

Mr. Tobin on Price Maintenance.

"On the question of price maintenance," said Mr. Tobin, "what is wanted is a protective association, formed mainly to look after the interest of legitimate dealers. As it is, the cutters are having a good time at our expense. It will be remembered that last year Mr. Tobin made a determined effort to secure co-operation in forming a retail protective association, but, unfortunately, his trouble met with little response from those best able to help. Nothing daunted he will, in the near future, make a personal canvass of prominent London dealers, from whom he will secure such a demand for redress as will compel manufacturers and factors to provide whole-hearted protection of their interests; and, why not? They can do it in the cycle industry, and, if a little more complicated, the same facilities for protection are offered in the talking machine trade."

TEXAS PHONOGRAPH CO.'S REPORT.

(Special to The Talking Machine World.)
Houston, Tex., April 9, 1907.

At a stockholders' meeting of the Texas Phonograph Co., held last week, a dividend of 3 per cent. was declared for last quarter, payable April 1. The March report of Treasurer Parrish showed an increase of $4,000 over business of February, over that of the corresponding month of last year, 300 per cent. increase in volume of business. This company has declared quarterly dividends of 3 per cent. for the past three years.

EDISON'S FISHING EXPERIENCE.

While Thomas A. Edison and his wife were fishing in Florida recently Mrs. Edison hooked a shark nearly six feet long. At the first bite the shark nearly pulled Mrs. Edison out of the boat, but upon Mr. Edison coming to her assistance the shark ran with the tackle, towing the boat after him, for some distance until exhausted, when it was dragged into shallow water, where Mrs. Edison's brother killed it with a harpoon.

A NEW DIAFRAM

which combines all the qualities required of the perfect one without the objectionable features.

NO { Blast, Rattle, Wear, Squeak } MORE { Volume, Range, Natural, Sweetness } EMBODYING { Depth of Tone, Indestructibility, Clearness, Uniformity }

An ideal diaphragm which improves any reproducer; adds Volume and Sweetness to a remarkable degree.

Adaptable to any make of Sound Box, whether Disc or Cylinder. State kind of reproducer, Diaphragm is required for. **Sample sent upon receipt of 25 cents, or one dozen of one kind or assorted for One Dollar.**

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To SOUTHWESTERN DEALERS

We carry the Largest Stock of EDISON MACHINES and RECORDS and General Talking Machine Supplies west of New York.

CONROY PIANO CO.

COR. 11th AND OLIVE STS., ST. LOUIS

FIBRE FIBRE

The "MEGA"

A Distinctive Product for a Discriminating Trade

PHONO MEGA HORN

PERFECT IN TIMBRE

Built on the Principle of the Sounding Board

For general all around satisfaction, the "Mega" is without a peer. Any one of our regular models will convince you our argument is sound. If your jobber cannot supply you write to us direct. We shall be pleased to send you our literature. It will pay you to become acquainted with our product.

THE "MEGA" SCHEDULES

TRUMPET SHAPE
For Cylinder Machines

	Length.	Bell.
Junior "Mega"	22 in.	13½ in.
Medium "Mega"	27 "	17 "
Senior "Mega"	30 "	23 "

Colors

Inside	Outside
Road Cart Red	Tuscan Red
Twilight Blue	Royal Blue
Lavender	Moss Green
Apple Green	Moss Green
Moss Pink	Moss Green

Gold neck—Gold hoop.

RECORDING "MEGA"

Length.....25 in. Bell.....6½ in.

Colors

Tuscan Red. Royal Blue.
Gold-neck—Gold hoop.

FLOWER TYPE
For Cylinder Machines

	Length.	Bell.
Junior Flower "Mega"	26 in.	16½ in.
Senior Flower "Mega"	32 "	23 "

FLOWER TYPE
For Victor Machines

	Length.	Bell.
Senior Victor Flower "Mega"	26½ in.	23 in.

Colors

Crimson Magenta Violet
Royal Blue Old Rose

Blended inside and outside.
Green neck—Gold stripes—Gold edge.

FLOWER SHAPE, DECORATED
For Cylinder Machines

	Length.	Bell.
Junior Flower Decratd "Mega"	26 in.	16½ in.
Senior Flower Decratd "Mega"	32 "	23 "

FLOWER SHAPE, DECORATED
For Victor Machines

	Length.	Bell.
Senior Victor Flower Decorated	26½ in.	23 in.

Colors	Studies
Carmine	Poppies
Royal Blue	Roses
Violet	Pansies
Ivory Black	Chrysanthemums

(Black in Senior types only)
Gold neck—Gold edge—Gold stripes.

A Type, Style and Price for Every Requirement.

PHONO MEGA HORN

Trade Mark. Registered.

E. A. & A. G. SCHOETTEL
MAKERS
Broad St., Maspeth, Queens Co., N. Y.

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For the makers & sellers of talking machines

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J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. N. Tyler, B. Brittain Wilson, A. J. Nicklin.

Boston Office: Ernest L. Waitt, 278a Tremont St.
Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.
Telephones: Central, 414; Automatic, 8643.
Philadelphia Office: W. H. Prescott.
Minneapolis and St. Paul: A. W. Shaw.
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Cleveland Office: G. F. Prescott.
London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.
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☞IMPORTANT.—Advertisements or changes should reach this office by the first of each month. Advertisements arriving too late for insertion in the current issue will, in the absence of instructions, be inserted in the succeeding issue.

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, APRIL 15, 1907.

OUR reports for the month past indicate a very satisfactory condition existing in the talking machine industry, and it is believed that if there should come a lull in the general business of the country that this particular trade would not suffer as much as many of the others which we could enumerate. Talking machine men may feel that they rest on about as secure a business platform as any of the trades. The sales of high priced machines would probably drop off materially, but it will be a long time before a business depression would seriously affect the talking machine business. The talkers have a strong hold upon the people.

THERE is in some departments of the trade much difficulty experienced in filling orders promptly. It is impossible to get materials readily, and several of the largest concerns, when discussing these matters with The World this week, remarked that they have been hampered seriously in their factory output through their inability to secure raw materials as promptly as they desired. This is a serious matter, and ultra good times sometimes work out almost as much unhappiness as slow times. The most happiness in conducting a business is really found when times are moderately good. Everyone then is not rushing and crowding to the extent which they are in these busy days. Manufacturers find it difficult to keep up with their orders, and they are constantly compelled to write apologies and explain to their factors the reasons why they cannot send their orders along more promptly.

SPRING business may be said now to be fairly under way with the coming of seasonable weather, and both manufacturers and jobbers are fully occupied in supplying the demands of the trade. It would seem, if the price of metals continues to advance, that substantial raises in the wholesale price of talking machines must be made. It should be understood that there have been substantial raises in prices of brass, copper and various metals and woods which are used in the construction of machines. Thus far, the manufacturers have refrained from advancing prices, giving their jobbers and dealers the fullest advantage. Whether this condition will continue to remain as at present is rather problematical.

SHIPPERS have experienced considerable delay in the delivery of freight, and the result is not a little inconvenience to manufacturers primarily, and to the distributers and public ultimately. Notwithstanding efforts to overcome this troublesome condition of things, the delays in delivering materials to the factories and goods to the merchant is perhaps as serious as at any time, as the roads seem unable to cope with the great volume of business which is forced upon them. The disposition to control, not always along reasonable lines, and with grave danger of checking their enterprise, together with the intimate relation they bear to financial matters, have united in developing a condition of things which, notwithstanding the existing prosperity, is regarded as a possible menace to the continued commercial and industrial well-being of the country. A hope, however, is entertained that these disturbing influences may not go too far, and the confidence may not be unreasonably shaken.

FORTUNATELY the crops of the country are excellent and the agricultural prospects are more than brilliant. The divorcement between the great West and Wall street has been clearly established, and business outside of those districts directly affected by the financial fluctuations is sure to enjoy good commercial conditions. The consumption of goods of all kinds goes on apace, and the complaint among merchants of all lines, including talking machine men, is still of the difficulty of keeping their stocks full. While in some lines there is unquestionably more promptness in supplying goods, the many back orders placed long ago evidence the unrelaxed demands which are being made upon the factories. Sluggishness in collections is reported in some sections, but there is little serious danger experienced on this account.

A WESTERN dealer writing to The World says: "I am amazed to see the position of the talking machine industry, as evidenced by your splendid publication. To my mind, no talking machine dealer can afford to be without your journal, which gives so much of interest and of value to those whose interests lie along talking machine lines. The development of the industry has been phenomenal, and I believe that it must have been aided very materially by your publication, to which the trade certainly are under deep obligations." We have received a number of communications along similar lines, and it is surprising to those unacquainted with the actual developments of this industry how it has thrived and prospered during the past few years.

IT is of the most vital importance that every man who has invested dollars either in the jobbing or retail trade should keep himself thoroughly posted on all changes and improvements that are constantly being brought out by the manufacturers in these lines. There are brainy, intelligent men, hard at work, developing the talking machine to higher and better things, and that they have accomplished much is evidenced when we contrast the splendid product of to-day with the crude production of years ago. Then again, there are so many by-products, shall we say, that is, talking machine accessories, which are indispensable to those retailing the product.

EVERY talking machine man should have the latest and best devices which are put forth always in his store. He should be ready to give the customer at any time information along lines which are interesting to his caller, and the only way to do this is to keep in constant touch with trade developments. As one prominent manufacturer remarked: "There is no better way, nor can one gain greater knowledge from any one source, than from The World. It is the only paper in America devoted to the interests of the talking machine men, and it is broadening and increasing its influence with each issue."

THE men who succeed in all business lines today are those who keep in the closest possible touch with improvements and inventions in their line, and if there is a special field which is more productive than the talking machine industry in patented inventions just at the present time, we do not know where to locate it. Look over our record of patents and inventions each month. There is no other special industry outside of the electrical lines that can compare with it. Of course, there are a lot of inventions which are impracticable, which have not been developed up to the correct standpoint, but it is well to know of the bad inventions as well as the good, in other words, to know what everyone is doing in the talking machine industry. Keep in touch with it; keep posted. It will pay.

IT was only recently on a Western trip that a well-known jobber, while looking around for a copy of The World, asked his manager where it had been placed. He replied by saying: "I am never able to keep that paper for more than an hour: some of the boys will always pounce upon it, and when I wish to see it I am never able to locate it." The proprietor remarked: "That condition is a decided compliment to the paper, and if it is so useful to us I think we had better subscribe for half a dozen more copies." So this particular jobber has a number of copies coming to his establishment each month, and the educational force among his salesmen amounts to considerably more than the annual cost to him.

SALESMEN who read and who keep posted on conditions in their own industry are the ones who invariably increase their own income. It is the bright, up-to-date salesman who will win out, and the talking machine industry is aided materially by the influence of an army of young, bright fellows who are engaged in selling talking machines. Most of them know that it pays to watch developments, and to make themselves more valuable to their employers, learn more about the talking machine so that they can represent it in a more intelligent manner and interest their customers in a greater degree. There is no point too small to be overlooked in modern business, because it is a number of these small points when properly presented that make an unsurmountable argument. It is the little things in life that accumulate into the larger ones, and it is the small things in the life of a salesman which, if overlooked, will send him down the hill instead of up to greater prosperity.

NEWS FROM HERE AND THERE.

The Douglas Phonograph Co., 89 Chambers street, New York, have repainted the front of their store and all the signs a brilliant red, picked out in gold, making it one of the most conspicuous places on the street. Prismatic glass has displaced the former plate in the upper part of the display window, throwing a flood of bright light into the interior, and rendering the use of the electric incandescents entirely unnecessary. The company have recently acquired the sole agency in the Greater New York territory for the "Many-Use" oil.

M. B. Romaine, who recently returned from a two weeks' trip West on special business for the National Phonograph Co., calling upon the jobbing trade, will visit the New England States on the same errand at an early date. Subsequently he will probably go South.

As musical director for the International Record Co., Auburn, N. Y., G. Peluso has recorded a large number of fine instrumentals at their New York laboratory. Mr. P. is a well-known musician of many years' standing in the profession, and has been connected with several famous musical organizations. He is also regarded as an expect in instrumental sound reproduction.

At a session of the Grand Consistory of Scottish Rite Masons, recently held in the Scottish Rite Cathedral, New Orleans, La., the National Automatic Fire Alarm Co., of that city, loaned a Victor Auxetophone for the three days' convention. The machine was used during the musical ceremonies, and one of the old members of the order, who had never listened to anything of the kind, made a strong protest when he heard the Auxetophone singing one of Miss C. Morgan's sacred selections, believing there was a woman in the lodge room. The reproduction was so perfect that the majority of the lodge, being from St. Joe, Mo., had to be shown the machine. E. H. McFall, president and general manager of the National Automatic Fire Alarm Co., believes this to be the best unsolicited recommendation the Victor Talking Machine Co. ever received, and the incident was the general talk of New Orleans at the time, and to which was credited the sale of several Auxetophones that followed on its happeniug.

John P. Kelsey, the new manager of the Bettini Phonograph Co., New York City, assuming the position March 11, has inaugurated an entire new system of conducting the business, the complete change being effected on the first of the current month. Mr. Kelsey, lately secretary of the Eastern Talking Machine Jobbers' Association, is one of the best-knowu men in the Eastern trade, his connection beginning with the old North American Phonograph Co., the pioneer concern in the line, and which marketed the first machine invented by Thomas A. Edison, namely, the tinfoil record device. In short, Mr. Kelsey is one of the "old guard," though still reckoned as a man considerably on the sunny side of forty.

A. P. Petit, general manager of the Talking Machine Supply Co., after calling on the trade in the Pacific Coast territory, has started East, and will probably be in New York by the end of the month. He has touched all the principal intermediate points on his way West, and booked a splendid line of orders, goods to go forward immediately. Mr. Petit is greatly enamored with the manner in which the Western talking machine houses do business. Mayhap "A. P." will deliver a course of lectures on this interesting subject some day.

The New Jersey Sheet Metal Co., Newark, N. J., have just issued a handsomely printed catalogue containing illustrations and descriptions of the various styles of horns which they manufacture, as well as other specialties. The volume is destined to interest the trade. The New Jersey Sheet Metal Co. are having a big call for their sheet metal collapsible horn, which embodies many recent improvements. They report export trade good.

R. H. Morris, secretary and general manager of the American Talking Machine Co., Brooklyn, N. Y., who has been on the sick list for several months, returned to business a fortnight ago. His absence was keenly felt by his associates who cordially welcomed him back to his post of duty, and warmly congratulated him on his recovery, in which The World heartily joins.

The Victor H. Rapke Co., with the redoubtable Victor H., president, has equipped a new factory at 530-538 East 72d street, New York City, for the manufacture of the Rapke collapsible horn, crane and other specialties. They will also have installed a repair department, complete in every detail, for the "diagnosis and cure of sick talking machines." Mr. Rapke has purchased an automobile to gather up his patients in and about New York, guaranteeing to return them in sound condition. John Born, for thirty-two years superintendent of the Western Co., will occupy the same position with the V. H. R. & Co. The main office will remain at 225 East 86th street, the wholesale and retail departments at 1661 Second avenue.

F. M. Prescott, who recently retired from the International Talking Machine Co., Berlin, arrives on April 19 to reside permanently in this country.

At a meeting of the creditors of Sol Bloom held on Wednesday last, a settlement of his affairs was agreed upon. Payment of all indebtedness in full is to be made within twelve months in quarterly payments. As soon as possible the receiver will vacate and Mr. Bloom again assume management of the business.

A taper tone arm and horn has been brought out by a Cleveland, O., inventor for the Edison machines. An effort is being made to have the National Phonograph Co. adopt it officially.

You will find it Profitable

To handle our line of Musical Instruments and Musical Merchandise in connection with your Talking Machine business. Our large 500-page catalogue is free for the asking—send for it at once and get in touch with us. A small investment will put in a good stock. At any rate write, it will prove profitable to both.

THE RUDOLPH WURLITZER CO.

MANUFACTURERS AND IMPORTERS OF MUSICAL INSTRUMENTS AND MUSICAL MERCHANDISE

Cincinnati and Chicago

Concerning Perfect Records

MR. DEALER:—

A customer may ask you, "What make of record is the best?"

If you are a "Columbia man" you can reply with the incontestable fact that the best records are the

COLUMBIA RECORDS

The reasons are these:

EXPERIENCE in manufacture is as indispensable as genius in invention. The Columbia Company are the originators of the record industry, and consequently LEAD in experience.

The GREATEST and MOST ENTERPRISING INVENTORS in the field are Columbia men, whose genius has produced exclusively for the Columbia, ALL THAT IS NEW AND UP-TO-DATE.

OUR FACILITIES ARE GREATEST: the largest talking machine and record factory in existence, and we are the only company operating laboratories in all the great musical centres of the world, resulting in the BEST and GREATEST VARIETY OF MUSIC.

Through our superior knowledge of the best record material, as well as the art of recording, the SMOOTH and STAY PERFECT QUALITY of Columbia Records is supreme.

As Columbia Records always receive HIGHEST AWARDS when exhibited in competition with all other makes, the superiority of Columbia Records is beyond question.

These arguments are convincing because based on indisputable facts, such as the recent U. S. Circuit Court decision as to the superiority of the Columbia Record-making process.

You can lead the Record business when you deal in Columbia Records.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

IMMENSE STOCK FOR BABSON BROS. HANDSOME NEW BUILDING.

(Special to The Talking Machine World.)
World Office, 195 Wabash avenue,
Chicago, Ill., April 10, 1907.

We present herewith a photograph of the fine new building which Babson Bros. are just completing at the corner of 19th street and Marshall Boulevard, on the west side, and which is a monument to the enterprise and remarkable progress of the firm who have built and will occupy it. The structure is five stories, pressed brick and stone, 150 by 80 feet in size. In the basement is the shipping room. The offices will be on the first floor, and the second, third and fourth floors will be given up entirely to stockrooms. The wholesale record stock will occupy the entire fifth floor. This floor has been designed especially for records, and has immense skylights running the entire length of the building. The firm has unobstructed light on all four sides of the building. They also own 400 feet of additional frontage on 19th street, and thus have plenty of room for expansion. The rear of the building is right on the C., B. & Q. tracks, and the firm have their own private switches in their own yard. The building was put up in less than sixty days by the employment of an immense force of mechanics working overtime. It is of the best and most durable construction throughout, and is one of the largest buildings in the world devoted exclusively to the sale of Edison phonographs and records, something which speaks volumes for the popularity of these goods and for the progressiveness and aggressiveness of Babson Bros., who, in the short period of eighteen months, have built up a business of over a million dollars per annum. The new building will be occupied by the time this paper goes to press, and within one week will be stocked with what they assure me will be the largest stock of Edison phonographs and records ever assembled under one roof.

BABSON BROS. GREAT BUILDING, NOW COMPLETED.

A special train of twenty cars will leave the Edison factories at Orange, N. J., to-day, April 15, loaded exclusively with over 8,000 phonographs and over a quarter of a million records, in addition to several carloads of horns and cranes, duly placarded with legends describing the character of the cargo, its origin and destination, and will arrive in Chicago the following Friday, going through to Babson Bros. direct. These goods will be placed in stock in the new building before they move in, and thus delay will be prevented in the filling of orders. When all the stock is in place they will carry more than a half million records. The bins for the wholesale stock will be on the fifth floor, and constructed after special designs of G. M. Nisbett, wholesale manager. The bins will have a total capacity of 2,000,000 records. In our next issue we hope to present interior views of this wonderful establishment together with portraits of its proprietors.

The Columbia Phonograph Co. have opened a new store at 421 South Front street, Mankato, Minn., where a large and complete stock of both machines and records will be kept in stock.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The **Lynn Record Cases and Peg Boxes** are another of our products.

We also manufacture the **Wentworth and No. 10 Horn Stands.**

Special Lines and Special Prices on Flower Horns.

We solicit a trial order.

Boston Cycle & Sundry Co.,

J. M. Linscott, Manager
48 Hanover Street, Boston, Mass.

TRADE NOTES FROM CINCINNATI.

Business Satisfactory—Smith & Nixon Growth—Rudolph Wurlitzer Co. Doing a Magnificent Victor Business—Their Methods of Holding Trade—Automatic Department Has Become One of the Most Important in Their Vast Business—Columbia Co. Well Pleased.

(Special to The Talking Machine World.)

Cincinnati, O., April 8, 1907.

The talking machine business in this section is reported as being most satisfactory. Getting stock seems to be a harder problem than disposing of it, and higher priced outfits have the call. The Smith & Nixon Co. report that although somewhat hampered by weather conditions early in the year, the March and early April business bids fair to make a good showing.

The talking machine department of the Rudolph Wurlitzer Co., in charge of Mr. Strief, is having a record breaking trade especially in jobbing the Victor line. Joseph Dittrich, special representative of that department, who covers a broad territory in a thorough manner, is making a splendid record. The plan of the Wurlitzer Co. in placing each Victor record in a separate envelope, thus minimizing the danger of the records being scratched or otherwise damaged, has met with the hearty indorsement of both dealers and customers, especially the former. When a dealer can offer an enveloped record to a customer, the latter feels sure it has not been played over for demonstrating purposes or otherwise abused, and is likely to confine his purchases to the store offering such assurance. It also means that the dealer will have a smaller accumulation of damaged or unsalable stock.

The automatic coin-operated musical instrument department of the Rudolph Wurlitzer Co. also shares in the general prosperity of the house. The several styles of electric pianos ranging from forty-four notes to eighty-three, the Wurlitzer harp, mandolin quartet, the monster and the pianorchestra offer an assortment of money-making devices that should appeal to proprietors of hotels, cafes, stores, roller rinks and resorts of all kinds. The increasing demand for all the above styles well illustrates the growing appreciation of their money-making qualities.

The Columbia Phonograph Co.'s store always presents a busy scene. The popularity of the Columbia line never wanes, and so often do the owners of machines call for new records that almost every customer is known personally to the staff. The heavy selling is in medium and high-priced outfits. The various window decorations and stock arrangements at this store call forth unstinted praise.

military band organ, as well as a smaller style,

HAPPENINGS IN WHEELING, W. VA.

(Special to The Talking Machine World.)

Wheeling, W. Va., April 8, 1907.

The past month is one that will be long remembered by the inhabitants of this valley. We had a flood, not of the proportions we read of in connection with old Brother Noah, but had enough, thank you. It did demonstrate, however, how highly valued are talking machines, as many families lost all their personal property, excepting these entertainers.

Your correspondent visited many parts of the flooded district, and on several occasions was attracted by machines being played from second-story windows. The people were using this method of keeping up their own spirits and those around them. And well they might, for in several instances you could see their pianos floating around in what had been their parlors.

Of course, a visitation of this kind put a decided crimp in business, and collections are particularly slow. The first two weeks of March was marked by particularly good business, so the total business for the month was quite satisfactory.

Bard Bros. have recently closed their Market street store. Since getting their Main street building completely remodeled they found that the trade could be handled there to a better advantage than to have two stores so close together. The F. W. Baumer Co. were in the flooded district, but their loss amounted to nothing. They had ample warning, and removed their stock to the upper floors. The Peak-Friedel Piano Co. have moved to South Market street, where they have much more room. They are making many improvements, with a view to enlarging their talking machine department. The Columbia Phonograph Co.'s store has been enlarged to accommodate their growing business. Mr. Shortell, the local manager, is well pleased with the growth of same.

VICTOR VS. LEEDS & CATLIN CO. SUIT.

In the case of the Victor Talking Machine Co., Camden, N. J., against the Leeds & Catlin Co., New York, argument was heard in the United States Circuit Court of Appeals, second district, April 9. This is an appeal from the opinion of Judge Lacombe, Circuit Court, rendered January 5. Decision was reserved.

A marked increase in the business of the Columbia Phonograph Co.'s Holyoke, Mass., branch is noticed since they have been in the new quarters on High street. It is much better located for business than was the old store. R. E. Demarest is the local manager.

The Hawthone & Sheble Manufacturing Co. report their sales of artistic flower horns in March have exceeded any former record. Popular fancy has certainly been captivated by this attractive line.

The Douglas Phonograph Co. recently shipped a full line of Perfection talking machine cabinets to South America, all of them being intended for one style of American machine.

Eugene Reed, of Reed & Reed, Boston, Mass., was in New York Thursday to see Manager Macnabb, general manager of the Universal Talking Machine Manufacturing Co.

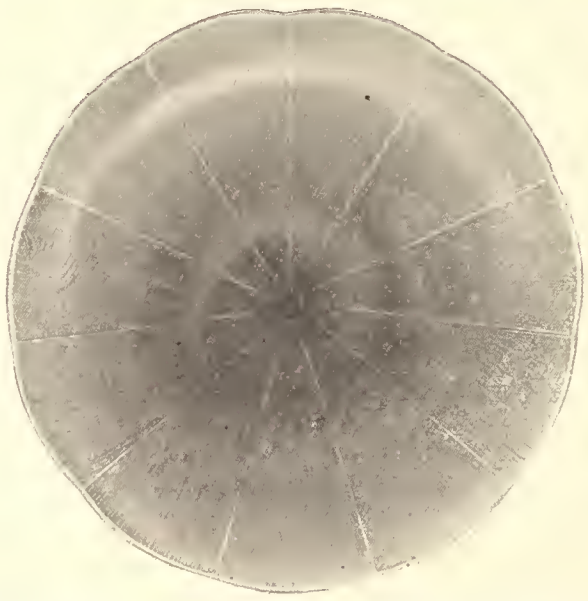
NEW STANDARD GOODS

Mahogany, Golden Oak, Flemish Oak

Largest variety in the market.

Best of workmanship to produce the best made horns in the country.

No fading in color, no rattle in seams.



Jobbers should handle our line. You are protected.

Dealers should write us, and we will write you where to get our goods.

We Make the Full Line—ALL COLORS, SHAPES AND SIZES

STANDARD METAL MFG. CO.

FACTORY—Jefferson, Chestnut and Malvern Sts., Newark, N. J.

OFFICE AND SALESROOM—10 WARREN STREET, NEW YORK

JOBBERS MEET IN PHILADELPHIA.

Sixth Quarterly Meeting Well Attended—Many Matters of Importance Transacted—Local Dealers as Well as the Victor Talking Machine Co. Entertain Visitors in Handsome Fashion—The Proceedings in Detail.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 11, 1907.

The sixth quarterly meeting of the Eastern Talking Machine Jobbers' Association—and the first to be held in Philadelphia—convened this afternoon at the committee rooms of the Bellevue-Stratford Hotel. There was a large attendance of members and a number of important trade matters came up for discussion and action. Among them were the following subjects: Opinions as to the numher of records catalogs should contain and the proportion of different priced records; where listed; the question as to the number of new records advisable to be issued each month; the question as to how many records it is advisable to cut from the catalog each year and upon what basis; how often an exchange proposition is desirable, and upon what hasis. These subjects were discussed, it should he stated, by the jobbers, with the object of effecting amicable arrangements with the manufacturers to the end that both parties would he mutually benefited. Other subjects up for discussion were: The advisability of setting apart one or two discount days per month, days when the dealers can settle accounts and receive discounts. The instalment against cash payment proposition. In the past many dealers have sold talking machines on the deferred payment plan at the same price as they charged cash payment customers. It is believed customers should pay more when huying on the instalment plan.

The following jobhers and representatives of the firms named were in attendance at the business session: W. D. Andrews, Syracuse, N. Y.; Louis Buehn, of Louis Buehn & Bro., Philadelphia; J. Newcomb Blackman, of the Blackman Talking Machine Co., New York; Theo. F. Bentel, of the Standard Talking Machine Co., Pittsburg; John P. Kelsey, with the Bettini Phonograph Co., New York; A. J. Denninger, Rochester, N. Y.; E. F Droop, of E. F. Droop & Sons Co., Washington, D. C.; C. V. Henkel, of the Douglas Phonograph Co., New York; E. F. Taft, of the Eastern Talking Machine Co., Boston; A. W. Toennies, Jr., of the Eclipse Phonograph Co., Hoboken, N. J.; C. Forsyth, of Forsyth & Davis, Kingston, N. Y.; Louis J. Gerson and H. E. Marschalk, of the Musical Echo Co., Philadelphia; A. H. Jacot, of the Jacot Music Box Co., New York; Victor H. Rapke, of the Victor H. Rapke Co., New York; G. A. Stanley, of Stanley & Pearsall; I. Davega, Jr., Benj. Switky, New York; Albert C., Harry W. and William C. Weymann, of H. A. Weymann & Co., Philadelphia; William Warner, Easton, Pa.; Adolph Weiss, of the Western Talking Machine Co., Philadelphia; J. T. Williams, of the Victor Distributing & Export Co., New York; Max Landay, of Landay Bros., New York; John B. and H. F. Miller and T. W. Barnhill, of the Penn Phonograph Co.; Herhert T. Lewis, of the Lewis Talking Machine Co., Philadelphia; James K. O'Dea, Paterson, N. J., and H. L. Ellenberger, of the Pardee-Ellenberger Company, New Haven, Conn.

Oliver Jones, as representative of the Victor Talking Machine Co., Camden, N. J., assisted the Philadelphia jobhers in looking after the comfort of the visitors and carrying out the program of entertainment.

The business session was strictly executive, only members being permitted to attend. Little or no news as to the action taken at the business session was given out, it being the impression that as the matters concerned the parties interested and not the trade generally, it was best to say nothing at present.

From various sources it was gleaned that the jobbers decided the matters named as follows, although it should be understood this account is not official and may be suhject to correction: On the subject of the numher of records manufacturers' catalogs should contain opinions varied, although the general belief was expressed that manufacturers and jobbers would be henefited by having many less records issued, at least for a while. New records issued each month should be less hereafter than has been the rule, in order to "catch up," so to speak, with the amount of business already being called for. On the exchange of records question it was generally agreed that two or more exchanges per year would be desirahle; hut this question, as well as the others, depends upon an amicahle arrangement with the manufacturers. The manufacturers are naturally desirous of learnin what the jobbers, from experience, believe to he the best plan to pursue. for all hands interested, and at future conferences most likely a settled plan will be adopted and put into effect. It was deemed advisable to set aside one day in the month as discount day, when dealers settling accounts would be given the usual discount allowed in general commercial circles. Goods sold on the instalment plan should he charged more for, to the end that cash customers would be benefited and cash purchases encouraged. What per cent. additional the "deferred payment" customers will pay is a "trade matter" for obvious reasons, but the percentage will he the same with all johhers.

The committee which will have conferences with the manufacturers to determine the plan to he followed regarding the points, etc., named, consists, it is stated, of Messrs. Blackman, Marschalk and Taft.

It is prohahle the next quarterly meeting—in July—and which is also the first annual meeting (at which officers will be elected for the ensuing year) will be held in New York City.

President W. D. Andrews occupied the chair at the husiness session, and was ably assisted as usual hy Secretary Jacot. The treasury is reported in good condition, and the affairs of the association generally are in satisfactory shape.

The social side of the jobbers' meeting was thoroughly pleasing, and the visiting talking machine men were dined and entertained until all were satisfied of the hospitality of their hosts and the Quaker City generally.

The visiting jobbers while here were the guests of the Philadelphia Talking Machine jobbers and the Victor Talking Machine Co., of Camden, N. J., and the program of entertainment was varied and interesting. First, the visiting jobbers were domiciled from Thursday until Friday night at the Bellevue-Stratford and given to understand that they must feel perfectly at home, which they did. After the bnsiness session, a fine dinner was served the jobbers and invited guests in the Red Room of the hotel, and this pleasant function promoted sociability and friendship. Impromptu speeches were made, of course, and a general flow of wit and wisdom made Thursday evening one long to be remembered.

And it shonld be noted right here that the Eastern jobbers keenly enjoyed themselves and passed due resolutions of thanks to the City of Brotherly Love jobbers and the Victor Talking Machine Co. for hospitality received.

Later—Friday's Program.

Friday was devoted entirely to pleasnre. The trip to the Victor Co.'s plant in Camden, N. J., was made in the morning, and was enjoyable throughout. The members of the association were taken in charge by officers and representatives of the Victor Co., and shown all over the extensive premises. The new laboratory building, in conrse of constrnction, opposite the main plant, was greatly admired. Subsequently an informal luncheon was given at the cosy quarters of the Down Town Club in the Bullitt Building.

In the afternoon the visitors were taken in "Seeing Philadelphia" automobiles for a tour of the city, the itinerary including brief visits to the many historical buildings and places as well as a rather extended spin in Fairmonnt Park, along its famons drives and boulevards. After dinner at the Bellevue-Stratford the jobbers were escorted to the Broad Street Theater, where fifty seats had been reserved for them to enjoy George M. Cohan in "Fifty Miles from Boston."

While a majority of the visitors started for home late Friday night, a number remained over until Saturday and looked after business.

ZONOPHONE RECORD EXCHANGE PLAN.

The Universal Talking Machine Co., Newark, N. J., have notified their trade to the following effect:

"We have decided to make an exchange proposition for Zonophone records only. On the three for one basis, that is, allow yon to return one record, order three and pay for two. Records to be returned from April 15 to 25, 1907, under the following terms and conditions: We will take back Zonophone records only, black or brown material, allowing you to return 2 7-inch records and call them 1 10-inch; 1 9-inch record and call it 1 10-inch; 1 10-inch record and call it 1 10-inch; 1 11-inch and call it 1 10-inch. We will not accept any broken records or any other make and yon must order three times the number of records you are returning. Freight and express charges must be prepaid or records will not be received.

"Records will be connted as soon as possible and certificate sent to the dealer; then he must order three times the number of records he returns through the jobber or factory. Until you have ordered three times the number of records through your jobber or the factory, credit bill will not be sent to you. No bill of lading or express receipt for records returned dated later than April 25, 1907, will be accepted. As soon as the dealer receives the certificate from our office, he must order the records at once from the jobber. Dealers must not offer this exchange proposition to consumers."

W. D. Schultz, of Stanley, Wis., announces that hereafter he will handle the Edison phonographs and records, in addition to the Victor.

MARKS A PROGRESSIVE STEP

In Amplifying Devices—The Rapke Collapsible Horn Wins High Praise from Experts.

After being critically tested a well-known expert in the art of sound reproduction has freely and frankly expressed the opinion that the Rapke collapsible horn is a distinct improvement and marks a progressive step in amplifying devices.

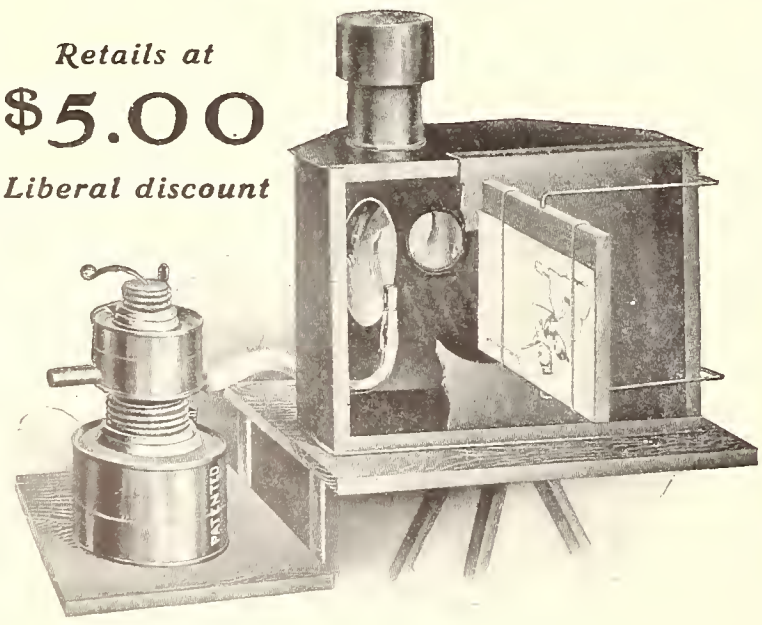
It is agreed that the less interference of vibrating sounds with the quality of the record tone is the sine quo non or indispensable condition of a horn. In this respect the Rapke collapsible horn is held to be nnique; the manner of its constrnction being such that foreign vibrations are eliminated, and the sonnd issnes forth in true, natnral tones, from which muffling and rattle are conspicuous by their absence. The horn is made in segments, or rings, and as the sound enters at the small end and proceeds toward the bell or enlarged part, the foreign vibrations are not carried forward, but become a negligible factor, and the tendency to "blast" on the high notes is obviated.

As Victor H. Rapke, the inventor, himself says of it: "I have now overcome all obstacles and can reproduce the hnman voice correctly. My new horn carries the quality, gives the reproduction perfectly clear and without any vibratory influence. The natnral sonnd enters the narrow end, is condncted there throngh and emitted in magnified volume at the large end unchanged in quality. The secret of the sncccss of this horn lies in the fact that it is built upon scientifically correct acoustical principles."

The Rapke horn is impossible to get out of order. Any person can set it up, and it can be pnt together or taken apart in a minute. It can be packed in small compass, and sent throngh the mails. Locked or unlocked, the horn will sustain the weight of any man standing upon it, and it can be used on any known make of machine.

The MYSTIC REFLECTOR
A POST CARD PROJECTOR

Retails at
$5.00
Liberal discount



NEW YORK, March 30, 1907.

The Mystic Reflector is so remarkable in its results that nothing but a trial can make a person realize its extraordinary merit. It is, indeed, a pleasure to commend it.

W. IRVING DAVIS, 32 Waverly Place.

NORTH AMERICAN EXPORT CO., INC.
31-33 Broadway, New York, March 30, 1907.

CHURCH SUPPLY CO., 10 Barclay Street, City.

Gentlemen:—In answer to your valued communication of March 29th, relative to the merits of the Mystic Reflector, we can only say that when same was recently demonstrated, we were greatly surprised at the results attained. It gives us pleasure to endorse same and from the opinions that we have had in the premises, we cannot help but appreciate that it is an article that will meet with great sale, and we are in hopes to place further orders with you in the near future. Wishing you every success, we beg to remain,

Yours very truly,
NORTH AMERICAN EXPORT CO., Inc.,
By J. E. SITTERLEY, Pres.

This wonderful machine projects upon a sheet SOUVENIR POST CARDS, PHOTOGRAPHS, MAGAZINE PICTURES, Etc., Etc., in Original Colors. No glass slides required. Can be used for ILLUSTRATING SONGS in connection with a PHONOGRAPH. A QUICK-SELLING SIDE LINE for the TALKING MACHINE TRADE. Dealers must order through their jobber.

CHURCH SUPPLY CO. 10 BARCLAY STREET NEW YORK

MAKE INDESTRUCTIBLE RECORDS.

The Indestructible Phonographic Record Co. Equip Laboratory in Brooklyn and Manufacturing Plant in Albany, N. Y.—Will be Ready for Market in August.

The Indestructible Phonographic Record Co., which, as reported in The World some time ago, have been incorporated in the State of Maine, with a capital of $1,000,000, expect to have their first catalog and sample records on the market early in August. They have secured a spacious factory at Albany, N. Y., which is splendidly equipped, with a capacity for turning out more than three million records a year. Their laboratory, which is in charge of a staff of competent men, is located at 352 Livingston street, Brooklyn, N. Y. Here all the "Master" records will be made and tested. They will make only cylinder records which will be sold at standard prices.

Professor Starr, who returned some time ago from the African jungles, where he secured a number of valuable records of the various races he came in contact with, has given his originals to the Indestructible Phonographic Record Co., and it is not improbable that these will be accessible for public use as well as preservation.

LEASE NEW QUARTERS.

The St. Louis Talking Machine Co., St. Louis, Mo., recently closed a lease for the ninth floor of the new Mills building at Seventh and Catherine streets, one of the most modern loft buildings in the city.

NYOIL FOR PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

Mr. Dealer!

To laugh and grow fat "is an old saying" but to laugh and grow prosperous is a version made possible only by the possessor of a

Victory Cash Register

Our own success and those of our representatives is our best argument. Not being able to cope with the ever increasing demand of our product and keep pace with orders received, we have secured the greatly enlarged and handsome quarters of

1933 Broadway

where with a fourfold enlarged stock, we shall be able to fill orders promptly.

Booklet on application. Few more representatives wanted.
VICTORY, $65.00 VICTORY, Jr., $40.00
H. C. MEHDEN 'Phone 3445 Columbus New York

McGREAL BROS. OPEN IN CINCINNATI.

Secure Central Quarters for Their Wholesale and Retail Business in That City.

(Special to The Talking Machine World.)
Cincinnati, O., April 10, 1907.

L. E. McGreal, of McGreal Bros., Edison jobbers and Victor distributors, Milwaukee, Wis., spent several days here recently arranging for the opening of Cincinnati wholesale and retail quarters. Mr. McGreal secured a lease of store now occupied by Florsheim & Co., 29 East Fifth street, for retail business, and large loft, Sixth and Main streets, for wholesale department. McGreal Bros. will carry a big line of Edison and Victor goods, and, it is presumed, try to equal, if not excel, their great success as talking machine merchants in Milwaukee, where they now are located and recognized as among the largest wholesale and retail concerns in the West. It is understood that they will job the Edison goods only here, but carry both Edison and Victor goods complete at their retail place. They will open on or about May 15.

"THE MYSTIC MIRROR"

Certain to be a Big Winner as Side Line With Talking Machine Dealers.

There is a new novelty on the market which will prove a great seller in the talking machine trade. It is called the "Mystic Mirror," and is an illustrated post card projector which throws any picture, or, in fact, any article on a sheet in all of its original colors. When one stops to consider the countless thousands who have the post-card craze, all of whom will be interested in this wonderful little machine, it is not hard to see that its possibilities are enormous. The Church Supply Co., who control the "Mystic Mirror," are offering them to this trade in the right way—namely, selling only through legitimate jobbers and giving both jobber and dealer a good margin of profit. For further particulars, see their advertisement which appears in this issue.

SOME BRIGHT THINGS IN "CHAT."

That always interesting little volume, "Chat," published by the Tea Tray Co., of Newark, N. J., is full of bright sentiments for April. We quote just a few to show the spirit of the text, and to whet the reader's appetite:

"There's something wrong with the man who slips down twiee on the same banana peel."

"It's a sad mistake to treat the public like a country cousin. The customer is examining into things on his own hook while you're sitting inside a glass case at a desk."

"Don't expect any man to have faith in your judgment if you call him a fool."

"Don't make the mistake of grumbling about your competitor. Make a noise like a winner."

"There's a good market for every good thing—but you must have the good thing. We make a number of 'good things' every one of which is a big selling success."

"It may look black on your side of the fence, but the chap on the other side may see a white fence. It all depends on the side you're on. Get on the white side. Keep the best lines of goods you can and then let the people know you've got them. You'll be gratified at the results."

"If all prayers were answered there would be no room in the streets for the automobiles and the wheel-barrow factories would have to close up."

MANAGER WANTED

We want a young man of experience to take charge of a retail talking machine store in Montreal. He must be competent and up-to-date and understand the business thoroughly. Give age, experience, salary expected and references. Berliner Gramophone Co. of Canada, Ltd.

MANAGER WANTED

One who understands the Edison business both wholesale and retail from A to Z, and wants to better his position. Address, "Confidential," care The Talking Machine World, 1 Madison Avenue, New York.

MANAGER WANTED

WANTED—Manager for wholesale and retail Talking Machine Jobber. Familiar with both Victor and Edison Lines. State experience, reference and full particulars. Good salary to right party. Address, "S," care The Talking Machine World, 1 Madison Ave., New York.

BURKE TALKING MACHINE CO. AFFAIRS.

Leo Greenberger, assignee of the Burke Talking Machine & Novelty Co. (bankrupts), advise us that by virtue of assignments, dated, respectively, March 11, 1907, and April 6, 1907, all the outstanding accounts of the Burke Talking Machine & Novelty Co. have been assigned to the Mechanics' Bank, of Brooklyn, the same to collect all the accounts due and apply it, after reimbursing itself for all the outlays made, toward the payment of their claim, as well as all other creditors. This terminates the assigneeship.

THE NEEDLE QUESTION DISCUSSED.

Some very interesting facts are to be found in the advertisement of the Petmecky Co., which appears elsewhere in this issue of The World. Some misleading ideas about the functions of the needle which they manufacture are set before the public in a correct and important light. This needle question is an all-important one, and no dealer can afford to overlook it, because a good needle is as valuable as a good record. In this connection the especial merits of the Petmecky needle must enter into consideration.

The True Tone sound box, manufactured by the American Talking Machine Co., Brooklyn, N. Y., for all types of horns and tone arms, in spoken of as giving the most perfect reproductions. This box is the result of long and careful experiments, and is the invention of one of the best-known experts in the country in this line of development.

NEW IMPERIAL PHOTOGRAPHS OF THE TALKING MACHINE ARTISTS

Wide-awake dealers are now supplying the demand for these photographs. They are attractively finished, each bearing the facsimile signature of the artist. The demand for these is very large among the users of the talking machine. It remains for you or your competitor to supply this. All orders must be placed through your regular Jobber.

THE CHANNELL STUDIO FOR PHOTOGRAPHY

483-485 Main Street

ORANGE, N. J.

TIMELY TALKS ON TIMELY TOPICS.

The complaint that inferior parts are being used and substituted for the original articles, when machines are under repair, is not only a serious charge, but has a foundation in fact. In this indictment is included the practices of jobbers whose methods are far from honorable. For example, no matter whose make of machine may suffer in consequence, the ultimate result is bound to injure the guilty parties also. If a machine fails to give satisfaction after being overhauled simply because some conscienceless conceru, instead of using genuine goods, employs "something just as good," when, in fact, the substituted parts are known to be inferior, the owner soon despairs of ever again enjoying records as they should be rendered, and finally throws it aside more in sorrow thau in anger. At the same time a customer may be irretrievably lost, and one less source of business cut off.

Perhaps the short-sighted dealer may be acting in good faith in buying springs, belts, handles, sapphires, needles, balls, feed nuts, etc., from jobbers or concerns who have imposed upon him. As a fact also a great many—too many, unfortunately—dealers regard price as the controlling consideration in buying goods, and when spurious articles are put in place of reliable parts in the repairing of machines, they commit a trade crime that never should be coudoned. The machine manufacturers are justifiably jealous of the reputation of their product, and when complaints reach them that they are not working satisfactorily, and an investigation reveals the dastardly practice above alluded to, they should adopt any means, no matter how drastic, to protect and perpetuate the high esteem with which their goods were regarded as they first came, "pure and undefiled," from the factory.

While Ricordi & Co. and Sonzogno, the music publishers of Milan, Italy, were successful in having the decision of the High Court against gratuitous reproduction of music on records sustained on review by the Court of Appeal, the latest decree came as no surprise. The Gramophone & Typewriter, Ltd., London, England, were the defendants, and hereafter tribute must be paid, not to the composers, but the several publishers who control the music in every stage of its employment. Naturally each country seeks to protect its interests as against the world, and the production of music being a great Italian industry, so to speak, Italy would naturally throw every safeguard around the so-called property of its citizens, international agreement or equity to the contrary notwithstanding.

When an exchange of records is announced by the manufacturer, an undertakiug ensues the magnitude of which only those handling the returned goods realize. Notwithstanding the explicit instructions given for shipping "dead" stock to the factories, it turns up in every imaginable shape, and the labor of straightening out, checking up and crediting the accounts of dealers and jobbers involves an amount of work and the exercise of patience little dreamed of. A case in point is that of the Victor Talking Machine Co., who have been literally overwhelmed by returns, receiving on an average of 187,000 records back daily. The National Phonograph Co. had the same experience, and now the Zonophone people have offered a like privilege to their trade, with doubtless the same proportional result before them. As yet the manufacturers here have not determined upon any fixed time for the housecleaning process, though abroad it is a regular yearly affair, with the clean-up in the spring. Perhaps this custom may be adopted in the United States, and then doubtless a permanent department will be established for that express purpose. In that event the embarrassment and annoyance of being 'all balled up" during the exchange period will be entirely eliminated.

Among the inventions in course of development for commercial or practical purposes is that of the Telegraphone. From time to time reports of progress have been made, and its evolution from a scientific wonder to a plane where its marvelous properties can be converted to the everyday uses of the work-a-day world is being closely watched. The latest advices regarding the Telegraphone is that the new model disc machine will be on the market inside of ninety days, and then startling progress will be shown in the mystic art of sound reproduction. The discs first used will be twelve inch, duplex or a continuous record, if need be, on both sides, but it is not necessary to stop the machine to turn the disc, the reverse record being operated by simply pressing a button when the obverse or face has finished. Larger records—15, 20 and 30 inch—may follow, the enthusiastic advocates of the Telegraphone say, and as for duplicating, it is claimed, by a magnetized strip of metal as a connecting link 10,000 records may be made at once. Truly wonderful! If these dazzling promises are actually realized in practice the acme of perfection would seem to have been reached.

In a recent informal chat with The World, B. G. Royal, president of the Universal Talking Machine Manufacturing Co., who has had years of experience here and in Europe, said that the small dealer was the actual distributer or backbone of the trade. Therefore manufacturers should aim to put out only the best possible records, goods that were sellers, and not load him up with dead stock. To attain this object the best talent, the most improved processes and the highest art should be exercised in maintaining tne best standard of excellence reachable. Mr. Royal was also of the belief that twenty-five records monthly were enough, and more than sufficient to meet every demand for variety and quantity. In comparing the trade abroad with

BEST SELLERS OF THE YEAR! **ALWAYS IN FRONT!**

RAPKE'S COLLAPSIBLE HORN IMPROVED CRANE

To illustrate the compactness of the horn when collapsed or nested, 100 can be shipped in same size box used for sending an ordinary single horn.

We do not sell to dealers direct. All orders handled through jobbers. Orders filled strictly in rotation. Ask your jobber about **Rapke Specialties.** They will increase your business.

VICTOR H. RAPKE CO., MANUFACTURERS, 255 E. 86th St. **New York City**

American conditions, he was inclined to favor an opinion of the former's greater advancement for more reasons than one. As the gentleman is regarded in the inner circles as one of the best equipped men in the business, on broad grounds, he is likely to be heard from in no uncertain way.

The sale of the commercial or business talking —rather, writing—machine is increasing at a rate simply astonishing. Both the Edison business phonograph and the Columbia commercial graphophone are making great strides in the esteem of the mercantile world; and the energy, versatility and resourcefulness displayed by the management of this special department in the respective companies is of a high order of merit. It is believed this branch of the business is destined to assume great proportions, and the machines come into general use the world over. As with the entertainment sound-reproducing devices, foreign countries are again indebted to American inventive genius for this system.

On account of its high notes, all Edison horns are said to be tested by record No. 9400, "Love and the Bird." If a horn does not "blast" under this severe ordeal it will pass muster.

A sapphire reproducing point is used on the Pathé Freres disc records, and instead of using the lateral or zig-zag sound line, the vertical or undulating wave is employed. The results attained are a revelation, according to experienced talking machine men who have had the privilege of hearing these records.

An organization has been formed in Germany under the appalling name of "Bund der Sprechmaschinenhandler Deutschland," or, as interpreted, Talking Machine Dealers Association of Germany. Its success is assured, as it is organized for mutual benefit and protection.

The holiday season in Germany developed a strong demand for cheap machines, with which the factories were unable to cope. It is reported extensive additions will be made to the plants so as to have a supply of this class of goods in the future; or, as an esteemed contemporary, "Die Sprechmaschine," expressed it, "so that such calamities will not reoccur." We fail to see the "calamity" point, however distressful may be the other conditions.

The Universal Talking Machine Manufacturing Co., Newark, N. J., within the last few weeks, have adopted a new trade-mark, which will be used on all their products, literature, printing, etc.

WHY CUT PRICES?

The Attitude Assumed by Some Talking Machine People Contrary to Good Business Rules—Prices Should be Maintained and Fair Profits Returned.

The talking machine manufacturers, in regulating their contracts with their agents, have inaugurated a plan which could be followed with pleasure and profit by the members of the auxiliary trade, who supply various talking machine accessories.

The system under which talking machines are sold prevents the cutting and slashing of prices, thus securing to a dealer a fair margin of profit and saving the reputation of the instrument which he handles from slaughter. Why should not this same plan apply equally as well to talking machine accessories? Every business should pay a legitimate profit, and from some of the prices which we have learned have been quoted recently by some of the talking machine supply manufacturers, we are convinced that the profit is something which they have cut out entirely from their business. In fact, there are some horns sold at prices which afford no profits to the makers.

Now, a business which does not show a profit is not worth securing. No business man should fool himself with the belief that it pays to replace one dollar with another. It does not, for he is wasting his time and his energy, and with the talking machine industry in a healthy buoyant state there is no reason why every line of goods should not be sold at profitable rates. The additional cost would not be thought of by the retail purchaser as being any impediment to the sale.

Talking machines and accessories are not like staples bought by the same parties daily and therefore should return a fair percentage of profit.

BOSTONIANS IN GOOD HUMOR.

The Talking Machine Fraternity in the City of Culture Have No Complaints to Make—They Are All Doing Well With an Increasing Demand for the Better Grade of Goods.

(Special to The Talking Machine World.)

Boston, Mass., April 9, 1907.

The advent of spring finds the dealers in talking machines feeling in very good humor. Trade has been more than good for two months, and the prospects for the summer are much brighter even than last year, which was a record breaker in every store. Now that the dealers are able to get their orders filled a little more promptly than they have been able to before, the situation is relieved a great deal.

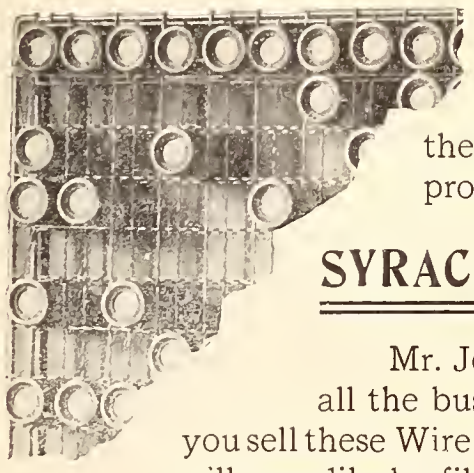
The M. Steinert & Sons Co. are giving more window space to the display of talking machines than they have been in the habit of doing, with the result that trade has increased quite a little. They have had a very attractive display during the past week. At the wholesale office trade is reported as being remarkably good, especially on the higher priced Victors.

The Eastern Talking Machine Co. are making great headway with the I. C. S. lesson idea, and already one or two of the Boston public schools are using the series for the teaching of German. The wholesale department here, under the management of Mr. Chamberlin, has been rushed with orders for several months.

At the Columbia Phonograph Co. the recently enlarged record rooms have been taxed to their utmost this spring. A fine demand for the better grade of goods is noted here, especially on the Columbia phonographs. The window display

Racks for Homes and Cafes

ARE YOU SELLING YOUR SHARE OF THIS TRADE?



There's a demand for Racks in homes where many records are kept; the proper storing of records after the number reaches fifty becomes a problem which is quickly solved by

SYRACUSE WIRE RECORD RACKS

Mr. Jobber and Mr. Dealer are you getting all the business you should along these lines? If you sell these Wire Record Racks you provide room which will speedily be filled with records—to your advantage.

You need our No. 123 Rack for this trade. Read descriptions of 100 and 200 Space Racks, Catalog page 2. If you have no Catalog, write for one to-day. Liberal discount to jobbers.

Syracuse Wire Works East Water Street SYRACUSE, N. Y.

You Want What You Want When You Want It

That is just what we are prepared to furnish — Try us.

THE PARDEE-ELLENBERGER COMPANY

NEW HAVEN, CONN.

The only Edison jobbers, EXCLUSIVELY Wholesalers, in New England :: ::

is changed here several times a week, which adds to the attractiveness of the store.

Business at the Boston Cycle & Sundry Co. is reported as "better than ever, and growing better every day." Manager Andrews is pushing the sales of his new tray system which has "caught on" in the trade immensely. This company does a wholesale business that is enormous, and it covers every branch of the talking machine business. The new style carrying case which is made by this company is one of the best things ever invented for the comfort and convenience of users of the talking machine.

The new rooms given over to the talking machine department at Houghton & Dutton's department store are proving their worth every day. Business here is reported remarkably good and rapidly increasing.

THE OUTLOOK IN CUBA

For Talking Machines and Supplies Has Steadily Improved—An Interesting Chat on This Subject With J. H. Dorian Who Has Just Returned from a Trip to That Island—Columbia Branch Opened in Havana.

John H. Dorian, manager of the department of New York of the Columbia Phonograph Co., arrived home in this city last Saturday after a very pleasant trip to Cuba. While rest and pleasure were the chief objects in view, at the same time he could not resist the temptation to make a study of the conditions of that island with a view to future business. In regard to them, he said to The World: "With the improved conditions in Cuba, the scope for the talking machine has developed in a simply wonderful manner, and the cultivation of the field has not as yet commenced. While on the island I was one of a party that took a ride inland of 250 miles on an automobile, and everywhere we found talking machines or traces of them. They have become extremely popular with the native population, and to meet the demand for records in their native tongue, we will have a large list made specially for the Spanish-American trade, and to that end have arranged for some of the best Spanish singers to come to this country and make records at the Columbia laboratory. While in Havana we established a Columbia store and headquarters in that city, and have secured a manager that is thoroughly wideawake, and who will make the name "Columbia" known throughout the island. The Columbia graphophones at the present time have a large following among the Cubans, and they are daily growing more partial to the disc machines, although the demand for the cylinder variety is excellent. Civic conditions on the island have tended to bring business down to a much better basis, and under the present rule there is no reason why it should not become one of the most prosperous of the Spanish-American countries."

PITTSBURG'S RECORD BREAKING FLOOD.

(Special to The Talking Machine World.)

Pittsburg, Pa., April 3, 1907.

The scene herewith shows Penn avenue, from Seventh street to Water street, covered with six feet of water at the deepest part. In the square in the foreground are the stores of the Columbia Phonograph Co., and the Penn avenue store of Messrs. Powers & Henry. These stores were in the very heart of the flood. The boat to the left of the picture made a voyage on the first floor of the Columbia store. On this floor there was nearly four feet of water. The enterprising assistant manager, A. W. Ross, had painted and displayed a neat sign which read: "Flood your homes with good music." "Flood sales" have been conducted by all of the talking machine stores whose stocks were damaged by the unprecedented high waters.

THIS IS PITTSBURG, NOT VENICE, IN FLOOD TIMES.

EFFECTIVE ADVERTISING.

It is very difficult to introduce a good article to-day without distributing samples. The public seem to class all articles alike until they can put the goods to the test. It is very easy to sell goods of known value, and the distributing of free samples, although in most cases quite expensive, has proven to be the most effective way to quickly introduce an article of merit.

Mr. Blackman, proprietor of the Blackman Talking Machine Co., 97 Chambers street, New York, in discussing this subject, says that he makes it a point to give away samples of anything he manufactures, which does not cost so much that it would be practically impossible. In this connection it would be well for dealers and jobbers to refer to the Blackman Co.'s advertisement in this issue, in which they offer to furnish free samples of their specialties.

Fred C. MacLean, who had been traveling through the Southwest and in Mexico for the Sterling Debenture Co. nearly three months, looking after the commercial end of the Telegraphone, the wonderful sound recorder by means of electro-magnetism, returned to New York March 28.

FROM
53 N. J. R. R. AVE.
NEWARK, N. J.

WE'VE MOVED

TO
28-30-32 Division Pl.
NEWARK, N. J.

Outgrowth of the former premises compelled us to seek more spacious quarters.

Our rapid growing business demanded space; now we're prepared to handle any amount of business with disregard to size.

This change is simply the result of strenuous efforts in the direction of turning out goods that appealed to the trade.

Proper dealing—with *proper* goods at *proper* prices and deliveries at the *proper* time are the four essentials with which we built up a magnificent enterprise.

Our remarkable wood color horns, together with the famous morning glory and decorated horns are the products which won for us the distinction we're so justly proud of, and every possible means will be employed to further claim it.

Demands for these goods came from many points—in fact, various parts of the country—*North, South, East, West* and in consequence of this we branched out to Chicago.

The *Western Talking Machine & Supply Co.* will take care of our tremendous western business. Doesn't that give evidence of growth?

Expansion is the order of the day and we're still expanding.

Small decorated and plain horns 20 x 25 are our present leaders. They've proved very popular and we sold many—many more to be had. Get interested.

WRITE US—PHONE US—OR CALL ON US. However, let us know your wants.

NEWARK TINWARE & METAL WORKS
28-30-32 DIVISION PLACE, NEWARK, N. J.

VALUE OF WINDOW DRESSING.

One of the Most Important Departments of Publicity With the Pushing Talking Machine Man Is the Well Dressed Window.

Window dressing has come to be regarded as one of the essential features of store advertising, and at the present time the man who can arrange an attractive display is an almost indispensable factor in any place of business. It is only recently that the talking machine trade have recognized the fact that their store windows can be so arranged that they prove a magnet to every passerby. A jumble of machines, horns and records cannot be said to constitute a display; in fact, many of the windows seen would be greatly improved by being vacant. It is not required to have any elaborate mechanical contrivance to attract attention, although if unique they add to the appearance. One of the most attractive windows seen during the Easter season was a model of simplicity, combined with richuess. In the center was a large sized disc machine mounted on an attractive cabinet. Across the horn and twined around the cabinet was a broad purple ribbon. The floor and background was covered with a deep yellow cheesecloth and a few artificial Easter lilies were scattered carelessly on the floor. It was the acme of rich simplicity, but attracted the attention of thousands. Another window on a side street was a mass of small machines, without a single feature to attract the eye, and it was passed by without a glance from the pedestrians that thronged the thoroughfare. The proprietor of the store told The World that he did not have the time to fix his windows, and furthermore that he did not believe that it made any difference, anyway. But one thing was certain, he had few callers compared to his competitors who were progressive.

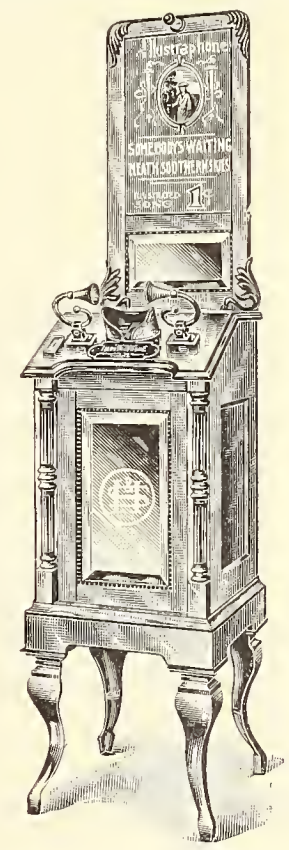
THE ILLUSTRAPHONE

A Combination Talking and Picture Machine Which Is Destined to Become a Big Winner.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 11, 1907.

When the Talking Machine World representative called at the factory of the Hawthorne & Sheble Manufacturing Co. the other day he had



THE ILLUSTRAPHONE.

the privilege of seeing their latest production, which is called the Illustraphone. As its name implies, it is a combination talking and picture, coin slot machine. The pictures are simply wonderful and the way they come into view and harmonize with the sentiment of the song shows great care and artistic taste in getting them up. The cabinet is solid mahogany with beveled plate glass mirror in the front aud is mounted on nickel-plated legs. All details conceivable to make a perfect machine are covered. As soon as a person drops a coin in the slot, there is a little Pilot lamp lights up to indicate the machine is running O. K. The hearing tubes are superseded by their new Auditrumpets. The first machines placed in public locations average over $10 each per week. An illustration of the machine is presented herewith.

STILL ANOTHER USE FOR "TALKER."

Henry Grady, of Atlanta, Ga., has discovered a new use for a Victor talking machine. One day, while playing the machine in his home on Peachtree street, he noticed all the chickens on the place congregated under the windows, seemingly hypnotized by the music, and they remained apparently in a trance uutil the music stopped. Mr. Grady considers the matter so unusual that he will exhibit both machine and chickens at the next State fair held in the fall if the chickens do not recover from their enraptured state before that time.

The Hawthorne & Sheble Manufacturing Co. report a phenomenal demand for their Star records. Within forty-five days they have received orders for over 300,000 records. This is certainly going some, and speaks well for records and the reputation of the firm making them.

The Columbia Phonograph Co. have opened a new branch store at 941 Main street, Hartford, Conn. It is said to be one of the handsomest talking machine stores in New England.

FREE SAMPLES
of Needles That Prove.

Playrite
TRADE MARK
NEEDLES
"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK
"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We turnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

Phonograph Record Cabinet with Hornholder Attachment (Patented.)

Convenient—
Saves time and space.

Holds 305 Records.

It will pay you to investigate.

Write without delay to the manufacturers.

Syracuse Cabinet Co., Syracuse, N. Y.

HENRY P. ROBERTS
Commercial
TALKING MACHINES
320 BROADWAY
NEW YORK
Correspondence Solicited

AT A BARGAIN
50 Disc Machines

We guarantee them to be absolutely new, latest Model with powerful clock spring Motor, 10 inch Turntable, Concert Sound Box, large Solid Oak Cabinet, 23-inch Black and Brass Horn with supporting arm. Cut sent on application.

These are not Talk-o-phones and no offer accepted for less than fifty. Address, OUTLET CO., Providence, R. I.

DEALERS AND JOBBERS

Get in line and write for prices and samples of the wonderful

Petmecky Multi-Tone Needles

Can be used ten times and give loud or soft tone.

Lewis Talking Machine Co.
DISTRIBUTORS
No. 15 South 9th St. PHILADELPHIA, PA.

HOW TO PRESERVE YOUR
Talking Machine Worlds

For some time past we have received numerous requests from subscribers for binders to hold the files of the paper, so that they would be convenient for reference purposes.

To supply this demand we have had a number of "Common Sense Binders" made, which will accommodate the Talking Machine World readers.

If you wish your Worlds filed always within reach, order a binder.

These binders are full cloth, with the title of the publication on the front in gold.

These will be supplied to subscribers, delivered to any part of the country for $1.25.

BUSINESS DEPARTMENT
The Talking Machine World
1 Madison Avenue
NEW YORK

KEEP YOUR CUSTOMERS PLEASED

It is the Secret of Commercial Success
It Makes Good Business

THEY COME BACK.

60% of all persons who own PHONOGRAPHS, hardly use them at all. Their enthusiasm soon dies after they have bought a machine. Why? Because their RECORDS soon become scratchy and unmusical. Most people are not wealthy enough to keep constantly buying new records, and so they shove their PHONOGRAPHS aside. This is the worst thing that can occur, for the DEALER. It means the shutting off the purchase of many thousands records annually. The common cry is heard everywhere "I've got a PHONOGRAPH, but I never use it." This is caused simply by worn records and it is the purpose of RECORDOL to prevent this. By its use CYLINDER RECORDS are kept in perfect playing condition, which of course makes the owner use them, and that's WHAT YOU WANT. It keeps his interest up. He keeps using his PHONOGRAPH. He doesn't lay it aside and forget its existence. RESULT, he is anxious to hear new and more good music, and where under regular circumstances he may spontaneously buy 25 or 30 records a year, he will, when his interest is always up, steadily keep adding, which will average 100% more for the dealer in the long run.

RECORDOL, is a DRY POWDER. It comes put up in fine boxes which RETAIL for $1.00 each. We want you to try it, and be satisfied before you put it in stock. If you will fill out the attached coupon, inclose it with a 2-cent stamp and one of your cards, to show you are a dealer, we will mail you prepaid a sample of "RECORDOL." Write to-day. WE WANT AGENTS EVERYWHERE.

CUT HERE AND MAIL TO-DAY.

RECORDOL COMPANY
108-110 East 125th Street, New York City

Enclosed find 2-ct. stamp for which send to party below a sample of RECORDOL, together with circulars and DEALERS' prices.

NAME.....
ADDRESS.....
P. O. .....
STATE.....

"A"

RECORDOL COMPANY

108-110 East 125th Street

NEW YORK CITY

THE STANDARD TALKING MACHINE CO.

Of Pittsburg Who Took Over the Business of the Theo. F. Bentel Co. Are Building Up a Fine Business.

(Special to The Talking Machine World.)

Pittsburg, Pa., April 6, 1907.

The Standard Talking Machine Co., who recently took over the business and secured the good will of the Theodore F. Bentel Co., incorporated, are now in a position to take care of the trade in the same prompt and satisfactory manner that was the policy of the Bentel concern.

The Standard Talking Machine Co., incorporated, for the past two years were exclusive Victor distributers in this territory, but since the acquiring of the Bentel concern they are now Edison, Victor and Columbia jobbers and will conduct the business largely on the same lines as their predecessor. The personnel of the Standard Talking Machine Co. is as follows: George E. Grotenpond, president; M. S. Rocereto, vice-president; J. C. Roush, treasurer and manager, and D. O. Jones, secretary. The company, which was incorporated under the laws of Pennsylvania, has a capital of $25,000.

INVITES EDISON TO GERMANY.

Representative of Exhibition of Inventions Comes to America.

A cable to The New York Times from Berlin says: "A notable exhibition will be opened here in June under the patronage of the Emperor and the auspices of the Technical Society. It will consist of the newest inventions, and among the exhibits will be Lilienthal's airship, the latest inventions in wireless telephony, and Korn's photo-telegraph. A representative of the management is now in the United States for the purpose of trying to induce Thomas A. Edison to come here for the opening of the exhibition."

SELLING OF SCHEME GOODS.

National Phonograph Co. Issue Warning to the Trade on This Subject.

The National Phonograph Co. have notified their jobbers and dealers regarding the exchange of premium goods of whatever origin for Edison machines and records in connection with newspaper or magazine advertising schemes, as follows:

"All schemes involving the giving away or the disposal at less than current prices of any article whatever, or, for which advertising is considered a part payment, and which article is taken in exchange in whole or part payment for goods manufactured or sold by this company, is a violation of the conditions of sale governing the sale of goods manufactured and sold by this company; and any advertising or premium scheme which directly or indirectly involves the exchange or sale of goods manufactured and sold by this company, is a violation of such conditions of sale. All jobbers and dealers are hereby warned that after this date, all goods manufactured and sold by this company, must not in any way be coupled with advertising or premium schemes, or exchanged for goods of other make or nature involved in such schemes. Jobbers or dealers who hereafter dispose of goods of our manufacture in this way, will be immediately suspended from the advantages and privileges of our jobbers' and dealers' agreements."

Policeman Charles A. Jones, of Portland, Me., one of the oldest officers in point of service in that city, owned one of the first Edison phonographs in that city and at one time owned one thousand records, although he has since disposed of many of them.

Edmond F. Sause has been appointed assistant manager of the export department of the Columbia Phonograph Co., in recognition of his efficient services while connected with the company in other capacities.

MORE MELBA RECORDS.

The Famous Operatic Soprano Was Paid an Enormous Sum to Make Records for the Victor Talking Machine Co.

Some important additions to the beautiful records made by Mme. Melba for the Victor Talking Machine Co. will doubtless soon make their appearance owing to the fact that the great prima donna was prevailed upon to postpone her departure for Europe and spend a week making records exclusively for this company. This made the third time Mme. Melba delayed her sailing for home. Of course, the offer was extremely tempting to persuade one of the world's greatest operatic stars to extend her season, but —well, this is America.

MME. NELLIE MELBA.

Mme. Melba was booked to sail on the "Kron Prinz Wilhelm" on March 26, immediately after the ending of her season at the Manhattan Opera House, but the Victor contract caused her to wait until April 2, spending the entire week in making a series of records. In consideration of the immense advance payment and a liberal royalty on every one of her records sold, Mme. Melba binds herself not to sing for the purpose of making records of her voice for any person or party other than the Victor Co. and an associated corporation. No record is to be placed on the market without her approval, and orchestral or piano accompaniment as desired by the prima donna, and all other facilities are to be placed at her disposal by the Victor Talking Machine Co.

In connection with the making of her records, Mme. Melba paid a handsome compliment to Walter B. Rogers, conductor of the Victor Orchestra. She had originally intended to bring her own personal orchestra leader over from Europe, had, in fact, cabled for him, but upon witnessing the able manner in which Mr. Rogers handled the baton, cancelled her orders to her own conductor and placed herself under his direction entirely while making the records.

DUPLEX PHONOGRAPH CO.'S PLANT CLOSED.

The plant of the Duplex Phonograph Co., Kalamazoo, Mich., was closed on April 2, and all employes laid off in obedience to the injunction issued in favor of the Victor Co. by the Federal Court forbidding the former concern to manufacture machines pending the decision of the court in the suit of the Victor Co. for alleged infringement of patent.

Colonel F. D. Eager, manager of the Duplex Phonograph Co., informed the employes that while the shutdown would be of indefinite duration; should the suit go in favor of the Duplex Company operations would be resumed upon a much larger scale than heretofore.

Cressey & Allen, the talking machine dealers of Portland, Me., recently received a ton of Victor records in one shipment. Looks like business.

In the Words of Others "Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I. C. S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for you? Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW

THE DENVER DRY GOODS CO.

DENVER, COLO. 11/21/06.

International Correspondence Schools,

Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Mistraud very successful and while he was here we sold several Language Outfits. We have also sold some since he left us. We expect to advertise these Language Outfits during December as gifts as you may rest assured we will communicate with the parties to whom demonstration was given and who have not as yet made a purchase. We think the plan of advertising or demonstrating these Outfits is successful and leads to sales which could not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to know if we could make arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times recently; same can be billed to us by you. This would be quite an accommodation to us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,

THE DENVER DRY GOODS CO.,

per

International Correspondence Schools

SCRANTON, PA.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Trade Conditions Healthy—Babson Bros. New Building Near Completion—Big Regina Trade—Cable Company Developing Their Retail Trade—Talking Machine Co. Remove to Larger and More Central Quarters—Columbia Twelve Inch Records Please—Handsome Exhibit Made by the Columbia Co., and the National Phonograph Co. at the Recent Business Show—Wurlitzer Co. Expansion in Chicago—C. W. Noyes Back from the Coast—Some Babson Surprises Soon—Other Happenings of Interest to World Readers.

(Special to The Talking Machine World.)
World Office, 195 Wabash Avenue,
Chicago, Ill., April 10, 1907.

The Western trade is in a decidedly healthy condition, thank you. Jobbers, as a rule, state that business during the first quarter of 1907 has shown a most gratifying increase over the same period of 1906. Collections are good and the trade generally is in a very contented frame of mind. Local retail trade is of very fair proportions.

That new building of Babson Bros., on the West side, is under roof. It has been put up in a remarkably short space of time, but nothing has been slighted. It is a splendid building in every way, and constructed to stay. That such a building should be erected for a concern in this business for distributive purposes alone is a magnificent comment on the permanency and immensity of the trade. Wholesale Manager Nisbett bought the Edison stock of the Cable Company, who are retiring from the wholesale business. The record stock amounted to something like 40,000.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, has gone East. While there he will pay a visit to both the Victor and Edison factories. He reports business as excellent.

Mr. Blumberg, Western manager for the Regina Co., says that his only trouble is to get goods enough to supply the demand. His business so far this year has been nearly double what it was in the same period of 1906.

At the Rudolph Wurlitzer Co., Manager Uhl was highly elated over the way bnsiness is swinging along. "Away ahead of last year," was his brief but comprehensive report. In the retail department Manager John Otto has secured a valued head assistant in Lewis Kean Cameron, one of the best-known salesmen in the city, for some years with Lyon & Healy, and later with the Cable Company. An aggressive and systematic advertising campaign has been started by the retail department.

The Cable Company are down to a retail basis now, but superficial indications would go to indicate that their department will speedily become one of the most important in the city. At the head, nnder Manager Joseph T. Leimert, who has general supervision of all the local retail interests of the Cable Company, is a most capable man, C. M. Le Roux, who has around him a competent force of assistants. They are going to cater to the very best trade handling the Victor line, and as soon as they are out the Columbia Marconi records. The department is going after things in the way that wins, and will have the distinction of being the only large retail concern in town outside of the Columbia Co.'s office devoting itself entirely to the disc product. Manager Le Roux says they are going after the Red Seal and Victor Victrola trade, and go after it hard.

The Talking Machine Co. are making another milestone in its progress by removing to larger and more centrally located quarters so far as the talking machine trade is concerned. The new quarters occupy an entire floor of the big building at 72-74 Wabash avenne. They will have more room than formerly, and will have the additional advantage of having everything on the one floor—a big advantage in the case of an immense jobbing business of this kind. Manager Arthnr D. Geissler deserves the congratulations of the trade for the remarkable progress made by the company since his incumbency of the managerial chair.

The Western Talking Machine & Snpply Co. are certainly a concern which must be reckoned with in a large way in the future. Messrs. Dillbahner and Feinberg are two young men, hustlers both of them, who are the kind of men who do things. As previonsly announced in these columns they are prepared to make shipments of horns, O. K. cranes and "Standard" needles, f. o. b. Chicago at factory prices, and are now in a position to ship goods from Chicago the day ordered, a big advantage to the Western jobbing trade. While Mr. Feinberg was away Mr. Dillbahner found things swinging in a manner which gave him something suspiciously like a case of nervous prostration, and he is now in his native State, Michigan, exercising his prowess as a mighty Nimrod and expert disciple of Isaak Walton.

The Salter Manufacturing Co.'s big factory on the West Side is busy taking care of the steadily growing demand for Salter cabinets.

Some of the recent 12-inch dollar record issues of the Columbia records are of the character calculated to increase and strengthen the Columbia prestige. Among them may be mentioned notably "I'll Sing the Songs of Araby," by Henry Burr; "Calm Breathes the Night," from one of

PROMPT SHIPMENT

WE CAN GIVE YOU
"WHAT YOU WANT"
IN
Edison Phonographs and Records
WHEN YOU WANT IT
"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS
G. M. NISBETT, Manager.
304 Wabash Avenue, CHICAGO, ILL.

the Verdi operas, sung in magnificent fashion by the robust Italian tenor, Romeo Berti; "In a Chimney Corner," by Collins and Harlin, a couple of stirring military patrols and a delightfully sung duet, the famous serenade by Schubert.

exhibit in charge of Nelson C. Durand, general manager of the company's business phonograph department, assisted by C. L. Hibbard, manager of the Western commercial department; E. C. Barnes, local representative, J. O. Hanna and others. Miss Rose Fritz, who carried off the

EXHIBIT OF EDISON BUSINESS PHONOGRAPHS AT BUSINESS SHOW, CHICAGO.

Decidedly interesting exhibits of commercial dictation machines were made at the National Business Show held recently at the Coliseum.

The National Phonograph Co. had a fine large typewriting honors at the New York show, demonstrated for the National. An interesting feature of the exhibit and carefully protected in a glass case is the first crude model brought out

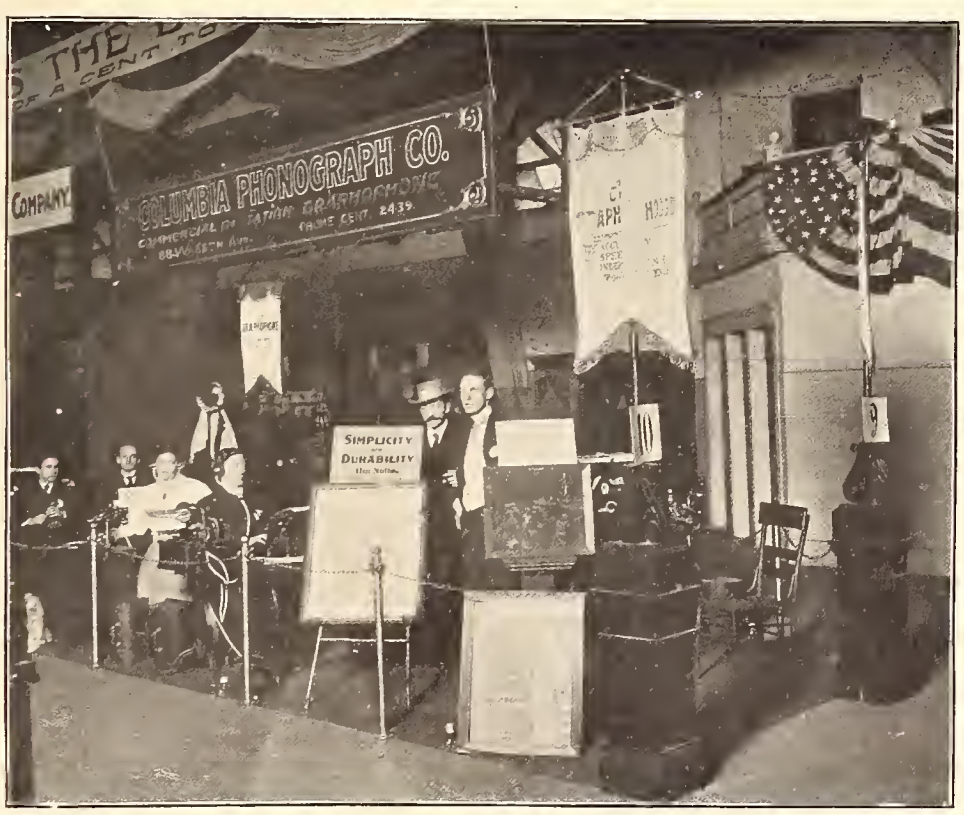


EXHIBIT OF COMMERCIAL GRAPHOPHONES MADE BY COLUMBIA CO. AT BUSINESS SHOW.

THE TALKING MACHINE CO.

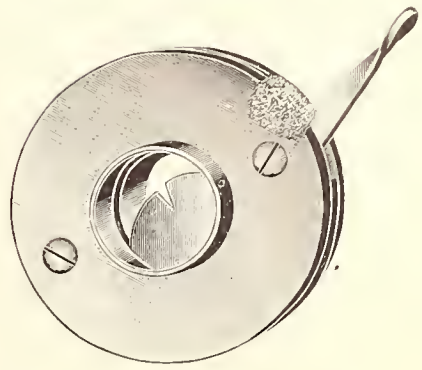
Exclusive Wholesalers

HAVE MOVED TO NEW AND LARGER QUARTERS

72-74 Wabash Avenue - - CHICAGO, ILL.

~~Opportunity to Qualify for Jobbers' Discounts~~

FOR



The Crescent Tone Regulator

List $1.00

The Most **Successful** Tone Regulator ever placed on the market. We have taken the factory output.

No Need to Place Large Initial Order. Order a Sample.

We will send you free samples of **Exhibition Needles** and the famous **Petmecky Needles**.

Our Line of **Cabinets** are the greatest values in the country to-day.

Our Expert Repair Department

is amply equipped to handle both dealers' and jobbers' work in the most up-to-date and prompt manner.

REMEMBER WE WHOLESALE EXCLUSIVELY

The Talking Machine Co.
VICTOR
RECORDS SUPPLIES

72-74 Wabash Avenue,
CHICAGO, ILL.

by Mr. Edison. Numerous samples of the company's latest improved direct current and alternating current machines were also exhibited. In connection with this exhibit was that of the Bates Manufacturing Co., another Edison institution, showing the Bates numbering machine. It was in charge of Frederick A. Burnham, of New York, manager of sales.

The Columbia Phonograph Co. had a fine exhibit to the right of the entrance as you pass into the building. They displayed the new model 1907 commercial dictation graphophone, of which the recording device is an especial feature. The type C. A. alternating current machine attracted much attention as it is available by concerns in comparatively small places, who have heretofore been compelled to use the spring motor graphophone. W. W. Parsons, who is the manager of the commercial dictation department of the Chicago office, was in charge, assisted by Paul M. Wood, C. A. Burgsten and Miss M. Ruckenbach and C. P. McDonald, a champion typewritist, as demonstrators. The exhibit proved to be a very big success, and Mr. Parsons has already had the pleasure of demonstrating to representatives of big local companies who have not yet come into the fold, but who give strong symptoms of warming up.

A set of the Bonci records has been received by E. C. Plume, wholesale manager for the Columbia Co., in this neck of the woods. He treated your representative to a recital. The records are superb.

J. A. Warren, formerly head of the collection department at the Chicago office of the Columbia Phonograph Co., has gone to Peoria to take charge of the Columbia office at that point. He is a young man who, while with the Columbia Co. only a few months, has had several important promotions. The Columbia Co. are quick to appreciate ability on the part of their employes. Mr. Warren is just the kind of a man to make a superexcellent branch office manager. Watch him climb.

C. W. Noyes, secretary of the Hawthorne & Sheble Manufacturing Co., is now on his way back from the Coast. He has with him an imposing outfit, consisting of three of the company's excellent new talking machines, together with samples of the new Star records. He is meeting with splendid success, and if reports are true, has taken enough orders to keep the factories running for quite some time.

The demand for Victor Victrolas continues unabated. It is still purely a question of supply.

Some of the talking machine stores in the outlying districts, not all by any manner of means, are doing some wonderfully effective window trimming. Topical windows and windows illustrative of specific conceptions are occasionally seen which do distinct credit to the creators thereof.

Babson Bros., it is reported, have some surprises to spring on the trade in the very near future.

E. C. Plume, Western wholesale manager of the Columbia Co., is on a trip to the Twin Cities.

Another case of the talking machine occupying an important place in a funeral service comes from Muskegon, Mich. At a funeral in Pentwater, a nearby town, after the last rites had been conducted by the preacher, a talking machine was placed on the casket and the mourners heard the voice of the dead man singing his favorite hymn.

Looks like a busy spring and summer in all sections of the West.

BANQUET OF COLUMBIA FORCES.

Members of the Chicago Office as Well as Many Guests Held Their Annual Banquet at Vogelsang's on March 20th—A Most Enjoyable Occasion—Many Impromptu Addresses Made by the Members of the Staff—Affair Will Go Down in History as the Most Successful Ever Held by This Company.

(Special to The Talking Machine World.)
World Office, 195 Wabash Avenue,
Chicago, Ill., April 8, 1907.

The Chicago office of the Columbia Phonograph Co. gave their annual banquet at Vogelsang's on Wednesday evening, March 20. The event was a most thoroughly enjoyable one, and more than that was deeply significant to the man disposed to look beneath the surface. The affair, it should be said, was largely the work of O. W. Eckland, the manager of the instalment department, although he had very able assistance from the other department heads and the members of the working force. The World representative was honored with a place at the speaker's table and was glad of it, as it enabled him to study the faces of the 125 animated talking machines (beg pardon, gentlemen, graphophones) who filled the cosy little banquet hall at Vogelsang's. There were the managers of the departments, prominent members of the office and collection force, all men of evident ability, and then the salesmen. The remarks made in these columns last month applied generally to store salesmen. While all the instalment solicitors are on a commission basis, there were men there who make on an average of $500 a month on a house to house canvass. A brighter, more intelligent lot of men you never saw, but, gentlemen, to the banquet. Toastmaster O. W. Eckland's introductions were very happy, full of intimate personalities and decidedly talkable. Toward the close of the evening, and after he had partaken of a demitasse of Vogelsang's coffee (there was no wine served), he burst forth into a rhapsody on the graphophone which cleared the smoke from the atmosphere and made every mother's son in the audience determine to be a better, truer man in the future. Your representative had an inkling of what was coming and had three court stenographers there to try to "take" Eckland. They got taken in. The immense philosophy and overpowering eloquence of Eckland's remarks palsied the brain, stilled the pen and made the stenographers in despair quit the hall and the business. While your representative is not sure he is right, he will try to the best of his ability to tell what Eckland was at. He informed the audience that according to the latest archæological discoveries the Columbia graphophone dates back to a period long before the Christian era. He presented a theory to the effect that Moses used a Twentieth Century graphophone in transmitting his decrees to the Children of Israel. He has it on good authority that Mark Anthony entertained Cleopatra with the strains of "Won't You Let Me Put My Arms Around You?" wafted from an XP record on a type AP graphophone. The wonderful oracles at Delphi and the other places were made possible, he said, only by disc graphophones concealed within the shrine. He also called attention to that new cabinet of Parsons as a modern development of this idea. All that civilization can give us, all the consolations of religion, and all the inspiration of poetry can be traced to the graphophone.

Western Jobbers!

MORNING GLORY HORNS
Plain and Decorated

O. K. Cranes, Standard Needles, etc.

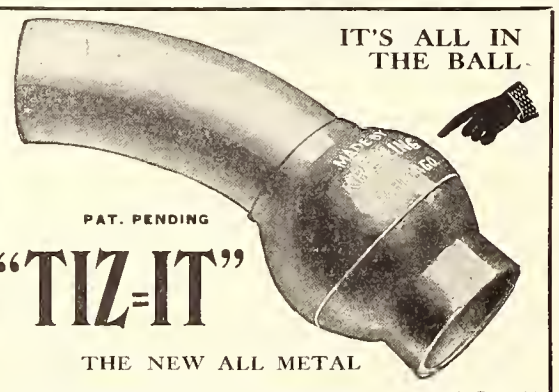
Shipped f. o. b. Chicago at factory prices, and shipped from Chicago the day order received.

Western Talking Machine aud Supply Co.
DILLBAHNER & FEINBERG, Props.
6 E. Madison Street CHICAGO

"TIZ-NOT-IT"

"Tiz-It" sells on sight—Retails at 50 cents—Worth much more.
"Tiz-It" fits all Edison Phonographs and cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulars and Discounts to the Trade
SPECIAL INTRODUCTORY OFFER TO DEALERS—Write for it To-Day



PAT. PENDING
"TIZ-IT"
THE NEW ALL METAL
HORN CONNECTION
KREILING & COMPANY
INVENTORS AND SOLE MANUFACTURERS
855 North 40th Avenue, CHICAGO

RECORD DISC and CYLINDER **CABINETS**
Complete Line
Attractive Designs
Popular Prices
YOU WILL BE PLEASED
Write for Catalog "by return Mail"
O. D. WEAVER & CO.
Cor. Adams and Wabash Ave., CHICAGO

Brunnhilde could never have made her voice carry to the gods if she had not used the Twentieth Century. The small, still voice which Elijah heard in the mountain cave was undoubtedly from a type AU. He also has it on direct authority that the factories are now working on an order for a special machine for Gabriel, to be used in delivering the final trumpet toots.

Well, to go back. After the very bountiful repast had been discussed to the accompaniment of a magnificent type BD on one of the tables, Eckland started the flow of soul going by introducing W. C. Fuhri, district manager, who acquitted himself nobly.

Right here I would like to say that it is impossible to follow the law of proportions in referring to these speakers, as many of them, while very interesting and greeted with the greatest enthusiasm by the guests, yet treated the private business affairs of the company, and therefore only passing mention can in justice be made of them. Mr. Fuhri devoted himself largely to explaining the congestion in the company's factory and the reason why there has been delays in getting deliveries on certain types of machines. He said, however, that the company was getting in shape to fill all demands promptly, and went considerably into details. He thanked the men for the hearty co-operation and encouraged them heartily in their labor. A telegram of regret at not being present was received from A. D. Herriman, manager of the Davenport branch.

C. F. Baer, manager of the Chicago office, made a fine little talk, having to do mostly with the company's business. He was applauded to the echo.

E. C. Plume, western wholesale manager, made a talk which, unlike many of the others, it would be proper to report almost in full. Mr. Plume spoke in substance as follows:

"Mr. Chairman and Gentlemen—It is with a great deal of pleasure that I look around me and see the many enthusiastic and intelligent faces of the many Chicago office employes present here this evening, and I want to say that I have never before so much regretted the severance of my nominal connection with such a force of men. Many of you have worked for me, and with me, during my regime in charge of the retail departments of the Chicago office, and since that time many of you have become managers of the various stores under Chicago's jurisdiction. I want to say that there is room for all of you in responsible positions with this great concern, and that almost every man now in a position of responsibility and trust in our service has risen from the ranks. Some of you perhaps know something of my start in the service, but for those who do not know I want to say that I started with the Columbia Phonograph Co. in San Francisco quite a few years ago at a salary of $10 per week. Since that time I have filled positions in every branch of the service, and while the end of the business now represented by me in this territory (that of the wholesale department) naturally makes us work along different lines, I want to assure one and all of you of my hearty co-operation at all times, and desire to thank you for the co-operation which I have received from the various employes of the Chicago office and its branches. You have at your head a man who has also risen from the ranks, as has been the case with such men as your former chief, John H. Dorian. I might add before closing that Mr. Dorian also started in the company's service at $10 per week, and I hope to see every man who is present here this evening, and who is worthy of the trust, in a responsible position. You can do it, gentlemen; all it needs is sticktoitiveness and strict attention to business and the interests of the company. It is needless to say that I believe one and all of you will give Mr. Fuhri, Mr. Baer, and the department heads the co-operation which they will need to keep Chicago in its present position among the offices—that of first—and I think you are all with them in attaining this end; aren't you? (Cries of yes.) I thank you one and all for your forbearance

First Row (from left to right)—O. M. Kiess, W. W. Parsons, A. E. Thomas, W. C. Fuhri, E. C. Plume, C. F. Baer, O. W. Eckland, F. A. Cass, E. A. Parsons. Second Row (from left to right)—W. A. Ashleman, W. A. Everly, J. H. Parker, Geo. Cass, Geo. Remeinschneider, T. D. Waiss, O. Radix, V. E. Green, J. W. Bentley, A. Mortenson, G. H. Ingalls, J. J. Murphy.

ANNUAL BANQUET OF THE CHICAGO OFFICE OF THE COLUMBIA PHONOGRAPH CO.

in listening to one who is essentially not a speaker, but I assure you that I am with you, heart and soul."

About this time the Columbia Junior Quartet, made up of members of the Ashland avenue branch, began to get in their innings. The quartet consisted of Messrs. Libben, Allen, Brown and Levy, with Prof. Chas. W. Hawley at the piano. Mr. Libben sang several solos, accompanied by the quartet, and one or two alone. He has a rich basso cantate voice. His upper tones are especially beautiful; he sings with great dramatic feeling. We also heard Mr. Grimes in a couple of ringing baritone solos. Mr. Shatz gave us some very clever German impersonations. One of the most enjoyable events of the evening was Mr. Levy's topical song, "Having to do with Columbia Personalities," with the chorus sung by the quartet. Mr. Levy wrote the skits himself.

Three good salesmen, lots of luck
Get a store rid of the truck
Columbia Graphos always sell
If you push 'em hard as h——
We do like h——.

Work from early morn till late
Bring ten leases in we'll say
Six are cancelled, three rejected
One delivered, but defective—
No cash.

Mr. Baer he sits downtown
Calls up Ashland with a frown
Boys get busy, get the bis
So that Eckland will get his
May be.

When he does tell us this parable
We think Baer is quite unbearable
Pushing us like a Teddy Bear
Then we get business from everywhere—
Sometimes.

Then comes second Mr. Cass
What he says it sounds like brass
Boys get less business but more cash
It takes money to buy hash
A la boarding house.

Now such talk should spur us on
To work hard from morn till dawn
But if these two can't make us go
Then comes last not least you know
Oh Fuhri.

Him we tell our troubles all
That sometimes our orders fall
Because A1 is short on supply.
Then old Fuhri makes him fly.
Nothing but red tickets.

Now then this great aggregation
Of names is the combination
Mixed with energy and zest
Makes Columbia outsell the rest.
That's no joke.

We bear the cash right through old Fuhri
To Columbia just for glory
Take the banner lead us on
Hail Columbia Graphophone
Hurrah.

Mr. Green gave some talk on the practical problems and told something about his crew management and also of his training methods.

J. A. Corday made an interesting talk, and C. L. Cassidy also spoke, exalting the calling of the salesmen. Frank Cass, manager of the credit and collection department, gave a decidedly interesting talk and tried to clear up misconceptions on the part of the salesmen regarding the credit department. He showed clearly that a sale was never turned down without thorough investigation, and described the woes of the collector and of the credit man in a decidedly interesting and often humorous fashion. Mr. Libben, manager of the Ashland branch, urged the necessity of co-operation in every branch, and showed why, in his opiuion, the graphophone instalment solicitor had a lead pipe cinch as compared with salesmen in other lines. Mr. Johns, manager of the Detroit office, was greeted enthusiastically and spoke gracefully.

E. A. Parsons, who has again joined his brother, W. W. Parsons, in the commercial department, after an absence of two and a half years, brought the speech-making to an end in a strong and helpful address.

Among those who attended the banquet, or to whom invitations were sent, were the following: G. Abler, Mr. Allen, Benj. Arnold, W. A. Ashleman, Milwaukee, Wis.; L. Altenut, J. W. Bentley, Aurora, Ill.; J. F. Beattie, H. H. Brown, Maywood, Ill.; H. Braveman, Oak Park, Ill.; Wm. M. Breckinridge, Rockford, Ill.; Oscar Baer, G. Brown, L. Block, A. Busch, Chas. A. Bergsten, Edw. Blimke, Chas. F. Baer, J. L. Brouse, Tony Bertucci, R. Bowes, T. J. Blight, San Francisco, Cal.; Jos. Bentz, South Bend, Ind.; J. H. Bowling, F. J. Brogan, C. Balash, Mr. Blake, Davenport, Ia.; Mathew Conrad, F. L. Corcoran, Maywood, Ill.; C. C. Cassidy, Mr. Carlton, F. J. Connelly, Frank Coleman, Frank Cavanaugh, Geo. C. Cass, W. C. Clare, Harry A. Carlson, W. A. Conant, Morgan Park, Ill.; L. Core, B. J. Conway, Jas. H. Cordary, Oak Park, Ill.; F. W. Chamberlain, Rockford, Ill.; E. Conuoly, Mr. Cook, J. C. Cook, M. Connoly, F. A. Cass, A. Calason, A. L. Chouinard, Milwaukee, Wis.; J. P. Dryer, F. W. Davis, Crystal Lake, Minn.; J. H. Dorian, W. L. Eckhardt, E. D. Easton, New York, N. Y.; A. J. Ecklund, Walter R. Eckert, Rockford, Ill.; W. A. Everly, Otto F. Engel, A. F. Forrest, Wm. Forest, M. Feckles, W. C. Fuhri, C. W. Fuller, Wm. H. Finley, Edw. Frederickson, St. Paul, Minn.; W. S. Gray, San Francisco, Cal.; J. J. Grimsey, Seattle, Wash.; L. A. Gardner, A. Goldschmidt, Milwaukee, Wis.; H. H. Goul, Sali Gerst, J. Griffine, Harlem, Ill.; G. P. Green, Highlaud Park, Ill.; E. R. Gaskill, D. W. Handlin, Rockford, Ill.; L. D. Heatre, Spokane, Wash.; Chas. Hermann, Wm. Hambly, Palos Park, Ill.; Chas. Hughes, J. Horton, W. H. Hammond, J. C. Hamilton, Riverside, Ill.; David Halperin, Rockford, Ill.; A. D. Heriman, Davenport, Ia.; J. S. Hollis, Cincinnati, O.; T. Herbst, M. Hamilton, G. H. Ingalls, W. Jones, Davenport, Ia.; Louis S. Johnson, Chas. W. Johnson, Oscar Johl, E. T. Jackman, H. M. Kane, M. J. Kirkpatrick, A. H. Karsten, Oak Park, Ill.; F. Kirscher, Oscar Kiess, J. Krieger, Alex. Kozlow, Indian Harbor, Ind.; A. Lubben, Geo. W. Lyle, New York; Ned Law, J. H. Lott, Jas. Larson, J. M. Little, E. Lipke, O. Lowry, A. J. Morrisey, New York; A. Miller, Jos. Matejka, M. Myers, H. H. Moses, John M. Means, Louis M. Miller, Alex. Milne, Thomas J. Murray, E. J. Melich, Charles Melisher, P. Myers, William Moylan, A. Mortenson, E. Marvill, T. F. McCarthy, R. Naughton, J. E. Naughton, C. A. Norlin, C. A. Nosker, J. H. Parker, R. F. Proctor, Evansville, Ind.; J. W. Paulson, Ed. D. Pugh, A. L. Peterson, John J. Palmgren, Indiana Harbor, Ind.; W. W. Parsons, E. A. Parsons, E. C. Perkins, Geo. Remeinschneider, O. Radix, C. O. Rathey, E. C. Rumble, L. S. Rausnitz, W. E. Remont, J. Runtz, Ralph Rose, A. W. Schultz, Rockford, Ill.; Geo. Sagar, South Bend, Ind.; J. H. Scoemann, St. Paul, Minn.; F. J. Steinback, Wm. Strand, A. C. Schultz, Sturgeon Bay, Wis.; Geo. Summer, Harry Stingley, L. M. Snell, Geo. Sidlan, Hedgewisch, Ill.; Frank Shanahan, Aug. Sims, Rockford, Ill.; N. Scheuben, Chas. Stone, Jas. H. Skelly, R. Saidder, Philip Serida, D. Secord, W. R. Sumner, Edw. Siehert, Edw. Selbman, A. Swan, J. Schantz, H. Schmeltz, Chas. Schatz, A. Schatz, Wheaton, Ill.; D. E. St. Jean, A. W. Stewart, J. G. Tinsdale, A. E. Thomas, Milwaukee, Wis.; J. R. Templetou, F. J. Thompson, Pullman, Ill.; J. E. Tahl, John Uhlir, Mr. Vincent, Davenport, Ia.; E. T. Van De Mark, T. D. Waiss, J. R. Wilson, D. E. Waswick, Oak Park, Ill.; Wm. Werner, W. A. Weinberg, Davenport, Ia.; W. E. Whiteman, T. H. Williams, E. A. Wacaser, Harry L. Wilcox, G. M. Wedge, R. White, St. Paul, Minn.; E. H. Wheeler, St. Paul, Minn.; J. P. Whiteman, P. M. Wood, Leo Wolterding, J. G. Zoller, John Palmer, E. P. Van Harlingen, Richard Saunders, A. Miller, Chas. Wurst, W. T. Schueider, Leonard Ptang, David Dooley, C. G. Cook, J. A. Waring, Peoria, Ill.; Chas. Murphy, M. Gewolb, M. Kahn, A. Snyder, C. Smith, Mr. Kaplitzki, O. W. Eckland, T. H. Williams, E. C. Plume, J. McDonald, E. Levy, L. Grant, J. O'Donnell, F. Severa, A. Kane, V. E. Green, M. Skelly, K. Kalman, D. A. Halperin, J. Hausworth, E. P. Crafton, W. B. Clark, G. Bach.

THE BLACK WHITE MAN

"The White Blackman"

Fills Dealers' Orders

FOR

EDISON or VICTOR

goods in a way that makes other jobbers wonder how he does it.

TAKE NOTE, MR. DEALER

"Satisfaction" at Blackman's costs no more than "Dissatisfaction" elsewhere.

Write for our New Price List

Yours to make good

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop'r

"The White Blackman"

97 Chambers Street NEW YORK

"THE PLACE WITH THE GOODS"

Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

DEALERS — Be Up to Date

Stop clinging to traditions and buying inferior RECORDS because they have a name.

Order the IMPERIAL and get the latest and best on the market at most advantageous prices to yourself.

SEND FOR LISTS AND PRICES

LEEDS & CATLIN COMPANY - - New York

THE MONTH'S HAPPENINGS IN PHILADELPHIA.

Satisfactory Trade Reports Both in Wholesale and Retail—Meeting of the Jobbers' Association—Continued Victor Company Expansion—Mme. Melba Visits the Victor Plant—The National Phonograph Co. Enlarge Commercial Department—Manager Gouldrup's Good Report—Russell Baum Takes Charge—What the Penn Co. Report—Opera Records Discussed—The Philadelphia Talking Machine Co. and the Keene Co. Consolidate—Louis J. Gerson, of the Musical Echo Co. Enthusiastic Over Demand for High Priced Machines and Records—Eagen Joins Bellak Forces—H. H. Gibson's New Sound Box—Mr. Weiss' Report—Louis Buehn & Bro. Very Busy—Some Important Trade Happenings of the Month Presented.

(Special to The Talking Machine World.)

Philadelphia, Pa., April 8, 1907.

Cheerful news as to good trade conditions in Philadelphia talking machine circles is heard on all sides. Business in wholesale departments is especially good, and while Easter buying of new hats and frocks tended to make retail sales a little quiet, the depression was only temporary and the trade anticipates good near future business in retail selling.

Much interest has been taken in jobbing circles the past month in the first meetiug in this city of the Eastern Talking Machine Jobbers' Association—an account of which appears in another page. Credit is due H. E. Marschalk, of the Musical Echo Co., chairman of the local committee of arrangements, and the Victor Talking Machine Co., of Camden, N. J., for the thorough success of the "meet" and the pleasure given the large number of visiting jobbers and their friends. All the Philadelphia jobbers did their share to make the gathering a happy success.

"Always busy" is a fit description of affairs at the ever-growing plant of the Victor Talking Machine Co. across the river. In all departments orders are being turned out as rapidly as facilities will allow and care aud good workmanship will permit. As to demand: it is for everything the company makes from modest-priced talkers to the really remarkable machine, the auxetophone. On April 4 the Victor Co. took title to additional land on N. Front street, extending through to Delaware avenue. The property is 180 feet on N. Front. They also secured title to 40 feet front land on Market street. Buildings used by manufacturing companies now occupy some of the premises, but in time they will probably make way for new Victor plant additions. Kaighn & Draper, contractors, of Camden, N. J., are making alterations to the boiler-house of the company. Plans are being prepared for still another addition to the warehouse plant on N. Front street. It will be a five-story concrete building. Work ou the new laboratory building at the southeast corner of Front and Cooper streets is progressing rapidly.

Mme. Melba, prima donna, and attendants, visited the Victor plant the past month and were shown all that was to be seen, much to their pleasure and interest.

A steam whistle on the Victor warehouse at Front and Linden streets, is a new improvement and calls the many employes to work. They have dubbed the voluminous calliope "His Master's Voice." The large electric sign which was on the main rear tower has been removed.

Edward B. Bostwick, manager of the Philadelphia district of the National Phonograph Co.'s commercial talking machine department, has enlarged his office staff of employes in the North American Building, in order to take care of increasing business. Mr. Bostwick is having excellent success in introducing phonographs in commercial circles here, and is an energetic and tireless worker.

Referring to trade conditions, Manager John A. Gouldrup, of the Columbia Phonograph Co.'s main Philadelphia office, said: "Business has exceeded our expectations; it is far ahead of a year ago at a similar period—and it was very good then. I ascribe brisk trade to good business conditions and the fact that our Columbia employes have been hustling—activity and push has much to do with securing business, you know. Personally, I favor the proposed plan of the manufacturers to not issue so many new records every month. Matters have been at rather high pressure and business under the new plan will better adjust itself all around."

Maxwell Carrington, who has been an efficient assistant to Mr. Gouldrup here, was appointed manager of the Columbia Co.'s office at Lancaster, Pa., the past month, and has taken hold of matters with a vim that presages success.

Russell Baum, formerly connected with a prominent New York advertising house, has been appointed manager of the commercial graphophone department of the Columbia Co. "He has had a phenomenal month," said Mr. Gouldrup, referriug to Mr. Baum's hustling abilities, "and runs in orders so fast we hardly know what to do with them. Mr. Baum is certainly 'making good.'"

William Morse, jobbing house salesman of the Columbia Co.'s headquarters, stopped over here three days on his way South. He reports excellent business and is stirring things up lively.

Said the Penn Phonograph Co., 19 S. Ninth street: "Business with us is going along very nicely—not quite up to a year ago, which was unusually good—but very satisfactory on the whole. The prospects are for good steady business." The Penn Co. have just received a carload shipment of record cabinets of various designs and finish, from the Herzog Furniture Co., Saginaw, Mich. They are giving considerable attention to the cabinet end of the business, and as a result buyers are looking to them for the latest and best in cabinets and accessories.

E. G. Friedel has joined the salesmen's staff of the Penn Co. and will travel Eastern Pennsylvania. He is experienced and, as orders already sent in prove, energetic.

Speaking of "opera records," one large jobber said: "I find that the opera records are a pretty big proposition for the average buyer on account of the cost. The sales of complete opera records must be somewhat limited, it seems to me, as there are not many people who care to invest so much money at once, and buying an opera on the plan of a record at a time is hardly satisfactory. However, sales already made of the opera records prove the getting out of them was a success, artistically and financially, and I hope more will be put on the market in due time."

The Philadelphia Talking Machine Co., Benjamin Futernick, proprietor, and the Keen Co., jobbers and retailers, have consolidated and the Keen Co. have reorganized, with David Keen, president, and Mr. Futernick, secretary and treasurer. Application has been made to the Governor to increase the capital stock of the Keen Co. from $5,000 to $10,000. The large stock of phonograph goods formerly sold by Mr. Futernick, at 156 N. Eighth street, has been removed to the Keen Co.'s large warerooms at 132 N. Eighth street, and here the consolidated companies will conduct a retail and jobbing business under the firm name of the Keen Co. Speaking of trade conditions, Mr. Futernick said: "In retail lines it is a little quiet on account of Easter aftermath, out it is very good in jobbing lines. We now have such an enormous stock of Victor, Edison and Columbia records we scarcely know where to place it; we ought to have more room and will probably rent an annex for stock purposes. The Talking Machine World deserves credit for its lasting work in building up the talking machine business." A new state salesman will be added to the company's sales' forces.

In a trade chat, Assistant Manager Louis Jay Gerson, of the Musical Echo Co., 1217 Chestnut street, expressed decidedly optimistic views of the talking machine business, present and future. "Of our own business," said Mr. Gerson, "I can say that we are extremely busy in all departments. We have increased our force of employes to forty persons—in office, stock, shipping and retail sales departments—and that is outside of employes we retain in other ways. Our wholesale business is increasing very much and it is because we have the goods and can fill orders promptly—two things which count. We put in an order early for two hundred Victor Victrolas and we have been putting them out as fast as we can get them. We ascribe much of the success we have had in our retail department to the grand opera season. We had twenty grand opera nights in Philadelphia—from Conried; if we have Hammerstein and Conried both next season our business will be doubled. We sent circulars to patrons of the opera—setting forth the merits of our opera records, and then, using a follow-up system, secured most successful results. The 'Rigoletto' quartette and the other special red seal records of the Victor Co. have sold immensely well and to them we ascribe much of our success in sales the past season.

Mr. Dealer.

Have you ever been caught short on your Edison Records and found that your Jobber could not help you out?

Have you ever lost a sale in consequence? Then you can appreciate the value of doing business with a Jobber who can fill your orders promptly.

We are the largest exclusive Edison Jobbers in the East, and carry the most extensive line of Edison Machines, Records and Supplies.

We guarantee immediate shipment of all orders.

ECLIPSE PHONOGRAPH CO.

203 Washington Street **HOBOKEN, N. J.**

Said Manager H. T. Lewis, of the Lewis Talking Machine Co., 15 S. Ninth street: "New millinery and Easter suits had an adverse effect upon retail talking machine trade—but a temporary depression only, and I look to see business pick up again soon. In wholesale lines trade is very good and the outlook is bright. We are putting out a large quantity of records and supplies.

Trade being so good in the player piano department of James Bellak's Sons, 1129-1131 Chestnut street, H. B. Rouillet has been appointed exclusive manager of that department, relinquishing the talking machine department to James Egan. Mr. Egan was formerly with the North-Eastern Phonograph Co. and has both experience and vim. The Bellak firm have removed the phonograph department to the fourth floor of its large establishment and there Mr. Egan is putting in some excellent sales' work. It has been pointed out that the Bellak Co., with such a large and complete stock, seemed to be hiding its phonograph light under a bushel measure—but that plan now seems to be a thing of the past.

At the office of the Disk Talking Machine Co., 13 N. Ninth street, The World was informed that Howard H. Gibson was again with the company as retail office salesman and is having excellent success in pushing sales of Zonophones. He said of trade: "Easter festivities had some effect on sales, but it won't be quiet long and business is very satisfactory." William L. Ziegler is visiting state points and pushing sales with success. Robert Gibson and family are in Florida. Mr. Gibson has perfected a new taper arm and sound box which will be on the market shortly. We are putting out the goods, all right. So long—come in again."

Proprietor Adolph Weiss, of the Western Talking Machine Co., 41-43 N. Ninth street, said: "Trade is a little quiet, as it usually is Easter time, but I look to see it pick up shortly. Talking machines are luxuries—not necessities like shoes and clothing, and hence, we must look for sales to fall away when hats and Easter clothes have the upper hand. I look for improvements in talking machine lines and they will tend to make business good. Then, too, we will probably have an adjustment of talking machine affairs. It is only a question of time when a lot of small dealers will drop out—or be dropped—dead dealers will go, and it will result in benefit for the live men in the business. To be successful in the phonograph business now a house must carry a full and complete line. A few sales here and there by small dealers does not constitute success and spoils the trade of legitimate dealers."

J. N. Blackman, vice-president of the Blackman Talking Machine Co., New York, was a recent trade visitor and stated business was very good all along the line.

Louis Buehn & Bro., 45 N. Ninth street, reported the jobbing end of business to be brisk, while Easter had made the retail end a little quiet. It will quickly recover, however, and the outlook is promising.

Among new retail talking machine dealers stocked up by Philadelphia jobbing houses the past month are: Moore Bros. & Co., Plymouth, Pa.; W. M. Koch, Tamaqua, Pa.; William Kulp, Leadrockville, Pa. (Schwencksville P. O.), and Oswell & Schlang, York Road and Tioga street, Philadelphia.

M. La Homadieu, a successful retailer of Stroudsberg, Pa., was a recent trade visitor and left a number of good orders for phonograph goods.

Embassador Hugg, of the Edison Co.'s headquarters, was a recent visitor and carried a large, well filled order book.

News notes in a minor key are the failures of J. P. Jones, retailer at Sunbury, Pa., and the failure of Felix R. Bayley. Mr. Bayley was formerly in the phonograph business with John F. Ruaue. The partnership was dissolved and Mr. Bayley opened a store at 5004 Baltimore avenue. Mr. Bayley, individually, and trading as F. R. Bayley & Co., and as partner of the late firm of Ruane & Bayley, was adjudged a voluntary bankrupt. Liabilities, $14,501.28; assets, $10,976.54. Referee, T. M. Etting.

New amusements arcades have been opened here as follows: Mark M. Dintenfass, 1319 Market street; W. Saunders, 6300 Woodland avenue, and at 4028-4030 Lancaster avenue; name of owner not given.

The department stores have been giving Easter entertainments galore—as one manager put it, "from variety stage knockabout stunts to sacred cantatas," and the crowds attracted by the free shows have boomed trade in the talking machine departments. Good sales have been the rule for several weeks.

THE EDISONIA CO.'S HANDSOME NEW QUARTERS.

(Special to The Talking Machine World.)

Newark, N. J., April 11, 1907.

The Edisonia Co., who recently took possession of their new building at 57 Halsey street, have found that even with three floors and basement packed with stock, more room was needed to handle their growing business, and therefore they have signed a lease, good until 1915, for the entire building in which their branch store occupies the ground floor. The branch is devoted entirely to the retail trade, and extensive alterations already begun will greatly facilitate the handling of the many customers. In connection herewith is shown a view of the interior of the main store on Halsey street, with the handsome gold-plated Edison phonograph presented by Mr. Edison to A. O. Petit, president of the Edisonia Co., placed in the center of the floor, and which he greatly prizes. The Edisonia Co. are among the representative talking machine houses, not only in Jersey, but in the whole United States, and the future is full of promise for their further success.

(Patented March 12, 1907.)

For Edison and Columbia Machines
Ask Your Jobber

THE IDEAL FASTENER CO., 143 Liberty Street NEW YORK CITY

COLUMBIA AT JAMESTOWN EXPOSITION.

Elaborate preparations for the exhibit by the commercial department of the Columbia Phonograph Co. at the Jamestown, Va., Tercentennial are under way. One of the features will be a booth fitted up like a model office, showing how the commercial graphophones may be used to the best advantage.

The Columbia Phonograph Co. have opened warerooms at 30 Plume St., Norfolk, Va., where concerts are being given every Saturday evening.

TRADE NOTES FROM TWIN CITIES.

Minnesota Phonograph Co. Transfer Wholesale Department to Minneapolis—Their New Retail Store Splendidly Equipped—H. C. Hough Optimistic Over Outlook—The New England Furniture Co. Now Handle Edison as Well as Victor Lines—Big Call for Scandinavian Records—Other Items.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, April 8, 1907.

The Minnesota Phonograph Co. have transferred their wholesale department from St. Paul to Minneapolis, and that end of the business will be carried on from quarters which have been opened at Fifth avenue south and Washington. The retail business in St. Paul will be continued at the old location.

This company's new retail store on Nicollet avenue in Minneapolis is not completed as yet, though it was occupied this week. It will be the best equipped talking machine store in the Twin Cities when the finishing touches are on. There will be eight separate parlors, so that eight machines can be running at the same time without one interferring with the other. It is located in the center of the best retail district of the city, where rents are the highest, and the experiment will be watched with much interest by other dealers who predict dire things for the company. L. H. Lucker, the president of the company, is very optimistic, however, of the outlook in the talking machine trade, and believes the growth of the business warrants such a move as he has made.

T. C. Hough, who operates four stores in these two towns, exploiting Edison and Zonophone machines, reports a steady trade, with a considerable increase over last year's business. He regards the outlook for the spring business as very encouraging.

J. W. Wheeler, manager of the Columbia Phonograph Co., reports the retail trade at stores in both cities as showing up well with a year ago. The new $28 disc machine has met with considerable favor, and is having a good sale, with excellent prospects for the spring and summer.

At the talking machine department of the New England Furniture Co., A. M. Magoon, who has charge, said: "We are not rushed, but we are doing business right along, and trade keeps pretty steady. The demand for records is good." The New England people have added the Edison machine to their list. They handled the Victor exclusively heretofore.

The Columbia Phonograph Co. have decided to put a number of Scandinavian records on the market, with a view to supplying the great Scandinavian element in the Northwest, according to Manager Jay H. Wheeler, of the Minneapolis store. The experiment has been tried of introducing records made by local talent, but was not successful. The company now intends to send representatives to Sweden, Norway and Denmark, who will make records of the folk songs and ballads of those countries as originally sung—a move that should prove successful.

UDELL CABINETS ABROAD.

The Products of the Famous Indianapolis Manufacturers Find Favor in South America—Valuable Addition to Dealers Stock.

The Udell Works, Indianapolis, manufacturers of fine record cabinets both for discs and cylinders, have experienced a most encouraging increase in their business, including their export trade. Only very recently a large order was received for disc record cabinets to be shipped to Buenos Ayres, and it is the intention of the firm to push their export business in a very energetic manner. The line of cabinets made by the Udell Co. is one that tends to promote trade for both manufacturer and dealer, being handsomely finished and built especially for holding records. They lend attraction to any parlor, and increase the attraction of the whole talking machine outfit.

MORE KICKS FROM THE KICKER.

Five New "Kicks" Covering a Variety of Subjects Which Cannot Fail to Interest the Many Kickers in the Trade.

Biloxi, Miss., March 23, 1907.

Editor The Talking Machine World:

Thank you for publishing my "kicks," and yet, while that which you have published has "afforded considerable relief to my mind," I feel as if there were some more kicks comiug, and that my reputation as a kicker will not be fully established until I have registered them.

Kick 1. Why do not dealers organize so they can kick to some purpose?

Kick 2. Why do record manufacturers, when they get a good singer, work them to death, and on songs their voices are unfitted for? Take Miss Ada Jones—simply "great" in "Keep a Cosy Corner in Your Heart for Me," and plenty of others. She is almost non-understandable in "Virginia Song," "If the Man in the Moon Were a Coon," "Waiting at the Church," and others, and these records are "dead ones," and the makers will not take them back—except as I shall tell in another kick. I have tried various poor records in several makes, thinking the first ones I received was the fault of recording in that particular brand of record, but I found that poor records in one manufacture were the same in all. What right has the manufacturer to foist on the dealer a record made by a singer whose voice does not suit the song, and then lecture us ou "how to sell records, and keep sweet, and please our patrons," etc., ad nauseum? We cannot please our patrons with any such records, and unless we force them on customers in some questionable manner, they are dead stock to us, and so a dead loss, as we are under contract not to cut the price, and that, by the way, brings me to

Kick 3. Why, only once in a long time are we allowed to exchange records with the manufacturer, who gives us just teu days, and is five days getting the news to us, and unless we can get the records—all nicely prepaid—to a given point to the minute in the other five days, we are out not only the records, but our express charges? By organization we could change all this, and every unsalable record would go back to the man who made it, for a record that would sell. Then the maker would devote his attention more to quality and less to quautity. We little dealers are "dead easies," and we don't know we have any rights that the manufacturers are bound to respect.

Kick 4. The manufacturers, smiling, tell us that the more agents they have in each town the more machines each agent will sell! "Yep!" that is perfectly clear! I have never seen any claim that needed so little explanation to prove it. But, Lord bless you! the manufacturers themselves refuse to take their own dose of castor oil. They are lawing the daylights out of each other over "infringements," in order to limit the number of factories, and, bless you, how one crows when he shuts up the other! That which is sauce for the goose seems to be gall and wormwood for the gander!

Kick 5. I have rebelled on the advice issued in wheelbarrow loads to always "smile and smile" to our customers. I have smiled so much my face aches, and my customers—a few of them—worked me to a frazzle; so I have faced about. A man a few days ago had me play cylinder records nearly an hour. He took three, then later brought a lady back with him. The lady carried two of the records which she wanted new records for, claiming I had sold the man two cracked records. I took the records, laid the money for them on the counter, and said to the lady, "That gentleman picked those records from the machine; when he left here they were in perfect order. I will not exchange them, but here is your money. I don't want any more of that gentleman's trade!" That "gentleman" never opened his pie aperture, but slunk away. I have soaked six customers this way, and didn't give them a "smile" of any sort, and I count myself ahead. There are times when a little manly self-assertion is needed in presence of those who conspire to beat you. Their "patronage" is the kind it pays you to get along without.

But this is enough kicks, as space with you is valuable. There are a lot more that might be made but which will do no good until dealers make them in an organized way. Fraternally,

SUMNER W. ROSE.

ENTERPRISING BUFFALO HOUSE.

The Buffalo Talking Machine Co., Buffalo, N. Y., is certainly "all there" with up-to-date ideas when it comes to advertising their business, especially locally. Not long ago they hired the well-known Hawaiian orchestra to render selections for recording while seated in the show window in full view from the street. The recorder was placed in front of the orchestra and customers desiring a certain selection could have the orchestra play it and take the master record away immediately. The scheme proved highly successful in every way and attracted record breaking crowds.

No Jobber in the United States can or will take better care of your

Victor, Edison and Columbia

RECORD AND MACHINE

orders than we will. If you are getting entire satisfaction where you now trade—**stick!** If not, and you have the cash—try us.

POWERS & HENRY CO.

101 Sixth Street PITTSBURG, PENN.

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., April 5, 1907.

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

MARCH 11.

Alexandria, 4 pkgs., $273; Antwerp, 7 pkgs. $350; Berlin, 113 pkgs., $1,860; Bombay, 9 pkgs., $212; Buenos Ayres, 30 pkgs., $3,439; Calcutta, 4 pkgs., $100; Corinto, 1 pkg., $110; Hamburg, 3 pkgs., $100; Havana, 7 pkgs., $268; Havre, 95 pkgs., $320; 3 pkgs., $122; London, 36 pkgs., $1,767; Montevideo, 15 pkgs., $1,799; Neuevitas, 21 pkgs., $140; Para, 4 pkgs., $342; St. Petersburg, 44 pkgs., $1,729; Sydney, 163 pkgs., $6,656; 141 pkgs., $3,000; Vienna, 7 pkgs., $235.

MARCH 18.

Berlin, 125 pkgs., $1,908; Calcutta, 50 pkgs., $558; Cardiff, 20 pkgs., $1,175; Genoa, 27 pkgs., $1,119; Georgetown, 6 pkgs., $121; Hamburg, 3 pkgs., $235; Havana, 6 pkgs., $586; 6 pkgs., $254; Havre, 58 pkgs., $1,120; London, 291 pkgs., $3,485; 2 pkgs., $132; Manchester, 20 pkgs., $1,075; Melbourne, 25 pkgs., $560; Natal, 4 pkgs., $197; Santos, 16 pkgs., $946; Santiago, 14 pkgs., $423; Singapore, 13 pkgs., $878; St. Petersburg, 8 pkgs., $349; 4 pkgs., $117; Vienna, 14 pkgs., $290; 11 pkgs., $487; Warsaw, 15 pkgs., $483; 9 pkgs., $184; Yokohama, 28 pkgs., $2,360.

MARCH 25.

Buenos Ayres, 156 pkgs., $10,747; 32 pkgs., $456; Cardiff, 4 pkgs., $200; Corinto, 5 pkgs., $150; 3 pkgs., $240; Hamburg, 1 pkg., $100; 30 pkgs., $6,000; Havana, 22 pkgs., $735; Havre, 3 pkgs., $160; London, 276 pkgs., $7,481; Para, 13 pkgs., $646; Rio, 20 pkgs., $1,472; Vera Cruz, 8 pkgs., $125.

APRIL 2.

Berlin, 27 pkgs., $836; Brussels, 126 pkgs., $326; Buenos Ayres, 58 pkgs., $2,401; Calcutta, 4 pkgs., $150; Colon, 8 pkgs., $258; Glasgow, 6 pkgs., $102; Lodz, 9 pkgs., $335; London, 82 pkgs., $3,408; St. Petersburg, 11 pkgs., $292; Vienna, 11 pkgs., $304; Warsaw, 14 pkgs., $363.

S. R. Leland & Son have opened a large talking machine department in their store in Worcester, Mass., and will devote much effort to it in order to make it the leading department of their business. A full line of Victor machines and records is carried in stock.

EDISON MEN PLEASED.

The Heads of Departments and Employes of the Various Edison Companies at the New York Office Report Progress of Edison Mutual Savings and Loan Association.

The Edison Mutual Savings and Loan Association, composed of the heads of departments and employes of the various Edison companies at their New York offices, 31 Union Square, declared its regular semi-annual dividend, the twelfth of the series of twenty-five weeks, March 20, and everybody was happy. The neat sum of $3,724 was handed out, with a smiling countenance, by Frank K. Dolbeer, the secretary-treasurer. In speaking of the association, Mr. Dolbeer said: "This is one of the most profitable and successful associations of its kind I have ever been connected with. For six years—since its organization—I have been treasurer, and handled $38,652, and every 25 weeks we divide up the proceeds, the result of loans among ourselves. As you see, we have the regulation constitution and by-laws, and the affairs of the association are looked after by a board of directors. None of the officers are paid for their services." The officers, besides Mr. Dolbeer, are: President, C. H. Wilson, sales manager; Walter Stevens, manager of the export department, vice-president.

PRELIMINARY INJUNCTION REFUSED.

Judge Lacombe Hands Down His Long Expected Decision March 25, in Favor of the Leeds & Catlin Co.

The long-looked-for decision in the suit of the American Graphophone Co. against the Leeds & Catlin Co., New York, involving the disc duplicating process of the Jones patent, was handed down by Judge Lacombe, United States Circuit Court, southern district of New York, March 25. It is brief, as follows:

"Irrespective of any other point presented on this motion, there is too much dispute as to the process by which defendants' discs were produced to warrant the granting of a preliminary injunction on affidavits. Motion denied."

A NEW DIAPHRAGM.

A. C. Mestraud, formerly of this city, and one of the best-known inventors in this field, has just perfected a new diaphragm, which is spoken very highly of by all who have heard it in use. For some time past his friends have been trying to induce him to place it on the market, therefore many will be glad to know he has taken the step and it is being introduced in an advertisement of the Acme Supply Co., Lincoln, Neb., which appears in another part of this paper.

BOON TO OVERWORKED FATHERS.

According to a New Jersey paper, a new and practical use has been found for the talking machine by a busy housewife of that busy state: "Mrs. Franklin, living in the east part of Atlantic City, N. J., has discovered a new use for the talking machine. She uses it to lull the baby to sleep while she goes about her housework as usual. She simply puts a lullaby song on the machine and starts it going and the baby drops off to sleep. The little one has developed a talent for music and objects seriously when the wrong kind of music is played for it.."

GROWTH OF DOUGLAS CO.'S BUSINESS.

Since John Kaiser has become sales manager of the Douglas Phonograph Co., New York, its business has greatly increased. President Henkel and John are practically invincible when it comes to laying out a selling campaign and adding new and irresistible lines.

J. W. Binder, manager of the Columbia Commercial graphopone department, made an interesting address upon salesmanship recently at a dinner given to their employes by Koening & Schurtz, wholesale grocers and importers. Mr. Binder spoke from wide experience and made some excellent points.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

Increase Your Income!

YOU CAN DO IT EASILY WITH THE

YORK BAND INSTRUMENTS

These instruments are used by leading bands, and will form a special feature of attraction in any store. The name of York on a band instrument is a guarantee of the highest quality.

J. W. YORK & SONS
GRAND RAPIDS, MICH.

Sell Them The Best Oil—It Pays

The best oil that's made (that's "3-in-One") is none too good for your talking machines. No other oil is good enough. Any less-than-best oil is liable to make trouble between you and your customers. Why take chances? Why not take the good **easy** profit (50 and 100 per cent.) you would make selling "3-in-One?"

"3-in-One" is the **one** right and safe lubricant for phonographs, graphophones, gram-o-phones and all other disc machines. It makes the action points work perfectly. Prevents rust and tarnish on the metal surfaces. Polishes the wood cases. Keeps the records clean—just wipe them with soft cloth moistened with "3-in-One."

Suppose you just get a trial supply of "3-in-One" from your jobber and see what happens. Or prove its value to yourself by writing to-day for a FREE sample bottle and the "3-in-One" Book. Address:

G. W. COLE COMPANY, Sole Makers of "3-in-One"
42 Broadway, New York City.

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MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

You Can Get Goods Here
EDISON JOBBERS **VICTOR** DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
McGREAL BROS., Milwaukee, Wis.

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
The WARNER DRUG CO.
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THE "TALKER'S" SENTIMENTAL SIDE.

Will Appeal to Patrons When the More Practical Side Will Fail Utterly—A Fact Worth Noting and Acting on Accordingly.

Did you ever lose a customer, Mr. Dealer, because, although he admitted the mechanical accuracy and even the musical merit of the machine demonstrated, he claimed there was a lack of the human quality he had expected to find after reading the many advertisements landing the talking machine? Of course, you have, and in such a case it is "up to you" to prove to this gentleman's satisfaction that he is all wrong, and "that the human or sentimental side of the "talker" is very much in evidence. In order to do this well you must turn sentimentalist yourself, and be able to paint an amorous or pathetic picture of every vocal record on your shelves which deals with the subject of affection or tears. In other words, you must back up the assertion set forth in the back pages of the magazines that the talking machine is an instrument with a soul capable of producing thoughts of love or sorrow at the will of the operator. This is a strong assertion to make, I admit, but it is true, and, therefore, the proving is an easy matter.

When Mr. Doleful, or Mr. Sentimentalist, or even Mr. Skeptic calls and admits with the hesitancy, which, by the way, usually means no sale, that the "graph" or "phone" in question is no doubt a very nice machine, but that it does not have the certain something needed to stir one's thoughts to the higher things of life, to remind one of neglected duties, etc.; that is, the soulful influence felt only when listening to instruments played by human hands, it is time for you to paint a picture, Mr. Dealer, and in as bright colors as possible. Such pessimistic critics who call at your store, and there are a great many of them, I am sure, must be confronted with a weapon powerful enough to shatter their arguments against the "talker" with strenuous dispatch. One way to do this is to have an artist draw for you an attractive cartoon which should be reproduced in an appropriate size to harmonize nicely with the printed matter already on your table. This sketch should tell in a striking manner the story of the sentimental side of the talking machine. That one good cartoon will express more than columns of type is demonstrated in our daily newspapers every day, and I see no reason why the same rule should not apply to the "talker" trade.

The following is suggested for such a cartoon. As you will notice, it depicts a young girl listening to the strains of a talking machine, and as it pours out in sweet melody a song of the country, it paints a picture of her native village in such a realistic manner that she can see the snow-covered church wrapped in the pale moonlight, the little cottage once so dear to her—the place her childhood knew as home—and even the white waste of the fields. There are two old people out yonder in that little village who are waiting and praying that their only daughter may return to them. They have sent her many a quaintly worded appeal without effect, but at last, through the medium of the talking machine (through its sentimental side) she hears

their call and realizes for the very first time its true significance. Yes, she will go home tomorrow.

When you hand Mr. Doleful or Mr. Sentimentalist or even Mr. Skeptic a copy of the above illustration, or one drawn along the same lines, and have an appropriate selection played for him as a sequel, "Ain't You Coming Back to Old New Hampshire, Molly?" for instance, you will see his pessimistic, critical or skeptical ideas evaporate as the morning mist before the sun, and his respect and patronage will both be yours.

HOWARD TAYLOR MIDDLETON.

W. H. Schultz, a talking machine dealer of Stanley, Wis., will in future handle Edison machines and records in addition to his Victor line.

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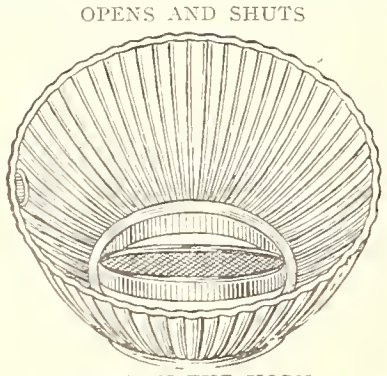

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MELLO-TONE CO., = Springfield, Mass.

RECORD BULLETINS FOR MAY, 1907.

NEW VICTOR RECORDS.

No.		Size.
	ARTHUR PRYOR'S BAND.	
5074	Carmen Selection.....Bizet	10
5075	American Beauties March.....St. Clair	10
5076	La Gitana Waltz .....Buccalossi	10
	SOUSA'S BAND.	
31621	Siegfried Fantasie .....Wagner	12
31622	Bambonla(Negro Dance of Trinidad).Urich	12
	VICTOR ORCHESTRA.	
5047	For Freedom and Honor March.....	10
31626	Belle of Mayfair Selectiou.....Stuart	12
	VICTOR DANCE ORCHESTRA.	
31624	The Call to Arms—Two-Step.....Rolfe	12
31625	Paquita Waltzes .....Lewis	12
	VICTOR CONCERT ORCHESTRA.	
5079	Coppelia Valse .....Delibes	10
31620	Egmont Overture .....Beethoven	12
	AMERICAN FIFE, BUGLE AND DRUM CORPS.	
5094	Semper Fidelis March.....Sousa	10
	BANJO SOLO BY VESS L. OSSMAN, WITH ORCH.	
5077	Patrol of the Scouts.....Boccalaire	10
	VIOLIN AND FLUTE DUET BY D'ALMAINE AND LYONS. WITH ORCH.	
5096	Sweet Spirit, Hear My Prayer.....Wallace	10
	FLUTE SOLO BY DARIUS LYONS, WITH ORCH.	
31623	Le Carnaval Russe.....Ciardi	12
	TENOR SOLO BY FREDERIC C. FREEMANTEL, WITH ORCH.	
31627	Then You'll Remember Me (from "The Bohemian Girl").....Balfe	12
	COMIC SONG BY ARTHUR COLLINS, WITH ORCH.	
5093	Ta, Ta, Au Revoir, Good-Bye!.....Lowitz	10
	LAUGHING SONG BY CAL STEWART, WITH ORCH.	
5101	And Then I Laughed.....	10
	DUET BY COLLINS AND HARLAN, WITH ORCH.	
5092	That Welcome on the Mat Ain't Meant for Me .....Edwards	10
	DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.	
5081	Some One Looks Good to Some One.... ..... Weaver	10
	DUET BY MISS MORGAN AND MISS STEVENSON, WITH ORCH.	
31628	Holy Mother, Guide His Footsteps (from "Maritana" .....Wallace	12
	DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.	
5034	Becky and Izzy—A Yiddish Courtship....	10
	YANKEE SPECIALTY BY MR. AND MRS. CAL STEWART AND HAYDN QUARTETTE.	
5082	Uncle Josh and Aunt Nancy Go to Housekeeping	10
	BILLY MURRAY AND HAYDN QUARTETTE, WITH ORCH.	
5095	The Homesick Yankee (from "The Rich Mr. Hoggenheimer") .....Clark	10
	MINSTREL RECORDS.	
5097	The Christy Minstrels—No. 1 (introducing "College Life" and "My Kickapoo Queen")	10
5098	The Christy Minstrels—No. 2 (introducing "Yankee Doodle Negroes" and "San Antonio")	10
	TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.	
5080	I'll Do Anything in the World for You.... ..... Cobb-Edwards	10
	TENOR SOLO BY HARRY TALLY, WITH ORCH.	
5078	The Girl Who Was Meant for You.Hochana	10
	TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.	
5085	Cheer Up, Mary.....Kendis-Paley	10
5086	School Days (When We Were a Couple of Kids) .....Edwards	10
	COMIC SONG BY BILLY MURRAY, WITH ORCH.	
5083	Man Without a Woman.....Rogers	10
	TENOR SOLOS IN GERMAN BY EMIL MIENCH, WITH ORCH.	
5088	Wer nicht liebt Wein, Weib und Gesang... ..... Waldmann	10
5089	Wer hat euch been getraut.....Strauss	10
5090	Ach Konnt ich Noch so Lieben....Aletter	10
5091	Du verstehst mich nicht.....Brandt	10
	VICTOR ORCHESTRA.	
5031	The Cakewalk in the Sky (Ethiopian Two-Step) .....Harney	8
5032	The Midnight Club (Descriptive Two-Step) ..... Barker	8
	SONGS BY BILLY MURRAY, WITH ORCH.	
5099	San Antonio (Cowboy Song)..Van Alstyne	8
5100	In Washingtou (Topical Hit)..... ..... Bryan-Hoffman	8
	DUET BY COLLINS AND HARLAN, WITH ORCH.	
2754	Down on the Brandywine.....Mullen	8
	BILLY MURRAY AND HAYDN QUARTETTE, WITH ORCH.	
5095	The Homesick Yaukee (from "The Rich Mr. Hoggenheimer") .....Clark	8
	DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.	
5033	Hans and Gretchen.....Spencer	8
	YANKEE TALKS BY CAL STEWART.	
665	Uncle Josh in a Department Store..Stewart	8
2542	Uncle Josh on a Fifth Avenue Bus..Stewart	8

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Sizes. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

9530 The Mill in the Forest (Eilenberg)..... .....Edison Concert Band
9531 Poor John (Pether).....Ada Jones
9532 While I Have You (Seamans)....Irving Gillette
9533 Good-a-Bye John—Medley (Original)..... .....Albert Benzler
9534 I've Told His Missus All About Him (Tate) .....Helen Trix
9535 Oh! Mister Brown (Von Tilzer)..Arthur Collins
9536 Something for Jesus (Lowry)—A sacred selection .....Anthony and Harrison
9537 The Thunderer March (Sousa)..... .....Edison Military Band
9538 No Wedding Bells for Me (Furth)..Bob Roberts
9539 Nobody's Little Girl (Morse)..Byron G. Harlan
9540 Flanagan On a Farm (Original)..Steve Porter
9541 Dixie (Emmett-Ecke) ....Edison Symphony Orchestra
9542 'Neath the Old Acorn Tree, Sweet Estelle (Helf) .....Harry Anthony
9543 That Welcome on the Mat Ain't Meant for Me (Edwards).....Collins and Harlan
9544 When You Know You're Not Forgotten by the Girl You Can't Forget (Helf)..... ..... Frank C. Stanley
9545 Fanella—Intermezzo (Keiser) .... Edison Concert Band
9546 The Last Rose of Summer (Flotow)..... .....Edith Helena
9547 San Antonio (Van Alstyne)..... .....Billy Murray and Chorus
9548 Let Me Hear the Band Play "The Girl I Left Behind" (Casey)...Frederick H. Potter
9549 Love's Serenade (F. V. Blon)..... .....Edison Venetian Trio
9550 Stand Up for Jesus (Webb)..... ..... Edison Mixed Quartette
9551 Ask Me Not (Cobb and Edwards)..Will F. Denny
9552 Meet Me Down at the Corner (Original) .....Ada Jones and Len Spencer
9553 Georgia Sunset (Brown)..Edison Military Band

NEW COLUMBIA 10-INCH DISC RECORDS.

SOPRANO SOLO, ORCH. ACCOMP.

3604 Poor John (Leigh and Pether).....Ada Jones

BANJO SOLO, ORCH. ACCOMP.

3605 Policy King March(C.B.Brown)Vess L. Ossman

'CELLO SOLO, PIANO ACCOMP.

3606 The Rosary (Ethelbert Nevin)....Victor Sorlin

FICCOLO SOLO, ORCH. ACCOMP.

3607 Dance California (G. W. Gregory)..... ..... Marshall Lufsky

MINSTREL, ORCH. ACCOMP.

3608 San Antonio—Solo by Billy Murray..... .....The Rambler Minstrel Company

VOCAL QUARTETTE, MALE VOICES.

3609 A Meeting of the Hen Roost Club—Descriptive (Cal Stewart)..Columbia Quartette

BARITONE AND TENOR DUET, ORCH. ACCOMP.

3610 Bake Dat Chicken Pie (Frank Dumont).. .....Collins and Harlan

BARITONE AND TENOR DUET, ORCH. ACCOMP.

3611 Lovin' Time—Coon song (Drislane and Morse) .....Collins and Harlan

SOPRANO AND TENOR DUET, ORCH. ACCOMP.

3612 I'd Like to See a Little More of You; or, The Game of Peek-a-boo (Gus Edwards) .....Ada Jones and Billy Murray

BARITONE SOLO, ORGAN ACCOMP.

3613 Jesus, Saviour, Pilot Me—Sacred (J. E. Gould) .....George Alexander

BARITONE SOLO, ORCH. ACCOMP.

3614 Ephraham Johnsou—Don't Live Here No More (Green and Werner)....Arthur Collins

BARITONE SOLO, ORCH. ACCOMP.

3615 My Irish Rosie (Jerome and Schwartz).. ..... J. W. Myers

BARITONE SOLO, ORCH. ACCOMP.

3616 If You Want to Pick a Fuss, Wait Till the Sun Shines (Moran and Furth)..Bob Roberts

TENOR SOLO, ORCH. ACCOMP.

3617 When You Know You're Not Forgotten by the Girl You Can't Forget (Gardenier and Helf) .....Albert Campbell

TENOR SOLO, ORCH. ACCOMP.

3618 Captain Baby Bunting (J. Fred Helf)..... ..... Byron G. Harlan

COMEDY SKETCH, ORCH. ACCOMP.

3619 How Mat Got the Mitten—A Down East Courtship (Len Spencer)..... .....Ada Jones and Len Spencer

TALKING RECORD, DESCRIPTIVE.

3620 Pedro, the Hand Organ Man (Len Spencer) .....Len Spencer and Steve Porter

TALKING RECORD, DESCRIPTIVE, WITH INCIDENTAL ORCHESTRA MUSIC.

3621 Flanagan on a Broadway Car (Steve Porter) .....Steve Porter

5476 Thy Eyes Waltz ('tus Ojos Valse) (Emiliano Correa) ....Banda Espanola

5613 The Destroyer March (El Tala Marcha).. ..... Banda Espanola

NEW COLUMBIA 12-INCH DISC RECORDS.

30061 Introduction to 3d Act "Lohengrin" (R. Wagner) .....Prince Military Band

MINSTREL, ORCH. ACCOMP.

30062 My Kickapoo Queen—Solo by Arthur Collins .....The Ramble Minstrel Company

BARITONE SOLO, ORCH. ACCOMP.

30063 In Time of Trouble He Shall Hide Me—Sacred (Ralph G. Kilmer)..Frank C. Stanley

NEW COLUMBIA X.P. (CYL.) RECORDS.

VOCAL SOLO IN FRENCH, ORCH. ACCOMP.

9101 La Marseillaise Chant Nacional (Roget De L'Isle) .....

TENOR SOLO, ORCH. ACCOMP.

33117 Won't You Come Over to My House (Egbert Van Alstyne) .....Henry Burr
33118 The Mouse and the Clock—Descriptive (Howard Whitney)..Prince's Military Band

BANJO SOLO, ORCH. ACCOMP.

33119 Policy King March (Chas. B. Brown)..... .....Vess L. Ossman

BARITONE AND TENOR DUET, ORCH. ACCOMP.

33120 Lovin' Time (Drislane and Morse)..... .....Collins and Harlan

BARITONE AND TENOR DUET, ORCH. ACCOMP.

33121 Owatonna (Williams and Van Alstyne).. .....Stanley and Burr

SOPRANO AND TENOR DUET, ORCH. ACCOMP.

33122 I'd Like to See a Little More of You; or The Game of Peek-a-boo (Gus Edwards) .....Ada Jones and Billy Murray

BARITONE SOLO, ORCH. ACCOMP.

33123 My Irish Rosie (Jerôme and Schwartz)..... .....J. W. Myers

BARITONE SOLO, ORCH. ACCOMP.

33124 If You Want to Pick a Fuss, Wait Till the Sun Shines (Moran and Furth)..Bob Roberts

TENOR SOLO, ORGAN ACCOMP.

33125 Peace, Perfect Peace—Sacred (G. T. Caldbeck) .....Henry Burr

TENOR SOLO, ORCH. ACCOMP.

33126 When You Know You're Not Forgotten by the Girl You Can't Forget (Gardenier and Helf) .....Albert Campbell

TENOR SOLO, ORCH. ACCOMP.

33127 Captain Baby Bunting (J. Fred. Helf).... .....Byron G. Harlan

TENOR SOLO, ORCH. ACCOMP.

33128 School Days (Gus Edwards)..Byron G. Harlan

TALKING RECORD, DESCRIPTIVE, WITH INCIDENTAL ORCHESTRA MUSIC.

33129 Flanagan on a Broadway Car (Steve Porter) .....Steve Porter

UNCLE JOSH WEATHERSBY'S LAUGHING STORY.

33130 Uncle Josh at the Dentist's (Cal Stewart) .....Cal Stewart and Len Spencer
45101 Der Zigeunerbaron—Potpourri (Strauss).. ..... Columbia Orchestra
55031 Hipp, Hipp, Hurrah.....Band of the "Kaiser Franz" Garde Grenadier Regiment
57190 Ein Prosit der Gemutlichkeit..... .....Metropole Theatre Orchestra, Berlin
60642 Tutti in Baldoria Galop (C. Rovere)...Banda

NEW COLUMBIA B. C. (CYL.) RECORDS.

VOCAL QUARTETTE, MALE VOICES.

85116 The New Parson at the Darktown Church (Cal Stewart) .....Columbia Quartette

BARITONE AND TENOR DUET, ORGAN ACCOMP.

85117 Sometime We'll Understand—Sacred (James McGranahan).....Anthony and Harrison

BARITONE AND TENOR DUET, ORCH. ACCOMP.

85118 Crucifix (J. Faure).....Stanley and Burr

TENOR SOLO, ORCH. ACCOMP.

85119 O Dry Those Tears! (Theresa Del Riego) .....Henry Burr

UNCLE JOSH WEATHERSBY'S LAUGHING STORY.

85120 Ground Hog Day at Pumpkin Center (Cal Stewart) .....Cal Stewart

ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.

748 Dreams of Childhood Waltz.....
726 Popular Songs—Medley Two-Step.....
749 Second Regiment Connecticut N. G. March.....
727 United Empire March .....

HAGER'S ORCHESTRA.

734 Arrah Wanna—Medley Two-Step.....
728 Jamestown Rag—Patriotic March and Two-Step..
729 Military Dip Waltz.....
730 Pipe of Peace—A Characteristic Episode.....
731 Teddy Bears' Picnic—Characteristic Novelty....

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735 Because You're You.....
Miss Alice Stevenson and Mr. Frank C. Stanley
736 Don't You Think It's Time to Marry?.....
.....Miss Ada Jones and Mr. Wm. Murray
737 Farewell Mavourneen.....Frank Howard
746 Find Another Tree to Build Your Nest.....
..... Arthur Collins
732 Giving Mat the Mitten.....
.....Miss Ada Jones and Mr. Len Spencer
738 In Washingtou .....Billy Murray
739 It's Great to be a Soldier Man.....Billy Murray
733 I've Told His Missus All About Him.....
..... Miss Ada Jones
740 My Dear .....Frank C. Stanley
742 No Wedding Bells for Me.....Billy Murray
741 Rambler Minstrels No. 2.....
.....Collins, Murray, Harlan and Porter
743 Jesus, Lover of My Soul—Refuge.....
.....Mendelssohn Mixed Quartette
747 Ta Ta, Au Revoir, Choo Choo, I'm Going to Go .....Arthur Collins
745 Uncle Josh's Visit to New York.....Cal Stewart
744 Whistle It.....Miss Ada Jones,
Mr. William Murray and Mr. Steve Porter

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10¾ INCHES.

39079 Mignon (Thomas)—Addio, Mignon, fa core. Farewell, Mignon). Romance.....
39111 La Favorita (Donizetti)—Una vergin, un angiol di Dio. (A fair Maiden, an Angel of goodness.) .....
39080 Mefistofele (Boito)—Giunto sul passo estremo. (I have arrived at the last step.) Faust's Romance .....
39084 I Puritana (Belliui)—A te, o cara. (Once I sought thee.) .....
39081 Rigoletto (Verdi)—La donna e mobile. (The woman is changeable.).....
39082 Tosca (Puccini)—Recondita armonia. (Hidden Harmony.) Mario's Monologue (Act 1). .....
39083 L'Elisir d'amore (Douizetti)—Una furtiva lacrima. (One secret tear.).....
39128 Caro Mio Ben (Giordani)—Romanza. (Air, O My Dear.) .....
39127 Elena e Paride (Gluk)—Spiaggie amate. (Beloved Shores.) .....
39129 Il Flauto Magico (Mozart)—Ah, cara immagine. (Oh, wondrous beauty, fast compare.) .....
39239 Rigoletto (Verdi)—Questa o quella. (In my heart all.) .....
39241 O del Mio Dolce Ardor (Gluk)—Romanza. (O My Sweet Ardour.) Romance.....
39240 Carmen (Bizet)—Il fior, che avevi a me tu dato. (The flower thou hast given to me.) Flower Song.....
39242 La Violetta (Mozart)—Romanza. (The Violet.) .....
39248 Song—I'll sing thee songs of Araby (Fr. Cloy). Romanza in Inglese.....
39292 Tre giorni son che Nina (Pergolesi)—Celebre Siciliana. (Three days have passed since Nina.).....
39338 La Favorita (Donizetta)—Spirito gentil. (Spirit so fair.) .....
39339 L'Africana (Meyerbeer) O Paraddiso. (O paradise to earth awarded.) .....
39673 Lucrezia Borgia (Donizetti)—Di pescatore ignoble. (Lovers in a lowly fisher's hut.)...
39674 Marta (Flotow)—M'appari. (Like a beam from above.) .....
39685 Don Pasquale (Donizetti)—Cerchero lontana terra (In a distant world I'll seek)....
39686 I Pescatori di Perle (Bizet)—Mi par d'udir ancor. (I seem to hear once more.) Fishermen of pearl.....
Luisa Miller (Verdi)—Romanza di Rodolfo.....
39691 Recitativo—O fede negar potessi. (If I could deny faith!).....
39692 Romanza—Quanda le sere al placido. (When calm the evening.) .....
Lucia di Lammermoor (Donizetti)—Atto IV.—Aria di Edgardo.....
39693 Recitativo—Tombe degli avi miei. (Tombs of my ancestors.) .....
39694 Aria—Fra poco a me ricovero. (Shortly I will be myself again.) .....
39695 Aida (Verdi)—Romanza—Celeste Aida.....
39696 Fedora (Giordano)—Amor ti vieta. (Your love distant.) .....
39697 Lucia di Lammermoor (Donizetti)—Tu che a Dio spiegasti l'ali. (Thou hast spread thy wings to Heaven.) The melody gem of Donizetti's masterpiece heard in perfection. .....
39698 Werther (Massenet)—Ah, non mi ridestar. (Do not awaken me.) Werther's Romance..
39299 Faust (Gounod)—Terzetto Finale V. (Prison Trio—Act V.) Sung with G. Russ and O. Luppi.....
37149 Der Freischütz (Weber)—Coro, Vittoria, Vittoria. (Chorus, Victory, Victory.).....
39331 La Favorita (Douizetti)—E Fia Vero? (Duetto con O. Luppi.) (And be it true.) Duet sung with O. Luppi.....
37169 La Favorita (Douizetti)—Coro, Bell' alba foriera. (Beautiful Dawn.) .....
Il Barbiere di Siviglia (Rossini)—Duetto Atto I fra Almaviva e Figaro. (Con F. Corradetti.) .....
39336 Ia parte—Voi dovreste trasvestirvi. (You will have to disguise yourselves.).....
39337 Ia parte—Numero quindici. (Number Fifteen.) .....
39340 I Pescatori di Perle (Bizet)—Del tempio al limitar. (From the Temple.) Duet with A. Magini-Coletti.....
37163 Der Freischütz (Weber)—Coro, Che supera. (Chorus, You are first.).....
39341 Don Pasquale (Donizetti)—Tornami a dir. (Duetto con R. Pinkert.) Tell me once more.) Duet sung with Regina Pinkert.....
37120 Nabucco (Verdi)—Coro, Va pensiero. (Chorus, Go, O Thought.) .....
74000 La Boheme (Puccini)—Che gelida manina. (How frozen your fingers are.).....
74006 Faust (Gounod)—Salve dimora. (All hail thy dwelling.).....

SINGLE DISC RECORDS, APPROXIMATELY 14 INCHES.

69007 Mignon (Thomas)—Ah, non credevi tu. (Never the maiden dreamed.).....
69008 Don Giovanni (Mozart)—Dalla sua pace. (On her my treasure.) .....
69017 La Gioconda (Ponchielli)—Cielo e mar. (Heaven and Sea.) Euzo's Romance.....
69018 Se, tu M'ami (Pergolesi)—Romanza. (If you love me.) Romance.....

NEW YORK PHONOGRAPH CO. SUIT.

Decision Handed Down by Judge Keogh in Favor of This Company—Counsel for the National Phonograph Co. Say It Bears Not on Merits of Case, But on Jurisdiction.

March 15 Justice Keogh, New York Supreme Court, Special Term, at New Rochelle, handed down a decision adversely to the defendants in the case of the New York Phonograph Co. against S. B. Davega, and 293 other Edison jobbers and dealers in the State. This is another move in this celebrated suit, which, in reality, is the outcome of an action previously brought against the National Phonograph Co., the Edison Phonograph Works and others for alleged breach of a territorial selling contract, dating back to the old North American Phonograph Co., the first company formed to market Edison's original invention. The defense, in the argument heard February 16, raised the point of jurisdiction and other reasons why the case should be dismissed, but the court, though not writing an opinion, filed the following brief memorandum: "The application to dismiss the complaint denied." The case will now be tried on its merits in the same court at an early day, according to Samuel F. Heyman, counsel for the New York Phonograph Co.

Relative to this decision the National Phonograph Co., when seen, made the following statement: "The decision by Justice Keogh in cases of the New York Phonograph Co. against various jobbers and dealers handling Edison phonographs, was not on the merits of the case, but merely on a motion as to jurisdiction; that is, as to whether the cases should be tried in the State or Federal courts. Justice Keogh holds that the cases should be tried in the State courts."

The New York Tribune, it appears, published the most absurd and misleading story in connection with the foregoing action of Judge Keogh. The National Phonograph Co. defended the suit, and S. B. Davega, the New York jobber, was the nominal defendant only in a test case which, of course, would apply to his co-defendants. The statement that the profits of Mr. Davega's sale of Edison goods for ten months were $100,000, is so ridiculous as to be scarcely worth mentioning, excepting that the trade is greatly injured in the eyes of the public, while the animus of its inspiration is only too evident. The case is a long way from adjudication, despite the silly tale from the same source, "that the defendants must account for their profits for six years, which, it is believed, will amount to about $31,000,000!"

COLUMBIA WHOLESALE QUARTERS

Will be Removed from 353 Broadway to 111 Chambers Street, New York, on May 1st.

The wholesale department of the Columbia Phonograph Co., at present located at 353 Broadway, will be moved to 111 Chambers street, near Church street, on May 1. In this store a sufficient stock to supply all the dealers embraced in the New York territory will at all times be carried. A retail department will also be opened in connection with the wholesale end. The wholesale department will be under the supervision of R. F. Bolton. This store, as well as the new one on West 23d street, will be under J. H. Dorian, of the New York office.

TALKER CONCERTS IN GERMANY.

In Berlin, recently, at the Tiergarten, an immense talking machine concert was heard, with over a thousand people present, who manifested their interest in this popular instrument. That such an assemblage was in attendance, notwithstanding the entrance fee asked, afforded much satisfaction to all interested. A week or so later a similar concert was given in the Crystal Palace, Leipsic. The attendance here was even larger and much more interest was manifested.

DIFFICULT TO PRONOUNCE WORDS.

Few people know how difficult it is to pronounce some words to a talking machine so that they will be plainly heard in the reproduction, says The Sound Wave. One leading article declares that the word "thrice" is his shibboleth. That which reached the ear in the reproduction unless the greatest care was taken, was the word "ice," which, of course, was not the one desired. The "th" sound is very difficult and never loud. The "r" is also hard to record clearly unless it be rolled.

DOUGLAS & CO.'S NEW SOUND MODIFIER.

In the near future the Douglas Phonograph Co., 89 Chambers street, New York, will place on the market a new and marvelous sound modifier that is claimed to outrank any similar device known. The modifier in question is so designed that no "leaks" occur and the sound is modulated by a series of shutters, and either a low, high or intermediate tone is secured; in short, the quality of tone that appeals to the ear of the critical and which is most desired to develop the finest musical effects of the record are certain.

Attract Attention 24 Hours A Day

Artistic-Reliable-Inexpensive

THEY LITERALLY BURN YOUR AD. INTO THE MINDS OF THE PEOPLE

This artistic sign is made of Venetian Bent Iron with glass panel. The lettering is outlined with burnished gold and the display line studded with jewels, making a very attractive, high grade

DAY SIGN

Inside the sign are three electric lights of different colors (red white and green). These are switched on and off, automatically, by our patented thermo-flasher, producing an intermittent iridescent effect which is bound to catch the eye.

A Sure Trade Puller at Night

The glass panel is removable, and one with different lettering may be inserted as often as desired. The cost of running is about one cent an hour.

The Most Inexpensive Automatic Flasher on the Market

The illustration shows a single face inside sign 16x28 inches, outside measurement with six (6) feet of flexible wire cord and attachment plug ready to attach to any incandescent lamp socket, (lettering as ordered). Price complete $9.75 f. o. b. New Haven. We also make a small double face sign 18x30 inches for outside use, substantially the same as sign described, with square ornamental iron frame, all ready to connect. Price complete, $15.00. Extra glass panels for either sign (any wording), $2.00 each. OUR FLASHERS ARE FULLY GUARANTEED AND MAY BE RETURNED IF NOT ENTIRELY SATISFACTORY We are prepared to furnish designs for all kinds and sizes of electric signs for both inside and outside use, free of charge. Special prices for signs in quantities. Correspondence solicited. Write for our illustrated booklet No. 6, "POWER TO ATTRACT." AGENTS WANTED. Address

THE THERMO-ELECTRIC LIGHTING CO.

Sign Dept. E. **106 PARK STREET, NEW HAVEN, CONN.**

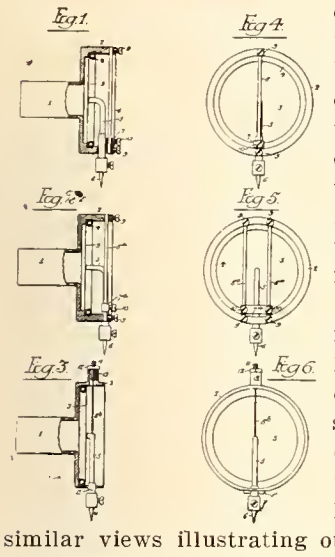
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., April 7, 1907.

SOUND-BOX FOR TALKING MACHINES. Edward D. Gleason, Philadelphia, assigner by mesne assignments, to Victor Talking Machine Co., Camden, N. J. Patent No. 846,024.

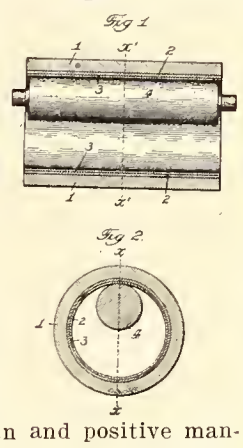
The object of this invention is to provide the stylus lever of a talking machine sound-box with an elastic connection or mounting whereby a certain amount of tension will always be imparted to the diaphragm and better results in reproduction will be attained than when such elastic connection or mounting is not provided.



In the accompanying drawing, Figure 1 is a sectional view of a talking machine sound-box constructed in accordance with this invention. Figs. 2 and 3 are similar views illustrating other embodiments of the invention; and Figs. 4, 5 and 6 are front views of the sound-boxes shown in Figs. 1, 2 and 3, respectively.

APPARATUS FOR DUPLICATING PHONOGRAPH RECORDS. Varian M. Harris, Chicago, Ill., assignor of one-fifth to Robert Burns, same place. Patent No. 846,411.

This invention relates to the manufacture of duplicate phonograph records of celluloid or otner like material, in which a mold is used having a negative matrix formed in its interior surface or bore, and into which negative matrix surface the duplicate phonograph record in the form of a thin-walled cylinder is pressed to impart to the periphery of such cylinder a positive impression from such negative matrix surface; and the object of the present improvement is to provide a simple and efficient apparatus for use in the described process, and with which the production of the duplicate records can be effected in a rapid, certain and positive manner, all as will hereinafter more fully appear and be more particularly pointed out in the claims.



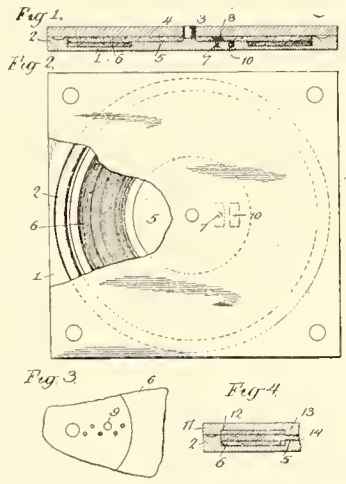
In the accompanying drawings, illustrative ot the present invention, Figure 1 is a longitudinal section of a primitive form of apparatus embodying the present invention, the section being taken on line x x, Fig. 2; Fig. 2, a transverse section of the same at line x' x', Fig. 1.

MECHANISM FOR MAKING SOUND RECORDS. John O. Prescott, Summit, N. J. Patent No. 847,820.

This invention relates to mechanism for making sound records of the disc type for use with talking machines by pressing a plastic composition upon a suitable matrix to form a disc having a spiral sound record groove in one or both of its faces corresponding to the spiral projection on the matrix.

The object of the invention is to effect certain improvements in the construction of the mechanism for performing the pressing operation, by means of which improved apparatus the records may be manufactured more rapidly and at a materially reduced cost.

Sound records of the disc type as now commonly constructed have the record groove formed on one or both faces adjacent the periphery, and the central portion of the disc is of less thickness than the portion having the groove therein. This central portion need not be of the greater thickness in order to give the requisite strength, and a saving of material is thus effected, and the shallow depression at the center of the disc may receive a label suitably marked with the name of the recorded sound and such other matter as is desired. This improved pressing mechanism is adapted for forming this depression at the center of the disc during the operation of forming the disc with the record groove therein without the provision and manipulation of additional parts, and hence without consuming additional time. To this end a matrix of annular form is employed. Either it is originally made of this form or a circular opening is cut in its center of a diameter but little less than that of the inner convolution of the spiral ridge for forming the record groove. Either one or each of the pressing members is provided with an annular depression in which the annular matrix fits snugly. To form this annular depression, the pressing member is provided with a flange bounding the outer edge of the depression and a central circular raised portion or projection, and this central projection is made of a height slightly greater than the thickness of the matrix. The matrix thus formed is placed in the annular depression in the pressing member with the projection extending through its central opening and beyond its surface, and the plastic composition is pressed down upon it and the top of the projection and between the outer wall or flange and a central stud. The second pressing member may have a plane surface or both members may be somewhat similarly formed when it is desired to make a disc having a record groove in both faces. A depression is thus formed in one or each of the faces of the record corresponding in size and depth to the portion of the projection extending beyond the surface of the matrix.

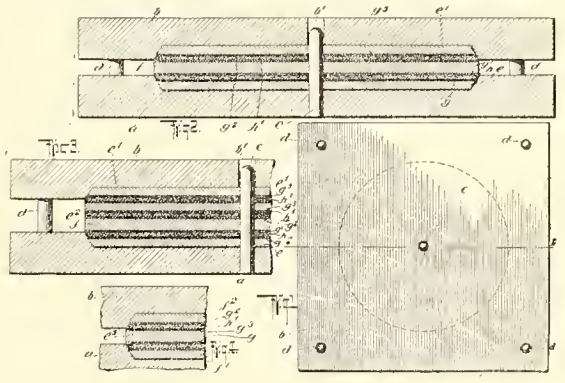


It is sometimes desired to provide sound records with an opening in or through the central portion in addition to the central opening to receive a stud on the turn-table of the talking machine. In accordance with this invention means are provided for positioning a stud upon one of the pressing members in any one of a plurality of positions varying in distance from the center. Studs of varying shapes may be employed to give the desired shape of opening in the disc, and the openings for receiving the securing means for the studs may be closed when not in use, so that the material will not enter therein.

An embodiment of the invention is illustrated in the accompanying drawings, in which Fig. 1 is a central section of the pressing mechanism. Fig .2 is a top view of the same, broken away in part, and Figs 3 and 4 are detail views showing modifications.

APPARATUS FOR MAKING FLAT TALKING MACHINE RECORDS. William Helm Hoyt, Wyoming, N. J. Patent No. 847,338.

This invention relates to the manufacture of flat records or disc records for talking machines, and has for its object to provide means for making a plurality of such records at one operation. Reference is to be had to the accompanying drawings, in which Fig. 1 is a plan view of an apparatus suitable for the purposes of the invention. Fig. 2 is a sectional elevation thereof on line 2 2 of Fig. 1. Figs. 3 and 4 are partial sectional elevations showing two other ways of carrying out this invention.



PHONIC APPARATUS. Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 847,687.

This invention relates to phonic apparatus of the type wherein a rotating friction wheel is

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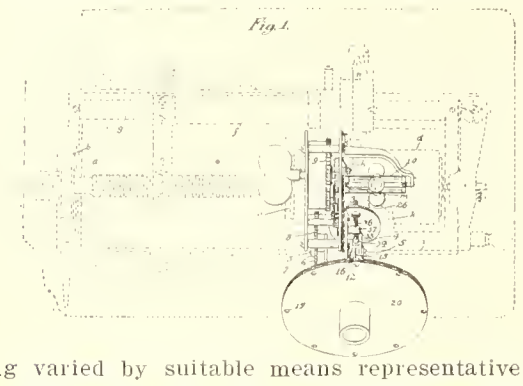
Give us the order and you get the goods. No delay if your credit is good.
As to SUPPLIES! Well, give us a trial.

The Edisonia Co. is still under the management of Mr. A. O. Petit, who has been in the Talking business for 20 years. Satisfaction guaranteed or money refunded.

THE EDISONIA CO., NEWARK, N. J.

used in combination with a friction shoe pressed against the same, power being applied for rotating the friction wheel, and the pressure between the friction shoe and friction wheel be-

Fig. 1.



ing varied by suitable means representative of sound vibrations, thus producing variations in the amount of friction, which by suitable mechanical connections may operate a diaphragm or other phouic apparatus.

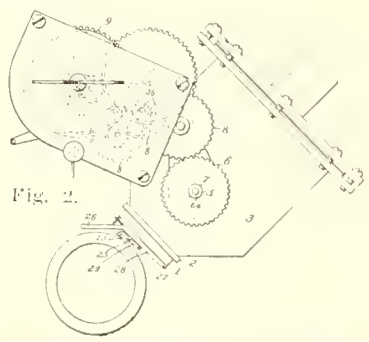
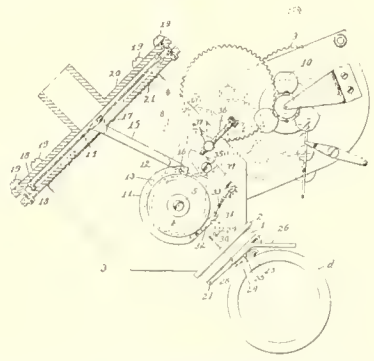


Fig. 2.

The invention relates more particularly to devices for reproducing sounds through the instrumentality of a phonographic record, the phouographic stylus being connected with said friction shoe and operating to vary the amount of friction.

Heretofore, as far as the inveutor is aware, the

Fig 3.



frictiou wheel has always been driven from a statiouary motor, and the said friction wheel has either been mounted so as to have no progressive motion or in case it has beeu mounted on a traveling carrier the driviug mechanism has been so arranged that the friction wheel may receive its power from the said stationary motor duriug its movement with the carriage. These devices are objectiouable, however, because they are not readily applicable to an ordinary phonograph and require special forms of instruments, which are expensive to construct and which in some cases cannot be used with an ordinary phonographic speaker.

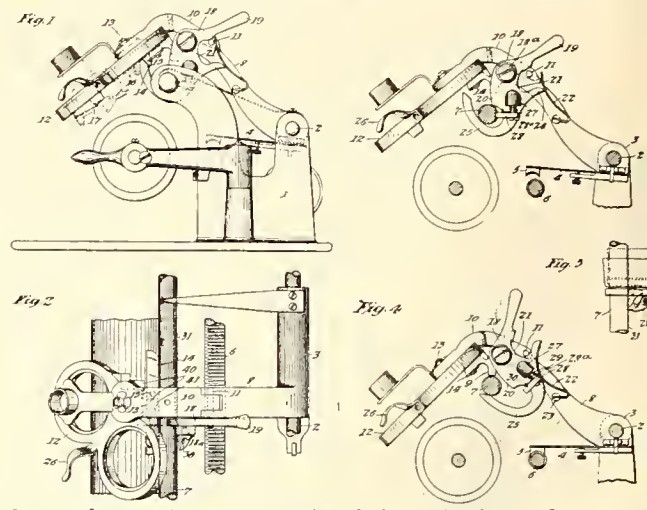
This invention has for its general object the provision of a mechanism of the character referred to and more particularly its application to a phonograph of ordinary construction, so that the mechanism may be interchaugeable with an ordinary phonographic reproducer without the addition of any parts whatsoever to the ordiuary phonograph. This object has been carried out by the mounting of a complete frictional reproducing apparatus upon a base which is adapted to fit within the ordinary carrier arm of a phonograph or other talking machine, the friction wheel being driven by a motor carried upon a suitable frame secured to or integral with the frame upon which the various operating parts of the reproducing mechanism are carried, whereby the friction wheel may be contiuuously driven during the progressive movement of the carrier arm without the disadvantages resulting from the use of a stationary motor, and without the necessity of increasing the strength or power of the usual phonograph motor to euable it to drive the frictiou wheel in addition to the work of driving the mandrel and feed screw.

Reference is hereby made to the accompanying drawing, in which Fig. 1 is a plan showing in dotted liues a phonograph of ordinary construction and in full lines au embodiment of the invention applied thereto. Fig. 2 is a side elevation of the improved reproducer looking from the left of Fig. 1, and Fig. 3 is a similar view, partly iu section, looking from the right of Fig. 1.

PHONOGRAPH. Edward L. Aiken, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 847,631.

This invention relates to phonographs, and more particularly to phonographs of the type showu in United States patent No. 772,485, granted October 18, 1904, to Weber and Hibbard, and has tor its object the provision of improved means for raising and lowering the arm which carries the reproducer or recorder and for causing the same to be stepped in a rearward direction whenever desired, said means being adapted to prevent accidental displacement of the recorder or reproducer with respect to the record surface, especially when the instrument is being used by beginners or those not particularly skilful in its use.

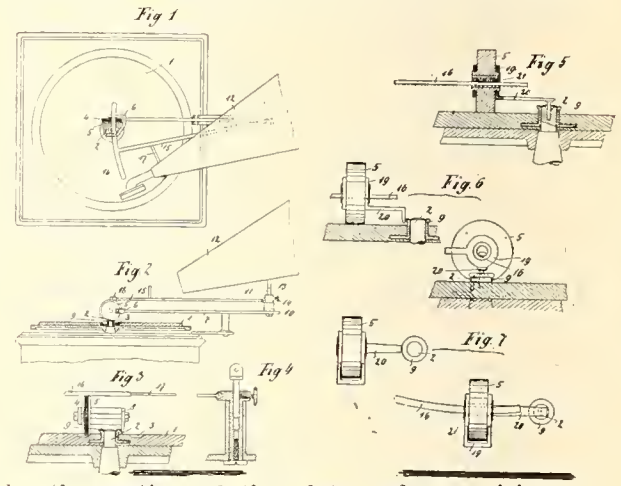
Referring to the accompanying drawings, Fig. 1 is an end view of a phouograph embodying the invention, the recorder or reproducer frame being elevated so that the feed nut is disengaged



from the feed screw. Fig. 2 is a broken plan view of the same. Fig. 3 is a view similar to Fig. 1, certain of the parts being removed for the sake of simplicity and clearness, and shows the positions assumed by the parts when the recorder or reproducer carrier arm is elevated and is being stepped in a rearward direction. Fig. 4 is a similar view, showing the parts when the recorder or reproducer is in operative position with respect to the rotating record or blank. Fig. 5 is a detail plan view of the mechanism for stepping the carrier arm rearward.

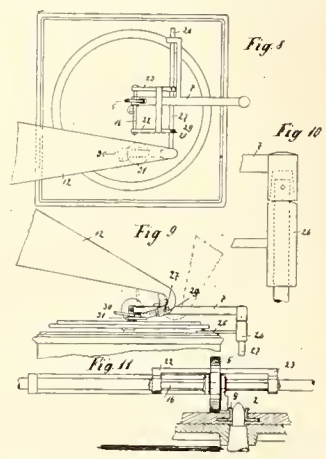
GRAMOPHONE MECHANISM. Eduard Wawrina, Vienna, Austria-Hungary. Patent No. 847,033.

The object of the present invention consists of a receiver mechanism for gramophones in which a displacing mechanism directly operated



by the motion of the plate and comprising a rotary part engaging the plate causes the receiving trumpet, connected in the usual manner with the reverberator and the stylus, to possess a motion toward the middle of the plate, and thus force the stylus to engrave spiral courses on the plate.

In the drawing the object of the invention is illustrated in three constructional forms by way



of example. Figs. 1 and 2 illustrate one constructional form in plan view and in side elevation and partial section, whereas Figs. 3 and 4 illustrate details of the apparatus. Figs. 5 to 7 show a second constructional form of the invention in longitudinal section, side elevation and plan, respectively, while Figs. 8 and 9 illustrate the third constructional modification, and Figs. 10 and 11 illustrate further details.

The following are some of the dealers handling the "Mira" Music Boxes:—

LYON & HEALY, Chicago, Ill.
SHERMAN, CLAY & CO., San Fran., Cal.
SHERMAN, CLAY & CO., Oakland, Cal.
SHERMAN, CLAY & CO., Seattle, Wash.
OLIVER DITSON CO., Boston, Mass.
J. E. DITSON & CO., Philadelphia, Pa.
C. H. DITSON & CO., New York.
JOHN WANAMAKER, New York.
JOHN WANAMAKER, Philadelphia, Pa.
MACKIE PIANO & ORGAN CO., Rochester, N. Y.
DENTON, COTTIER & DANIELS, Buffalo, N. Y.
S. HAMILTON, Pittsburg, Pa.
KRELL PIANO CO., Cincinnati, O.
CARLIN & LENNOX, Indianapolis, Ind.
FINZER & HAMMEL, Louisville, Kentucky.
O. K. HOUCK PIANO CO., St. Louis, Mo.
A. HOSPE, Jr., Omaha, Neb.
S. KANN SONS & CO., Washington, D. C.

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Music Box Co.
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With the Makers and Sellers of Automatic Specialties

THE PROGRESS OF THE TRADE.

Arcade and Nickel Theatres Now in Full Swing —Importance of Holding Public Support— Slot-Controlled Devices in Department Stores —Theatre Managers a Little "Huffy" Over Progress of the "Small Fellows"—Trade Stimulators Interest the Public and Talking Machine Men Find a Profit in Handling Them—"Parlors" in the South.

The arcade and the 5-cent theatre business is now in full swing. The factories are runniug full blast, with overtime shifts, yet the incessant call is "rush." A number of new machines, which the arcade men have beeu anxiously awaiting, have been held up almost indefinitely on account of the congested coudition of the metal market. Orders placed six months ago at the foundries still remain unfilled, and manufacturers are kept busy makiug excuses for delays in shipments. One of the largest manufacturers while discussing trade conditions with The World, recently predicted an unprecedentedly brilliant business for 1907. "Never before," said the gentleman, "has this business been on so firm a basis, as at the present day. Of course, there have been a number of failures in the 'arcade' end of it, but in nearly every case these men had given the business little thought, but had opened up their parlors on the impulse of the moment. Their heads got turned at the prospect of making what they called easy money, and they did not stop to consider that it takes years of thought and study to learn just what the public want, and that it is no easy task to catch and hold the fickle public's fancy. The general trend of the demand seems to veer toward higher class productions, which, of course, means more money for all parties concerued."

* * * *

About a year ago The World called the attention of this trade to the possibilities opeu to agents and representatives of the various manufacturers in placing slot controlled devices in and about the department stores throughout the Union, and quoted the case of the Siegel-Cooper Co., of this city, who, at the time, had just opened an arcade in their building, adjoining the talking machine department. That this scheme was a paying one is evidenced by the number of others who have followed suit since that time. However, there are many such places that have not been approached on the subject. The men who are handling these machines should hurry up and grasp every opportunity in their territory. It is the time for the exploitation of these instruments. It is easy to prove the value of these machines—no proposition could be fairer to any one. You place the machines, the man makes you an initial payment, and agrees to pay you the balance at, say, $50 a month. Then he doesn't worry. The machine does the rest. The public files in, deposits the coin and furnishes the power. You have the key to the cash depository, and once or twice a month you call and collect the welcome cash, giving him a receipt for it. The purchaser doesn't get a chance to divert the money coming to you until all bills are settled. The experience of manufacturers, of at least the better class of slot controlled devices, is that the average monthly collections are in the neighborhood of $50, so it is easy to see about where all parties concerned come out on the deal.

* * * *

Theater managers along Broadway are getting highly perturbed over the growing popularity of the 5-cent theaters and slot machine arcades. They look down with scorn on what they call these "catch-penny attractions." That is, outwardly they do so, but all the time they are pulling wires at headquarters, in consequence of which the police are continually making themselves obnoxious. One provision of the law which demands only $25 per annum, the showmau's license, from the parlors aud moving picture shows, while theater permits cost $500, especially arouses the ire of our stage friends. Now, the only charge that can be made against the arcade or 5-cent theaters is that some of them put ou pieces of the "blood-and-thunder" type, depicting murders, hold-ups, train robberies and other crimes. This charge has led the managers of the new style theaters into hot discussiou with the uplifters of the public morals.

"Why should they criticise us," said the manager of one kinetoscope theater, "for puttiug on an occasional film showing a crime and uot attack the regular theaters, who run this class of plays nearly all the time? And then, why should they criticise us when we never put on a piece that is suggestive in the sense that many of the plays and the manner of costuming the chorus are at nearly all the so-called high class theaters?"

While the kinetoscope theater mauagers do not claim to be trying to elevate the state at 5 cents per elevate, their air of injured innocence seems to be rather becoming.

* * * *

It has well been said that with the majority of Americans the speculative nature is uppermost. You have only to appeal to it and interest is at once aroused. This is equally true, whether it is on a small or large scale. A good testimonial to the permanency of the speculative nature of man operating on a large scale is Wall street in this city and the various exchanges in the other cities. "Trade Stimulators" appeal to this known spirit of risk or chance so strong in every man. They interest and gratify that element in him at small cost to himself, aud they give him a fair show and "a good ruu for his money" against slight odds. The card or trade machine is simply an innoceut form of amusement for a penny with a chance to win merchandise. Talking machine men will find that if they want to add a good side line these slot devices will pay big. They are adapted to cafes, druggists, cigar stores, billiard rooms, etc., and as experience has demonstrated, that they will positively increase trade from 25 to 50 per cent. If a square deal is given, dealers will find no trouble in placing a large number in their territory.

* * * *

The latest thing in the South in the "penny arcade" line are the "parlors," which have been opened exclusively for the negro population. This enterprise, which was started by Augustus C. Faulkner, a prominent negro of Richmond, Va., has proven a great success. On account of racial conditions the colored man was, of course, ostracized from arcades frequented by the white population, and as in many places below the Mason and Dixon line, the negro is largely in the majority, the loss to the arcade man was apparent, more especially since the "darky" will invariably spend his last cent to hear a new song and have a laugh. However, the movement once started has spread like wildfire throughout the South.

THE PROHIBITIVE TAX

Proposed in a Bill Introduced in the Pennsylvania Legislature and to be Levied on Buildings Used for Talking Machine and Moving Picture Exhibitions.

Proprietors of arcades in Pennsylvauia cities and towns have banded together to fight against the bill proposed recently by Representative Moyer, of Lebanon, levying a tax on all buildings used for talking machine and moving picture exhibitions. The rate proposed is $1,000 in cities of the first class, $500 in those in the second class, $200 for those in the third class and $50 in boroughs and townships.

Proprietors of arcades containing penny-in-the-slot devices say rightly that the tax is prohibitive, and have raised a substantial fund to fight the measure iu Harrisburg.

PICTURE SHOWS THREATENED.

Health, Fire and Police Departments Make Objection to Some of Them in New York.

Commissioner Bingham, Dr. Darlington, of the Board of Health, and Deputy Fire Chief Binns held a conference at Police Headquarters two weeks ago, and decided to adopt measures to put out of business many of the moving picture shows in this city. The Police Department, the Board of Health aud the Fire Department have been receiving hundreds of complaints about the picture performances. Steps have not yet been taken to revoke the licenses of the nickel vaudeville playhouses.

DEVICE REJECTS SPURIOUS COINS.

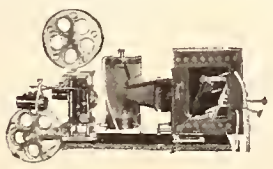
(Special to The Talking Machine World.)

Chicago, Ill., April 6, 1907.

H. C. Kibbey, the well-known dealer in automatic specialties in this city, has secured patent rights on a new coin box for automatic musical instruments which it is said will reject slugs and spurious coius. This coin box was given a thor-

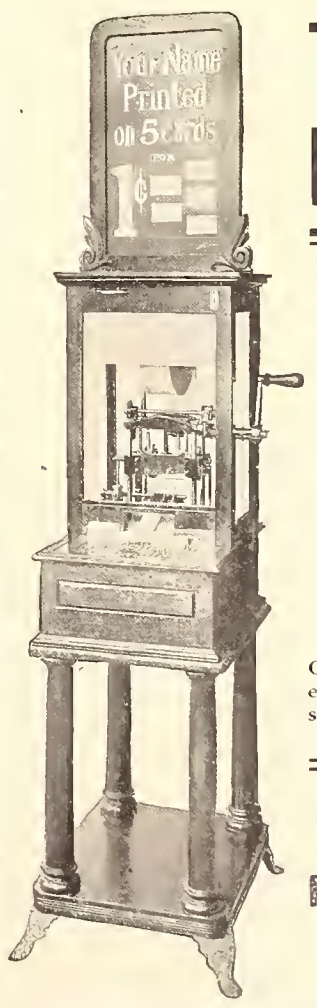
The American Projectograph

The only machine that will NOT FLICKER EVEN AFTER YEARS OF USE



FILMS RENTED AND SOLD

CHAS. E. DRESSLER & CO., 143 E. 23d Street New York City



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PER YEAR

SEND FOR FULL PARTICULARS

5c. or 1c. MACHINES FURNISHED

Orders must be placed early for spring and summer delivery.

Manufactured by
THE CARD PRINTER CO.
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NEW YORK

MILLS NOVELTY COMPANY

LARGEST MANUFACTURERS IN THE WORLD
OF ALL KINDS OF

COIN-OPERATED MACHINES

MILLS BUILDING
Jackson Boulevard and Green Street

CHICAGO, U. S. A.

March 27, 1907.

To The Trade:

NOTICE.

The attention of amusement parlor owners and other dealers in or users of coin-operated phonograph machines and combined phonograph and picture machines is directed to the fact that the machines manufactured by Mills Novelty Co. are broadly protected by letters patent No. 846439 granted to Herbert S. Mills, March 5, 1907.

The Rosenfield Mfg. Co. has placed upon the market a machine which constitutes a direct infringement of several claims of said patent. We hereby notify all concerned that it is our intention to prosecute infringers of said patent where necessary. The patent secures to us the exclusive right to manufacture, use and sell the patented machine, and friendly notice is hereby given that we shall insist upon a recognition of our patent rights.

Suit upon the above mentioned patent for an injunction and accounting has been brought against Harry Davis, who operates an amusement parlor in Pittsburgh, in which he is making use of coin-operated phonograph machines of the manufacture of the Rosenfield Mfg. Co. Similar action will be brought against other users as the infringement is brought to our notice, unless satisfactory settlement is made.

We are prepared to supply machines of our own manufacture to all users at a reasonable price, so that it is unnecessary for any dealer or user to purchase an infringing machine. We assume that the public will not knowingly infringe patent rights which have been secured to us, but deem it proper to give public notice to all.

Respectfully,

Mills Novelty Co.

ough trial by Mr. Kibbey, who has had a large experience in this line, and according to him, it will save fully $60 per week to the user. Lyon & Healy, the great music house of this city, have ordered 1,000 of these coin boxes; the Automatic Musical Co., of Binghamton, N. Y., have ordered 3,000; the Regina Co., Rahway, N. J., 1,000; and other concerns are rapidly falling in line. Mr. Kibbey is to be congratulated on his success, for a device of this kind has long been needed. During his recent Eastern trip, Mr. Kibby closed many big deals for his device.

TRADE NEWS FROM INDIANAPOLIS.

Decision to Run Excursions Sunday Will Help Arcades—Better Class of People Patronize These Resorts—All the Arcades Doing Well—"Peerless" for "The Exhibit"—Sutherland's New Arcade—Terre Haute Now Invaded—Other Items of Interest.

(Special to The Talking Machine World.)
Indianapolis, Ind., April 8, 1907.

Managers of talking machine arcades hailed with delight the decision of passenger officials of the railroads of Indiana handed down last week to the effect that Sunday excursions are not to be abandoned, but that instead they are to be run at lower rates even than those which prevailed last season. Since the last Legislature enacted a two-cent fare law there had been rumors that the Sunday excursion business was to be abandoned. This had caused unrest among arcade managers because Sunday excursions bring large crowds to the city each Sunday, and consequently bring business to the arcades. Passenger officials representing roads of Indiana and Ohio met at the Claypool hotel, and after a long session announced that the rates on Sunday excursions would be lower than ever this year.

One of the noticeable features in the arcades of Indianapolis is the change in the class of trade to which they cater. All of the arcades are introducing pictures and machines now which offer special attractions to women and children. A few years ago many were patronized liberally by the tougher element of the city. All this has changed.

"Our crowds, even on the biggest days, are always orderly," said F. L. Meier, manager of "the Exhibit" on South Illinois street, owned by R. Wagner. "We have many women and children, and we seldom have need for a policeman."

All of the arcades have had good business within the last month. The Sunday trade has been up to a higher mark than it was at the same time last year. This is due largely to the pleasant weather and the many interurban facilities. The interurban traffic on pleasant Sundays during the summer is something enormous, on some Sundays as many as ten or fifteen thousand coming to the city. The traction companies are all the time improving facilities, and it is believed that the arcade business from this source will be better this season than ever before.

"The Exhibit" on South Illinois street has just installed a new Peerless self-playing piano to attract crowds to its place. The instrument was bought at the Carlin & Lennox store.

The National Amusement Co. will open their new place on Wabash avenue in Terre Haute, April 1, and the amusement will include a 10-cent theater, a 5-cent vaudeville and a moving picture arcade. Sixty Mills machines have been bought, and will be installed in the new amusement place.

Manager Sutherland, who runs the Bijou 5-cent theater on East Washington street, has met with such success that he has started another similar amusement place on West Washington street, in the heart of the business district of the city. He has rented a large building, and it has been remodeled so that it has a most imposing entrance. He uses a Tweutieth Century Columbia graphophone to draw trade, and operates a Sterling Columbia graphophone behind the scenes when moving pictures are being displayed. For example, wheu pictures of a violinist are being shown he turns on a violin record behind the scenes, giving an excellent effect.

THE "VIRTUOSA" IS ALMOST HUMAN.

Something of This Wonderful Master of the Violin Whose Playing Reminds you of the Great Virtuosi—The Invention of H. K. Sandell and Made by the Mills Novelty Co.—Has Astonished Musicians.

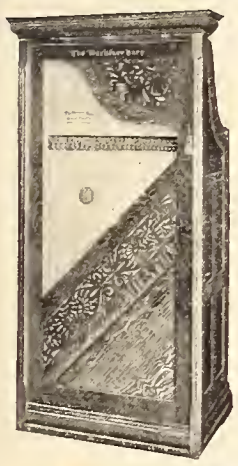
(Special to the Talking Machine World.)
Chicago, Ill., April 8, 1907.

Among the latest inventions of automatic musical instruments that of H. K. Sandell, an expert electrical engineer, working for the Mills Novelty Co., of this city, is perhaps the most unusual. This ingenious wonder is an automatically operated violin, called the "Virtuosa," which plays with baffling skill the most delicate and intricate compositions of the world's greatest masters.

The Mills Novelty Co. spent three years and over $60,000 in perfecting this unique novelty. The Virtusosa is an almost human automaton, ingenious and unusual in construction, and is, so far as skill and ingenuity can make it, mechanically perfect, playing accurately and with the most marvelous execution, solos by such world-renowned artists as Paganini, Wieniawski, Kubelik and other famous musicians. It also renders duets and part compositions with magnificent string-orchestral effects. One of the most ingenious parts of its mechanism is that which causes it to produce the musical impressions peculiar to violin playing. It is hard to believe that by meaus of mechanically operated bows and fingers such wonderful technique, such beauty of expression, could be produced in this way. It has astonished musicians who have heard it.

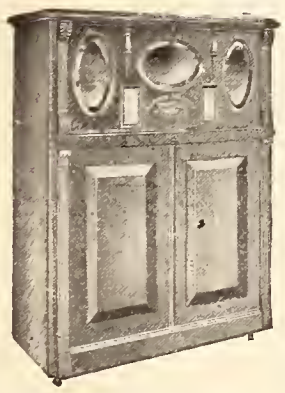
George M. Cohan, the playwright said: "The first time I heard it (the Virtuosa) play my song, "The Grand Old Flag," I rushed to make the acquaintance of so fine a soloist, and discovered this marvelous piece of machinery." Prof. Hugo Heermann, one of the greatest living violinists, expressed astonishment that such magnificent music could be produced by purely mechanical means.

To produce music of this character and in this



THE "WURLITZER HARP"

With nickel-in-slot attachment. A wonderful attraction from both a musical and mechanical standpoint. Who has not admired the soft, sweet music of the Italian Harp? Here you have it in automatic form.



THE MANDOLIN QUARTETTE

The most fascinating musical instrument on the market. This is a combination instrument, producing the wonderful music of four mandolins with piano accompaniment.

THE TONOPHONE

THE TONOPHONE
King of Electric Pianos

is a full size Antomatic Piano Player with Nickel-in-slot attachment operated by electricity.

THE WURLITZER PLAYER PIANO

is the first complete Automatic Player Piano Playing the full keyboard of 83 notes. Operated by Nickel-in-slot attachment or played by hand in the ordinary way.

THE WURLITZER PLAYER PIANO

DEALERS

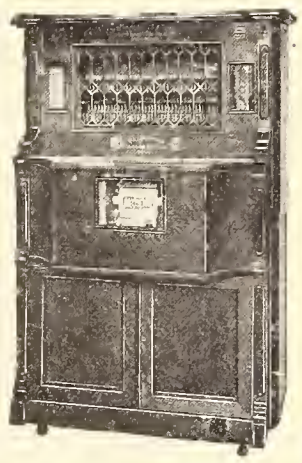
will find it profitable to handle this, the greatest line of money makers on Earth for Hotels, Cafes, Drug Stores, Roller Rinks, Amusement Parks, and Resorts of all kinds.

EXCLUSIVE AGENCY IN UNOCCUPIED TERRITORY.

Here is an opportunity for a Lucrative Business with small capital.

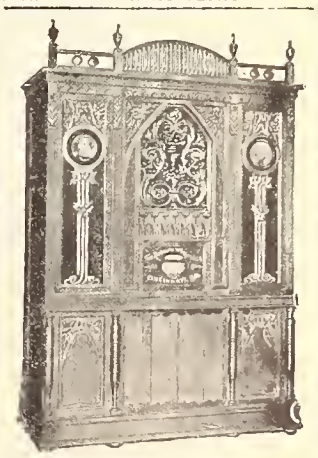
WRITE TO-DAY.

The Rudolph Wurlitzer Company,
CHICAGO. CINCINNATI.



THE "PIANINO"

The latest addition to our line of Electric Pianos. This is a 44-Note Piano with Nickel-in-slot attachment. A great money-maker.



THE PIANORCHESTRA

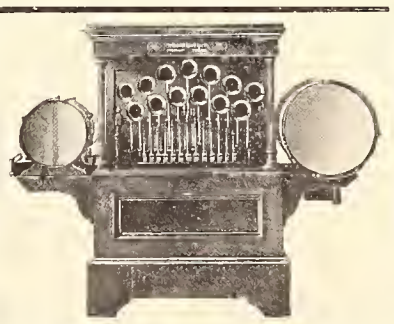
Another very popular style and with Nickel-in-slot attachment proves a great money-maker. Nothing could be more desirable for public places where music lovers congregate.
We have 10 styles.

MONSTER MILITARY BAND ORGAN

THE MONSTER MILITARY BAND ORGAN

Furnishes Music equal to a full Military Band

Especially designed for Amusement Parks, Roller Skating Rinks and other places where a powerful organ is desired. This organ is a perfect representation of a large Military Band.



MILITARY BAND ORGAN, Style No. 125

Operated by perforated Paper Rolls. We have 10 styles to select from.

Counting Pennies By Machines

Did you ever realize the amount of Pennies taken in at a *Penny Arcade?* Did you ever know that their number is so great that *special machines* have become necessary to save time in counting them?

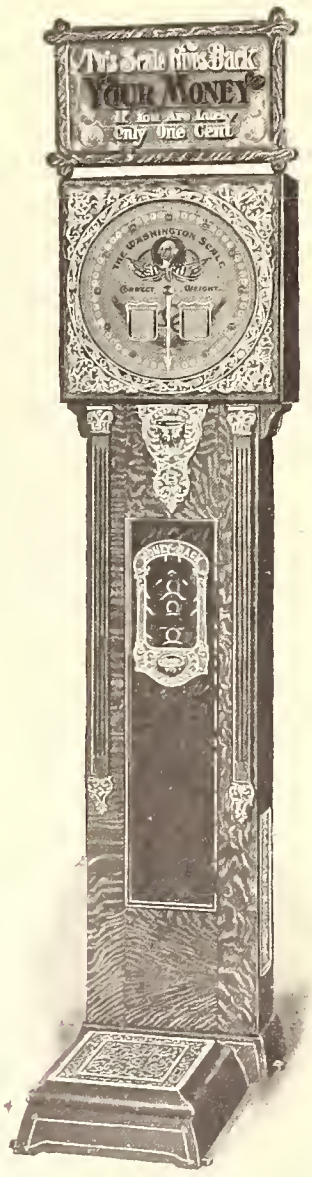
This being a fact, you will readily understand how such establishments can afford to pay such enormous rents in larger cities.

Their receipts are simply beyond realization, and proprietors of *Arcades* are always ready to pay almost any price for good locations.

Still the *Penny Arcade* business is yet in its infancy, and plenty of opportunities are open *right now* for starting such establishments with every assurance of success.

Large capital is *not* necessary to start a successful *arcade*, in fact the largest ones are the outcome of an early start with a modest investment.

Properly started, arcades are *always successes* in towns with populations from 5,000 upward.



We are ready to help you to start a Penny Arcade, and will give you the benefit of our 20 years' experience both as manufacturers and operators.

A *postal card* will bring you full details and our Handsome Illustrated Catalog for 1907.

Write us to-day, and don't allow an opportunity for securing a *big income* pass by you and be taken up by others.

Remember that none but Caille Machines possess "Caille Quality."

The Caille Brothers Co.

DETROIT, MICH.

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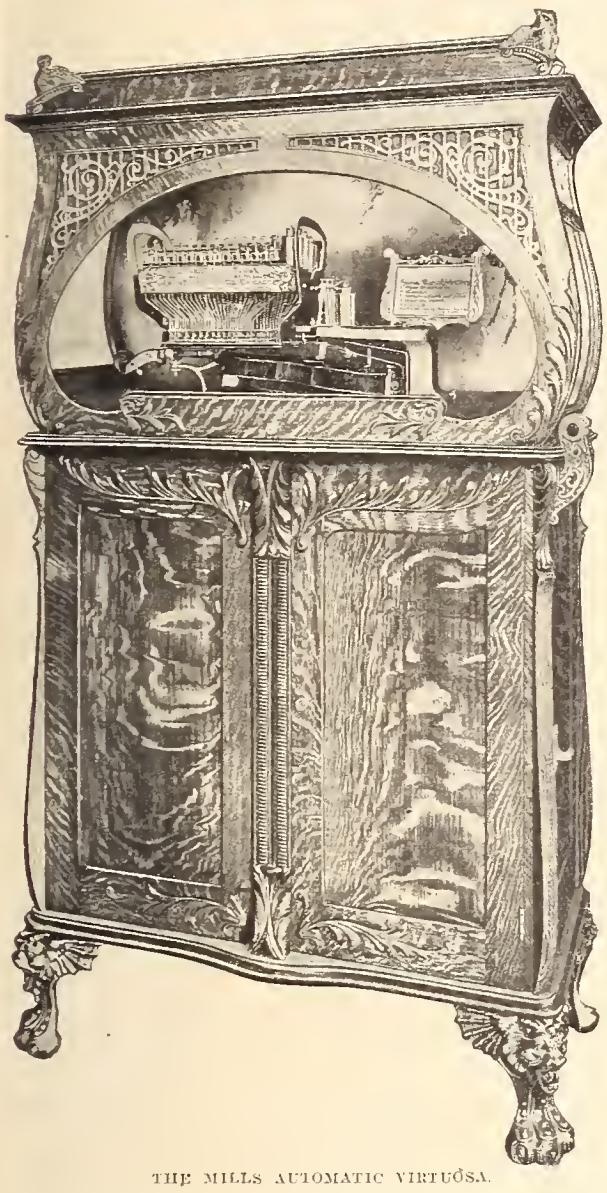
902 Republic Bldg., Chicago

manner naturally requires a machine of intricate mechanism and many clever devices, although the simplicity with which it can be operated is astonishing. So complete is the invention and its working parts that it doubtless will never have a rival.

The following description will give an idea of how complicated and yet how simple is the operation of the Virtuosa: A coin dropped in the slot turns on an electric current automatically. The motor starts and the power is transmitted by a vertical geared shaft to the violin in the upper section of the cabinet. A contact cylinder, carrying the paper music roll, fed by a secondary cylinder of rubber, revolves, and as the perforations in the paper pass given points contact is



THE MILLS AUTOMATIC VIRTUOSA.

made with one or more phosphor-bronze brushes and an electric current flows to finger magnets resting over the finger board. Each of these magnets attracts an armature connected with a finger operating rod acting upon the violin strings. The bow operating magnets are mounted on an arm which extends over the body of the violin and bridge, at which point four conical celluloid bows revolve, one for each string. The same current which controls the finger operating rods also acts simultaneously upon one or more of these magnets. Another magnet produces the staccato effect, the bow speed variator in the lower section of the cabinet, controlling the speed and pressure of the bows on the strings and the bow action magnet, producing the extraordinary hard actions of the bow, gives the effects of a bow operated by the human hand. The strings are of silvered steel, as the ordinary gut strings do not stand the hard wear nor changes in temperature.

One interesting feature of the Virtuosa is an ingenious device by which it can be tuned by operating a series of buttons. A child can easily be taught to tune the instrument, the work being practically automatic.

A romance could be written about the trials and tribulations incidental to every great invention. The inventor gets to a certain point where it seems that all the labor that he has expended has gone for naught, because of an unsurmountable obstacle which presents itself. Several of these crises occurred when the Virtuosa was being invented. One was at the time when the question of arranging a bow for the strings was considered. A bow was found impossible for a number of reasons, and to produce a satisfactory substitute was a long and hard problem. Finally the idea occurred to use celluloid discs instead of a bow; in other words, instead of bowing the string to have a separate wheel revolve upon each string. In order to obviate the wear on the string, which would result, the inventor placed a strip of rosin over the celluloid discs, which they constantly played against, the rosin only coming in immediate contact with the string, thus obviating any wear.

Of course, the important feature about the Virtuosa outside of its marvelous musical ability and its ingenious invention is the fact that it will earn a big income for its owner as a coin-operated musical novelty. Yet there is still another fact in regard to the Virtuosa making it unique in the field of automatic instruments, which is, curiously enough, that it increases rather than decreases in value the more it is used. This fact is patent, of course, to any musician who uses a violin, as he knows the more you use a violin the sweeter it grows in tone and the more valuable it becomes.

H. S. Mills, president of the Mills Novelty Co., was particularly interested in securing a high-class violin for the Virtuosa, and he was not satisfied until he had hired the best violin-maker to be had and set him to work in a corner of the big Mills' building. This violin-maker insisted on having the very best materials to work with, which finally resulted in the Mills Novelty Co. sending to Germany for a special kind of wood from twenty-five to thirty years old, which is used there in making rare violins. It is these splendid instruments which when used improve in tone and sweetness, and which are of such an unusual quality of workmanship that they give every composition played on the Virtuosa the character and effect of its being played by a celebrated artist. So rare an achievement in producing a mechanically perfect instrument so nearly human seldom occurs, and the Mills Novelty Co. have good cause to be proud of their new musical wonder.

AN OPTICAL PHONOGRAPH

As Well as Arc Lamp Grand Opera Revealed at the Recent Lecture of Mr. Duddell at the Royal Institution.

(Special to The Talking Machine World.)

London, Eng., April 2, 1907.

Among other wonders that rejoiced the hearts and stirred the imaginations of the audience at the recent lecture of Mr. Duddell at the Royal Institution was an exhibition of what may be called an optical phonograph. Mr. Duddell produced a long gelatine film—the width of that of the smallest pocket kodak—on which was "developed" the electrical record of that entertaining song, "A Little Bit of String." The record was shown in the form of a continuous series of vertical lines of varying length and interspace, and Mr. Duddell explained what its practical value might be. "We could take the record of a song sung by Patti, say, and regarding that as the pattern of perfection compare it with the optical record of the same song sung by an inferior voice, and see in what way and at what points the inferior voice fell short of the standart set."

Mr. Duddell showed "the pattern of his voice" on a screen by making weird vocal noises into a transmitter. The pattern appeared in the fluctuations of streaks of light on the screen and illustrated the "distortion and attenuation" of the voice in long-distance telephony, a difficult subject, and one which I do not expect you fully to understand," said Mr. Duddell; but the juvenile auditory clapped vigorously to affirm its power of comprehension.

Mr. Duddell's lecture embraced practically the whole development of modern telephony from the earliest "fumblings" after electrical transmission of sound down to the most up-to-date switchboard in a modern exchange. His audi-

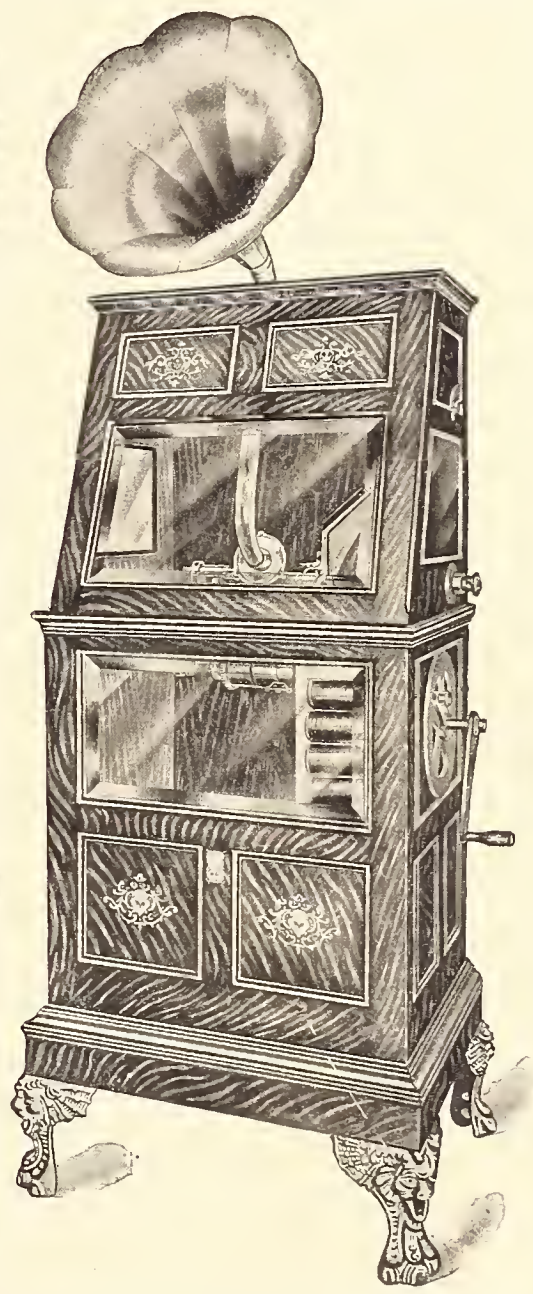
THE

CONCERT=O=PHONE

TWENTIETH CENTURY
COLUMBIA COIN
OPERATED MACHINE

Almost Human in Tone

25 SELECTIONS
AUTOMATICALLY
CHANGED



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SKELLY MFG. CO.

81 South Jefferson St.

CHICAGO

A. J. POMMER CO., Sacramento, Cal.,
Pacific Coast Sales Agents

HELRIEGEL & CO., Philadelphia,
Sales Agents for Pennsylvania

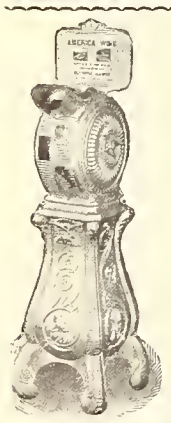
ence was most impressed by an arc lamp which acted as a telephone. "We have here," said Mr. Duddell, "au arc lamp such as you will see in Oxford street or Piccadilly when you go home from here this evening. That arc lamp can be made to act as a telephone, and I will show you how it is done.

"Mr. Turbini will go into another part of the building and sing, talk or whistle, and you will hear it on the arc lamp." Mr. Turbini left the room, taking with him a microphone—an ordinary transmitter—attached to the arc lamp by an ordinary cord. And very melodiously Mr. Turbini whistled iuto his microphone—at any rate, a melodious whistle (a selection from grand opera was the morceau chosen) emerged from the arc lamp and distributed itself over the theater.

Mr. Duddell then went on to explain that the possibility of telephoning along a beam of light—which he had himself discovered independently, though anticipated by a German scientist—was more than a picturesque experiment; for by the use of silenium, which has the peculiar property that its resistance to electricity varies with the amount of light directed upon it, wireless telephonic messages have actually been sent seven miles.

BIGGEST MONEY SAVER ON THE MARKET
YOU GET

THIS ← INSTEAD OF → THIS
SLUG
IF YOU USE
The "GUARDIAN" Coin-Detector
Throws out Slugs (including Brass) — It cannot be choked up!
SAVES 300% OF YOUR MONEY
Nickel-Slot Pianos and all Nickel-Slot machines earn three times as much money when protected with a "Guardian" Coin-Detector. Write now, today, for fullest particulars.
H. C. KIBBEY & CO., Inc. MECHANICAL AMUSEMENT HEADQUARTERS Coin-Operated Machines of Every Description
209 STATE STREET, CHICAGO, ILLINOIS, U. S. A.


TYPE E
THE MUTOSCOPE
For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.
Write for Particulars
AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY
PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

Do you want more Profit?
Get THE NICKLIN The best
Coin Operated Piano in the World
This is a First-class Upright Piano—Can also be played by hand in the usual way
Manufactured by
Neola Piano & Player Company
General Offices, 201-203 East 49th Street, New York

THE PIANOVA COMPANY,
Manufacturers of
44 AND 65 NOTE ELECTRIC PLAYERS
with or without nickel in the slot attachment
SECURE THE AGENCY NOW.
117-125 Cypress Avenue, New York.

THE CASE WAS DISMISSED.

Moving-Picture Show Man Wins a Victory in Court.

The graphophone with the big megaphone in front of a moving picture show at No. 243 Washington street, Brooklyn, continues to attract the attention of passersby, and the lawyers for Mrs. Elizabeth B. Estes, occupant of the only mansion left on Washington street, have admitted that they made a false start in their efforts to find power in the law to limit the volume of sound which may be legally spread broadcast in the atmosphere by a talking machine.

William Epspy, proprietor of the moving picture show, had been summoned to the Adams Street Court on complaint of Mrs. Estes, his next door neighbor. Mr. Camp, for the defendants, argued that the instrument was used only within the legal hours, and the case was dismissed.

NEWS FROM ALL POINTS.

The Fort Pitt Film Exchange have taken permanent quarters in the Home Office Building, Pittsburg, Pa.

The Five-cent theater in the McCullough Building, Davenport, Ia., is doing a rushing business.

A new kinetoscope theater will shortly be opened in the Wilkenson Building, Wheeling, W. Va.

The Colonial Moving Picture Theatre, 220 East Houston, San Antonio, Tex., receutly gave an entertainment for the benefit of the inmates of the orphan asylums, for which they were lauded by the citizens, and, more to the point, increased their business.

The Orpheum in Utica, N. Y., is making a hit with its new Sunday program.

The Southwest Amusement Co., of Los Angeles, Cal., will open a new motion picture show at the Empire Theater in San Diego.

W. B. Erwin, of Kansas City, will open a 5-cent theater at 236 Pine avenue, Long Beach, Cal.

Geo. Carnes is to open a nickel theater on North Main street, Bowling Green, O.

Chester Whipple will start another in North Baltimore, O.

Brice Bernard will break the ice at Napoleon, O.

Charles D. Silcox, Jr., will open a new theater at 3064 Richmond street, Philadelphia.

A moving picture show will be started on Virginia avenue, near Shelby, in Indianapolis, Ind.

A high-class Nickelodian will shortly be opened at the Union Block, Ottawa, Ill.

S. L. Costley and C. G. Hurnan are putting in two new moving picture shows, one on each side of Congress avenue, Austin, Tex.

Still another is to be added to the already large list in Waukegan, Ill., to be knowu as the Tichnor Crosby Amusement Co.

George E. McKean will open in Granite City, Mo.

INCORPORATED.

The Garden Amusement Co., New York, capital $100,000. Incorporators—Sigmond B. Heine, Maurice Reinhardt and Edward E. Benedict.

* * * *

The Twin City Amusement Co., Menasha, capital stock, $5,000.

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types
THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.
11 E. FOURTEENTH ST., NEW YORK
The Mutoscope Oldest and Best Known Slot Machine
"The Backbone of the Automatic Parlor Business"
Showing Moving Pictures in their Most Attractive Form

Talking Machine Dealers!!

IF YOU have not considered selling Coin Operated Pianos heretofore, we venture to suggest your doing so, as many of the largest talking machine dealers in the country have found this one of the most profitable features in their talking machine departments, mainly because the instruments when offered to the buyer have many of the elements of a ***something for nothing proposition.*** The margin is large, the installments are large and should be large, because the instrument takes in cash and consequently

STYLE D.

the buyer does not have to pay out his own cash. The dealer gets his profits quickly. Did you ever stop to consider this?

The largest and most successful dealers in the country handle the PEERLESS COIN-OPERATED PIANO—there's a reason.

Let us show you how it is done. A postal will bring you our handsome brochure entitled "Easy Money."

HIGHEST AWARD—GOLD MEDALS
Buffalo 1901 St. Louis 1904 Portland 1905

Roth & Engelhardt

(Props. PEERLESS PIANO PLAYER CO.)

Windsor Arcade, Fifth Ave., New York. Factories: St. Johnsville, N. Y.

DO YOU FOLLOW UP

the leads we make for you in our advertising campaign?

If you don't you are losing many ***golden opportunities*** for big profits.

We have started the business your way. With but little extra effort on your part, you should reap the benefits in greatly increased sales.

Are you doing it?

COLUMBIA RECORDS

are ***household words*** throughout America to-day, in consequence of their ***universally admitted superior*** quality.

Our extensive advertising reaches every nook and corner of the land continually.

It reaches all the people in ***your*** neighborhood. They have learned, through personal experience, in repeatedly hearing Columbia Records under ***test conditions,*** to appreciate them at their ***true value.***

These people are ready ***now*** to be turned into ***permanent*** and ***profitable customers.***

It's up to ***you*** to let them know ***you*** sell Columbia Records.

There are many ways you can do this, we mention two :

You should use your local newspapers to advantage.

You should give frequent concerts, playing all the newest hits, attracting the music-loving people and make them your customers.

If ***you*** pull with us, ***we'll*** pull with you, and with a ***strong pull all together*** you'll pull off the biggest record sales this year since you started in business.

N. B.—You can always count on the recognized superior merits of Columbia Records to ***make good every time.***

Pull for the Columbia Record business in your town. It's the pull that pays.

COLUMBIA PHONOGRAPH COMPANY, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

VOL. III. No. 5. EIGHTY PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, May 15, 1907

Our New "Art-Tone" Horns

OUR New "Art-Tone" Horns are distinct works of art. These Horns are hand-painted in a series of superb floral designs, by a corps of expert artists. No transfers or decalcomanias are used in any part of the decoration.

The extreme dignity of the coloring and the superb beauty of execution are such as appeal to the most aesthetic and exacting buyers. To fully complete one of these Horns necessitates nearly five hundred touches of the artist's brush. But the exquisite results obtained more than justify all the pains we take in the decoration. May we not send you further interesting information ?

Write for Handsome Booklet on Horns and Cranes.

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

HB

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

10-in. and 12-in. Star Records

BULLETIN No. 1 TO CATALOGUE "A"

THIS LIST, the first of our monthly supplemental bulletins, has been made up of records chosen after the most careful testing of a large number of excellent selections submitted by our recording department. The result is a collection of perfect reproductions and a variety that will appeal to each individual taste.

10-INCH STAR RECORDS

NATIONAL REGIMENTAL BAND.

5101. Under Arms March. As the name indicates, this is a snappy military air. It has a dash that assures its popularity.

5102. Honor and Glory March.

PICCOLO. Band Accompaniment.

5103. Sweet Birdie Polka. A most pleasing melody. Well sustained throughout.

BANJO. Orchestra Accompaniment.
By Vess L. Ossman.

5104. Motor March. Executed in Mr. Ossman's most brilliant style. It needs no further commendation.

XYLOPHONE. Orchestra Accompaniment.

5105. Iola Intermezzo.

CELLO. Orchestra Accompaniment.

5106. The Evening Star. A perfect reproduction of this well known and beautiful selection from "Tannhauser."

BARITONE AND TENOR DUETS.

5107. Over The Line (Sacred).

5108. Let the Lower Lights be Burning (Sacred).

5109. Iola. Another of the increasingly popular Indian songs.

BARITONE AND CONTRALTO DUET.

5110. Linger Longer Girl. A duet of unusual merit from the "Earl and the Girl."

DUET BY COLLINS AND HARLAN. Orch. Accomp.

5111. Gooda Bye John. This selection, from Victor Herbert's Musical Comedy "The Red Mill," is well sung and introduces in an amusing way Italian dialect and hand organ.

VOCAL QUARTETTES Male Voices.

5112. Ain't You Coming Back to Old New Hampshire, Mollie? This rural march song, which has been successfully featured by Dockstader's Minstrels, is excellently rendered in this record.

5113. Alice, Where Art Thou Going? One of the most popular march songs of the day, faultlessly sung by Billy Murray with quartette chorus.

MINSTREL RECORDS.

5114 Minstrel Record "E." Introducing "Crocodile Isle."

5115. Minstrel Record "F." Introducing "Moses Andrew Jackson, Good-bye." These two numbers are fully up to the high standard of excellence established by those previously catalogued by us.

TENOR SOLO. Orchestra Accompaniment.

5116. Meet Me, Sweet Kathleen, in Honeysuckle Time. A rural sentimental song that, as a record, is a pronounced success.

BARITONE SOLOS. Orchestra Accompaniment.

5117. Do Re Mi Fa Sol La Si Do. Featured in "Marrying Mary."

5118. Fare Thee Well My Old Kentucky Home. One of the best of the popular rural march songs.

12-INCH STAR RECORDS

NATIONAL REGIMENTAL BAND.

1212. Sextet From Lucia. Donizetti. No collection of records should be lacking this selection from Donizetti's most popular production.

1213. "Overture to Semiramide." Rossini. An Overture of universally known merit.

1214. "Overture to Poet and Peasant." Suppe. This selection, although from an opera not widely celebrated, has made the name of Suppe familiar to all lovers of light opera music.

MUSICAL MONOLOGUE.

1215. The Musical Yankee. A sketch in which the Yankee fully demonstrates his musical versatility and ability.

QUARTETTE, Male Voices.

1216. Old Black Joe. Sung with marked pathos and harmony.

NEGRO SHOUT.
By Billy Golden. Orchestra Accompaniment.

1217. "Turkey in the Straw." An old time favorite which, with striking orchestra accompaniment, is better than ever before.

To any jobber or dealer who will send a trial order for the above list of selections complete, we will agree to pay transportation charges on this one list in order that the trade can hear and judge of the quality of

STAR RECORDS

Hawthorne & Sheble Mfg. Co., Station 0, Philadelphia, Pa.

The Talking Machine World

Vol. 3. No. 5. New York, May 15, 1907. Price Ten Cents

ALWAYS CHANGE YOUR DISPLAY

Whether in Window or Store Interior—Lack of Change Means to be Behind the Times—Some Timely Remarks on a Vital Topic.

Have you ever been pleased with a certain thing, possibly the arrangement of furniture in a room or its decoration, only to become disinterested and finally actually bored with the very feature, perhaps, that originally attracted your attention, simply from the fact that lack of change made it monotonous? Then, why not profit by that lesson in arranging your store and window display? The store that never changes its fixtures, the location of its departments and the style of interior decoration or its window displays, is like the man who wears the same suit of clothes for years; it is clear behiud the times, and looked upon as a hopeless old fogy. Such stores depend on the arrival of new goods at intervals "to brighten things up," much on the same plan as the man with the same suit of clothes, who puts on a new tie once or twice a year.

Constant change and frequent novelty constitute a modern method of conducting a progressive and profitable business. A well-arranged and attractive store has almost an equal drawing power with the theater. If it is pleasing to women they will spend afternoons there with the primary object of being entertained; from that step bringing them up to a purchasing point is a comparatively simple matter. Make a special feature of afternoon recitals, change the program daily and have the titles printed on a slip with the numbers of the records and your name and address prominently displayed.

Change the arrangement of stock at least once in a month or six weeks or oftener if possible, aud give your store a fresh appearance. Try featuring a different style of machine weekly—nothing like it to arouse interest in your line and impress the visitors with the extent and variety of your stock.

The window display should be changed weekly. After a week or so it begins to lose its power of attraction. And a peculiar fact is that the more elaborate and prominent a display is the quicker it becomes boresome.

Of course, this constant arranging costs money, but the increased trade will repay it many times.

And, when catering to the ladies with matinee recitals, don't get the idea that your store must be arranged like a tea-room. It is just as frequently the income-producing men visitors who may be attracted during the evening hours who are most easily persuaded to buy machines and the latest records.

In changing your departments about, with a view to facilitating the service and adding to the convenience of trading or enhancing the appearance of the store, you will invariably find customers who will complain about it in this fashion: "Oh, dear, I can't find anything here any more; they're continually moving things around." And yet these same people would condemn you unmercifully and withdraw their patronage altogether if you never made any changes or did anything to improve the store. Let them talk! Every time they speak of changes it will advertise your business. People must have something to talk about, and the merchant who can furnish them with a subject for conversation should consider himself fortunate.

CLEVER SCHEME OF TALKER PUBLICITY.

Harry Marsey, manager of the Buffalo Talking Machine Co., Buffalo, N. Y., recently adopted a very clever plan of talker advertising which has brought excellent results. A card was inserted in the amusement column of the local papers of the same size and general style of the theatre aunouncements, and read as follows: "Your Own Theatre. Daily matinee; every eveniug. Dollar a Week with an Edison or a Victor." The rest of the space was given over to prices and short talk upon the advantages derived from owning a "talker."

PHOTOGRAPHING SPEECH.

The Pollak Virag Telegraphic System Adopted to Voice Photography by Dr. Morage—A Wonderful Development.

A wonderful system for photographing speech has just been unearthed in Paris and is called the Pollak Virag telegraphic apparatus. Although the invention is over seven years old, only recently has it been brought to the point of perfection, and it will most likely prove a valuable adjunct to the talkiug machine in certain circles, as while the later only reproduces the tones of the voice, the former will reproduce the voice iu a mauner that can be read instead of heard.

The Pollak Virag apparatus was origiually intended only for rapid telegraphy, being capable of transmitting over 650 words per minute through the medium of a roll of paper containing a series of perforators to correspond with the English characters.

This perforated paper, when placed in the transmitting apparatus, allows the passage of currents of different leugth in proportion to the size and position of the holes. At the other end of the telegraph wire is a mirror, which is caused to oscillate by these currents and before which is set a luminous spoke. The rays reflected from this mirror fall on a sensitive tape, which unrolls aud passes automatically into a revealing bath, and thence into a fixing bath, from whence the wet tape bearing the first words of the message emerged before the last words had been registered.

Adopting the Pollak Virag system to voice photography was the work of a Dr. Morage, who conceived the idea of substituting a microphone fo rthe manipulator, thereby causing the mirror to vibrate and register the flashes upon the sensitive tape. The vowels and consonants are represented by lines of various thicknesses and shapes. As yet no one has become sufficiently familiar with the marks on the photographs to decipher the words, but much progress has already been made in that direction.

TAYLOR BROS. STILL EXPANDING.

Taylor Bros., of Houston, Tex., found their talking machine business growing to such an extent that they were recently compelled to take the entire building at 1007 Capital street, that city, where they have fitted up one of the finest talking machine parlors in that section of the country. Taylor Bros. started in the "talker" business not many years ago with a small side line of Edison goods, but now they handle the complete Edison and Victor lines, and their business is still on the increase. The interior of their new quarters is handsomely decorated and well arranged, and make ideal talking machine salesrooms.

OPPORTUNITIES OF RETAIL SALESMEN.

To the ambitious salesman starting in the humbler ranks of business, all things are possible, for the salesmen of to-day are the merchants of to-morrow. The retail talking machine salesman, by virtue of his daily experiences, has a rare opportunity to practice and educate himself in the art of salesmanship.

The very fact that he is meeting people regularly affords him the opportunity of brushing against their opposition, and finally winning them to his point of view. If he makes the best of this opportunity, he will learn the art of selling goods and acquire a feeling of self-confidence, a mental and physical poise, an ambitious bearing, that commands quick attention from employers on the lookout, as they always are, to discover and engage ability.

INVENTS NEW MACHINE.

Hyman E. Markle Thinks He Has Got a Good Thing on a Multiplex Machine.

(Special to The Review.)

Nashville, Tenn., May 5, 1907.

Harry Markle, of the H. E. & Harry Markle Co., dealers in Edison phonographs at 403 Public square, recently returned from Washington, D. C., where he applied for patent rights on a multiplex talker machine, which is intended for cylinder records.

Hyman E. Markle is the inventor of the new machine, and it is stated by authorities that this machine "will revolutionize the talking machine idea." The model was constructed in Cleveland, O., at a cost of $1,259.

The model, which is on exhibition at Markle's store, carries twelve records on a Ferris-wheel-like arrangement, and is operated automatically by cushion to let the carriage down easy. The mechanism of the machine is very intricate, but is operated with less trouble than the old machines.

Mr. Markle stated that this machine could be manufactured and placed on the market for about $25. He stated further that a $100,000 company would be organized in the near future for the purpose of manufacturing these machines.

MELBA'S VOICE IS HIGH BLUE.

Purple Splashes in It—Englishwoman Connects Tints With Tones.

The translation of sounds into colors is no new idea, but Mrs. Northesk Wilson, lecturing in London, England., on the relation of colors to music, has made some interesting additions to the familiar comparisons.

She described Mme. Melba's voice as high blue, splashed occasionally with purple. Alice Gomez's vocalization, she said, suggested orange. Forbes Robertson had a violet voice speckled with green, which is the color of the depressed.

Mrs. Wilson contended that every sound conveyed an idea of color to those who were in a proper state of vibration. Blind people were particularly sensitive in this respect to both agreeable and disagreeable sounds. A raucous voice, according to Mrs. Wilson, gave a blind man a dirty green feeling.

GEISHA DANCES IN THE "TALKER."

A Geisha Club was recently formed among several young ladies of the Japanese colony in New York, for the purpose of giving exhibitions of the various dances of their country. Unable to procure a competent Jap band or a Yankee band that could interpret the Japanese music properly, they have ordered through S. Yano, Japanese correspondent for the Columbia Phonograph Co., a number of records of the Geisha dances, made at the Columbia Co.'s branch in Tokyo. It will be early fall before the records arrive in New York and the club can give a public exhibition.

The Kansas City Music Co., Kansas City, Mo., have put in a complete stock of Edison phonographs and Victor talking machines, together with an extensive assortment of records, and have entered the retail talking machine field in earnest. It is said they already have assurances of a successful trade.

MEXICO A FERTILE FIELD

For Talking Machine Exploitation—People Are Musical and Take Eagerly to the "Talker"—Splendid Business Being Done by the Mexican Branch of the National Phonograph Co., and the Espinosa Phonograph Co.—Conditions in Vera Cruz—How to Work Trade.

(Special to The Talking Machine World.)
City of Mexico, Mexico, May 4, 1907.

The Mexican Republic offers a wonderful field for talking machine exploitation, according to those in that business here. In fact, there are not enough machines and records imported into Mexico to meet the demand. This demand is not confined to the wealthy class, as might be supposed, but the laborers delight in the music rendered by the talkers, grand opera selections, Mexican songs and dances of various nations proving especially popular.

It is a very common occurrence here in this country to pass a home in the interior as well as on the outskirts of the city, and see the laborer who goes through the streets barefooted, or some who only wear the sandals without stockings, with one of the highest priced machines in their domicile playing classic and grand opera records, with the neighbors congregated about the door, who hope in the near future to be the possessor of one of these machines themselves.

The Mexican branch of the National Phonograph Co., at Avenida Orienta 117, in charge of Rafael Cabanas, has about all the business that can well be handled and often suffers from inability to get machines and records in sufficient demands.

This company make a specialty of Mexican records made by native artists of recognized ability. George Werner, of the headquarters recording force, was in the city for the purpose of making a new series of Mexican records. The popularity of Edison goods throughout the Republic is continually increasing and prospects are that the business for 1907 will exceed previous records by a large percentage.

A concern whose business shows how the talking machine trade wind blows in Mexico is the Espinosa Phonograph Co., of this city, who are Mexican agents for the Columbia graphophones. So rapidly is their business increasing they are contemplating adding two stories to the main building already two stories high, with 50 foot front and 100 feet deep, this despite the fact that they have four retail stores in Mexico City alone with branches throughout the interior. This firm do a great deal of outdoor advertising on billboards and railway sign boards. They also distribute many booklets, from which they get excellent results. G. A. Smith, formerly with the Columbia Phonograph Co., in Portland, Ore., is assistant general and sales manager for the concern.

Yes, the talking machine business in this Republic is assuming immense proportions, although hardly out of its infancy, and the States had better look to their laurels as talking machine users.

The Mexican is a natural lover of music. It is nothing strange to hear a "greaser" peon whistling selections from the latest operas. Music to be popular in Mexico must be such as is, or can be, understood by the people, whose taste in this direction is the direct result of Spanish teachings. Mexico boasts of a number of good composers, and the so-called folk songs are very numerous and in many instances pleasing even to foreigners. Dance music is preferred by the masses, and this is almost universal, if the national dances peculiar to the different sections of this country are accepted.

Consul W. W. Canada, of Vera Cruz, recently wrote the government officials at Washington regarding the sale of musical and other instruments in Mexico as follows: "There are two music dealers in Vera Cruz. In all the larger towns throughout the interior musical instruments may be purchased, but there are few who make this a special business; it is generally conducted in combination with other goods. Mexico City is the central point in this country for music dealers. This consular district offers a splendid field for the sale of talking machines, having a population of not less than 3,000,000, which number is increasing daily. It must not be supposed that the machines are unknown, but they have never been put before the public systematically. It is extremely doubtful if an old-fashioned business house here could be induced to send in an order, pay for the same at the place of shipment, take all shipping and packing risks, pay duties and take its chances on wrong declarations of merchandise on consular manifest, usually resulting in fines and double duties, and finally spend from four to seven days in clearing the goods from the custom house, on the unsupported statement of the manufacturer in his circulars.

"It has repeatedly been said that the American manufacturer who desires to cultivate trade with this country must do so in a systematic and thorough manner with a representative. After the manufacturer has established the business at this port he could proceed to another town, and so the entire field could be covered, and it is a large one."

NEW STYLE INTERESTS NEWARKIANS.

(Special to The Talking Machine World.)
Newark, N. J., May 9, 1907.

An interesting new type of Columbia graphophone is being shown at the local store of the Columbia Phonograph Co., at 10 Academy street. The machine takes six-inch cylinder records and has a tapering arm horn and three-inch swivel similar to those of the disc machine. The sapphire point is placed at the side of the record, which revolves toward it, and the reproducer is mounted on a spring, which enables it to follow the record very closely and produce a great volume of tone. The new machine, which has been greatly admired by many visitors, is at moderate price.

The Wise Piano House, Boise, Idaho, have equipped a complete talking machine department and will handle the Edison, Victor and Columbia lines.

$3.00 $3.00

TRUE- -TONE

NOTE THE NEW PRICE, $3.00 EACH, DISCOUNTS: JOBBERS 50%, DEALERS 40%

We have made this price on the TRUE TONE so that EVERY USER OF A DISK TALKING MACHINE WILL BE ABLE TO PURCHASE ONE.

There is a good margin of profit in the TRUE TONE for both JOBBER and DEALER and IT WILL PAY YOU TO HANDLE IT.

The TRUE TONE IS NOT AN EXPERIMENT but a box which has been on the market for some time and given only FIRST-CLASS SATISFACTION. A great deal of time and money has been spent in its perfection.

IT IS SIMPLE IN CONSTRUCTION—HAS A 2-INCH DIAPHRAGM—LESS SCRATCH—MELLOW TONE
IT WEARS NEEDLES AND RECORDS LESS—DIAPHRAGM IS METAL SPECIALLY TREATED

GET IN LINE—ORDER TO-DAY—NO TIME LIKE THE PRESENT

AMERICAN TALKING MACHINE COMPANY
586 FULTON STREET, - - - BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City

Is Your Victor Business Growing?

Do you find at the end of each month that you have sold more *Victor* goods than you ever sold before?

If not, you are not keeping up with us in

The Victor and the Victor Records

First the six *Victors*, then the *Victor Junior*, then the *Victrola*, then the *Aux-e-to-phone*, and we are working toward still greater things.

Our orders on hand now are *five times* as great as they were a year ago. This means that the *Victor* demand is increasing among the 56,000,000 people we reach every month, and will reach still more effectively next year with our $150,000 increase in advertising. And it means, too, that the dealers are wider awake and making more money out of *Victors*.

Go after *your* share of *our* increasing *Victor* business. Don't be just an "average" dealer, but build up your business beyond the limits of your community, and get *more* than your natural share. The biggest, and most successful dealers are spending from one to three thousand dollars a month in advertising on their own hook; and they are reaping a great reward.

Remember, you will get just as much *Victor* business as you deserve.

Victor Talking Machine Company

Camden, N. J.

Here's a good idea:—Place standing monthly orders for new records with your distributor, and push this feature. (It keeps your customers calling at least monthly—they look for them.)

Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Altoona, Pa	W. H. & L. C. Wolfe.
Atlanta, Ga	Alexander-Elyea Co.
	Phillips & Crew Co.
Baltimore, Md	Cohen & Hughes.
	E. F. Droop & Sons Co.
	H. R. Eisenhrandt Sons.
	Wm. McCallister.
Birmingham, Ala	E. E. Forhes Piano Co.
Boston, Mass	Oliver Ditson Co.
	Eastern Talking Machine Co.
	M. Steinert & Sons Co.
Bridgeport, Conn	F. E. Beach Co.
Brooklyn, N. Y	American Talking Machine Co.
Buffalo, N. Y	Roht. L. Loud.
Canton, O	The Klein & Heffelman Co.
Charlotte, N. C	Stone & Barringer Co.
Chicago, Ill	Lyon & Healy.
	The Talking Machine Co.
	The Rudolph Wurlitzer Co.
Cincinnati, O	The Rudolph Wurlitzer Co.
Cleveland, O	W. H. Buescher & Sons.
	Collister & Sayle.
	Eclipse Musical Co.
Columbus, O	The Perry B. Whitsit Co.
Dallas, Tex	Thos. Goggan & Bro.
Dayton, O	The John A. Fetterly Co.
Denver, Colo	Knight-Campbell Music Co.
Des Moines, Iowa	Edward H. Jones & Son.
Detroit, Mich	Grinnell Bros.
Dubuque, Iowa	Harger & Blish.
Duluth, Minn	French & Bassett.
El Paso, Texas	W. G. Walz Co.
Galveston, Tex	Thos. Goggan & Bro.
Grand Rapids, Mich	J. A. J. Friedrich.
Harrisburg, Pa	S. A. Floyd.
Honolulu, T. H	Bergstrom Music Co.
Indianapolis, Ind	Carlin & Lenox.
	C. Koehring & Bro.
Jacksonville, Fla	Metropolitan Talking Machine Co.
Kansas City, Mo	J. W. Jenkins Sons Music Co.
	J. F. Schmelzer & Sons Arms Co.
Little Rock, Ark	O. K. Houck Piano Co.
Los Angeles, Cal	Sherman, Clay & Co.
Memphis, Tenn	O. K. Houck Piano Co.
	E. E. Forhes Piano Co.
Milwaukee, Wis	McGreal Bros.
	The Boston Store.
Minneapolis, Minn	Minnesota Phonograph Co.
Mobile, Ala	Wm. H. Reynalds.
Montreal, Canada	Berliner Gramophone Co., Ltd.
Nashville, Tenn	O. K. Houck Piano Co.
Newark, N. J.	Price Phono. Co.
Newark, O.	Ball-Fintze Co.
New Haven, Conn	Henry Horton.
New Orleans, La	Nat'l Auto. Fire Alarm Co.
	Philip Werlein, Ltd.
New York, N. Y	Bettini Phonograph Co., Ltd.
	Blackman Talking Machine Co.
	Sol. Bloom.
	C. Bruno & Son.
	I. Davega, Jr.
	S. B. Davega.
	The Jacot Music Box Co.
	Landay Brothers.
	The Regina Co.
	Stanley & Pearsall.
	Benj. Switky.
	Victor Distrihuting & Export Co.
Omaha, Neb	A. Hospe Co.
	Nebraska Cycle Co.
	Piano Player Co.
Peoria Ill	Chas. C. Adams & Co.
Philadelphia, Pa	C. J. Heppe & Son.
	Musical Echo Company.
	Penn Phonograph Co., Inc.
	Louis Buehn & Brother.
	Western Talking Machine Co.
	H. A. Weymann & Son.
Pittsburg, Pa	Pittsburg Phonograph Co.
	Powers & Henry Co.
	Standard Talking Machine Co.
Portland, Me	Cressey & Allen.
	Portland Talking Machine Co.
Portland, Ore	Sherman, Clay & Co.
Providence, R. I	J. Samuels & Bro.
Rahway, N. J	The Regina Music Box Co.
Richmond, Va	The Cahle Co.
	W. D. Moses & Co.
Rochester, N. Y	The Talking Machine Co.
Rock Island, Ill	Totten's Music House.
Salt Lake City, Utah	Carstensen & Anson Music Co.
San Antonio, Tex	Thos. Goggan & Bro.
San Francisco, Cal	Sherman, Clay & Co.
Savannah, Ga	Youmans & Leete.
Seattle, Wash	Sherman, Clay & Co.
Sioux Falls, S. D	Sioux Falls Talking Mach. Exchange.
Spokane, Wash	Eiler's Piano House.
St. Louis, Mo	O. K. Houck Piano Co.
	Koerher-Brenner Music Co.
	St. Louis Talking Machine Co.
St. Paul, Minn	W. J. Dyer & Bro.
	Koehler & Hinrichs.
Syracuse, N. Y	W. D. Andrews.
Toledo, O	The Hayes Music Co.
	A. J. Rummel Arms Co.
	Whitney & Currier Co.
Washington, D. C	John F. Ellis & Co.
	S. Kann & Sons Co.

F.

"THE LORD'S OWN HORN."

A Humble But Moving Tribute to Ingersoll's Great Oratorical Powers Revealed i na Story Told by Remsen Crawford in the Broadway Magazine—A Classic in Its Way.

There was great excitement on our plantation when it became known to the darkies that "Marse Nat" had returned from New York and "brought a horn dat could talk like er man." "Uncle" John, better known as "Sugar" John in the neighborhood, because of his fondness for sugar cane, had never even heard of a phonograph. He had long predicted that the day would come when "they'd have steam buggies," and had felt vindicated when the first automobile went puffing through Lincoln County; but he was skeptical about the phonograph. He refused to believe that a horn could talk, and hurried along with his liveliest hobble toward the "big 'ouse," to see with his own eyes what it all meant.

We had no record for the machine giving a sermon or scriptural reading, which would have pleased "Uncle" John most—for he is a pious man—and, strangely enough, the nearest thing to it in our stock was the late Colonel Robert Ingersoll's oration, "At the Tomb of Napoleon." The record was adjusted, and after the phonograph finished with the preliminary sputtering and popping it began:

"A little while ago I stood by the grave of the old Napoleon," thundered the deep, sepulchral voice in the big brass horn, and a look of intense anxiety came over the face of "Uncle" John. He leaned forward; his gray beard crushed in the withered black hand he had raised to his ear.

"A magnificent tomb of gilt and gold," the phonograph went on, "and I gazed upon the sarcophagus of black Egyptian marble, where rest at last the ashes of that restless man!"

"Amen!" groaned "Uncle" John, just as he does when in the pulpit at camp-meeting times.

"I leaned over the balustrade, and thought about the career of the greatest soldier of the modern world. I saw him walking upon the banks of the Seine, contemplating suicide. I saw him at Toulon. I saw him putting down the mob in the streets of Paris. I saw him at the head of the army of Italy. I saw him in Egypt, in the shade of the pyramids. I saw him conquer the Alps, and I saw him mingle the eagles of France with the eagles of the crags. I saw him at Marengo, at Ulm, at Austerlitz"——

"Preach on, man, preach on!" shouted "Uncle John, who could no longer restrain himself. I wonder how an uneducated man who knew absolutely nothing about Napoleon and his great battles could become so emotional,

"I saw him in Russia," roared the relentless phonograph, "where the infantry of the snow and the cavalry of the wild blast scattered his legions like winter's withered leaves. I saw him at Leipzig in defeat and disaster, driven by a million bayonets back upon Paris—clutched like a wild beast, banished to Elba!"

"Praise de Lamb," groaned "Uncle" John.

"I saw him escape and retake an empire by the force of his genius. I saw him upon the frightful field of Waterloo, where Chance and Fate combined to wreck the fortunes of their former king; and I saw him at St. Helena with his hands crossed behind him, gazing out o'er the sad and solemn sea."

"Show pity, Lawd," sobbed "Uncle" John.

"I thought of the widows and orphans he had made," thundered the voice of Robert Ingersoll, striking his antithesis with telling effect, while "Uncle" John shouted aloud, "Dar, bless Gawd!" —"of the tears that had been shed for his glory; and of the only woman that ever loved him, pushed from his side by the cold hand of Ambition. I thought of these things, and I said to myself I would rather have been a French peasant and worn wooden shoes"——

"Ain't it de truth?" exclaimed "Uncle John.

"I would have rather lived in a hut with a vine growing over the door, and the grapes growing purple in the kisses of the autumn sun—I would rather have been that poor peasant with my loving wife by my side, knitting as the day died out of the skies, with my children about me —I would rather have been that man and gone down to the tongueless silence of the dreamless dust than to have been that imperial impersonation of force and murder known as Napoleon the Great!"

"Amen!" moaned "Uncle" John, slapping his hands and rubbing them on his ragged trouser legs in turns. It was explained to him that he had been saying "Amen" to the words of an infidel, a man who believed there was no God.

"Look heah, Marse Nat," he replied, "dat man say he don't believe in no Gawd—he may say he don't, but he's got Gawd Ermighty in ev'y word dat comes out uv his lips!"

He sat silent for a long time, rolling his eyes and moistening his lips with his tongue. He waited his word.

"And as for dat," said "Uncle" John at last, pointing a quivering finger toward the instrument which shone resplendent in the slant rays of the sun, "dat's the Lord's own horn."

ST. LOUIS TRADE EXPANSION.

Reports for the Past Month Showed an Increase of from 30 to 50 Per Cent. in Business—Manager Long of the St. Louis Talking Machine Co. Leases More Space—Silverstone Co.'s Good Report—Big Call for Reginaphone—O. K. Houck's Handsome Quarters.

(Special to The Talking Machine World.)

St. Louis, Mo., May 7, 1907.

The talking machine trade still continues to improve each month, and reports for April show that it has been much better than for the same period a year ago. The general increase reported will average about 30 per cent., but some concerns report a 50 per cent. increase, and the demand is for the best class of machines and high priced records.

Manager C. W. Long, of the St. Louis Talking Machine Co., reports an increase of about 30 per cent. for April over the same period a year ago, and that their business is constantly increasing. A. L. Owens has been appointed assistant manager to Mr. Long, and will have charge of the retail store at 916 Olive street. There have been a number of new attaches added to the force, and the retail store has been enlarged to twice its former size by the removal of the wholesale department. Mr. Long has leased the entire sixth floor, consisting of 7,000 square feet, of the new Mills building at the northwest corner of Seventh and St. Charles, for their new wholesale department, which has been handsomely equipped in a thoroughly modern manner. They have been in these new quarters several weeks, and Mr. Long announces that they are making a vigorous and energetic campaign for business, and with splendid results. This concern has a first-class amateur baseball team, handsomely representing them, and they are meeting all comers in this territory on the diamond.

P. E. Conroy, president of the Conroy Piano Co., reports trade as being exceedingly good with a steady increase each month.

T. P. Clancy, manager of the Columbia Phonograph Co., states that business is improving every day, and that their trade has been very big for the month.

A. C. Edwards, formerly with the Cable Company, Chicago, has accepted a position with the Columbia Phonograph Co.

W. C. Fuhri, district manager of the Columbia Phonograph Co., Chicago, was a recent visitor here.

The Silverstone Talking Machine Co. report business for April fully up to expectations. They have been appointed jobbers of the Edison, and have just received two carloads of the phonographs and records on which they will immediately open a vigorous campaign throughout this territory for the dealers' business.

J. P. Booker, manager of the talking machine department of the O. K. Houck Piano Co., reports trade very good, and that notwithstanding they have been all tore up in connection with the building of their new talking machine department, their business has been excellent. Their new talking machine department is probably one of the handsomest arranged affairs of its kind in the country. They have three elegant demonstrating rooms, which are fitted up in a perfectly modern manner.

Manager Brewer, of the talking machine department of the Thiebes-Stierlin Music Co., reports trade as being entirely satisfactory, and that they having a big demand for their reginaphone.

Mark Silverstone, president of the Silverstone Talking Machine Co., was married to Miss Amelia Stein, a popular young lady of this city, on Sunday, May 12. The happy couple left on a two weeks' Eastern bridal trip.

George W. Lyle, general manager of the Columbia Phonograph Co., was a recent visitor here.

A. D. Geissler, manager of a talking machine company, Chicago, was also a caller.

S. M. Field, manager of the talking machine department of the O. K. Houck Piano Co., Little Rock, was a recent visitor.

J. P. Booker, formerly connected with the talking machine department of the O. K. Houck Piano Co., Nashville, Tenn., has been made manaager of their talking machine department here.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

PRACTICAL SUGGESTIONS AND COMMENTS.

THE IMPORTANCE OF OIL.

Dealers should impress on their customers the importance of using the very best quality of oil in their machines. It is unwise to use sewing machine, clock or other oils when by consulting the columns of The World announcements can be found of firms who make a specialty of oil especially for talking machines—an oil that will not clog or impede the progress of the machine. Of course oil should be used sparingly in all parts where friction occurs, and before re-oiling any part of the machine, all old or congealed oil should be carefully removed either with petroleum, benzoline or a mixture of both in equal parts, wiping off the machine afterward with a soft rag. In order to get the best results from the machine the utmost care should be taken with it, and dealers should impress this fact upon their customers to the end that they use the machine properly. Every purchaser of a machine who is enabled to use it intelligently and satisfactorily is a splendid missionary for the trade, hence the importance of furnishing all essential points regarding the best use of the machine to the end that the most satisfactory results are secured in the way of tone reproduction.

MACHINES IN PUBLIC PLACES.

Another matter occurs to us in connection with the foregoing remarks, and it is that dealers who sell talking machines for use in public places such as restaurants, confectionery stores, and numerous other places, where machines are utilized as a means of entertaining the visiting public, should call on these customers occasionally and observe how the machines are working. There is no better advertisement than a machine in such public places, provided, of course, that the reproduction is right. During a visit to one of the seaside resorts recently, five machines were discovered in use in public places, and four of them were in very bad condition. The records were worn out, the machine was poorly adjusted, and needed overhauling and cleaning. The instruments used were those of leading manufacturers, but they gave everybody who heard them a very wrong idea of the talking machine when properly used and handled. It seems to us that manufacturers and dealers would alike be serving their interests, if they looked up these machines, even at their own expense, and have an adjustor or expert call around and just show how the best tonal effects may be secured, and also give advice as to the best records to be used in such places. There are tremendous advertising possibilities in the talking machine at a summer resort when it is in good shape, and first-class records are used, hence the importance of taking to heart the tip here given.

A TIME CONTROLLED PHONOGRAPH.

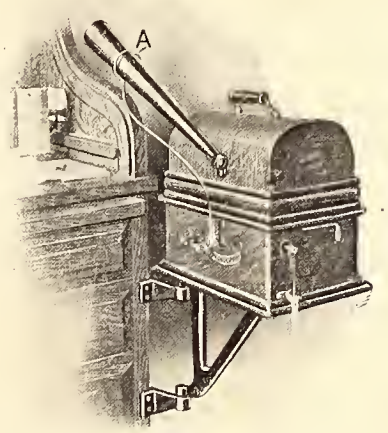
In The World of recent date we made reference to the fact that several inventors have been at work on a time-controlled talking machine that would awaken people in the morning, or be utilized for a number of other purposes, so that it may become a general necessity. The first inventor to go definitely on record is Dr. J. E. Hett, of Berlin, Ont., who has invented an arrangement of clock and phonograph, so that at any predetermined time of night or day, but especially in the early morning, sweet sounds may fill the sleeper's room and so awaken him. Now the sounds that are first impressed upon the brain may be a march by Sousa or a song by Melba or any other musical selection that may be desired, and as it is generally believed that the first thoughts which are induced on awakening by external suggestion cling to a person more or less tenaciously throughout the day, it is obvious that these should be sweet and pleasant instead of harsh and uncomforting. To determine the correctness of the above supposition the doctor commenced a series of experiments, and as the result of numerous investigations upon himself he became convinced of the verity of it, and in the end devised the combination which is here referred to.

THE MECHANISM IS SIMPLE.

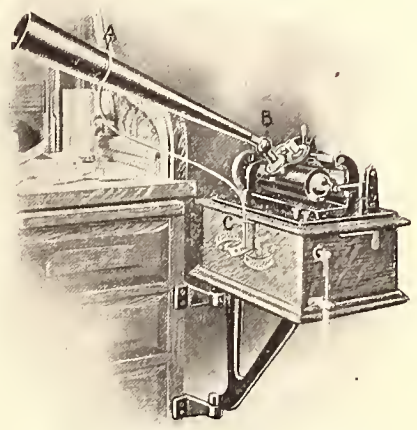
The mechanism is very simple, and consists of a spring, which trips a lever attached at one end to an ordinary alarm clock, while at the other end a cord which passes over a pulley is connected to the starting lever of the phonograph. The case contains three ordinary dry cell batteries, and when the alarm lever of the clock is tripped the phonograph is not only started but a miniature four-volt lamp is also turned on and lighted. The light may, however, be turned on or off at pleasure, and the phonograph operated likewise at will. The user of this invention will thus be able to afford the luxury of having a private singer, or grand orchestra awaken him from his slumbers, thus being better off than Andrew Carnegie, who, it is said, is awakened every morning by the melodious strains of a pipe organ, played automatically or by a well-known musician, something decidedly better than to be rudely aroused to the day's activity by the clanging gong of the 98-cent alarm clock.

HORN WITH SPECIAL PROPERTIES.

A new horn, constructed on correct scientific and hygienic principles, has been devised by Nelson C. Durand, manager of the Edison business



phonograph department of the National Phonograph Co., and which is now being used on all the business machines put out by this company. It is described as follows: "The ball joint connecting the machine enables the dictator to turn from the reproducer to recorder. The crane, which is detachable on the front of the phonograph, supports the horn, and, with the aid of the ball joint, where it is connected to the phonograph, the dictator can turn the horn entirely out of the way. The great advantage to the dictator lies in the sanitary and acoustic properties of the horn. The dictator may now speak in an extremely low tone of voice without having his mouth touching any of the hearing apparatus, and the horn at no time becomes dirty or ill-smelling, as in the case of the ordinary speak-



ing tube of the phonograph or the ordinary phonograph. The crane is so constructed that when the cover of the machine is put on, the horn is supported independent of the mechanism. When the cover is removed the horn may be instantly connected without having to hunt up an independent article from the desk or shelf where it may have been placed. The hands are free, and that is another advantage."

REGARDING MACHINE CONSTRUCTION.

"It is a strange thing that so many of the machine manufacturers in the construction of their machines seem to avoid the most obviously simple necessity for the perfect reproduction of sound, and that is to so construct their machine that it will allow the sapphire to play in its natural position, viz., on a dead center," says a critical reader of Sound Wave. "A good definition of this is to speak of it as a 'table' center. The sapphire must be dead on top of the record, and thus work on the line of the least resistance. Most of the machines on the market carry a floating reproducer, which is not capable of being played in this position. Either it will drag by being too far down, or will retard and give a dead reproduction by being too much the opposite way. It cannot be too much impressed upon

To the Dealers of Northern Ohio, Northern Indiana and all Michigan;

GREETING

Here's the newest thing out. **The BIO-PHONE.** Simply a clever device which can be attached in a minute to any Edison Phonograph and make it a disc-playing machine. **It makes two machines of one,** and is the sensation of the day. You want it for your trade. Let us have the order promptly. (See Cut).

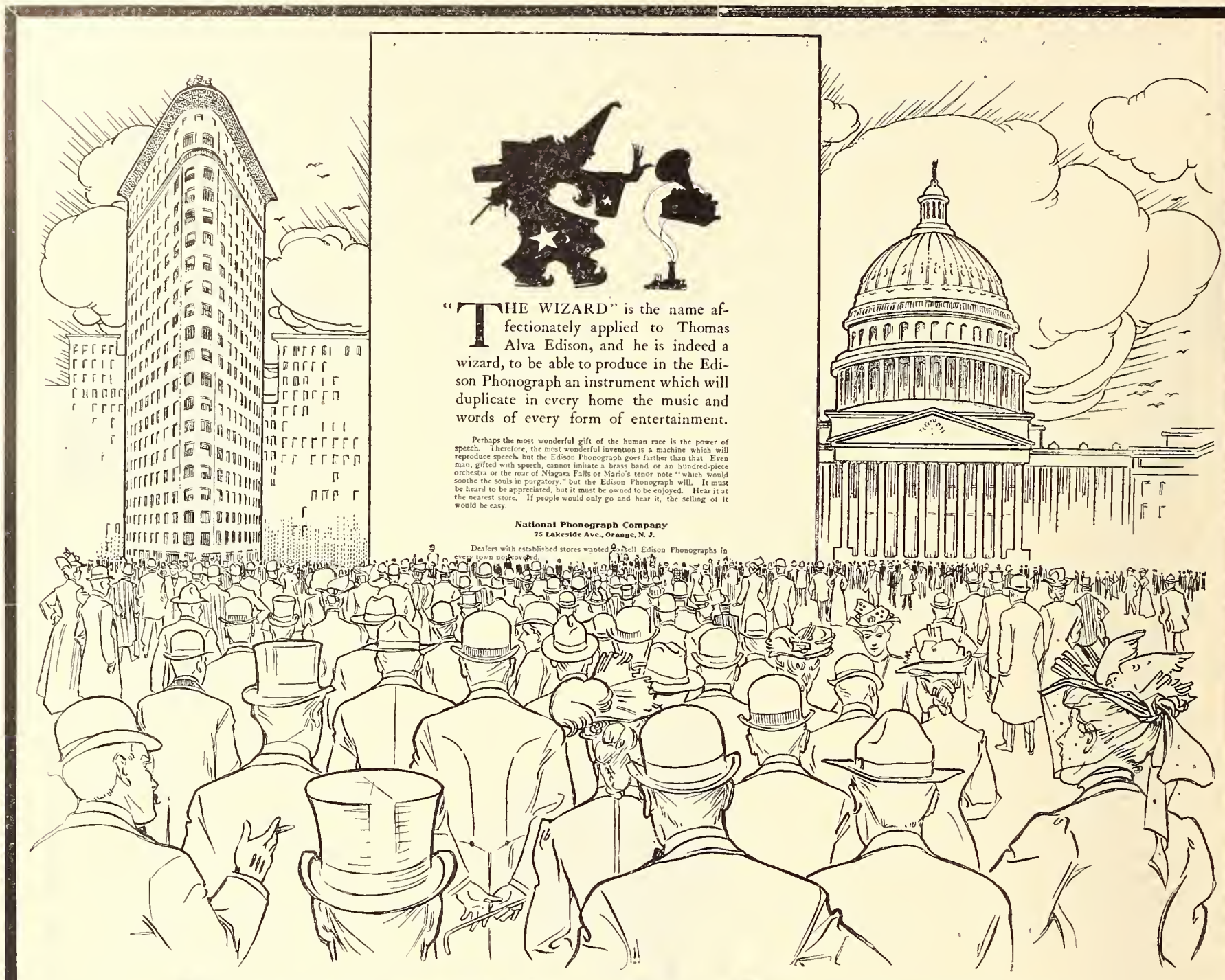
Here's another new one. An **Instantaneous Repeating Adjustment** for the Edison Phonograph. A little device quickly attached to any Edison Phonograph and will cause it to automatically repeat records as often as you wish. Every Phonograph owner buys one at sight. You want it for your trade. Let us have your order to-day.

And still another. The **New "S" HORN** for the Edison Phonograph. **Self-attaching,** requires no crane or stand, takes up no room, is out of the way, sells at sight. You want it. The demand is big and "first come, first served."

We want your trade purely on a business basis of delivered satisfaction. Anybody can claim, most everybody does claim, but **we deliver the claims.**

We want your orders for Edison Phonographs, Edison Gold-Moulded Records, Horns, and all Phonographic Supplies, because we keep our lines full all the time and have ample facility to ship the day the order is received.

American Phonograph Co., 106 Woodward Ave. DETROIT



Keeping Up the Interest in EDISON PHONOGRAPHS

IF the Edison Phonograph advertisements appearing in the newspapers throughout the country in any one week were made into one advertisement it would be taller than the Flatiron Building in New York and wider than the Capitol Building at Washington.

THIS advertisement is seen by 30,000,000 people every week and the interest it arouses is felt by every dealer handling Edison Phonographs and Records.

AN instrument good enough to make this tremendous advertising profitable ought to be good enough for you to offer as your leader. A stock of Talking Machines without Edison Phonographs is incomplete. It may be making good but it is not making all it can.

KEEPING up the interest is our part. We do it by producing a perfect instrument, by getting out each month all that is new and good in music and by advertising both Phonographs and Records wherever magazines and newspapers are read.

YOUR part is simply to carry the goods and use the helps we furnish in pushing them.

LET us send you complete information and the name of a nearby jobber who can supply you.

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

?

¶ Do you like this issue of the World?

¶ Is it not worth something to you in your business?

¶ Do you receive it regularly?

¶ If not, why not?

¶ The fault is your own, for we've done our part in supplying you with a sample copy.

¶ Subscribe for it.

¶ That's the only way to get it.

¶ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

¶ Be progressive and read the World. Your competitor takes it and he knows its value.

¶ It costs one dollar yearly in North America; all other countries, one dollar and twenty-five cents.

¶ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and, of course, cash.

THE
Talking Machine World
SUBSCRIPTION DEPARTMENT
1 Madison Avenue, New York

the real student of the machine, in my opinion, that an absolute dead level for the play of the reproducer is an essential in which the closer the adherence the better the success."

REPLACING BROKEN SAPPHIRES.

Some valuable poiuters regarding the method used by experts in satisfactorily replacing broken sapphires, are given by a writer in The Talking Machine News as follows: "If sapphire or glass point ouly is broken, remove the dome containing same by runuing a few drops of hot water round the edge of latter, iu a short time this will loosen the cement holding it to the diaphragm and the dome can then be gently eased up gradually with the poiut of a penknife and removed. Then hold the dome gently with a pair of tweezers and with a red-hot needle push the broken piece of sapphire out. Hold the dome upside down and heat the shellac with a lighted match till it all runs together and covers the hole. Get a new sapphire; make a very shallow opening in the shellac through the hole with a hot needle, place the sapphire in it and heat the latter with a match, and while hot push it gently further into the shellac till just the ball end projects above the dome. In a minute or two, when the shellac has quite hardened, scrape the underside of dome carefully to remove all traces of old cement, put an extremely thin layer of Mendine or other strong adhesive, round the edge of the dome, and place it in position on the diaphragm, after removing any particles of cement on the latter by wiping with a piece of wet rag; then place a rubber band round the reproducer and over the dome in such a way as to press the latter firmly on to the diaphragm. Leave till perfectly set. Important point: Too much adhesive on the dome will weaken the reproduction; also never use glass points, as sapphire ones are now very cheap, and will certainly not wear out the records at a 100th part the rate of glass ones. Too much care cannot be taken in arranging the sapphires, as the point should neither be too large nor too small. Each is damaging to the record, the former wearing away the walls of the groove, the latter only touching part of the impressions, thus losing the tone and wearing away the bottom of the track.

SPEED ADJUSTMENT.

The matter of adjusting an Edison phonograph to a speed of 160 revolutions a minute seems to be a good deal of a mystery to many people. A little different explanation may serve to clear up the uncertainty, says The Phouogram. Every Edison gold medal moulded record is made with 100 lines to each inch. In a similar manner the main shaft running through and turning the mandrel is made with 100 threads to an inch. Therefore, running at a speed of 160 revolutions per minute the reproducer arm will travel 1.6 inches in one minute, or for more easier figuring, it will travel 2 inches in 1¼ minutes—i. e., 100 revolutions in one minute and 40 revolutions in a quarter minute. The reproducer arm must, of course, be lowered while making the test. If two marks, 2 inches apart, are made on the back rod it will require 1¼ minutes for the arm to travel between them if the speed is correct. Or, any one of a dozen different ways may be followed for counting the revolutions of the mandrel by sight or sound.

NOW USED TO CLEAN DISCS.

The plush pad formerly used on the silk hat has found a new field of usefulness. A phonograph dealer in this city has discovered the fact they are better adapted for dusting a disc record than any other device invented, and now every time he places a record on a machine for trial, he gives a quick, circular motion of the hand, and the record is clean. The fine silk threads, which in plush are rendered stiff, seem to get far down in the threads, and are sufficiently springy to throw out the accumulated particles. He advises other dealers to give this method of cleaning records a trial, and further says, no matter how new a record may be, if it has been exposed to the air for any length of time it should be dusted before being played. The result will be a recompense for the trouble.

PETMECKY SPECIAL

There is an old and true saying "Imitation is the sincerest flattery." When the ***Petmecky*** needle was conceived on scientific principles, and finally perfected, there was but one word which fittingly described its wonderful qualities—that word was **Multi-tone.** By simply turning the little needle, it was found that it gave out **three** separate and distinct tones, viz: **Loud, Intermediate** and **Soft.** Further it was found on account of its peculiar construction that the needle was self-sharpening, so that it could be safely used 10 to 20 times with little or no injury to the finest records.

The word **Multi-tone** could not be copyrighted by the inventor, Mr. Petmecky, and in consequence some makers of cheap, inferior, case hardened and "freak" needles, have seized upon the word **Multi-tone,** hoping to catch the trade. "You can fool some of the people part of the time, but you cannot fool them all the time." We earnestly ask you, Mr. Dealer, to try all so-called **Multi-tone** (**?**) needles, then try the genuine and **only Multi-tone** needle—the ***Petmecky.*** We gladly leave it to you to decide, knowing your choice will be, what that of thousands of others has been—the ***Petmecky.***

Let us be fair; let us be just. You know as well as ourselves, were other **Multi-tone** (**?**) needles as good or better than the ***Petmecky,*** you would smile at our claims, and we would save money by not advertising.

This notice is not in the spirit of brag, but solely for the purpose to be fair and just to our thousands of patrons, and to ask the fair and just consideration of all whose patronage we hope for and which is cordially and earnestly solicited.

The ***Petmecky*** is the **Loud, Soft, Intermediate** tone—all in one needle. Plays ten records any size or make; unsurpassed in purity of tone reproduction. Famous for standard of quality. Universally praised.

We positively guarantee the ***Petmecky*** needle to fulfil every claim made for it or money back.

Samples of ***Petmecky*** needles, interesting needle lore booklet, testimonials and prices on request.

PETMECKY COMPANY
506 A New York Life Bldg.
KANSAS CITY, MO., U. S. A.

The Contents of That Train

Are in This Building, Now Completed

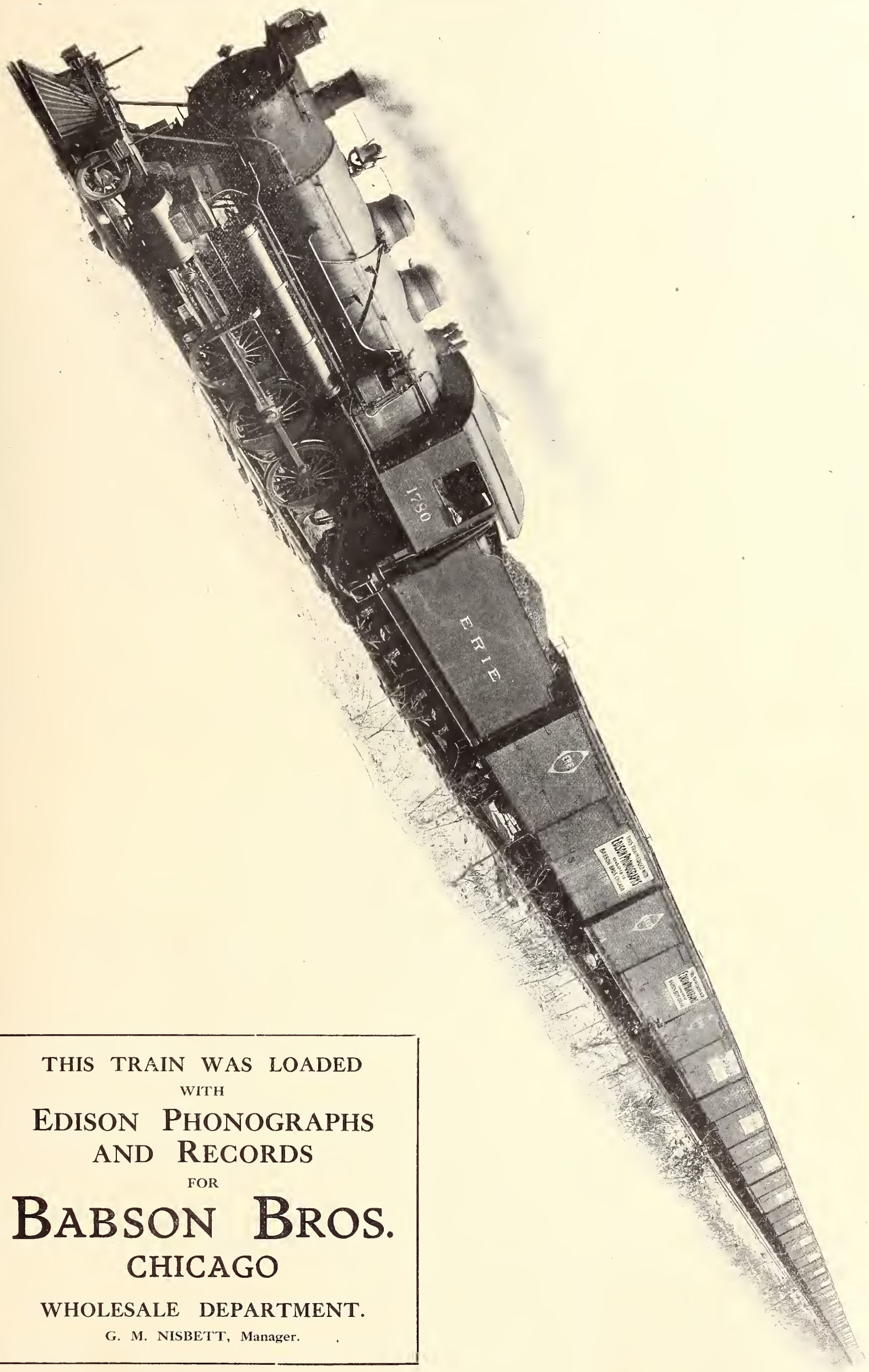
THE train of twenty-seven cars contained 9,000 Edison Phonographs, 300,000 Records, Three Cars of Horns and Cranes. It constituted the largest single shipment to one distributer in the history of the industry.

The building is the largest structure devoted to the sale of Phonographs in the world.

DO YOU DOUBT OUR ABILITY TO MAKE QUICK SHIPMENTS?

BABSON BROTHERS

CHICAGO



THIS TRAIN WAS LOADED
WITH
EDISON PHONOGRAPHS
AND RECORDS
FOR
BABSON BROS.
CHICAGO

WHOLESALE DEPARTMENT.
G. M. NISBETT, Manager.

TRADE NOTES FROM INDIANAPOLIS.

Manager Devine as Publicity Promoter—Big Call for Twentieth Century Graphophones—Arcade Business Growing—Increasing Demand for Edison Machines and Records Reported by Mr. Craig—Preparing for Summer Trade—Renting Records Being Tried by Mr. Lesley—Machines for Newspaper Men.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 9, 1907.

Thomas Devine, of the Columbia Phonograph Co., pulled off a pretty smooth stunt in advertising the other day. Devine called up the city editors of the various papers and told them about the new Marconi velvet toned record, and that it was the first work of Marconi since the wireless. The editors were interested, and they sent reporters to see Devine. As a result he got reading notices of the record in all of the daily papers. Devine knows a newspaper story about as well as a newspaper man does, and as a result he never fails to get notice of something new. "I go on the theory that if I can give the newspapers a story they can afford to give me the advertising," he said.

The aluminum tone-arm cylinder machine invented by Thomas McDonald, head of the American Graphophone Co., has been received by the Columbia Phonograph Co., and is beyond the expectations of Mr. Devine, manager of the company. The machine has the tone of the disc machine, and is made so that the horn may be turned in any direction.

The Columbia Phonograph Co. are marketing many of the records made by the Society of Fonotipia, consisting of Milan artists. The Columbia Co. have the exclusive right to the sale of the Bonci records in the United States and Canada. Most of these records are double, and retail at $4 each. They are meeting with a popular demand.

Thomas Devine, of the Columbia Co., now has orders ahead for 15 of the big Twentieth Century machines. The great number of five-cent theaters over the State accounts largely for the demand for these machines this year. Last year there were few of these cheap amusement places. Now, however, there is scarcely a county seat town that does not have one or two five-cent theaters, and many of the larger cities of the State have five or six of them. The rage is on, and there is money in the business. One man at Muncie paid $300 for the use of 3,000 feet of film showing the passion play for one week. During the week he cleared up $1,000.

Charles Craig, proprietor of the Indiana Phonograph Co., which sells the Edison line, said that his business for March was a great surprise. It was much larger than he had expected. So far his business this year has been double what it was last year for the corresponding period. April has shown good results, he believes, though he has not footed up his books—this, too, in spite of house cleaning, moving and tax paying.

Frank Lesley, who handles all kinds of machines at 338 Massachusetts, is preparing for what he calls the advertising season. "These lawn fetes and social events, where they use talking machines, don't bring us much money, but they offer good opportunities for advertising," he said. "Usually the machines are donated for such events, but when people who attend them hear the music they begin to think about buying.

Mr. Lesley is one of the talking machine men in town who rents records. He is merely giving the rental business a trial, but just now he does not believe that it will pay. He says the profit will not justify the expense of keeping the records in order and looking after the rental. Mr. Lesley last week showed an attractive show window. It was an advertisement arranged on rollers, showing the names of the different machines and records handled.

The talking machine craze has struck the newspaper men of Indianapolis. Clifford Lee and Clarence Cummins, two reporters on a morning paper, have obtained machines for amusement during their leisure moments. Mr. Lee has an Edison machine in his apartments, and has fully 100 records. Mr. Cummins has a Columbia machine.

W. A. ASHLEMAN ENTERTAINS.

Messrs. Eckland and Parsons, of Chicago, and Many Others at His Home in Milwaukee—Remarks Made by Mr. Thomas and Mr. Eckland—Ashleman's Amusing Experiences.

(Special to The Talking Machine World.)

Milwaukee, Wis., May 4, 1907.

W. A. Ashleman, manager of the instalment department of the Milwaukee office of the Columbia Phonograph Co., gave a house warming at his home, 652 Marshall street, Saturday evening, April 20. Cards were indulged in part of the evening, after which an elaborate spread awaited the guests.

O. W. Eckland, manager of the instalment department, and W. W. Parsons, manager of the commercial department of the Chicago office, were among the guests.

Mr. Parsons regaled those present with amusing and entertaining stories of experiences on his recent trip to Cuba, which were told in his inimitable way.

Mr. Eckland made a very interesting talk to the instalment men, which was listened to with considerable interest. In response to an encore he recited a poem which was applauded to the echo.

A. E. Thomas, manager of the Milwaukee store, responded to a call for a speech in a happy way, and also thanked the men for their co-operation in assisting materially in keeping Milwaukee near the top of the list issued by the executive office each month.

Mr. Ashleman, the host, also told some very amusing experiences before and after he became annexed to the company. He remarked afterward that the benefit derived from the talks by Mr. Eckland and others were of such benefit to the men that it would not be long before they will all get together again and try to repeat the evening.

E. H. Lake, of Atlanta, Ga., has been made manager of the talking machine department of the Knight-Locke Piano Co., Denver, Col.

REMOVAL NOTICE

THE

MULTIPHONE OPERATING COMPANY

Has Removed from 23 Park Row to its New Office in the Washington Life Building

141 BROADWAY, NEW YORK CITY

The great and rapidly growing business of the company forced it to seek new and larger quarters. Nothing in the recent history of business enterprises has equalled the success of The Multiphone Operating Company. IT HAS ALREADY PAID EIGHT MONTHLY DIVIDENDS FROM NET EARNINGS.

Par Value of the Stock, $10. A small allotment IS NOW SELLING AT $5

This stock pays dividends of one per cent. a month on the par.

SENDING MUSIC THROUGH THE AIR.

Interesting Story of Dr. Lee DeForest's Latest Invention, His Wireless Transmitter—Wireless Telephony No Longer a Dream—Process Explained in Detail by Dr. DeForest.

In last month's Talking Machine World a story was told how the operator of the wireless station in the Brooklyn Navy Yard, idly catching the stray messages, was amazed to hear distiuctly notes of music, a bit metallic, it's true, but clear enough to be recoguized as the overture to "William Tell." The operator shouted in astonishment, and others rushed in to listen in equal amazement.

They were witnessing the first successful wire-

DR. DE FOREST SENDING A MESSAGE.

less telephony at a distance. These notes of music were traveling through the massive stone and steel of New York, five miles from Dr. Lee De Forest's wireless transmitter, which had been adjusted to an electrical musical apparatus—a fact which the Navy Yard operator, G. S. Davis, soon afterward discovered. Later it developed that the wireless operator on the steamship "Bermudian," and several less sensitive "amateur" stations in Brooklyn had also heard parts of the music.

In other words, wireless telephony is no louger a dream, and we may fancy the air about us filled with oral messages and strains of music which may be captured only by those whose receivers are "tuned" to the pitch of the transmitter. The claim of the inventors is that very soon it will be impossible to steal a message out of the sky, since a perfect, infinitesimal adjustment will be

J. L. HOGAN AT RECEIVING APPARATUS.

made between each transmitter and its appointed receiver.

Briefly stated, the wireless or radio-telephone, is just an ordinary telephone without any wires. It practically embraces the principles of the telephone and the wireless telegraph. You talk into a tuned portable transmitter and some other person listening at a similarly tuned receiver probably miles away will hear all you have to say and will answer you just as satisfactorily as if the connection had been made through "central."

Here is Dr. Lee De Forest's explanation of his work in wireless telephony to The World:

Dr. DeForest's Explanation.

"For a long time after the existence of the luminiferous ether was admitted, its service to mankind was supposedly limited to the propagation of the waves of light and heat from the sun. For not more than eight or nine years now this invisible, intangible ether has been put more and more to work transmitting the harsh, sporadic impulses from a noisy spark discharge, representing in their various combinations the jumble of dots and dashes of the Morse alphabet; wireless telegraph stations have multiplied over the face of the earth and the ocean, aud the patient, uncomplaining ether is more and more disturbed by these crude and unlovely signals.

Mysterious Powers of the Ether

"But now a new task, and it must be admitted a far pleasanter one, is given it. At last man, who has for untold centuries spoken by the medium air, and for a quarter century impressed his speech on electric currents imprisoned in the copper of telephone lines, has found that the tenuous ether can transmit his voice, his music and his song. And he finds that this marvelous atmosphere which his body feels not, which he cannot breathe or disturb by motion, which

GENERATING PLANT FOR THE WIRELESS TELEPHONE.

passes through him as he moves as air through the pores of a sieve—this ether, which permeates all matter and all space, can take up from the coarse air the most delicate vibrations of which the air is capable—those of audible sound and speech and music—and translate them into a silent, infinitely speedier vibration of its own. And after transporting the air's vibration through its invisible intangible motion, the ether can deliver it in the form of minute electric currents in an upright wire, where they surge and oscillate, yet still indiscernible by any human sense as sound, or sight, or touch, and inoperative in any electric telephone.

"But if those minute currents which represent human speech be now passed through the heated gases of a delicate little receiver called the "audion," they will be translated once more, this time into regular telephone currents, which, acting upon an ordinary telephone receiver, will again give rise to the sound pulsations of the air, and then the listening ear can recognize after all these translations, and despite all its disguises, the sound of the speaker's voice at the wireless transmitter miles and miles distant.

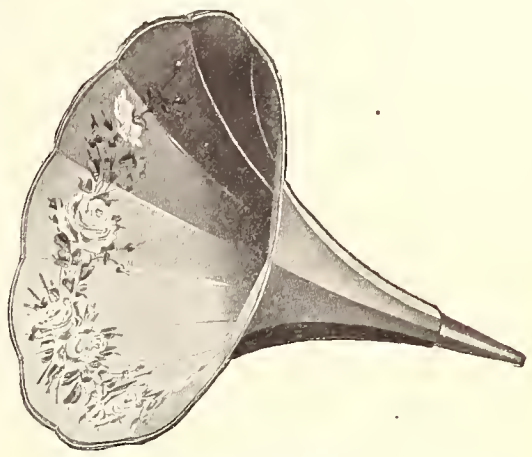
STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

FIBRE **FIBRE**

The Mega



A Distinctive Product for a Discriminating Trade

PHONO MEGA HORN

PERFECT IN TIMBRE

Built on the Principle of the Sounding Board

DEMONSTRATE the "Mega" to your trade. You will note the difference immediately in your sales of machines and records. ANY ONE of our regular models will prove our argument sound. If you wish a better business try our suggestion. If your Jobber cannot supply you write to us direct. Let us send you our literature.

THE "MEGA" SCHEDULES

TRUMPET SHAPE

For Cylinder Machines

	Length.	Bell.
Junior "MEGA"	22 in.	13½ in.
Medium "MEGA"	27 "	17 "
Senior "MEGA"	30 "	23 "

Colors

Inside	Outside
Road Cart Red	Tuscan Red
Twilight Blue	Royal Blue
Lavender	Moss Green
Apple Green	Moss Green
Moss Pink	Moss Green

Gold neck—Gold hoop.

RECORDING "MEGA"

Length.....25 in. Bell.....6½ in.

Colors

Tuscan Red. Royal Blue.

Gold-neck—Gold hoop.

FLOWER TYPE

For Cylinder Machines

	Length.	Bell.
Junior Flower "MEGA"	26 in.	16½ in.
Senior Flower "MEGA"	32 "	23 "

FLOWER TYPE

For Victor Machines

	Length.	Bell.
Senior Victor Flower "MEGA"	26½ in.	23 in.

Colors

Crimson Magenta Violet
Royal Blue Old Rose

Blended inside and outside.
Green neck—Gold stripes—Gold edge.

FLOWER SHAPE, DECORATED

For Cylinder Machines

	Length.	Bell.
Junior Flower Decratd "MEGA"	26 in.	16½ in.
Senior Flower Decratd "MEGA"	32 "	23 "

FLOWER SHAPE, DECORATED

For Victor Machines

	Length.	Bell.
Senior Victor Flower Decorated	26½ in.	23 in.

Colors	Studies
Carmine	Poppies
Royal Blue	Roses
Violet	Pansies
Ivory Black	Chrysanthemums

(Black in Senior types only)
Gold neck—Gold edge—Gold stripes.

A Type, Style and Price for Every Requirement.

PHONO MEGA HORN

Trade Mark. Registered.

E. A. & A. G. SCHOETTEL

MAKERS

Broad St., Maspeth, Queens Co., N. Y.

"Every inflection of the voice, every little peculiarity of the sound, each note of a piano, the timbre of each instrument of an orchestra, played at the transmitter will be instantly transported and reproduced with perfect fidelity. The ether waves which represent the sound vibrations may have passed over miles of city or wastes of sea, through the walls of hundreds of buildings, or over the roofs of tallest towers. Nothing will retard or obstruct them, and those who stand between are all unaware of the silent voices or spirit music which may be passing them on every side. They are dumb to all save him who listens with the proper responder, correctly attuned to the electric waves. He alone hears the etheric "call of the wild," and when it speaks to him in the well-known accents of a distant friend, or when music from silent spirits, coming in from nowhere, sings to him the strains of some well-loved earthly melody, his wonder grows and he thrills at the weirdness of it all.

An Easy Step from Wireless Telegraphy.

"The mechanism which makes possible all this revolution in our methods of transmitting sound is very small and simple. It is but a step from the wireless telegraph transmitter, with its noisy, irregular spark and Morse sending key, to the radio-telephone transmitter, with its beautifully regular spark and its telephone-microphone, in which any one, however unskilled, may talk.

"It is a surprise to a layman to see the simplicity of this transmitter, and still more to learn that the same receiver which the wireless telegraph operator uses to read his Morse signals seems equally well to receive the vibrations which are speech-waves in ethereal disguise, and to translate these into the spoken word.

"The fundamental laws hold which obtain in radio-telegraphy, the same phenomena are observed; the same waves are employed. Only it is necessary, in order to have the ether waves reproduce the sound waves of the voice, that the number of sparks generated per second shall be so great that the sound of the spark itself becomes inaudible, lies far beyond the upper limit which the human ear can in any way detect.

"Each spark produces an impulse at the receiver, exactly like itself in nature, only greatly reduced in strength. Now, if these impulses follow each other too rapidly to be heard, the listening ear at the receiver hears no individual impulse, but it can (through the telephone) detect changes in the local current which are caused by changes in the intensity of the spark impulse at the transmitting station. And if the strength of the spark impulse is directly governed by the voice of one speaking into the transmitter, it is clear that the listener will be made aware of every inflection or shade of sound at the transmitter.

What Are Its Uses.

"In the radio-telephone transmitter I employ an ordinary carbon microphone, such as is on every telephone in the city and connect it in the wires which conduct the electric currents from my transmitter and antenna wires to the earth. Thus every change in resistance between the carbon granules affects the strength of the high-frequency currents going into the earth, and in this way also the strength of the electric waves which are radiated outwardly from the antenna. For the energy which is being radiated through the ether from the antenna is always equal to, or is governed by, the amount which can pass at the same instant down through the earth-wire into the earth's surface.

"Now comes the eternal question of the utilitarian, "What's the use?" the most pertinent question, by the way, ever asked. What is the use of erecting a wire and speaking a spirit whisper—of a metal noose and lassoing a ghostly voice—of attuning a new æolian harp and having it vibrate, not to the lawless songs of the wind, but to the rhapsodies of master musicians played in some far distant auditorium?

"What is the use when some distant mariner, fog-bound and lost, unacquainted with his bearings and the Morse code, can call to a listener on the nearest shore and hear in a still, small voice his name repeated and his whereabouts disclosed? Or perhaps he will hear an answering "Ahoy!" and be told that another craft steering a certain course is close upon him, and by steering oppositely avoid certain collision. What's the use, when a tug's captain can be in easy telephonic communication with his barge office miles away, or with the steersmen of his tow, even if the hawser has parted? Or when the admiral, on his bridge, can give his orders direct viva voce to all or any of the commanders in his widely scattered squadron? Or when a yacht owner, without the useless luxury of a Morse operator in his crew, can call his club miles away over the Sound? Farmers in sparsely settled rural districts can now subscribe to a radio-telephone exchange and be in close contact with distant neighbors miles away. Mining camps, mushrooming on a mountain side, can have their telephone with town months before the Western Union feels justified in running a wire. And when snow slides and storm have felled all wire lines the radio-telephone is unhampered, for the medium it employs lets the avalanche slip under it and the snow flakes sift unhindered through it. I am now at work on an apparatus of larger power, and before the season is over I am confident that radio-telephony over distances of twenty-five miles will be a reliable and commercial reality."

MAKING THE WALKER TALKER.

Edwin Walker, manufacturer of novelties, Erie, Pa., has put on the market what he calls the "Walker Talker." Another concern exploiting sound-reproducing devices is the American Callophone Co., with a million dollars' capital, and offices in Macon, Ga., and New York City.

FIRE IN REDLANDS, CAL.

In the recent fire which badly damaged the Avery Music Store, Redlands, Cal., a stock of Zonophone machines and records valued at $1,100 was completely destroyed. The insurance was only $850.

TRADE BOOMING IN SEATTLE.

Still Complaining of Inability to Get Stock—Sherman, Clay & Co.'s Fine Display in Remodeled Rooms—Edison Line Selling Well at Johnstons—Rose Being Heard from—Other Items of Interest.

(Special to The Talking Machine World.)
Seattle, Wash., May 7, 1907.

The talking machine trade in this section is growing to immense proportions, especially with the advent of spring and its pleasant weather. In fact, trade has been almost too large to be properly handled, dealers not being able to get a sufficient stock of machines and records owing to the delaying of shipments by the railroads covering the Northwest. Freights are months overdue, but with the opening of the roads better deliveries are looked for.

John C. Walling is one of the dealers who complains of his inability to get sufficient stock to meet the demands of his growing business.

C. H. Rose, formerly connected with Graves & Co., of Portland, and well known in talking machine circles on the Coast, has purchased the small goods and talking machine departments of Kohler & Chase and has temporarily installed them in the Waldorf building, Seventh and Pike streets, which location, although not the most favorable, is proving much better than was expected. Mr. Rose is an expert window dresser, and has fitted up some window displays that have attracted a great deal of attention and incidentally much business. Several large shipments of machines and records received by Mr. Rose enable him to meet the demands of his growing trade in a very satisfactory manner.

The D. S. Johnston Co., who handle the Edison line, report a large and increasing business in both machines and records.

Sherman, Clay & Co. recently displayed in one of their show windows a Victor talking machine recovered from the wreck of the Great Northern steamship, "Dakota," which went down near the Japanese coast not long ago. The exhibit was of special interest, as Seattle was the home port of the steamer.

The talking machine department of Sherman, Clay & Co. has been entirely remodeled and arranged in a way most convenient for properly handling the company's growing trade in that line. A new stairway has been built leading directly up to the department, this in addition to a modern passenger elevator for those who would ride.

Separate rooms for demonstrating the various styles of Victor machines, a ladies' reception room, handsomely furnished with easy chairs, writing desks, etc., and the manager's office, go to fill up the space allotted to the department, and from present prospects it will not be long before additional rooms must be built to accommodate the growing business.

CELEBRATE 50TH ANNIVERSARY.

The J. F. Schmelzer & Sons' Arms Co., the prominent talking machine jobbers of Kansas City, Mo., recently celebrated their fiftieth anniversary as a firm having started business in Leavenworth, Kan., in 1857.

McGREAL BROS.' NEW QUARTERS.

McGreal Bros., the prominent talking machine jobbers and dealers of Milwaukee, Wis., removed their retail department to their new building on Third street directly opposite the old quarters, on May 1, and the wholesale department will be moved in the fall, when certain alterations are made.

POWERS & HENRY CO. PUBLICITY.

The Powers & Henry Co., the progressive talking machine dealers of Pittsburg, Pa., recently secured the services of George P. Watson, who has made many yodling records for the large companies, to give exhibitions of record making in their store two hours each day for a week. Mr. Watson also explained the principles of record making to all those who were desirous of making their own at home. The event was extensively advertised in the local papers, everyone was invited, and the resulting sales of both machines and records were of a most satisfactory volume.

WM. E. GILMORE OFF TO EUROPE.

The President of the National Phonograph Co. on a Two Months' Business Trip—Graf to Succeed Schermerhorn at London.

Wednesday, May 8, William E. Gilmore, accompanied by his wife, sailed for Europe aboard the "Baltic," of the White Star Line, on a two months' business trip. He will spend some time at the various branch offices of the company in London, Paris, Berlin and Brussels. For nearly two years past John R. Schermerhorn, assistant general manager of the parent company, has been in charge of the London company, with the title of chairman of board of directors, and has also had a general oversight of the European branches. Mr. Schermerhorn will return with Mr. Gilmore in July and resume his duties at the Orange, N. J., offices. He will be succeeded in London by Thomas Graf as managing director. Mr. Graf has been the manager of the Berlin office since its inception, and his marked success in that position led Mr. Gilmore to choose him as Mr. Schermerhorn's successor. The heads of departments were at the pier to see Mr. and Mrs. Gilmore depart, wishing them bon-voyage and a safe return. It has been two years since Mr. Gilmore has been abroad.

"TALKER" TO ILLUSTRATE LECTURES.

The Y. M. C. A. is among the latest institutions to adopt the talking machine as an aid to students, the first experiment being in connection with the course in salesmanship, of which Carl H. Pierce, B.A., is official instructor. A lecture on salesmanship has been prepared requiring ten six-inch records in its production, and the result will be closely watched. Mr. Pierce is of the opinion that manner of speech and tone of voice have much to do with the success of study, and the printed page only indicates these, while a graphophone can give an actual demonstration. Columbia Commercial Graphophones will be used in the experiment.

BROWN TO INVADE THE EAST.

The Pacific Coast Hustler May Open in New York—Secure Zonophone Line for His Far Western Stores.

C. E. Brown, the hustling talking machine man of the Pacific Coast, and president of the Peerless Talking Machine Co., of San Francisco and Spokane, was a recent visitor to the Talking Machine World sanctum. In the course of a chat, Mr. Brown stated the outlook in the "talker" field on the coast was of the brightest business, increasing over ten fold within four years and still going. Last year, for instance, he sold nearly 25,000 machines in California alone.

With the Pacific Coast agency for the Zonophone recently secured by his company, still greater results are promised.

Mr. Brown stated that he would establish a store in New York at an early date, and would conduct it along hustling Western lines and in a way to open the eyes of many local dealers who believe they're "going some."

FORT WAYNE NEWS BITS.

Owing to the heavy demands of their piano business, the Packard Co., of Fort Wayne, Ind., have discontinued their talking machine department, but the several other talking machine dealers of that city are pushing their lines in an energetic manner, and report first-class business with excellent prospects.

A Mistake

The first talking machine was made from a rib.

Edison invented the first mechanical talking machine.

We are now jobbers of the Edison kind.

When you want goods you want them P. D. Q.

We have the goods, give you a square deal, and we want your business.

Silverstone Talking Machine Company

1010 OLIVE STREET, ST. LOUIS, MO.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. H. Dykes, B. Brittain Wilson, A. J. Nicklin.

Boston Office: Ernest L. Waitt, 278A Tremont St.

Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.

Telephones: Central, 414; Automatic, 8643.

Philadelphia Office: W. H. Prescott.

Minneapolis and St. Paul: A. W. Shaw.

St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

Berlin, Germany, Chas. Robinson, Breitestrasse 5.

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REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, MAY 15, 1907.

IT is hardly necessary to refer to the fact that the legal developments of the industry are impartially recorded in the reportorial columns of this paper. Neither should it be necessary to say that we are not trying suits in the editorial department of The World. We are leaving that matter entirely to the courts, and presumably thev are competent to carry out the duties imposed upon them. There are, however, some mighty interesting things coming along in this industry, and the legal departments of the various companies seem to be in splendid working order, and presumably the summer will not be an idle one with the various companies. Some may work overtime. There are new inventions coming out which their owners claim do not infringe in the slightest on any device which is now on the market, but one thing is certain, the men who are holding the coign of vantage today will not allow their preserves to be poached upon without strenuous resistance on their part. Whether or not the new inventions are actual infringements will make no difference in their attitude. The proposition is to retain a dominating position. After all, fighting to retain a position is pretty nearly human nature in every clime when we come to sum it all up.

BUSINESS for the month past has been rather sporadic. In some of the cities the jobbing and retail trade has been somewhat slow, bnt in other localities it has been far above the average, so April, 1907, stands considerably in advance of April, 1906. Collections, too, have shown a material betterment since the beginning of the present month. It would seem from the present outlook that we are going to have a spring trade of satisfactory proportions; at least, that is the way it looks to the man in the maintops of The Talking Machine World.

WHAT marvelous strides we are making toward greater business developments in the talking machine industry! One interesting illustration, showing to what extent this trade has grown, may be instanced in a recent shipment of Edison phonographs and records to Babson Bros., of Chicago. This single shipment amounted to over eight thousand phonographs and over a quarter of a million records. It required a whole train to transport this order, and a photograph of which will be seen in another portion of this issue of The World. The capacity of the bins for the wholesale stock of the Chicago firm to whom this shipment was made is over two million records. A glance at the reproduction of this particular train will be interesting because it is the high-water mark reached by a single shipment, and it forcefully illustrates the possibilities within this industry for manufacturers, jobbers and dealers.

ANOTHER instance emphasizing talking machine growth, is that of an Eastern concern, Hawthorne, Sheble & Co., who have just closed a contract with a California house, amounting to over $100,000. And still others—a manufacturing house, the Victor—has paid nearly $50,000 to a single artist, and spent $5,000 for a back cover in a leading journal. Another, the Columbia Co., a ten-million-dollar corporation, forms an alliance with the wireless wizard, Marconi, and still some of the wiseacres outside of the talking machine industry have spoken slightingly and even sneeringly of the talking machine.

WE emphasize the facts stated above because every talking machine man in America, and every other country, should know something of the development of this business, and the forces which have been instrumental in creating it. Every talking machine man, whether jobber or dealer, should take a pride in his business. The business warrants it. Its development has not been equaled within the same time by any other industry.

SURELY it is a record that we all have reason to feel proud of, and this publication is engaged in exploiting the accomplishments of talking machine men, so that the entire trade may be cognizant of what is going on in every department of the industry. We know of a single concern whose sales for April exceeded the business of April, 1906, by over $100,000. The talking machine business is decaying, is it? Well, we rather think not. And it is well to paste such statements of facts in your hat, or over your desk, or on your office walls, so that you can be reminded occasionally that you are in an industry that has got brains and progressive ideas working out its future.

IT is surprising, too, how the demand is growing for high priced instruments. We have seen within the past two weeks some models which will shortly be placed on the market, which show a distinct advance in talking machine development. Dealers consider that the sales of instruments from one hundred to three hundred dollars unimportant nowadays, or perhaps, it would be better to say that the sales of these high priced instruments occupy about the same relation to the lower strata of instruments that the grand piano holds to the upright creations.

AS The World has recently become in great demand among the piano dealers throughout the country, we find that quite a number of them have taken on talking machines. Therefore a word of counsel to them will be in order. We would say that the dealer who expects to add a talking machine line and treats it indifferently has failure awaiting him. Talking machines will not sell themselves any better than any other line of merchandise, but they will respond satisfactorily to proper treatment. Attractive rooms must be prepared in which the instruments may be displayed, and in order that the sale of talking machines does not interfere with the other departments of the music business, sonnd-proof rooms are imperative. The records can be tried in these rooms without the slightest annoyance to piano salesmen.

FIGURE on treating your talking machine department as a separate enterprise and get some one to assume charge who is in sympathy with the talking machine, who knows its possibilities and delights to show off its musical powers, and not one who feels a sort of spite against the talker. It is just as necessary to have a good talking machine man in charge of the department as it is to have a good piano man. The business must be treated fairly, else it will not show desired results. It will be found that the sale of records will be splendidly remunerative. We know of one dealer who sold to a single purchaser last year over $400 worth of records. While the percentage of profit is not unduly large, it is fairly remunerative in the record line.

THEN again let people know that you are handling talking machines. As a matter of fact, shout from the housetops your solutions of practically any problem confronting the business man of to-day, and back will come an answer chorus of advertising. Advertise your talking machine business. Let the people know locally that you are selling them. Seek out those who join in that advertising chorus, and with few exceptions you will find them more or less successful business men. They understand that advertising to modern business is what oil is to machinery. But advertising should be carefully planned, and all expenditures along these lines should be carefully watched. Knowledge of words and type, and the ability to write chatty introductory talks and striking headlines are not to be despised, of course. But it is the facts and not the fancy ways of telling them that influence people to spend money in your store.

THE talking machine in itself is rather of an interesting creation to advertise. It is capable of considerable elasticity. Go into the talking machine bnsiness to win. Make yourself a power locally and make your store talked about. We all know in the largest cities the biggest successes of to-day are the department stores, the proprietors of which expend vast sums annually in advertising, but in every city, every town and every hamlet, supremacy may be won locally among business men by paying strict attention to legitimate lines of publicity. The manufacturers have been helpful to the general talking machine interests by maintaining strict price regulations, so that the dealers have not had to stand a lot of cut-throat competition in the talking machine trade. In this particular the industry is distinct from all others, for there is hardly another line of manufactured goods which is not from time to time slaughtered in various parts of the country.

AS a matter of interest to talking-machine men we may say that the annnal convention of the Piano Dealers' National Association is to be held in Chicago, June 17 to 22, and the president of that organization has asked The World to extend to the talking-machine trade an invitation to attend.

SELLING IN THE SMALL TOWNS

Not a Snap—Some of the Many Disadvantages—Limited Record List—Machines Pay Better—A Country Dealer Tells His Woes to The World—A Statement Worth Reading.

"Selling talking machines in small towns and villages is not altogether velvet," a country dealer remarked to The World recently. "The great disadvantage we, who have a limited clientage, labor under is in the matter of records. No small dealer can afford to carry even a fraction of the great lists now issued, as the amount of capital tied up in this way invariably ties him up, and there is always some one who is sure to order what he has not got in stock. Then if he buys several numbers of each new list there is sure to be a surplus, and that is always the unsalable numbers, which become so much dead stock, and which will probably never be worked off again, we find that records which have a great sale in one section fall flat in another part of the country. Owiug to the restrictions placed upon us, when a record becomes the least worn or in any way damaged, we cannot sell it below the marked price, but can only turn it in at a loss. If we could exchange unsold records ou a reasonable basis, we could do more business, as then we would feel more like carrying a decent sized stock. I am now carrying two hundred dollars in unused and unsalable records, and the amount is continually growing larger. If I could have a clearance sale, I could possibly come out whole and have that amount to increase my stock of ready selling numbers, but instead I am compelled to cut down my purchases, and in many cases I take orders only. Selling machines is a much better proposition, as a dealer can sell one as new, no matter how much it has been tried out. I give concerts every Thursday and Saturday evening, and as the former is "market day" I have a good audience, and catching them with the money in their pocket, have no trouble in transferring a part of it at least to mine. The cylinder type is easier to sell than the disc in the rural districts, both on account of the price of the records and the doing away with the needle, which is a great bugbear to many. The average farmer has to count pennies closely, aud is favorable to the cheapest proposition at all times."

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

THE "TALKER" AND THE PRESS.

A Fairer and More Appreciative Attitude Now Evident—Forcing Its Way Into Notice.

The daily press, which has posed in various lights regarding the talking machine, treating it humorously or scornfully, according to its mood, has at last began to realize that the "talker" is one of the wonders of the new century, and is a decided success, widening its field of usefulness in a truly marvelous manuer, and doing "stunts" rivaling the stories of the Arabian Nignts. This sudden and earnest appreciation of the talking machine by the press has spread all over the country, and as an example of opinion we take pleasure in reproducing an editorial appearing in the New York World of recent date, which coutains an abundance of good reasoning. It was headed "Voices of the Phonograph," and read as follows:

"Phonograph records of the voice of the German Emperor William have arrived in this country for preservation at the Congressional Library and at Harvard University. In the former place they ought to be but will not be filed with records by at least four Presidents of the United States. Nobody took steps to have these living documents prepared at Washington. The Smithsonian Institution has the dialects of Indians in phonograph form, but no utterances of statesmen. In America we have been busy with the scientific, sentimental and commercial application of the phonograph and have paid little attention to its use as au historical accompaniment.

"New York heard in 1903 the living voice of the dead Pope Leo XIII. Possibly an interest might be stirred up which would lead to such organized movements as those in Paris and in Vienna to preserve famous voices for other generations. Tamagno, the great Italian tenor, was the first singer to make a record for the French collection. In Vienna historic and educational records are filed with those made by singers. Mr. Hearst used the phonograph in the New York State campaign as a supplementary silver-tongued orator.

"Testimony by phonograph is no longer a novelty in the courts. There are also family records of all kinds. Phonographs are used to teach languages aud singing. At the funeral of a minister in Fairfield, Ill., the dead preacher's own voice was heard pronouncing the benediction, and similarly in the Cathedral of Cork there was a dead baritone's own singing at his own funeral.

"For commercial and entertainment purposes records innumerable are made by singers and actors, but the records have a place in statecraft as well. We may laugh at the Kaiser's egotism, but if it were possible to obtain, what would the American Government give for a phonographic record, say, of Lincoln's Gettysburg speech?"

In connection witn a very interesting story relating to the daily life of Pope Pius we read that "after dinner he chats with the members of his household, and of late some entertainment has been provided during these 'conversazioni familiari,' as they are called at the Vatican, owing to a talking machine presented to the Pope by an American Catholic of Baltimore. The Pope enjoyed listening to the music, sacred and profane, but some of the noble guards who patronize music halls made the startling discovery that several Neapolitan songs, which were quite unintelligible to the Pope, were not fit to be heard in the papal apartments and Mgr. Maggiordomo hastened to expurgate the 'talker's' repertoire."

C. Allen, manager of the Brockton (Mass.) Piano Co., has purchased an interest in the Reed & Reed Co., zonophone jobbers, Boston, and will take an active part in the management, though not relinquishing his relations with the piano concern.

Does your jobber jolly you along?

A jobber who is good on the jolly is generally poor on "delivering the goods."

Jollying customers isn't a part of our business policy. We don't need to jolly our customers, because we get there with the goods—every time.

Shipping the goods the same day the order is received is one of our rules that we never go back on. We have just the goods you want—a complete line of Victor talking-machines and records, disc cabinets, trumpet horns, English needles, fibre cases and all other specialties—and always have them in sufficient quantities to meet all demands.

We take good care of your orders and you in turn can take good care of your customers. You'll be "Johnny-on-the-spot" with the goods and won't have to work off a lot of excuses to the disgust of your customers.

What are you going to do about it? Get a pat on the back and put up with the jolly? Or get right down to business and make sure of getting the goods?

Why not write to-day for our latest catalogue?

The Victor Distributing and Export Company

77 Chambers Street New York

SOMETHING NEW
Wood Finish Flower Horns

SOMETHING EXCLUSIVE
IN DESIGN AND FINISH

These horns are made of metal and finished so as to resemble Mahogany, or Antique Oak. The resemblance to finely finished wood is very pronounced.

For Cylinder Machines:

NUMBER	SIZE	FINISH
90	30 x 24	Mahogany
91	30 x 24	Antique Oak
92	24 x 20	Mahogany
93	24 x 20	Antique Oak

For Victor Tapering Arm Machines:

NUMBER	SIZE	FINISH
190	28 x 24	Mahogany
191	28 x 24	Antique Oak
192	22 x 20	Mahogany
193	22 x 20	Antique Oak

Our Wood Finish Flower Horns represent the highest degree of workmanship. They are hand rubbed throughout, and present a very handsome dull satin appearance.

Write for prices.

HAWTHORNE & SHEBLE MFG. CO.

PHILADELPHIA, PENNA., U. S. A.

MAKING CHURCH RECORDS.

How the Effects Are Produced So as to Please the Buying Public.

The laboratory of the National Phonograph Co., over which W. H. Miller presides, was the subject of an illustrated story in the Herald of a Suuday or two ago. The usual methods of making records were described in such detail as to make good "copy" for the average reader. When asked how these big church choir effects, these Easter anthems with the pipe organ and chimes are produced, the expert said:

"Just goiug to pull one off," he replied, as he led us to another room. It was cluttered up enough in there, too; a few old chairs, a table with a microscope on it and—the orgau and chimes. The chimes were a lot of iron pipes hung on a big wooden frame. But you should have heard the music those fellows got out of it—the quartet, the organist and the chap who rapped the iron pipes with a hickory stick! It was just as big and satisfying in that little room as the real thing in a cathedral, if you shut your eyes. But I must tell you something else about that. Swung and standing in various parts of the room were large white cloth screens, such as you see in photograph galleries for regulating the light. I had wondered what they were for and asked the expert.

"Wait a minute and you'll see," he said, as the singers took their places near the megaphone. The organ pealed forth a chord and the singers took it up for a phrase or two then stopped.

"Once more," commanded the expert. Then he began arranging those screens at queer angles with each other and let one down from the ceiling toward the megaphone. And then I saw. He was regulating sound waves just as a photographer regulates light waves.

"The phonograph records every sound, good or bad," said the expert, "and, lest any one should scrape his foot on the floor, for example, we use these screens to bunch the real musical notes, in order to hide the other possible noises. Besides, you see the organ and chimes are some distance from the singers, and the screens, as I have placed them, serve to throw the organ tones still further back and thus give the effect of space—as in a church."

The master records secured were most realistic and, despite the surroundings, abounded in that "atmosphere" one usually associates with a church.

A FEW FAMILIAR WHYS

Which Are So Often Heard by Dealers in Talking Machines and Which Will Never Die.

Editor Talking Machine World, New York:

Dear Sir—I have a few Whys and I would like your readers to answer if they can:

Why does a man, and more often a woman, tell you that they have the best machine ever made?

Why do they tell you that everyone that has heard it says the same?

Why do so many of them claim to have bought the first machine that came out?

Why do they claim to have a record that you know has never been made?

Why do they all know Edison personally?

Why do some of them break records and then tell you that you sold them in that condition?

Why do they think that dealers don't know anything? A READER.

May 5, 1907.

HERE'S A NEW WRINKLE.

Telegraph Operator Using Talking Machine in the Instruction of Pupils With Success.

The talking machine as an aid to education has been variously adapted, but it has remained for a suburban telegraph operator to use it in the iustruction of pupils. "Sending" is an easy matter, but to read by ear requires constant practice and to acquire it the learner must have some "send" for their benefit. The operator in question mounted an unusually loud sounder in a metal horn which was brought close to the reproducer of the talking machine. The result was a perfect record of the dots and dashes, and a record that the student could easily follow by reducing the speed of the machine and gradually increasing it as proficiency was gained. He is now experimenting on a device by which he can let his machine take a message off of one wire while he is busy on another, and believes that it can be done.

ENTERTAINS DINERS.

Philadelphia Restaurants Are Using Talking Machines Most Successfully to Entertain Their Patrons.

Philadelphia may be slow according to popular belief, but occasionally it springs something on the public that throws in the shade other cities with livelier reputations. The latest stunt in the Quaker City is the introduction of talking machines in quick lunch restaurants, concerts being given during the busy hours of the day. The fad has spread until a large percentage of the quick lunch houses patronized by thousands of businessmen are equipped with talkers as a means of regaling their customers with everything from ragtime to grand opera during meals.

The introduction of placing talking machines in restaurants was largely due to the efforts of Sales Manager Gerson, of the Musical Echo Co., who some time ago placed machines in several of the prominent cafes, although they were later removed owing to the strenuous objections of the orchestras regularly employed in the cafes. It was not long, however, before the other restaurant owners realized the value of the talker as a business bringer, and many were quickly installed.

One entire floor at 35-37 Arch street, Boston, Mass., is not sufficient to accommodate the talking machine department of M. Steinert & Sons Co., the piano dealers, so they are contemplating utilizing the entire building—seven stories—solely for talking machines and accessories.

TALKING MACHINE SUPPLIES

For All Talking Machines

Quality the Highest
Prices the Lowest

SEND FOR CATALOGUE

Accesorios, Para Maquinas Parlantes

Para Toda Clase y Marca

La Mejor y mas Alta Calidad
Precios Admirablemente Bajos

PIDASE EL CATALOGO

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager. 400 Fifth Avenue, New York, U. S. A.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Many Important Happenings During the Past Four Weeks—Hawthorne & Sheble Co. Secure Big Order on the Pacific Coast—Rudolph Wurlitzer Co. to Handle Wholesale Talking Machine Business in Separate Building—Thomases Latest Invention—Schoessling's Good Record—Immense Sales of Victor Red Seal Records at Lyon & Healy's—Congratulations for Arthur Geissler—New Salter Cabinets—Appreciation of Mr. Goodwin's Father—Some Recent Visitors—E. C. Plume's Western Experience—Other News of General Interest to our Readers.

(Special to The Talking Machine World.)

Chicago, Ill., May 9, 1907.

This has been a big news month in the Chicago and Western trade. First there was the arrival here of a solid train of phonographs, records and supplies, the biggest shipment to one concern in the history of the industry. Then there were a couple of big fires. One of them involved striking deeds of heroism by members of the talking machine trade. The other was confined mainly to an exclusive piano concern, but the smoke filled an adjoining building and caused excitement among the managers of several concerns in our line. The manager of one of these, the Western office of a big Eastern manufacturer of automatic machines lost for a moment his usual starch-fronted dignity and shinned down the fire-escape in a manner which must have made the ghost of Darwin rise up and call him blessed.

A Chicago man captured an order on the Coast notable in the annals of the trade. The concern that received the train shipment moved into the largest building ever constructed exclusively for the purpose of distributing talking machines. Another jobber occupied new and larger quarters and still another has secured new quarters for his wholesale department in order to divorce it from the retail. Preparations were further advanced for the entertainment of the hordes of piano and talking machine men who will attend the conventions in June, and there were any number of minor happenings of purely commercial interest or directly involving only particular individuals and their friends. All of these matters will be handled either in the regular Chicago letter or under special headings in this issue of The World.

On his recent trip to the Coast, C. W. Noyes, secretary and Western representative of the Hawthorne & Sheble Manufacturing Co., secured what is said to be one of the biggest deals of the kind in the history of the trade. It resulted in making Kohler & Chase, of San Francisco, the exclusive Coast distributers for the new Star machines and records. Kohler & Chase have as their territory California, Washington and Oregon, and the initial order was of a size calculated to make the optics of a telescope fish protrude a bit further.

Mr. Noyes' trip also included Los Angeles, Sacramento, Portland, Seattle, Spokane, St. Paul, Minneapolis and Milwaukee. He found business good all along the line and unquestionably better than last year. All the jobbers he visited told him that there was a ready market for everything they could get in the line of talking machine goods and supplies. Conditions in 'Frisco he found to be better than before the 'quake and fire. Merchants are getting high prices for both the necessities and luxuries of life. Laborers of all kinds are receiving big wages and money is very plentiful.

Hereafter the wholesale talking machine business of the Chicago office of the Rudolph Wurlitzer Co. will be handled entirely separate in every way from the retail, and new wholesale stockrooms, etc., have been leased at 336 Wabash avenue, between Congress and Harrison streets. The top floor of the seven-story building, 80 by 170 feet, has been secured. The new place is excellently lighted, and will enable them to carry a wholesale stock of both Victor and Edison goods and supplies three times as large as at present. They expect to occupy the new quarters about May 10. Manager E. H. Uhl and his assistant, Mr. Siemon, whose especial care is the wholesale talking machine business, deserve great credit for the manner in which they have built up the business and the manner in which they are catering to the demands of the dealers.

F. M. Atwood, a talking machine man whom Chicago once knew, is fast assuming a place among the most progressive of Southern jobbers. For some years he was with C. A. Ray, whose head store was in Louisville, and who had branch stores in various cities. In 1903 or thereabouts Mr. Atwood was manager of Ray's Chicago store, and was heartily liked and esteemed by the trade here. About two years ago he went to Memphis, Tenn., and opened a store of his own. He became an Edison jobber, and has built up an excellent trade among the dealers of Dixieland.

A. E. Thomas, of Milwaukee, the inventor of the Dolcer tone regulator, which he recently sold to the Columbia Co., is again in the field with an attachment for disc machines for catching used needles. It consists of an arm of sheet metal, which screws to the top of the machine cabinet with a ring attached to the outer end of the arm. Into this ring fits a small cup. The device is so placed, of course, that the needle

PROMPT SHIPMENT

WE CAN GIVE YOU
"WHAT YOU WANT"
IN
Edison Phonographs and Records
WHEN YOU WANT IT

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Manager.

304 Wabash Avenue, CHICAGO, ILL.

drops into the cup when the screw or clamp, as the case may be, is released after the record has been played. The cup is instantly removable. Mr. Thomas has patented the device, and will market it himself.

George A. Jaencke, who came here a few months ago from Davenport, Iowa, where he managed the talking machine department for Robert Smallfield, and took charge of the retail floor at the Columbia Phonograph Co., resigned last month and went to Rock Island, Ill., where he has opened a store for himself

L. Kean Cameron, the well-known retail talking machine salesman, who recently went with the house of Wurlitzer, has been dangerously ill for several weeks past, but is now happily convalescent.

A man who is making a record as a wholesale talking machine and small goods salesman is Hans Schoessling, who is covering city trade for Rudolph Wurlitzer. Mr. Schoessling is one of the best 'cellists in the city, and has traveled with the orchestras of grand opera companies. It is rare indeed that a man who has followed professional lines exclusively is able to make a success of the business game, but Mr. Schoessling is proving himself a rarity in this respect.

Victor Green was pleased with the report of the Columbia banquet, but criticized slightly the reproduction of Eckland's speech as not being absolutely true to life. And Victor certainly ought to know.

Last month Lyon & Healy's sale of Victor Red Seal records was 100 per cent. ahead of any previous month, and this, too, in spite of the fact that Red Seal records have been showing large gains every month with this house for a year or more. The remarkable increase in April, Lyon & Healy state, was owing to the special list of twelve new Red Seal records with which they are again fully supplied. Their entire talking machine business showed an increase of 50 per cent. over April, 1907.

The Central Camera Co., 33 Adams street, are selling talking machines and records at $1 down and $1 per week, and announce a line of cabinets from $9 up, which they will sell on similar terms.

Arthur Geissler, manager of the Talking Machine Co., is receiving many letters from the trade, congratulating him on his efforts to cater to the dealers' need and convenience. Mr. Geissler believes in sinking his own personality in advising country dealers as to the best sellers in the new Victor monthly list, and instead of stating his individual preferences of those of his employes, is governed entirely by the opinions of the large Chicago dealers, who have the opportunity of hearing the records before ordering, something that the country dealers could do, of course, were it possible for them to come to the city for the purpose. But they don't have to do this. When Mr. Geissler gets a selection order from the country he immediately refers to the city dealers' orders, strikes an average on the demand for different numbers, and makes up his selection accordingly, thus giving the country man the advantage of the judgment of the dealers who have heard the records, and have ordered not merely on the strength of their personal preferences, but also on their judgment as to the commercial possibilities of the records. The Talking Machine Co. are now in their fine new quarters at 72-74 Wabash avenue, where they have established an excellent new system of stock shelving, and have the greatly increased facilities which the remarkable growth of their business has necessitated. They are shipping records the day received, and with an absolute minimum of "outs."

The Salter Manufacturing Co., of this city, are bringing out a new cabinet to be known as the Salter grand. It is very unique and is the invention of W. W. Parsons, the manager of the commercial department of the Chicago office of the Columbia Phonograph Co. The machine horn and all is placed inside the cabinet, but is easily reached through the side door of the cabinet for placing and removing the record, adjustment, etc. There is ample compartment for records immediately beneath the machine. When the cabinet is closed, and whether the machine is in operation or not, there is nothing to indicate that it is other than a music cabinet with the door on the side. The full volume of the tone issues through an invisible screen, handsomely decorated, and which appears to be only a part of the ornamentation of the cabinet. Mr. Parsons, in speaking of the Salter grand, remarked that "all the tone comes out while the scratch stays in." The Salter Co. have now ready for the trade a new catalogue of disc and cylinder cabinets, including several attractive new styles. It also contains one cut of the Salter grand, but a special catalog, devoted entirely to it, is now in preparation.

The May Victor bulletin, bearing on the cover an illustration in colors of a sweet young girl sitting on a flower-strewn bank and listening raptly to the carol of a robin perched among the apple blossoms above, reached the Chicago office of The World on an afternoon early in May, while a driving snowstorm was raging without. We could just hear that birdie singing.

The Oregon Journal, of Portland, Sunday, April 28, has over a half page devoted to a descriptive article, together with illustrations concerning R. La Barre Goodwin, the artist father of C. E. Goodwin, manager of the talking machine department of Lyon & Healy. Mr. Goodwin, Sr., has been residing in Portland for eighteen months past, and has recently completed what is known as the "Roosevelt Game Picture," and which is to be purchased by a prominent citizen of Oregon and presented to the President. The painting represents the door from Roosevelt's cabin in North Dakota. Leaning against the door is the old fowling piece that was owned and used by General Phil Sheridan while a resident of Oregon, and hanging from a nail in the door is a string of game killed by the artist while hunting on Columbia slough. In speaking of R. La Barre Goodwin's work, the Oregon Journal says: "Mr. Goodwin has a world-wide reputation as a painter of game and game birds. The chief characteristic of his work is tone and quality of color, with absolute accuracy of anatomical structure—a wealth of detail without hardness." Mr. Goodwin is as famous as a portrait painter

MORNING GLORY HORNS

Plain and Decorated

Just Arrived

At Our Chicago Warerooms

SEVERAL CARLOADS OF

O. K. CRANES

Nickel-plated and Oxidized

HORNS AND GENERAL SUPPLIES

All orders shipped out same day received. No advance on Factory prices.

During the Convention of the Central States Talking Machine Jobbers' Association, June 17-18, members are cordially invited to visit our show rooms, where "something now under cover" will be exhibited for the first time. It will pay every jobber to call.

STANDARD NEEDLES AND MAIN SPRINGS

in all sizes

WESTERN TALKING MACHINE AND SUPPLY CO.

DILLBAHNER & FEINBERG, Props.

6 E. Madison Street CHICAGO

RUBBER HORN CONNECTIONS,

Disc Record Envelopes,

OIL CANS, ETC.

as he is as a pictorial exponent of game and game birds, and since he has been in Portland has painted portraits of several of Oregon's best-known citizens, one of which, that of Colonel L. L. Hawkins, will adorn the walls of the City Hall, and another that of Judge Bellinger, is for the United States Courtroom in the Government Building. His home is in Chicago, where he has a studio in the Fine Arts Building.

C. O. Arnold, of the Arnold Jewelry & Music Co., Ottumwa, Iowa, was a Chicago visitor the latter part of April. He retails Victor and Edison goods and is a Columbia jobber. He has built up a large business with the Iowa trade.

W. A. Dean, of W. A. Dean & Co., Sioux City, Iowa, accompanied by his two sons, who are associated with him in the business, was in the city recently, and called on E. C. Plume, Western wholesale manager for the Columbia Phonograph Co. Mr. Dean is a jobber of Columbia goods and general talking machine supplies, and intends greatly enlarging his jobbing operations in the near future.

G. Sommers & Co., the large general wholesale merchandise house, of Minneapolis, have recently become jobbers, handling the Columbia line exclusively. G. C. Knox, an energetic and experienced man, is in charge of the graphophone department. They are building up a fine trade among the dealers of the Northwest.

George W. Lyle, general manager of the Columbia Phonograph Co., visited the Chicago office the latter part of April.

E. C. Plume, Western wholesale manager of the Columbia Phonograph Co., had an experience last month which nearly resulted in removing one of the trade Adonises from the sphere of earthly activity. While in Minneapolis on a business trip he visited one of the best cafes in the city, and indulged in his favorite breakfast dish of country sausage and buckwheat cakes. He returned to the Minneapolis Columbia office and straightway began to feel faint. Inside of ten minutes they had to carry him out of the store feet foremost. They deposited him gently in a cab and took him to his hotel. The house physician gave one glance at Plume and got busy. He pronounced it a serious case of ptomaine poisoning, and said that he had been called not a minute too soon. For several days Mr. Plume was dangerously ill, and even after he came back to Chicago was unable to appear at his office for nearly a week. He considers his recovery a miracle in every way, as he declares it to be an actual fact that as he was carried out of that store in Minneapolis the strains of "He Done Me Wrong, or the Death of Bill Bailey," sung by Hughie Cannon, No. 1799, was being played on a graphophone for the delectation of a customer. A man who can successfully overcome a hoodoo like that should live to be a regular Methusalah.

Automatic Specialties

The CONVENTION of the NATIONAL PIANO DEALERS' ASSOCIATION will be held at the Auditorium Annex, Chicago, June 19th to 23d.

WILL YOU BE THERE?

If so, it will pay you to call and inspect our magnificent stock of

ELECTRIC PIANOS
ELECTRIC HARP-PIANOS
MANDOLIN-PIANOS, Etc.

We also exhibit and sell the world's finest line of COIN-OPERATED MACHINES of every description. Write for illustrated Catalogs.

Look out for our great SPECIAL ANNOUNCEMENT in the June issue of "The Talking Machine World."

H. C. KIBBEY & CO.
209 State Street, CHICAGO

HISTORY MAKING SHIPMENT.

Twenty-Seven Carloads of Edison Phonographs, Records and Supplies for Babson Bros. Constitute the Largest Shipment Ever Made—The Story of the Trip.

(Special to The Talking Machine World.)
World Office, 195 Wabash Avenue,
Chicago, May 7, 1907.

Babson Bros. certainly proved themselves to be history-makers last month. In the first place that wonderful train of twenty-seven cars full of Edison phonograph records and supplies arrived in Chicago a day ahead of schedule time. Then, too, they occupied their magnificent new building on the West Side. Finally, just to show that if especially favored by the gods it was due to their own efforts, and that they were not exempt from those annoyances and accidents which the whole blessed race is heir to, they had a fire.

The train left Orange, N. J., Monday night, April 15, via Erie Despatch, and after traveling a short distance laid over and thereover made only daylight runs until they reached Marion, O., Friday night. This remarkable shipment was made purely because of business necessity and because Babson Bros. needed the goods, and needed them right away. Their fine new building had to be completely stocked, so that they could maintain their reputation of filling all orders promptly and completely. On the other hand, Babson Bros. wisely determined to get all the advertising advantage possible out of this remarkable shipment. Therefore, they had the train start a week before they were ready to place the goods in the new building in order that it might pass through the principal towns at a time when the citizens and dealers could view it. The actual running time was fifty-eight hours; the rest of the time it was quietly snoozing on sidings awaiting the hour when people would be up and seeing.

While it was planned to have the train arrive in Chicago Sunday the schedule was changed by wire so as to have it in Hammond, Ind., which is, by the way, the western terminus of the Erie road's own track, Saturday morning, in order that the train might be met there by a party from Chicago and photographed. This necessitated making the run from Marion, O., by night. This distance of 300 miles was made in twelve hours.

The party which went to Hammond to view the Edison-Babson Jumbo train consisted of George M. Nisbett, wholesale manager of Babson Bros., whose efforts since he assumed this position last September have had much to do with making this enormous shipment necessary; A. V. Chandler, the jovial and energetic Chicago city representative of the National Phonograph Co.; A. E. Peterson, contracting freight agent for the Erie road, who had all the arrangements in hand from the start; Mr. Mellen, the official photographer, and last, but by no means least, the gentlemanly and courteous western representative of The Talking Machine World. The quartet left Chicago at 8.30 Saturday morning, arriving in Hammond about 9. To the great surprise of The World man, the big freight train had anticipated their arrival by nearly three hours. The World had supposed that it would be too much to expect a freight on time and had already arranged for a visit by the party to a big piano plant which constitutes one of the chief glories of Hammond. The visit was not made. Inquiry developed that the train was calmly awaiting the visitors, and the latter proceeded to walk the ties out to the Erie yards. There she was, 27 cars and caboose and headed by one of the biggest bull engines ever built in this country. Twenty-seven cars—count 'em—containing 300,000 Edison gold moulded records, of which 20,000 were of the May bulletin, 9,000 Edison phonographs, with Standards and Triumphs in the numerically, three cars of horns and supplies from the Tea Tray Co. and the New Jersey Sheet Metal Co. and a lot of their supplies, advertising matter, etc.

After we had recovered and had exhausted the English language in expressing our emotions, the work of photographing commenced. This necessitated pulling the freight out to the Steel Co.'s siding, so that an uninterrupted view of the monster could be obtained. Mr. Mellen, the photographer, selected his point of vantage and then found that there was a number of scrub trees in the way. While one of the train crew went for axes, Chandler climbed one of the trees and seated himself in the fort. The device worked; the tree fairly crumbled like an egg-shell, but Mr. Nisbett remarked that he thought it would be easier on Chandler at least to await the arrival of the axes. After all serious obstructions had been removed the train was photographed. This was an interesting process, owing to its great length, and required the use of several plates in order to secure the material for the single reproduction of the entire train which appears in this issue of The World.

By noon the train was in Chicago and pro-

(Continued on page 26.)

"TIZ-NOT-IT"

"Tiz-It" sells on sight—Retails at 50 cents—Worth much more.
"Tiz-It" fits all Edison Phonographs and cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.

Send for Descriptive Circulars and Discounts to the Trade

SPECIAL INTRODUCTORY OFFER TO DEALERS—Write for it To-Day

PAT. PENDING

"TIZ-IT"

THE NEW ALL METAL

HORN CONNECTION

KREILING & COMPANY

INVENTORS AND SOLE MANUFACTURERS

855 North 40th Avenue, CHICAGO

RECORD DISC and CYLINDER **CABINETS**

Complete Line
Attractive Designs
Popular Prices

YOU WILL BE PLEASED

Write for Catalog "by return Mail"

O. D. WEAVER & CO.

Cor. Adams and Wabash Ave., CHICAGO

IMPORTANT

One year ago we were doing a retail mail order business that amounted to many thousands of dollars a month. You remember that, Mr. Dealer.

It took a great deal of nerve to cut it out, but ***we did it,*** and established the only ***Exclusive Wholesale Victor Concern*** in the country. As a result our business has trebled.

We have been forced to move from our old place, which for fourteen years accommodated us, ***to larger quarters.***

Our customers extend from Maine to California. Why? ***Because we wholesale exclusively, therefore carry the largest stock in the country.*** Dealers feel that freight paid on one order filled complete is cheaper than on an original order and on a back order. Then too, the goods reach you in exactly the same condition as received by us from the factory. ***You might just as well be dealing with the factory direct.***

In these times of machine and record famine we are not turning down business. We want more, ***and we can handle it.***

You have probably signed our contract already. If not, ***do it to-day.***

Ask us about our proposition to handle your monthly order.

And remember two things, ***we wholesale exclusively,*** we don't want retail business, we ***are referring it back to you.***

If you come to the Piano Dealers' Convention, don't fail to come and see us, in our new home.

THE TALKING MACHINE CO., 72-74 Wabash Avenue CHICAGO

THERE'S a big new Catalog of Mechanical and Automatic Instruments, just off the press. Do you want a copy?

There's money in knowing the latest and best Mechanical Instruments, and in knowing the latest cash prices that you can buy them for.

This catalog contains life-like illustrations, complete descriptions and a deal of important information about

Lyon & Healy's Great Line of Public Music Instruments

including

Majestic Pneumatic Self-Players
Majestic, Jr., 44-Note Players
Nickel-in-the-Slot Pianettes
Circus Organs, Military Band Organs
Welte Orchestrions, Etc.

WRITE, RIGHT NOW

LYON & HEALY, Chicago, Ill.

Money Is the Real Talking Machine

MONEY NOT ONLY TALKS, IT VERY SELDOM STUTTERS

We have invested money with a lavish hand, that we might be able to take care of the wants of

5,000 More Dealers In Talking Machines and Phonographs

Send your next orders to us for **Extra Prompt Service** and **Extra Care in Shipping.**

This is also important:

MR. DEALER:

We refer back all Talking Machine and Phonograph inquiries coming to us from out-of-town to the dealers who buy of us. LYON & HEALY

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS.

(Continued from page 22.)

ceeded to the new building of Babson Bros. at the corner of West 19th street and Marshfield Boulevard. It took several days to unload the cars and place the goods in stock.

A special mention should be made of the excellent work in handling the big shipment of A. E. Peterson, contracting freight agent for the Erie road. He literally lay awake nights trying to provide against all chances of delay. Every detail was looked after personally by him, and he even went down to Meadville, Pa., met the train there, made arrangements for the balance of the trip and brought back with him a photograph of the train which he had taken himself. Peterson always does business this way.

It is hardly necessary to repeat here the remarkable history of Babson Bros. After years of successful experience in the talking machine business they started for themselves in October, 1905. In September of last year the wholesale department was established, in charge of George M. Nisbett, who for some years previous had been in charge of the western office of the National Phonograph Co.

Some idea of the magnitude of the business of the firm may be gleaned from the statement of F. K. Babson that this great shipment furnishes them with only about sixty days' supplies. In fact, they have received several additional cars from Orange since the big train.

A photograph of the building and a brief description were presented in last month's World. Another photograph and some essential details appear elsewhere in this issue.

LATER CHICAGO ITEMS.

(Special to The Talking Machine World.)

Chicago, Ill., May 10, 1907.

The Chicago Case Manufacturing Co., manufacturers of talking machine, record and horn-carrying cases, etc., have just moved from their old location on West Washington street to 241 South Jefferson street. Here they have more than double the amount of floor space of their old quarters, and will be able to increase their capacity and accumulate stock to a degree impossible before. The company make a point of manufacturing and carrying in stock cases for every type of every make of machine.

L. E. McGreal, of McGreal Bros., Milwaukee, will celebrate his fifth wedding anniversary this summer. He has a beautiful young wife and two fine little boys—Jack, who boasts three years, and a small brother. Mr. McGreal's friends, who know how pleasantly he is situated, connubially speaking, were no doubt surprised when they recently read in an Eastern trade paper that Mr. McGreal had just been married. By a strange coincidence a similar item appeared in a Milwaukee daily about a week before the item loomed up in the trade paper. Just how it happened is a mystery, but the fact is that when Mr. McGreal talks to a daily paper man he wants to do him all the good he can. He was probably once a newspaper man himself, and knows the exacting requirements of the city editor on a "dry" day. It is just possible that Mr. McGreal told the reporter something about the fine new building into which he is moving his extensive talking machine business, and when he finished with the building kept on talking. Anyway, the wedding story was published and Mrs. McGreal's maiden name was printed correctly. Just how the paper located the happy pair—and they certainly are still happy—half-way to the Pacific Coast on their wedding trip is somewhat hard to understand.

CHAMPION INSTALMENT SALESMEN

H. H. Goul Wins First Prize for Largest Columbia Sales Amounting to $3,083.13.

(Special to The Talking Machine World.)

Chicago, Ill., May 9, 1907.

Since May 1 H. H. Goul has occupied the enviable position of champion instalment salesman of the Chicago office of the Columbia Phonograph Co. At least, he won the prize offered by Manager O. W. Eckland, of the instalment department to the salesman rolling up the largest sales record during the month of April. Mr. Goul's sales during that month amounted to $3,083.13. He is very proud of the $25 gold piece he received for his remarkable accomplishment.

Fred Severa, who works out of the Ashland

H. H. GOUL.

avenue store, sold $2,600 worth of goods, and won the second prize of $10, while Max Gewald, of the Halsted street store, won the third prize of $5 on a $2,500 sales record.

BIG FIRE IN CHICAGO.

Healy Music Co. the Principal Sufferer—The National Phonograph Co. and Babson Bros. Were Not Largely Affected.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,

Chicago, Ill., May 6, 1907.

A fire which badly damaged the building at 298-304 Wabash avenue, Monday afternoon, April 22, caused serious loss to several concerns in the talking machine and allied lines and caused vast excitement on Wabash avenue.

The Healy Music Co., of which Ray Healy, son of the late P. J. Healy, is president, was the principal sufferer. The Healy Co. occupied the first floor and basement and half of the third floor. Their stock consisted of pianos, player-pianos, small goods, talking machines, etc., and they were also retail agents for the Regina music boxes, of which they carried a large stock. A great deal of the stock in the rear of the building was burned up and probably all of the balance was badly damaged by water. The company's loss was fully covered by insurance, of which $45,000 is carried on the stock.

Among the other tenants of the building were the National Phonograph Co., on the sixth floor, which had its Chicago commercial machine, moving picture and battery departments on the sixth floor. They suffered considerable damage by water to stock and fixtures. The excitement on this floor at one period was something great, as a number of girls were working in the company's school for training typewriters in the use of the business phonograph. The flames at the rear cut off exit there and vast volumes of smoke were pouring up the stairway. This left only the fire escapes on the front of the building. Messrs. Harding, Barnes and the other men in the office were prepared to take the girls down to the street via this route, but they positively refused to go. The men bravely stood by the girls in spite of the frenzied cries of the people on the street and the assurance by some of the firemen that it was their only mode of escape. Finally the firemen reached the sixth floor, and then forced the smoke away from the stairway sufficiently for the sixth floorites to descend safely.

In the meantime a bad quarter of an hour was being experienced by the employes of Babson Bros., wholesale talking machines, on the third floor. Manager George N. Nisbett finally succeeded in getting his force, which also included several young women, safely to the street. Notwithstanding the fact that Babson Bros. carried an immense stock of phonographs and records on this floor their loss was comparatively light. Only a small portion of it was damaged, and that simply by water from the floors above. The greater part of the rows of bins were left perfectly dry and the stock untouched in any way. The total loss to Babson Bros. will not reach $1,000, and is covered by insurance. Shipping was delayed only a few hours.

The Healy Music Co. have secured new quarters at 212 Wabash avenne, which they will occupy as soon as possible. As in the past, they will handle Victor and Edison goods and the Regina line.

A poor little plaster-cast Victor dog went through a hard experience in the Healy fire. After the smoke had cleared away he was still in his place in the window, but his feet were damaged, his nose partly missing and his mouth twisted, so as to change the pleading, listening expression of his face to the most sorrowful woebegone one in the world.

To All Talking Machine Dealers

YOU buy Screws, Studs, etc., for repair work.

Why Not Try Us for Prices

Remember, we make only to Specifications or Samples, which you must send in

THE WALLACE BARNES COMPANY

BRISTOL, CONN.

PACIFIC COAST HAPPENINGS.

Shortage of Victor Machines—Increasing Interest on Talker Business—Clark Wise Activity—New House in Los Angeles—Will Anti-Trust Law Affect Talker Business?—Details of the New Measure—Business Very Active Throughout the State and Outlook Satisfactory.

(Special to The Talking Machine World.)

San Francisco, Cal., May 4, 1907.

The scarcity of Victor machines on this coast has become so serious that Sherman, Clay & Co. are having a hard time to supply the demands. It now develops that the recent trip of P. T. Clay to the East was largely for the purpose of seeing what could be done to increase the shipments of Victor goods. The difficulty of getting goods from the factory is being accentuated by the slow freights.

Apparently the lively demand for and the general interest in talking machines has attracted the attention of live merchants in other than music lines. This is particularly true in the interior, where a number of general merchants and others have recently put in talking machines. The John Breuner Co., one of the leading furniture houses of Sacramento, has put in a line of Victor machines and records and is advertising to donate the freight on all machines ordered for out-of-town shipment. In some of the smaller towns of the interior several general merchants have put in a cheaper grade of machines and records to be used as premiums and as trade winners for the other lines sold in the stores. A Chicago jobbing house has a man out in California working up this trade.

Clark Wise & Co., of San Francisco, report that the Victor business with them is the most active department in the big music store just now. This trade is holding up well, notwithstanding the comparative dullness in other lines. The company's branch store at Eureka, Cal., is making a special effort on Victors and is doing a big business with them.

Eilers Piano House, of Portland, Ore., has opened a branch talking machine store at the town of Vancouver, Wash. The Eilers store at Portland has been giving a series of Ernani concerts on the Victor this week.

The Central, a department store recently opened at Los Angeles, Cal., has opened a talking machine department and is making its bow to the public by selling machines at cut rates.

The arrival of the new Victor record of the Rigoletto quartet has attracted a lot of interest here. All the leading houses are giving it some special advertising, and in Los Angeles a similar result has been achieved. In the latter city the Geo. J. Birkel Co. are using this record as a special drawing card for the company's Victor recitals.

Byron Mauzy is planning to give his talking machine department more prominence, and is already giving it more space in the store. He has secured the services of Edwin H. Youse, formerly with Sherman, Clay & Co., as manager of the department.

The Tacoma Phonograph Co., of Tacoma, Wash., has put in a line of sheet music in connection with their talking machine stock.

How will California's new anti-trust act affect the talking machine business in this state? It seems pretty certain that if the law is upheld, and lawyers say that it will be, there will have to be a change in the manner of selling talking machines. The new law says in part: "A trust is a combination of capital, skill or acts by two or more persons, firms, partnerships, corporations or associations of persons, or of any two or more of them for either any or all of the following purposes: To fix at any standard or figure, whereby its price to the public or consumer shall be in any manner controlled or established, any article or commodity of merchandise, produce or commerce intended for sale, barter, use or consumption in this state." . . . . "Every such trust as is defined herein is declared to be unlawful, against public policy and void." The punishment for violation of the act is a fine of not less than $50 and not more than $5,000, or imprisonment for not less than six months and not more than one year, or by both fine and imprisonment, each day's violation to constitute a separate offense. So far, the dealers have taken no action, but if some dealer should cut prices on talking machines and the manufacturer or jobber should thereupon refuse to sell him stocks something interesting might happen. Possibly dealers in other lines will be allowed to make the first test of the new law. It is understood that many handlers of cameras and supplies are in a good mood to give the Eastman Kodak Co. a taste of the new law.

Sherman, Clay & Co. have put in some new demonstration rooms for their talking machine department at the Seattle, Wash., store and are rapidly making this store one of the most complete on the coast.

Oscar E. Barringer states that he has resigned his position as sales manager of the Talkophone Co., of Toledo, O.

EVOLUTION OF THE RECORD.

The Remarkable Advance in the Art of Recording—The Human Voice Now Truly Photographed—Has Meant Time, Labor and Money, But It Is Worth It All.

Judging from the absolute perfection of some of the most recent records placed on the market it would seem as if the manufacturers are successfully overcoming the innumerable difficulties that existed in the past in the matter of making a perfect record. The receiver, with its remarkable supersensitiveness, never fails to absorb every imperfection as well as perfection of the voice as well as the surroundings. Therefore the voice must always be in perfect trim, never fatigued, because it reproduces in wax as clearly as a photographic lens records an impression on the sensitive plate; in fact, the singer's voice must be as fresh, as vigorous and even in better condition than when appearing before a critical audience at the Metropolitan. It is a well-known fact that some of the opera singers have worked over and over again in order to get a perfect record, and Mme. Eames has only recently stated that much of the success of her records is due to the care and research taken by those who have to do with the mechanical part of receiving the voice. Many hitherto futile efforts have been avoided and the ideal in voice reproduction has, in many instances, been approached.

The really perfect record represents in itself a tremendous amount of effort and care, and needless to say, expense, for the artist who makes it received a fabulous sum, while the time and labor involved in perfecting apparatus that is supersensitive, and records the perfect voice in perfect form, is beyond computation.

The artistic value of the talking machine record has been recognized by managers of opera companies within a recent date in a very emphatic way. It is said that Hammerstein heard several of the artists he subsequently engaged for the Manhattan Opera House by means of talking machine records, and in no instance was he mistaken in his first estimation of their vocal ability. Could there be a higher tribute to the perfection of the record than this?

WOOD WITH REGINA CO.

Wednesday John Wood, formerly with the Regina Co., New York, and recently in charge of the talking machine department of the Hahne Co., Newark, N. J., returned to the former firm as a salesman in talking machines and music boxes, retail.

WESTERN JOBBERS!

Are you aware of the fact that we are shipping promptly to our Western warehouse a sufficient quantity of horns of every description to satisfy your wants?

The warehouse is under the direct management of the Western Talking Machine & Supply Co., 6 East Madison Street, Chicago, Ill.—"Nuf Ced."

We are also making prompt factory shipments to our Eastern jobbers.

NEWARK TINWARE & METAL WORKS

28-30-32 DIVISION PLACE - - - NEWARK, N. J.

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
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SWISS
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GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
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TARSI

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SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

The Trade Situation Reviewed—Suit to Determine Whether Records Come Within Musical Copyright Act—British Sonogram Co. Working Along New Lines—Neophone Expansion Abroad—Sterling Factory to be Enlarged Activity in Manchester—Colquhoun Records Please—New Tone Arm Disc Graphophone—Robbery at Lyon Co.'s—Columbia Co. Open Retail Store in Paris—Some Notable Records by Leading Concerns—Dictaphone Popularity—Some Topical Advertising—Cheaper Post to Canada—Pertinent Comment on Current Happenings.

(Special to The Talking Machine World.)

World Office, 69 Basinghall Street,
London, E. C., May 5, 1907.

Trade still continues somewhat uneven in London, but the outlook bears a brighter aspect for the future. The following two or three months may naturally be slow in the home markets, yet it is gratifying to learn that colonial and foreign orders continue to increase, and while the manufacturers are busy in this direction, a goodly measure of business should accrue to the factors, more especially those who advertise or adopt some form of publicity which will attract and draw orders to their warehouses. The best way in which this may be accomplished is through the medium with a circulation extending to all parts of the earth, and obviously Mr. Factor such a medium is in your hands. There is a fine trade to be secured abroad, and the English factor can get his share even easier than the American or Continental jobber, whose advantages are considerably lessened by our preferential tariff system. True, manufacturers have their agents abroad, and even exclude English factors from certain markets, but there are other foreign markets open, and which are not too well catered to. Advertise a good and cheap salable article to get in touch, then its the factor's own fault if he cannot induce orders for other goods on which a better profit is secured, and thus build up a permanent export trade.

All British Manufacture.

"All British" manufacture is the keynote of the Edison-Bell trade. The announcement of four new phonographs is attracting widespread attention, and, said Mr. Hough, "already large orders have been placed, although we do not expect that they will be ready to market much before July. For the manufacture of these machines we are installing a complete set of special machinery of an up-to-date type, which will enable us to produce in large quantities, and sell at an exceptionally low figure. The phonographs embody several improvements protected by recent patents. Prizes (76 altogether) are offered for the best names suggested and adopted, under which the machines will be known. Certain names—Queen, Prince, King, Crown, Sceptre and Empire—already under consideration are, of course, excluded from mention by competitors.

Rauth's Attractive Lines.

Fr. Rauth again advertises some cheap lines which all dealers should take advantage of. He handles a good line of reliable motors for talking machines, also one for show stands, which will run about twelve hours with only one wind. Price, $5. "Hebrew" and Lyrophone discs are also splendid goods to trade with. Records of quality which allow a good profit to the dealer. Address, 9 Christopher street, Finsbury, London.

National Phonograph Co.'s Report.

The General Phonograph Co. report the home trade as none too brisk, but with other countries they are doing a fine business. The new proposed premises to be taken in City Road will be shortly decided upon.

Imperial Records Liked.

The Ian Colquhoun series of "Imperial Records," by reason of their wonderful sweetness in tone and clear enunciation, are being eagerly sought after. Gilbert Kimpton & Co. have reason indeed to be proud of this latest list.

Edison Grand Opera Records.

The National Phonograph Co. have issued their advance list of Edison grand opera records, comprising five new selections, three sung in Italian, one in French and the other in German. Two new artists of considerable fame appear in this list.

Phonographic Records and Copyright Act.

The case of Newmark vs. the National Phonograph Co., Ltd., and the Edison Manufacturing Co., raised the question whether or not songs—words and music—reproduced by means of phonographic records came within the musical copyright act. The plaintiff alleged that he was the owner of the copyright of both the words and music of a popular song, entitled "The Paralytic Hotel," of which the defendants had taken, or caused to be taken, phonographic records which they had sold in large quantities all over the world, and he claimed an injunction and damages.

The defendants admitted that they had manufactured records of the songs, but denied that they had infringed the copyright. Mr. E. H. Coumbe, on behalf of Mr. Isidore Newmark, a professional music hall singer, said that his client was the owner of the words and music of the song, which was popular at seaside records. It was very amusing, though, perhaps, not suited to the cold atmosphere of the court. The chorus ran:

"Sweet and bitter is the memory—
Decidedly such things ought not to be.
Oh, my dear, kind people, we uever shall forget
That paralytic hotel by the sea."

(Laughter.) That might not sound very amusing as he had rendered it. (Laughter.) Yet down by the sea and in certain music halls it seemed to have caught on, and, at any rate, plaintiff thought it was good enough for him to make "a hit" with it, and he purchased words and music, but found afterward that the defendants had "lifted" both, and his property became worthless to him, therefore he submitted that the plaintiff was entitled to au injunction and damages.

Mr. Leversedge, on behalf of the Edison Manufacturing Co., Ltd., explained that the company was not a manufacturing company, but one which existed only for the purpose of keeping possession of its name. The plaintiff examined said a friend of his bought a cylinder of the song, and the witness ground it out on a phonograph. Mr. Scrutton, K.C., on behalf of the National Phonograph Co., argued that the record on the cylinder was not a copy within the meaning of the act. The question had been decided in the case of "Boosey vs. White," in which the court held that a perforated roll was not a copy of a song. There was no evidence to show that the defendants had performed the song, aud selling the cylinder could not be held to be causing the song to be sung or performed in public, and he submitted that the defendants had a perfect right to sell the records for private performances, which did not constitute an infringement of copyright.

His lordship said it was clear that this was not a case which came under the copyright act. The records could not in any way be regarded as a

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC

ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued).

sheet of music. There must be judgment for both defendants, with costs.

British Sonogram Co. Forging Ahead.

The British Sonogram Co., some particulars of which I gave in our last issue, having now gone to allotment, will forge ahead along lines somewhat new to the talking machine industry. It will practically be a sort of co-operative company, in which privileged dealers (those who have taken up not less than ten shares) will receive an extra 2½ per cent. allowance over and above the usual trade terms, while those holding less than ten shares are most liberally dealt with through factors. The policy of the company is to deal direct only with the privileged dealers and factors. The latter will look after the supply to all other retailers. The "Sovereign" records, which I have heard were very good, but I was assured that an even greater degree of efficiency and perfection will be noticeable in future issues as entirely new recording plant was being fixed for this purpose, while Mr. G. H. Burt claims to have invented a new system whereby the recording art will bear a different aspect. Paul Mellerio, as managing director, brings along intense energy and a freshness of ideas from which I am sure splendid results will materialize for the shareholders, who, I would add, are supported by several of the best experts it is perhaps possible to obtain in this trade. Space will not permit of further remarks here, but I shall probably have more to say upon this company in my next report.

International Neophone Developments.

I have had an interesting interview with Dr. Michaelis, the inventor of the Neophone and sapphire disc records, which are now taking the world by storm. Several important firms have recognized the utility of Dr. Michaelis' invention, and are now manufacturing records after this principle. Others are contemplating recording similarly, and no doubt all these sapphire cut discs will be very much to the front during the coming season.

Dr. Michaelis told me that the new scheme of reconstruction for the British Neophone business had not yet been definitely adopted, but promised detailed news shortly. The International Neophone Co., Ltd., however, had been registered on the 1st of February, 1907, for the purpose of dealing with the patents, rights and trademarks of the Neophone machine and discs in all parts of the world, with the exception of the United Kingdom, and to act exclusively for the sale of Neophone goods in all foreign countries. The International Neophone Co., Ltd., is under the personal management of Dr. Michaelis, who is ably assisted in his work by Messrs. E. J. Sabine, O. H. Waetzig and C. Dunn, all well-known in talking machine circles, and experts in their particular departments. F. S. Liddall is secretary, and James Morley, solicitor to the company.

The International Neophone Co., Ltd., are just now making arrangements for making Japanese, Chinese and other Oriental records, and an extensive tour in Eastern countries is contemplated at an early date, with a full staff of recording experts, who will, on their way, visit and make records at Alexandria, Colombo, Madras, Calcutta, Kobe and Tokio, and probably in Hong-Kong and Shanghai. I listened to one or two Japanese records lately manufactured, and, although Japanese is not one of my pet languages from a talking machine point of view, the records are beautifully finished, practically faultless, and seem to be especially up to date in regard to enunciation.

"Elijah" by Gramophone.

At the Queen's Hall last Sunday a recital of Mendelssohn's "Elijah" was given in its entirety upon two large gramophones, and was much appreciated by the audience, who loudly applauded Mr. Edward Lloyd's record, "If With All Your Hearts," which was perhaps the gem of the evening. One newspaper report says: "Tinned oratorio as prepared by the Gramophone & Typewriter Co., is certainly not open to the same objection as sundry other tinned articles."

Sterling Factory to be Enlarged.

I have it on good authority that the Sterling factory will again be considerably enlarged during this summer. Some judicious additions to their present buildings are contemplated in order to cope with the increased demand for "the record that's half an inch longer," and by next season even better facilities of dispatch will be in force thereby.

Triumph for Pathe Freres.

Pathé Freres have scored another triumph in securing the services of Mme. Albani, who has sung several selections of a popular character for Pathé's 11-inch phonographic disc. Publication is expected shortly.

Beka Co.'s New Records.

Some new operatic records are announced by the Beka Co., also an additional list of seven-inch and 10-inch records by popular artists. Their Beka exchange offer is now in force.

The Sovereign Unbreakable Records.

The first list—comprising over 200 titles—of the new "Sovereign" unbreakable disc record, will be issued about the first week in May.

Russell Hunting an Automobilist.

Russell Hunting, the original Michael Casey, has just purchased an Argyle motor car, of which he is very enthusiastic. There are now quite a number of prominent talking machine men who drive their own cars, among whom may be mentioned Mr. J. E. Hough, of the Edison Bell Co.; Mr. S. W. Dixon, Gramophone & Typewriter; Mr. Newton, Newton & Co., and J. Lewis Young.

Russell Hunting Co.'s New Quarters.

Owing to some special fittings and other things not having been fixed in time, a few weeks' delay has occurred in occupying the new premises, but the Russell Hunting Co. may be ex-

HAVE THE BEST

Canadian dealers and jobbers should bear in mind,

The "White" Record

IS

BRITISH MADE

and by purchasing this record they benefit by the preferential tariff.

Stock this record and increase your sales.

The "White" Record has merit, and the large sales are the best evidence of this.

JAS. ANDERSON

255-257-259 Clarendon Street

SO. MELBOURNE

SOLE SELLING AGENT FOR AUSTRALIA

Retail Price 1/- Each

LATEST TITLES

ALL GOOD SELLERS

177	I Finish Them Off	Johnny Wakefield
178	Happy Land	Arthur Gilbert
179	Overture Zampa	Empire Military Band
180	Preciosa March	Empire Military Band
181	Argandab	Empire Military Band
182	Viscount Nelson March	Empire Military Band
183	I'm going to Sing a Song to you this Evening	Arthur Gilbert
184	My Share was Underneath	Arthur Gilbert
185	Early in the Morning	Johnny Wakefield
186	Broken Melody. Cello Solo	Jacques Renard
187	An Evening Song	Harold Wilde
188	It's a good thing I had my Mother with me	Johnny Wakefield
189	The Grenadiers Waltz	Empire Symphony Orchestra
190	Pizzicati	Empire Symphony Orchestra
191	La Czarine	Empire Symphony Orchestra

Send your name and address for prices and terms and all particulars.

THE GENERAL PHONOGRAPH COMPANY, Ltd.,

26 Euston Building, Euston Road
LONDON, N. W., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued).

pected to leave their old home very shortly now, as things are going ahead splendidly, and no further trouble is anticipated. Mr. Manson, interviewed, said the home trade is somewhat quiet, but their export orders show a considerable increase. The colonial business has started splendidly, and according to their Australian representative, is expected to surpass in magnitude that of previous seasons.

Great Activity in Manchester.

I recently had the pleasure of a short chat with Mr. Geddes, of Messrs. Richardson's, Manchester. He said: "While the London trade seems to be very quiet, we are at present fairly busy in and around Manchester and Liverpool. Manchester is the distributing center for over twenty good Lancashire towns, and there are quite fifty good points within a radius of a few miles that are simply teeming with large factories who provide employment for thousands of hands. As new mills are springing up all around, there is a constant influx of people, many of whom find their only musical recreation in the talking machine. The county of Lancashire is undoubtedly the most prosperous of all, and certainly holds the record for the greatest sales of talking machine goods. The Edison "Gem" has a wonderful demand upon it, and seems the most popular machine up north. In the provinces there is a fair all-the-year-round trade, and money is spent liberally, while in London itself the talking machine business is practically non-existent."

Pathe Freres Report.

Messrs. Pathe Freres express the opinion that tne next few months will see nothing startling either in sales or departures of interest; yet the Pathe phonographic disc and the new machines are attracting a continuous list of admirers among the better class dealers, and general sales are beyond expectations.

New Style of Columbia.

The "Regent" is the name of a new tone-arm disc graphophone which is just being announced by the Columbia Phonograph Co. It is to sell for £5.5, and from its splendid appearance and magnificent tone it is expected to vie in popularity with the "Regal." The sound box is exactly similar to those on the most expensive Columbia models, and has the patent needle-holding clip which renders a needle-holding screw superfluous. The motor is strong and durable and can be wound while running. Like all Columbia graphophones, the motor is instantly accessible. The horn is of the popular flower shape, handsomely enameled in red with gold stripes.

Daylight Robbery.

A somewhat curious robery was perpetrated on the morning of Thursday, April 11, last at the premises of Messrs. A. Lyon & Co., talking machine factors in City Road. Arriving about 9 o'clock that morning as usual, Mr. Lyon was surprised to find the door of his shop opened, and that a large number of disc records were missing. These fortunately were the only goods stolen, the previous day's takings having been banked the same evening. Investigation proved that the outer door had been opened as usual at 8 o'clock by the housekeeper, and it is surmised that entry was made by forcing Lyon & Co.'s door with a jimmy, between that time and about 8:45. Over 500 disc records are missing from the racks, representing a loss of £60 odd. A vehicle of some sort must have been employed by the robbers, and as at that time City Road is exceptionally busy, the very boldness displayed by the delinquents must have ensured absence from surprise.

Cheering Reports of Business.

The Columbia Co. report that business is booming. In America the deluge of orders makes the managers wonder if the calendar is wrong and the date is Christmas time instead of April. March was the biggest month in the company's history. The European branches continue to show gratifying growth, and one of them—St. Petersburg—has made a phenomenal jump to the front, in spite of the disturbed condition of Russia. The Columbia Co. have made a slight change in certain types of their disc and cylinder graphophones whereby the winding up of the motor is done with less effort, but with a slightly increased number of turns. The models affected are those with very powerful motors, and the change is one that will undoubtedly be appreciated by users of these instruments.

A Record in Odeon Sales.

To the dealer who complains of a bad trade the following will interest as exemplifying the fact that what one dealer can do another can. Here it is: The Odeon sales during March were better than October, November or December, better than any month of the season, and, in fact, said Mr. Turner, the March trade in Great Britain was absolutely a record in the whole history of the company. This prosperity shows that some dealers do good business, and it is only the man who lacks "enterprise" lacks "sales."

New Columbia Quarters in Paris.

In view of the growth of the Columbia Co. in France, the management has decided to open a handsome retail shop in Paris in addition to their present wholesale warehouse there. The new premises are situated at 20 Boulevard Montmartre, and comprise a splendid shop with first floor and two basements, having a magnificent frontage on one of the most convenient and prominent sections of the Grand Boulevards. The shop has a central doorway surmounted by a striking metal and glass marquee, with large windows on either side. The floor of the shop is tiled, the ceiling is decorated by fresco work, the woodwork of the front is mahogany, and the stairway leading to the upper floors is graceful and sightly. The general appearance of the place is most attractive, and when elaborated by the display of Columbia product will add another to the already long list of handsome premises on principal thoroughfares by which the Columbia people advertise so strikingly, and demonstrate to the public at large the dignity and stability of the talking machine industry and the importance of their own position in it.

Some New Sterling Records

Sterling & Hunting, Ltd., announce that their Odeon double-sided records (a series of eight), by Watkin Mills, will be on sale this month priced at 5s. each. Another popular artiste secured by this company is John McCormack, who will sing exclusively for Odeon and Sterling records. In conversation, Mr. Turner mentioned that the new Discodeon machines have given the satisfaction which has drawn much praise—and orders from the English dealers. "Odeon" needles—the needle that brings out all the music in a record—have been reduced from 3s. to 2s. per 1,000. Dealers please note!

Records by Sir Tollemache Sinclair.

A special supplement of recitation and other records made by or on behalf of Sir Tollemache Sinclair, the donator of graphophones to hospitals and asylums, has been prepared by the Columbia Phonograph Co. Sir Tollemache is an elocutionist, and has made several recitation records, consisting of famous poems, such as Hood's "Song of a Shirt," together with two of his own composition. The supplement announcing these records contains a fine portrait of the baronet and gives in full the words of the records.

The American Talking Machine Co.

At the American Talking Machine Co. I learn of many changes contemplated by next season which will facilitate quick execution of "waiting customers" orders, not the least of which will be the inauguration of a special town counter department. This, said Francis Nottingham, will tend to save considerably the time of our friends who, like us, have found "waiting" an evil, in this period of commercial hustle.

We have

taken this space to tell you that we are specialists in all and everything appertaining to the TALKING MACHINE INDUSTRY, from a complete outfit to the smallest accessory.

Our 72-Page Catalogue

(sent free on receipt of trade card) is conceded to be a complete cyclopædia of the trade.

OUR PRICES WILL SURPRISE YOU!

We want

a responsible firm in each country to carry samples and represent us on commission. Applications should cover references. We are the largest and oldest exclusive talking machine house in Europe.

American Talking Machine Co.
31 Tabernacle Street,
LONDON, ENGLAND

ALL EYES ARE ON

and all hands are stretched forth for my quick-sale lines of quality. The following are representatives:

DEPT. I
SAPPHIRES
guaranteed genuine. All Types ground.
SHAVING KNIVES, NEEDLES
All accessories finest workmanship

DEPT. II
MOTORS for DISC MACHINE and PHONOGRAPH
MANUFACTURERS
To run any number of Records
TUCK MOTORS

DEPT. III
LYROPHONE DOUBLE SIDED RECORDS
International Repertoire
Disc Albums

Apply to **FR. RAUTH,** 9 Christopher St., **London, E. C.**

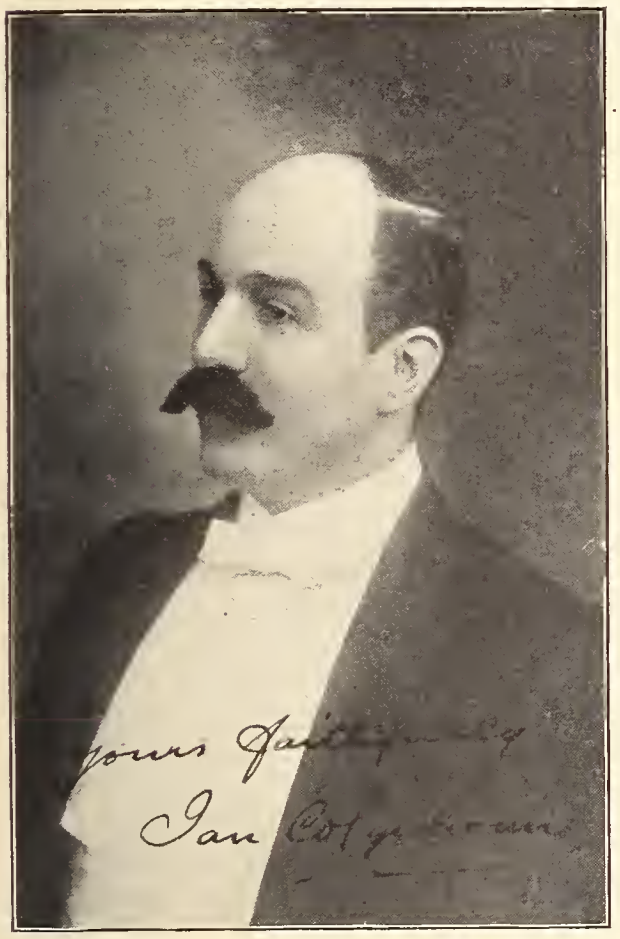
12x10-in. FLOWER HORNS SHADED, 13x11 ALSO IN BRASS
See my previous advertisements. NEEDLE BOXES (Patent) IN 3 PATTERNS
WRITE FOR MY SPECIALTIES CATALOGUE

FROM OUR LONDON HEADQUARTERS—(Continued).

Praise for Colquhoun Records.

The Ian Colquhoun series of excellent songs on the "Imperial Records" is claimed to represent, from the recording point of view, a naturalness of expression as near human as it is possible to get. The following testimonial received April 17 by Gilbert Kimpton & Co., is of an unique character and expresses the appreciation of an eminent professor of acoustics, Cambridge:

"There is in the tone of these records a humanity almost uncanny with a charm most bewildering. Roundness and throat-born fulness of timbre as well as all that delicate modulatory



IAN COLQUHOUN.

light and shade, in fact, all that inexpressible nuance which goes to contrast the human being with the mechanical musical box are there. The singer has impressed his fire and passion upon the undulatory track and the listener is impelled to hark, and hearing, *feel*. To play them before a curiously condescending auditor reminds one of the words of Goldsmith, 'And fools who came to scoff remained to pray.'

"'The Death of Nelson' is *sung*. The melody is not thrown off the chest with an effect of a handful of marbles thrown along a corrugated roof. Compare the rendering of 'But dearly was that conquest bought, too well that gallant hero fought,' its telling rallentando and fervor of emphasis with the usual 'trip-it-merrily-o'er-the-lea' style of most stormers. The glorious victory of Trafalgar was received in England with exultation mingled with sorrow at Britannia's loss. Such a feeling breathes forth from the disc and one feels that he lives in that time of rejoicing and grief.

"More so, however, 'Will ye no come back again' lifts me out of the present back over a century and a half to the dreary, dead days of a music and art hating king. No stodgy, sombre, brown stockinged Hanoverian can claim my loyalty or love. The melodious cadence and deep delving soul awaking pathos I feel, and am at once a mourner for the fate of Bonnie Prince Charlie. Charlie lived upon and dearly loved the arts that make a man. No wonder he 'better lo'ed canna be.' The shade of Flora MacDonald must be here as I listen and together we mourn for the fair, brave and reckless Prince. These two crystallized echoes of Ian's heart and art make one wonder whether the original or the copy is the better of the two. What does the singer think?

"The other records, 'Rule Britannia,' 'The Englishman,' 'Allan Water' and 'To-morrow will be Friday,' in the same way are triumphs of expression. The quaint monastic humor of the last is well brought out and the pathos of 'Allan Water' reveals a master hand, for there is no slobbering sentiment about it. The first two make one a Jingo, but not of the fire-eating variety. If I had not in my mind the great gulf existing between these and other discs I hear and have heard, I should say that perfection has herein been achieved. Knowing the house that has produced them, I will reserve myself for their later efforts. I have confidence and believe that they will improve, but how I know not."

Now Called the "Dictaphone."

"Dictaphone" is the new name coined by the Columbia Co. for their office or business graphophone. It is expressive and plainly tells the purpose of the instrument. Among the most recent progressive firms to take up the Dictaphone method of correspondence are Butler & Tanner, printers, of Frome, Somerset, and Beston's Advertising Agency, of Birmingham. These firms have introduced Columbia machines with great success. Arthur Worsley has re-entered the service of the Columbia Phonograph Co. in the office graphophone department. Some clever literature bearing on the Dictaphone has just been issued by the London office. The improvements made on the machines as well as letters from many prominent people using them are referred to at length.

A Topical Display.

A bit of very interesting topical advertising is to be seen just now in the window of the Columbia Phonograph Co.'s establishment at 64 and 66 Oxford street, London W. It takes the form of a "Graphophone Air Ship." Attached to one of the Columbia models is the characteristic equipment of the Aeroplane—extensive wings, propellers and carrying car, the last being ingeniously constructed from disc records. A descriptive card bears the apposite legend:

> *"Daily Mail" Aeroplane Competition.*
> The Columbia Graphophone Represents the Highest Flight
> of inventive genius.

Coming at the present juncture when public interest is particularly directed towards the navigation of the air, through the enterprise of a leading daily and the Aeronautic Exhibition at Islington, the Columbia display is attracting a great deal of attention and the advertising moral cannot fail to be driven home.

Defense of Credit.

Credit is an essential part of trading, nay, more, it is an essential part of present day political economy. It is as necessary for the man who carries on a small business, as for the government which rules an empire. Therefore, there can be nothing fundamentally wrong in a credit system.

Further Endeavors to Maintain Prices.

The following is a copy of a letter sent last season to various factors by Mr. E. Oppenheim respecting the upholding of prices for "Industric" flower horns:

"Dear Sirs—Having been requested by a large number of factors to insist on the necessity of upholding all prices for flower horns, and feeling convinced that after the experience of the cutting of prices for brass horns among all the factors, that it would be in their interest that the repetition of this cutting should be if possible avoided, I have decided to ask all my customers not to sell flower horns to the dealer below the following prices. (Here follow the rates for various style horns). The prices to hold good until the prices to the factor have been reduced, when it will be necessary to enter into a new agreement. Any factors found selling the horns to the dealers below the prices and condi-

CARL LINDSTRÖM, G. m. b. H.
BERLIN
LARGEST Continental Manufacturer of All Kinds of
TALKING MACHINES
Best Quality **Best Workmanship** **Best Value**
Agent for England and Colonies:
O. RÜHL, 6 and 7 Red Cross St. London, E. C., England
To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued).

tions stated above will have his future supplies stopped. I ask you to kindly let me have a letter to the effect that you agree not to sell these horns to any dealer below the above mentioned prices and conditions. At the same time I should be glad if you would always at once inform me of the name of any factor of whom you have clear proof that he has sold flower horns to a dealer below the prices stipulated above."

Price Maintenance Crusade.

Several important contributions anent this question have unavoidably been held over for want of space.

Cheaper Post to Canada.

The Postmaster-General annouuces a reduction in the postal rate on newspapers, magazines and trade journals to Canada, on and after May 1, to continue, subject to modification, if necessary, for a period of four years. The present rate of 2d. per 2 oz. or 4d. per pound has proved such a handicap to British publications, in competition with those from America at a much lower rate, that they have been unable to obtain a footing in Canada. The new rate of ½d. per 2 oz. still stands, 1d. for every pound weight will have a far-reaching effect. More British newspaper advertisements will be read, less Americau, and consequently it means that Englisb goods will find a wider market, and commerce between England and Canada will largely increase, especially now that further preferential tariffs and other considerations under discussion at the Colonial couference, are likely to result in something definite and permanent.

Enterprising Irish Jobber.

T. Edens Osborne, the well-known talking machine factor of Belfast, Ireland, in his advertising makes some excellent points in favor of the "talker" as an entertainer in country homes. One of his excellent "ads." in the Ulster Echo was as follows, and proved very productive of results:

MUSICAL TALENT BY PARCELS POST.

Those who reside in the country village, on the farm, or far removed from the pleasures of town or city cauot now complain of the quietude, dulness or monotony of their lives, for just as the telephone aunihilates distance and enables people to converse with each other, though separated by hundreds of miles, so the Edison phonograph, Gramophone or Zonophone records, which can be conveyed through the post witbout breakage, will enable those who possess "talking" machines to enjoy the world's best musical talent in their own homes "far from the madding crowd." Records of celebrated bands, vocalists, etc., from 1 shilling each upward can be had from Mr. T. Edens Osborne, 4 Donegall Square, W., Belfast, who will send, post free, catalogues of instruments and records to prospective purchasers. He holds the largest stock of these goods in Ireland.

Very "Yankee-like" in character, is it not?

Decided in Columbia Co.'s Favor.

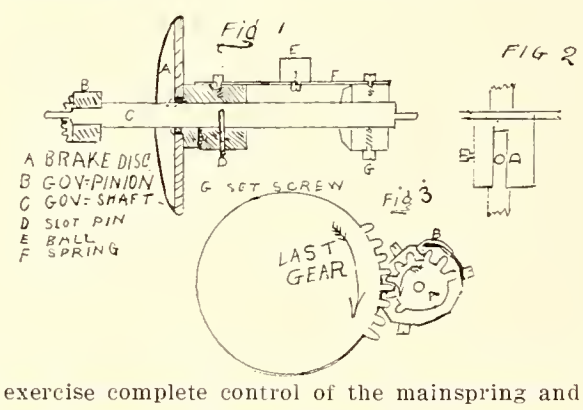
Recent advices from Berlin to the Columbia Phonograph Co. report that the litigation which has been going on for some time in Germany, involving tbe invention of the gold molded cylinder record, has been decided in favor of the Columbia Phonograph Co., with all costs assessed against the Edison Co.

IMPORTANCE OF THE GOVERNOR

In Talking Machines—How to Obtain the Best Results Distinctly Set Forth by Philip Neale, Talking Machine Expert of London.

The governor in a talking machine is everything that its name implies. Governor he is and governor *he will be;* he is the all-important factor; then a good and faithful governor we must have; how to obtain the best results is the object of this article. I shall try as much as possible to avoid all technical terms for the benefit of all readers.

The simplest way to recognize the duties of the governor is to know that its only duty is to



exercise complete control of the mainspring and the duties of the mainspring are to drive the motor and all moving parts.

There are governors of two weights, three weights and four weights. The two weights are generally used in disc machines and differ from the others only in one part; see Fig. (2) (D), which is used where the flat springs are long.

Now, it must be observed that any difference in the strength of the spring, or untruth of the brake disc (A) (Fig. 1) means a vibration in the motor. It is absolutely necessary then that the balls must be of the same weight and the springs from the same piece of steel. Now we will proceed to build a new governor. Take a piece of the steel ribbon (or flat wire), as it is called by metal dealers, and procure sufficient ribbon to build up your governor. Proceed by cutting three lengths, as per old ones, then with a hard triangle drill make a hole in the middle of each spring, neat screw the whole three on to *one* ball, now fix one set of end in the vise, with a brass support at the back and drill one lot of holes; now finish one spring and place in position on the governor, then take spring No. 2, screw on to governor and mark off carefully for third hole; same process for spring No. 3. Now put governor in its place, set motor running and watch the brake disc, if this is not perfectly true, take a small hammer and tap the disc from the outside until it runs perfectly true.

We next examine the governor pinion; if this is worn, the cheapest way is to replace by a new shaft and pinion, previously noting the position of governor on the shaft, especially the new "Gem."

Now we come to the *loose* pinion, and it will be interesting to note how a simple error in the assembling of this governor shaft and pinion has been the downfall of the best cheap machine on the market. By a loose pinion I mean one that is not fixed to the shaft. It is generally made of celluloid pressed fibre or some whalebony substance, which runs silently, but will not stand the strain of the sudden stop of the last gear (Fig. 3) (on which the stop lever works). This pinion is connected to the governor shaft by a wire book. (See Fig. 3-B). Now, this wire hook *should be* screwed to the governor shaft, so that the hook engages the leaves of the loose pinion (A Fig. 3), so that when the loose pinion is being pulled round by the last gear (Fig. 3) the governor will have to go, too; thus when the last gear is stopped by the stop lever the loose pinion is stopped also, but the governor and shaft continue to revolve until it runs itself down. This is as it should be, but alas! it is not always so, hence the mistake, the wire hook is fixed the reverse way. Do you see the mistake? What is the result? Why instead of the loose pinion pulling round the governor it simply induces it to go round by the pressure of the wire hook, the pinion often slipping round faster than the governor (causing a falling of the voice), sometimes going down with a rush, loosing the centers and often opening up a field for further trouble. The customer probably takes it to a local repairer, who examines it and can see nothing wrong, and without doing anything to it returns it to the customer, with a "it's all right now, sir; two-and-sixpence, please," the trouble still continues; the owner gets disgusted, gets rid of his bargain (?), which eventually comes to an untimely end.

PHILIP NEALE.

MULTIPHONE CO. IN NEW OFFICES.

The Multiphone Operating Co., of this city, have removed their offices to 141 Broadway, where they are occupying a handsome six-room suite. Since opening their new factory on Vandam street they have been in a better position to handle their rapidly increasing business. The Multiphone Co. expect shortly to put out something new in the line of talking machines for home use, which, of course, will be interesting news for the jobber and dealer.

Leeds & Catlin Co. have booked an order for one million Imperial records for export shipment.

THE BRITISH BOOM OF THE YEAR!

THE RECORD THAT'S HALF AN INCH LONGER!

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s. **Liberal Discount for Export** **25 CENTS**

MANUFACTURED By

THE RUSSELL HUNTING RECORD CO., Ltd.

13, 15, 17 City Road **LONDON, E. C., ENGLAND**

Australasian Representative: **H. A. PARKER,** 19 Hunter Street, SYDNEY

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. **LONDON, N. W.**

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

GOOD REPORTS FROM CINCINNATI.

Sales Are for High Class Goods—Grand Opera Season Helped Things—Smith & Nixon Window Display—Rudolph Wurlitzer Co.'s Method of Cleaning Records Winning Wide Notice—Other Items of Interest.

(Special to The Talking Machine World.)

Cincinnati, O., May 9, 1907.

The talking machine situation in this city is extremely satisfactory. The sales running mostly in the larger types of Victor machines, a feature suggesting the popularity of the machines with the higher classes. The sales of "Victrolas," Victor Sixths and Red Seal records are the orders of the day, and the retail talking machine stores carefully fostered by the local distributor, The Rudolph Wurlitzer Co., are making the best of a magnificent territory.

The visiting talking machine man is invariably impressed with the splendid conditions of the trade. The dealers as a rule carry in stock the entire Victor catalog—including Red Seal records, as well as the entire line of Edison records. Entire harmony exists among the dealers who can often be seen comparing notes while visiting in the wholesale talking machine salesrooms of the Rudolph Wurlitzer Co.

The grand opera season naturally created a large demand for Red Seal records and was attended by a big demand for Victor "Victrolas." Caruso and Geraldine Farrar were the stars which outshone the lesser lights, and the recent sales of records rendered by these artists were phenomenal.

The Smith & Nixon Co. took advantage of the recent opera season with a timely window display—enlarging on the possibilities of the Victor, as an exponent of grand opera.

Mr. Silverman, the energetic manager of the Salm Talking Machine Co., which firm carry the complete catalog of Victor records, American and foreign, and Red Seal—reports an excellent trade in high priced machines and operatic and Red Seal records. The demand for the new six dollar quartet record has been a revelation even to this progressive firm, who are accustomed to doing things on a large scale.

We have had occasion to welcome a new talking machine firm, who will undoubtedly prove very active competitors, the Van Phonograph Co., a ten thousand dollar concern, recently incorporated—occupying an excellent location on upper Vine street. This firm will undoubtedly make a record in selling machines and set the pace for firms less favorably located.

George Link contemplates enlarging his store considerably to care for his increased talking machine business. He reports sales very brisk and is quite enthusiastic regarding the future.

The Victor exchange proposition has stimulated business wonderfully. The Rudolph Wurlitzer Co., being in excellent shape to take care of the tremendous demands made on their stock by dealers who had their exchange made redeemable through this firm. The up-to-date methods upon which their talking machine business is conducted has been thoroughly appreciated by the trade, as the big orders received from distant points demonstrated. Visitors have been surprised at the absolutely perfect condition with which their enormous stock is kept. As soon as a record is received from the factory it is cleaned by means of a pneumatic brush, which has a suction power of 25 lbs. This brush is passed over the surface of the record and removes every atom of grit, cleaning the dust which results from the mold, as well as any grit, which may have settled on the record while in stock at the factory.

The Rudolph Wurlitzer Co. are delighted with this method of cleaning records, and according to statements made by experts, they have found the only plan of removing the grit from the record groove. A cloth is unable to clean the minute record grooves, and merely serves to transfer the dust from the surface of the record and pack it into the groove. As soon as it became known that this apparatus had been installed—a number of retail customers brought their records to the talking machine department to be cleaned in this manner and the Rudolph Wurlitzer Co. propose to make this a regular adjunct of their retail repair department with every prospect of a flourishing business.

The talking machine department now occupies about 25,000 ft. of floor space of the large building now occupied by the company. The Edison commercial phonograph has been recently installed in their offices and this transcribing department is considered a "model" of its kind. A visit to the talking machine department of this company will certainly be a revelation to those who are not thoroughly acquainted with the marvelous growth of the business during the past two years.

EDWIN A. DENHAM CO. REMOVE.

The Edwin A. Denham Co. have removed from 31 Barclay street to 500 Broadway, New York, where more commodious quarters have been secured. The new premises are much more conveniently located. The company in a recent letter to their jobbers call special attention to their Lyra talking machines, picture-moving devices and a general line of novelties. Many of them are offered for sale for the first time in this country. They are making a big hit with their new reproducer for the recent type of talking machines, one of the chief merits of which is that it is so constructed that the reproducing point can neither fall out nor be pushed in. J. Grosbut, secretary of the company, recently returned from Europe, where he had been on a buying trip.

The second model of the hornless cabinet has been received at the headquarters of the Columbia Phonograph Co., General, in the New York Tribune Building. The design and finish, of mahogany veneer, are fine examples of workmanship, and Walter L. Eckhardt, manager of the wholesale department, who is responsible for this latest addition to the company's line, is particularly proud of his handiwork.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The **Lynn Record Cases and Peg Boxes** are another of our products.

We also manufacture the **Wentworth and No. 10 Horn Stands.**

Special Lines and Special Prices on Flower Horns.

We solicit a trial order.

Boston Cycle & Sundry Co.,

J. M. Linscott, Manager

48 Hanover Street, Boston, Mass.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street
Cable Address, Dougphones, N. Y. New York
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

Mr. Dealer

How Ic. May Realize $100.00

Invest _____ in a Postal Card
address it to the

Douglas Phonograph Company
89 Chambers Street, New York City

put your name and address on the other side, and we will mail you as issued our Snap List. It only costs you .01c.

Realize _____ that we are the

Largest Exclusive Talking Machine Concern in the World

and continually have to offer New and Original Accessories that stimulate business.

Also every once in awhile we offer something at Bargain Prices. These offerings are new, fresh goods, and are mainly articles we discontinue to catalogue.

You can make _____ $100.00
or more by keeping in touch with us.

We carry
the largest stock of EDISON PHONOGRAPHS and RECORDS in the U. S.

Ask for samples of our Imported German Disc Machine Needles. Compare our quality and prices and we will get your orders.

NEWS FROM "QUAKER CITY."

Business Reported Satisfactory—Honors for E. C. Miller—Weymann's New Building—Lewis Co.'s Display—A Chat With Adolph Weiss—Musical Echo Co.'s Success—New Keen Specialty—Activity at Bauer's—Other News.

(Special to The Talking Machine World.)

Philadelphia, Pa., May 10, 1907.

Trade for the past few weeks has beeu surprisingly satisfactory despite the continued bad weather. Victor records are scarce—not enough to go round, while the Edison and Columbia are finding a large market.

The talking machine trade will nndoubtedly be glad to learn of the appointment of E. C. Miller, head of the Penn Phonograph Co., of this city, as president of the Philadelphia Stock Exchange. Mr. Miller is one of our most influential bankers and brokers, and like everything else he undertakes has put the Penn Co. on a strong and enviable footing. F. W. Barnhill, secretary of the company, reports business very satisfactory. G. E. Friedel, the road representative, is keeping the wholesale department busy. Speaking of collections, The World's representative, while visiting, got a line on J. B. Miller, the popnlar treasurer, on the trail of delinquents with a pocketful of "Perfectos" for bait.

H. A. Weymann & Son, Edison and Victor jobbers, 923 Market street, have just leased the large five-story grauite front building, No. 1010 Chestnut street, and will take possession June 1. This building, which will give them 5,616 square feet to the floor, is undergoing extensive alterations. The entire basement and half of the first floor will be devoted to talking machines, the remaining half being turned over to sheet music. The second and third will be taken up by the pianos and small goods, the remaining floor to be used as a factory.

Lonis Buehn, president of Louis Buehn & Bro., reports business so far this month as of a high standard and 'way ahead of April.

The Lewis Talking Machine Co., who are enjoying the increased activity evidenced during the past two weeks, are carrying on an active campaign in Columbia goods in this territory, and are having an enormous demand for the new Marconi records. Their recent nnique window display at 15 South Ninth street, kept a crowd constantly in front of the doors. It consisted of a Marconi record tightly held upright in a groove, to the upper edge of which a stiff wire or rod was fastened, the rod at the other end being conuected with the revolving turn-table of an ordinary disc machine. This, when in operation, kept continually bending the record backward and forward, illustrating its flexibility and demonstrating its non-breakable qualities. They are having much success with the Petmecky needles, for which they are sole agents in this section.

Adolf Weiss, of the Western Talking Machine Co., reports trade as steady, and said: "To a large degree the days of immense booms and enormous profits in this business have gone by, and we now enjoy, what is in many ways preferable, a good, steady trade, with a fair margin of profit. No longer is the talker business a get-rich-quick enterprise, but a regular and substantial mercantile venture. Each man has his own particular line of customers who stick by him as long as he looks out for their best interests, aud a jobber has little to fear from outside competition as long as he keeps up to the times. Yes, we feel very well satisfied with the present condition of affairs."

The Musical Echo Co. are experiencing a large increase of business in all departments over last month, and their entire staff is kept on the jump to help the good work along. This company enjoy the reputation of possessing by far the handsomest showrooms in the East. When they first opened up many thought, "They'll never make it pay," but they reckoned without H. E. Marschalk and L. J. Gerson, the enterprising heads of this house. These gentlemen have effectually demonstrated that nothing is too good for this trade. They were after the high class trade, and if one could but see the carriages and automobiles that draw up at their door, he would not long be in doubt as to whether they have succeeded. This company are not, however, turning all their attention to the retail end of the business, for each detail in the wholesale is given their most careful attention, in consequence of which their list of dealers in Edison and Victor goods is gradually growing longer.

The Keeu Co., of this city, are about to place on the market a disc record rack, which will merit the attention of dealers and jobbers. Further details will appear in The World next month.

C. J. Heppe & Son, 1117 Chestnut street, report business in their talking machine department as excellent, the Victor and Edison running about even. They are carrying on an extensive advertising campaign, which has brought a pile of new business. This end of it is ably handled by I. W. Irwin.

The Baur Co., manufacturers of the famous Stewart banjos, are having quite a large demand for these instruments among the talking machine trade, with a good call for violins of the better class. This company are now preparing to issue a complete catalog of their line of musical instruments.

James W. Cooper, manufacturer of record cabinets in this city will shortly issue a new catalog in which will be shown a number of new and unique designs.

CALVE AT THE VICTOR FACTORY.

The Famous Cantatrice Makes Four New Records.

Just previous to her return to Europe recently Mme. Calve paid a visit to the Victor factory at Camden, N. J., for the purpose of making four records of operatic selections, including a Carmen number, for which she received a check of $6,000. After finishing the records contracted for, Mme. Calve made a beautiful record of the "Suwanee River" gratis as a token of good will.

While at the factory the prima donna took occasion to compare her records with those made by other great operatic stars, and took special delight in comparing her voice as reproduced from a record with that of the famous Patti.

A. BLACKMAN ANNOUNCEMENT.

The Blackman Talking Machine Co., 97 Chambers street, New York, have been selling large quantities of their folding trays for cylinder records, illustration and description of which appears in their advertisement in this issue. They regret to announce that, owing to the increased cost of material, it has been necessary for them to make a slight advance in the prices. The new prices are quoted in their advertisement, and take effect June 1. Any orders received prior to that time will be filled at the old prices, providing stock is not exhausted.

PRICE CO. OPEN IN NEWARK.

The Price Phonograph Co., who have opened their new place at 54-56 Clinton street, Newark, N. J., are carrying a complete line of Victor goods, record cabinets and supplies for the wholesale trade only. It is the intention of Mr. Price to cover the jobbing end exclusively, giving every dealer the best of service. There will be no retailing. This company have just got out some very handsome show cards in colors, which should prove exceedingly interesting to dealers. They are referred to iu their advertisement elsewhere in this issue, and have made a big hit. The Price Co. control several retail stores in Brooklyn, Poughkeepsie, Wappingers Falls, and they are preparing some new business getters for the trade. The Victor department at Newark is under the competent management of Clinton I. Price.

F. J. WARBURTON HONORED.

Frederick J. Warburton has been elected a vice-president of the American Graphophone Co., succeeding William E. Bond, whose continued illness rendered his retirement advisable much to the regret of his associates. Mr. Bond will, however, still hold office as chairman of the executive committee.

For a Powerful Organ-like Tone the New

M. Hohner "TRUMPET CALL" Harmonica

Surpasses any mouth-organ that has ever been placed on the market.

No. 220. This instrument which has lately been offered to the trade is endowed with a phenomenal amount of tone power. The reeds are directly connected with a wooden sound-box, into which the tone passes, and finds an outlet through five Brass Trumpet Horns which protrude from the box. No Harmonica of this kind has ever been shown to the trade before, nor is there any which increases the tone so wonderfully. In the hands of an expert player this instrument can be made to sound like a church organ. In producing this instrument the house of Hohner has again shown great results from its constant effort to bring the Harmonica on the level with a high-class musical instrument. The mouth-organ has 10 double holes, 40 reeds, brass plates and is full concert.

M. HOHNER, 475 Broadway, NEW YORK **76 York Street, Toronto, Canada**

COLUMBIA CO.'S NEW QUARTERS.

Columbia Phonograph Co. Concentrate Their Two Broadway Stores at Nos. 35-37 West 23d Street, New York.

On May 1 the Columbia Phonograph Co. removed their stores, at 353 and 872 Broadway, to 35-37 West 23d street, New York. A new establishment was also opened at 111 Chambers street, making a fresh addition to "talking machine row," and where both a wholesale and retail business will be conducted. R. F. Bolton, formerly chief of the company's credit department, will be in charge of the latter place. As previously stated, both premises are to be remodeled and handsomely decorated.

WAREROOMS OF THE COLUMBIA PHONOGRAPH CO., 34-37 W. 23D STREET.

BALTIMORE'S TRADE HAPPENINGS

Presented Briefly, But Fully, for Our Readers.

(Special to The Talking Machine World.)

Baltimore, Md., May 8, 1907.

Despite the close proximity of the summer months, which has usually been the dead season for the local dealers, the wave of prosperity which struck the local talking machine dealers shortly before the winter holidays, continues unabated, and the local dealers are in great spirits over the prospects of transacting a heavy summer business. The business in local circles is unprecedented, and has grown to such proportions that several of the local piano firms have added a line of talking machines to their business. The jobbers in the city also report that their wholesale business is growing rapidly, and that they have their hands full in looking after orders.

After completely renovating the four-story building that was formerly occupied by the Columbia Phonograph Co., the firm of E. F. Droop & Sons have entered the building and are almost settled in their new quarters. However, many changes are yet to be made before their new quarters are thoroughly satisfactory. Besides a new display window, which was placed in the store at the expenditure of several hundred dollars, the interior of the building has been completely repapered from top to bottom. The first two floors are being used for display purposes, while the third and fourth floors will be used for the wholesale department. Joseph A. Grottendick, the local manager for the firm, said yesterday that business had almost doubled since they moved into their new quarters, and that the sale of the high priced talking machines continues to grow, and is one of the gratifying features of the business. They are also now carrying a complete line of the Edison phonographs as well as the Victor talking machine.

George A. Gustin, the local representative of the Columbia Phonograph Co., stated that their number of sales have greatly increased since they moved into their new quarters, which are considerably nearer the heart of the shopping district of the city. "Our business has improved wonderfully," remarked Mr. Gustin, "especially in the retail department, and our force is always on the go. Of course, the increase in business is in the retail department, while in the wholesale end the improvement is not so marked. The Marconi velvet tone records, which we have just recently acquired, are selling very fast, and seem to be popular. We are also doing a land-office business in the sale of high-grade grand opera records. Most of these records are the product of the Manhattan opera company stars, and sell from $3 to $5 a record. Notwithstanding the high price of these records, they are selling better than the cheaper 50-cent ones."

In order to show to the public the flexibility of the Marconi velvet tone records, Mr. Gustin has arranged a very unique display of the records on the walls, and they are tacked and hammered into many different shapes.

The well-known piano firm of Sanders & Stayman have just recently added a line of Victor talking machines.

The firm of H. R. Eisenbrandt & Sons, which several months ago was complaining because they could not get enough Victors to fill their orders, still declare that the talking machine department is the best paying one in the store.

TO INTRODUCE A FOLDING HORN.

The Ideal Fastener Co. are now introducing a new folding horn which is attracting widespread attention in the talking machine trade, and according to a member of the firm, "those who have seen it proclaim it a most ingenious and artistic device in every respect." He says further: "A remarkable feature of the new horn is that it may be opened or closed instantly, and in a very simple manner, there being absolutely nothing to get out of order. When open for use the horn is 32 inches long, with 24-inch bell, presenting very graceful lines. A complete success has also been attained with regard to sound, which is full and pure and identical with that produced by the best and most expensive wood horns. When folded and wrapped the horn has somewhat the appearance of a music roll, and may conveniently be carried under the arm or placed in a corner occupying no more room than an umbrella."

Some large orders have already been taken. Further particulars of the new horn will soon appear in this paper.

Though not quite prepared to make the official announcement, it is assumed that the National Phonograph Co. will put a new horn on the market in connection with their machine outfit, so as to make their proposition complete in every detail. The horn is of special design and finish, and those in the trade who have seen the article speak of it in the highest terms.

The death of O. F. Kauffman, of Reading, Pa., in the wreck of the Shriners' train in California, is deeply regretted.

"Do You Want What You Want When You Want It?"

Of course you do, but it's Dollars to Doughnuts you're not getting it

MR. DEALER: We are Jobbers Exclusively

a distinction we wish to emphasize.

Your orders have our first and only consideration. Consequently we can give them better attention than if our interests were divided. *Note these few points:* Orders filled same day received. Goods absolutely new (no retail department stock to send you). Every Victor record placed in an envelope when received from the factory. Our enormous stock and shipping facilities enable us to give you the best possible service. If you are not getting perfect satisfaction

TRY US ON

Edison Phonographs and Records
Horns, Cranes, Supplies

Victor Talking Machines and Records
Herzog Cabinets

THE ECLIPSE MUSICAL CO., Exclusive Distributors

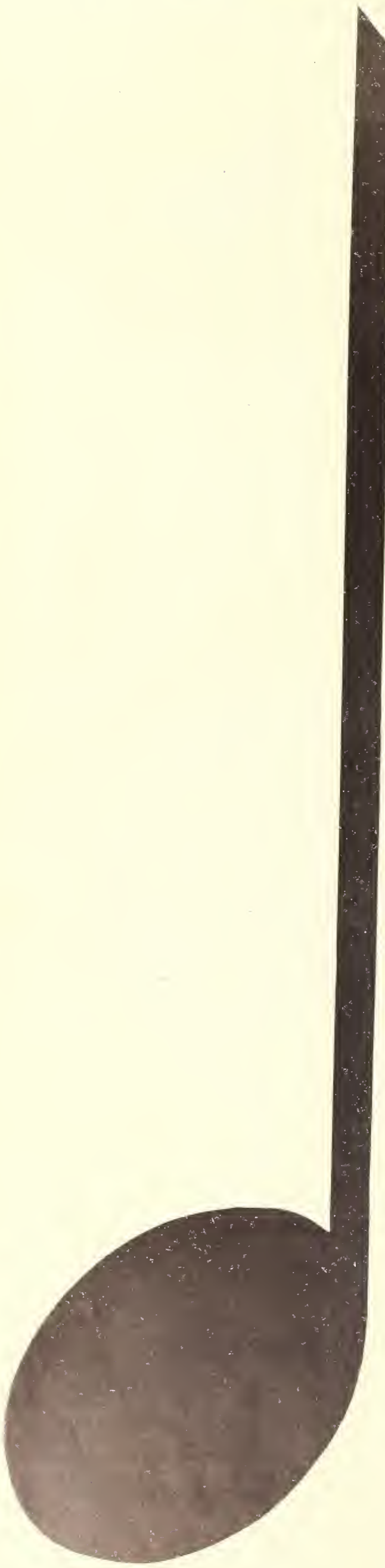
1870 EAST 9th ST. (Erie Street)
Near Euclid CLEVELAND, O.

We intend that every time a man sees the Columbia trade mark he shall be reminded that it's high time he owned a talking machine. And we intend that every man who becomes interested in talking machines shall know that the Columbia trade mark is the selling sign of the Graphophone—the instrument that was first in the field and is still far ahead and gaining every day

COLUMBIA PHONOGRAPH CO., Gen'l,

Tribune Building, N. Y.

Stores in all principal cities. Dealers wanted wherever we are not now represented.



Sell Colun

QUALITY AND REPE
SURE, STEADY,

WHEN you realize that Columbia Cylin der Records are made by a far bett process and from altogether better ma terials than any others, it's plain enoug why casual buyers become regular cu tomers as soon as they find it out.

When you realize that in spite of th *quality* which has built up the enormou demand for Columbia Cylinder Record they nevertheless *cost less* than any others it's easy to see how your Columbia trad becomes both *profitable* and *certain.*

When you realize that Co lumbia Records are made in th largest talking machine factor in the world, and under the origi nal basic patents, it's easy to se

Columbia Phonogr

TRIBUNE BUI

GRAND PRIX, PARIS, 1900

DOUBLE GRAN

Stores in All Principal Cities

ia Records!

RY BEYOND COMPARISON
PROFIT EVERY DAY

hy the Columbia name stands for every oint of quality that a record can embody. By faultless precision in the selection nd combining of the materials, and cer- in delicate processes in the making— rocesses that we control—we are nabled to produce a record that is a ner piece of workmanship than can be roduced anywhere else in the world; ner in *service,* in *durability,* in volume— *much* finer that you don't have to gue about it with any one who owns talking machine.

Columbia Records fit all talk- g machines, and even a careless, nskilled ear at once detects the ifference.

COLUMBIA GRAPHOPHONE

h Company, Gen'l

NEW YORK

L. LOUIS, 1904 GRAND PRIZE, MILAN, 1906

Dealers Wanted Wherever We Are Not Now Represented

TRADE NEWS FROM THE CITY OF CULTURE.

Trade Has Been Exceptionally Good Since the First of the Year—Jobbers Report It Difficult to Get Ample Supplies from the Manufacturers—Teamsters Strike Has Interfered Considerably With General Trade—Columbia Phonograph Co.'s Scheme for Developing Business—H. R. Skelton Joins Columbia Forces—"Doc" O'Neil Reports Fine Conditions Throughout the Country—Eastern Talking Machine Co. Activity—Boston Cycle & Sundry Co. Advance.

(Special to The Talking Machine World.)

Boston, Mass., May 9, 1907.

There seems to be nothing but good things ahead for the talking machine trade in Boston and vicinity this spring and summer. Trade since the first of the year has been exceptionally good, and the summer starts out with every prospect for a larger volume of business than last year.

The jobbers in and about Boston report the same old trouble of not being able to get their goods from the factories, and the retailers have the same old trouble of not being able to get their goods from the jobbers, but things are moving as rapidly as can be expected with the large amount of business that is being done.

The teamsters' strike in Boston has done a great deal to affect the jobbing trade, and many shipments are held up in the freight houses because there are not teams enough to take care of them.

The Columbia Phonograph Co. have started upon a new scheme for increasing the business, and the idea is working much better than even they anticipated. The scheme is to place a branch store in the various sections of the city, such as Dorchester, South Boston, the West End, etc., place a man in active charge with a younger assistant. Instead of sitting down all day, waiting for trade to come in through the door, this man goes out canvassing while the younger man remains in the store. The result is that a very large amount of trade is being brought into these branch stores, and, of course, it all centers at the big store on Tremont street.

Harry R. Skelton, until recently with the Houghton & Dutton Co. and the Winchell Co., has entered the employ of the Columbia Phonograph Co. as floor salesman. The Marconi velvet tone records of the Columbia Co. are in great demand now, and the house cannot get enough of them from the factory. The I. C. S. language course for the phonograph is also going well.

"Doc." E. F. O'Neil, the Victor representative, was in Boston this week. He reports very fine trade conditions all over the country, with the West exhibiting a good deal more hustle than the East. "Perhaps this is because there is so much uudeveloped territory there" he says. Mr. O'Neil is considering an offer to go to China for a couple of years as the Victor representative.

Wholesale Manager Chamberlain, of the Eastern Talking Machine Co., says of trade conditions: "I believe that we are entering upon the busiest summer the talking machine business has ever had. It beats me how this trade grows every week. The growth is very largely on the higher priced instruments, too, showing that people realize that the instrument is not a plaything, but a genuine thing of value."

Retail trade at the Eastern Talking Machine Co. is very good. A fine display of horns was made this week, and the new line of cabinets just received gives the store a distinctive air that is very pleasing.

The Zonophone Co. are putting out a combination writing desk and Victrola that is being sold in large quantities.

M. Steinert & Sons make a specialty of the higher grade Victor instruments, and their wholesale business has been more than satisfactory. There is a constant call here for the high grade machines.

There are few busier concerns than the Boston Cycle & Sundry Co., who are steadily developing their business in talking machine supplies. Their stock was never so large or in such demand.

EDWARD N. BURNS RETURNS

From a Visit to Mexico, Cuba, Porto Rico and Other Islands in the West Indies—Reports Business Excellent at All Points Visited—Paul Nicksie Will Represent Columbia Phonograph Co. in West Indies With Headquarters in Havana—To Visit New York.

April 29 Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, got back to New York on the steamer "Esperanza," of the Ward line, coming direct from Vera Cruz. While in Mexico Mr. Burns had an experience with the recent earthquake disturbances that he does not care to have repeated in a hurry. He also visited Cuba, Porto Rico and other of the West Indies. Speaking of his trip Mr. Burns said: "Business is excellent in all these places, and especially so in Mexico. The ordinary or common people are very poor, but notwithstanding this condition they are buying talking machines in tremendous quantities, and not the cheapest by any means. Mexico is developing into one of the best countries in the world for goods of this kind, and all the companies are represented on the ground and doiug their prettiest to advance the sale of their line and booking great business.

"Paul H. Nicksie, formerly manager of the Columbia & Pan-American Express Co., will be our traveling representative in the West Indies, with headquarters in Havana. He will be in New York early this month to get in touch.

"I had a cable from Charles J. Hopkins, our South American representative, Monday, stating he had just arrived at Buenos Ayres, A. R."

B. F. ELLSWORTH GENERAL MANAGER

Of the Leeds & Catlin Co.—Will Relieve E. F. Leeds Considerably—Loring Leeds Back from Trip to the West.

B. F. Ellsworth, Jr., the new general manager of the Leeds & Catlin Co., New York, was at the factory in Middletown, Conn., in the early part of the week, returning Wednesday. The business of the company has grown so rapidly that to relieve E. F. Leeds, the president, of much detail, Mr. Ellsworth will hereafter give this work his special attention.

Loring Leeds, who is becoming known as the rapid American traveler, returned last week from a five days' jump West and back, bringing his usual plethoric bag of orders.

CLUETT & SONS' DEMONSTRATION.

Cluett & Sons recently held a most successful demonstration of the Victor Victrola at their store in North Adams, Mass., over a hundred persons being present by invitation. Only red seal records reproducing the voices of the grand opera stars, Caruso, Scotti, Sembrich, etc., were reproduced and the enthusiasm of the audience was most flattering. A number of newspaper men were present, with the result that the local papers were most liberal in amount of space devoted to the recital and unstinted in their praise of the wonderful machine and records.

Just before Mme. Calve, the famous cantatrice, sailed for Europe on the 2d inst., she called upon Landay Bros., 400 Fifth avenue, New York, and placed an order for grand opera records running into a large amount. Among them were many of her own beautiful voice. Calve is an enthusiastic admirer of the talking machine, and not long since the Victor Talking Machine Co. presented her with one of their finest machines. Caruso, Scotti, Melba and others of the great artists were frequent visitors at the Landay establishment, buying liberally of records for presents to friends and their own entertainment.

The following recently appeared in the "Advice to the Lovelorn" column of the New York Evening World, and proves what a serious influence the talker has on the matrimonial market. Whether the letter is a joke or not may be judged:

"Dear Betty—I am a widower living with my parents. They are very old, both about eighty years. Now, if they were to die I would be left alone. As I am a good cook and a tidy housekeeper, do you advise me to get married or buy a phonograph to keep me company? My salary is $20 per week. H. E." If you think a phonograph will satisfy your heart longings, by all means buy one. It will be much cheaper than a wife, and will only talk when you want it to.

Koehler & Hinrichs, talking machine dealers, of St. Paul, Minn., have found it necessary, owing to the growth of their business, to greatly increase their stock and department, in order to keep up with the volume of trade which is coming their way these days.

We are not Jobbers of **"HOT AIR,"** but

EDISON JOBBERS

Give us the order and you get the goods. No delay if your credit is good.
As to SUPPLIES! Well, give us a trial.
The Edisonia Co. is still under the management of Mr. A. O. Petit, who has been in the Talking business for 20 years. Satisfaction guaranteed or money refunded.

THE EDISONIA CO., NEWARK, N. J.

EXHIBITORS AT JAMESTOWN.

Columbia Co.'s Fine Display—C. B. Haynes to Exhibit Edison Line—Roth & Engelhardt in Evidence With Self-Playing Pianos.

(Special to The Talking Machine World.)

Norfolk, Va., May 10, 1907.

The Jamestown Ter-Centennial Exposition is fast assuming a finished appearance as the host of workmen rush night and day, and although the visitors at the opening on April 26 were somewhat disappointed at the incompleteness of certain buildings, later visitors are loud in their praise of both buildings and exhibits.

The Columbia Phonograph Co. have a handsome booth at the Exposition, in which are displayed many novel designs of graphophones as well as the valuable features of the commercial graphophone system.

While the National Phonograph Co. will not exhibit directly, C. B. Haynes & Co., the Edison jobbers, of Richmond, Va., will display a full line of machines and records, being assisted from headquarters in arranging an attractive display. They will not compete for prizes.

Roth & Engelhardt have an elaborate exhibit of their line, including the Peerless automatic player pianos, and their specialties receive a great deal of attention from the visiting crowds.

INJURIOUS LEGISLATION "KILLED."

In last month's World extended reference was made to the bill presented to the Connecticut Legislature relative to goods sold on conditional bill of sale, or lease, and which, if it became a law, would have a decidedly injurious effect on the talking machine interests. The measure was strongly fought by the Pardee-Ellenberger Co., the enterprising jobbers of New Haven, who issued a circular to the trade stimulating opposition to it. Thanks to their efforts, the judiciary committee of the Legislature has reported unfavorably on this bill, and the matter is dead for the present.

CASES AGAIN POSTPONED.

Instead of argument being heard in the United States Circuit Court, New York City, May 10, in the suits of the American Graphophone Co. against the Leeds & Catlin Co., New York, and the International Record Co., Auburn, N. Y., both cases were sent over by Judge Lacombe for two weeks, namely, to May 24. In the Leeds & Catlin Co. case the motion for a preliminary injunction is to be renewed. The infringement charged is that of the Jones patent process for duplicating disc records, which was upheld by the United States Circuit Court of Appeals, second circuit.

RECENTLY INCORPORATED AT ALBANY.

Telegraphone Distributing Co., New York; capital, $5,000. Directors: L. J. Kersburg, Isadore Miner, Hyman Epstein, New York.

* * * *

Language Phone Method, New York; capital, $10,000. Directors: E. E. Folliotte, New York; P. J. Doherty, Brooklyn; E. H. Neary, Jr., Passaic.

The new catalog issued by the New Jersey Sheet Metal Co., of Newark, N. J., showing their complete line of horns, both regular and collapsible, is in good demand.

A NOTABLE CALIFORNIAN

Is Peter Bacigalupi, the Famous Talking Machine Man, Who Has Triumphed Over Many Difficulties Since the Great Fire.

The illustration below shows something of the development in both avoirdupois and material goods that Peter Bacigalupi, the well-known wholesale and retail talking machine man of San Francisco, has experienced since the 'quake and fire. As stated some months ago in The World, Mr. Bacigalupi recovered rapidly from the catastrophe which swept away everything he had. He immediately commenced buying up ground leases and erecting temporary stores on Golden Gate avenue, which he either rented at high rate or used for various kinds of stores himself. His interests are indeed diversified, but the bulk of his personal attention is given to his several talking machine establishments, which are all doing a splendid business.

DUPLEX PHONOGRAPH CO. WIN.

Judge Knappen, United States Circuit Court, Western District of Michigan, second division, sitting at Grand Rapids on April 30, denied the petition of the Victor Talking Machine Co. and the United States Gramophone Co., Camden, N. J., in which they asked for a temporary restraining order directed to the Duplex Phonograph Co., Kalamazoo, for alleged infringement of the Berliner patent. The court refused the temporary order conditionally that the defendant prepare for trial of the case in October. The decision is brief. A report that the factory of the Duplex Phonograph Co. had been closed, was subsequently proven erroneous.

A HANDY HORN BROCHURE.

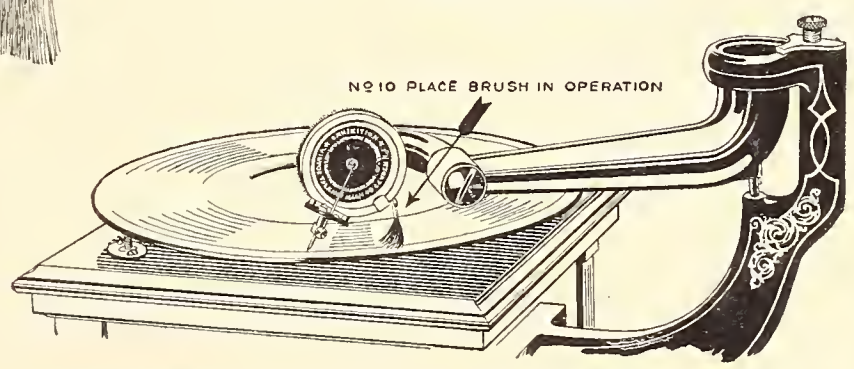
Dealers will find it convenient to consult the little brochure recently issued by the Standard Metal Manufacturing Co., 10 Warren street, New York. This booklet contains some very pleasing reproductions in colors of some of the many horns manufactured by this company. A work of this kind is always well to have within easy reach, and the company will be glad to forward copies of this work to dealers who desire same.

THE PLACE No. 10 **Disk Record Brush**

FOR VICTOR EXHIBITION SOUND BOX

PATENTED SEPT. 25TH AND OCT. 2D, 1906. OTHER PATENTS PENDING

PRICE, 25 CENTS



PRESERVES THE LIFE OF DISK RECORDS

¶ Automatically cleans the RECORD GROOVES and gives the needle a clean track to run in. Insures a clear Reproduction and prevents records 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.

NOTE—BIG PROFITS HERE FOR BOTH DEALER AND JOBBER AND FREE ADVERTISING MATTER WRITE NOW

DEALERS ARE REQUESTED TO BUY FROM THEIR REGULAR JOBBER

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

97 Chambers Street = = = NEW YORK

A "Searchlight" Communication

We were too late to have our new decorations ready for color work for this issue of The Talking Machine World, but beg to state that, while there is an honest difference of opinion between two prominent manufacturers of amplifying horns as to the merits of baked japan or air dried lacquer finish, we are prepared to deliver either kind and we warrant them at least equal to any other in the market. We also have a new line of superior decorations for people who like something artistic and are willing to pay for it.

THE SEARCHLIGHT HORN CO.

753-755 Lexington Avenue Borough of Brooklyn, NEW YORK CITY

BASEBALL TEAM AFTER "RECORDS."

We present herewith a photograph of the amateur baseball team made up of employes of the St. Louis Talking Machine Co., of which C. W. Long is manager. The team is willing to meet all comers in the St. Louis territory.

THE FEELING WAS MUTUAL.

Mr. Knagge was putting on his coat, preparatory to going to business, when there came a ring at the front door bell. He opened the door. A canvasser stood outside.

"I beg your pardou," said the canvasser, "but I'd like to show you a sample of our improved talking machine."

"I don't think I care to see it," replied Mr. Knagge.

"You are not interested in talking machines, perhaps?" ventured the other.

"I can't say that, either; but I have one already. Talks all day. Never needs winding up, and never runs down."

At this moment a high-pitched voice came floating downstairs.

"It isn't so!" exclaimed the person with the high-pitched voice. "But I've got a growling machine that runs whenever it's in this house!"

GENEROUS SUPPORTER OF SPORT.

Albert S. Marten, president of the Tea Tray Co., was the subject of much favorable newspaper comment during his recent sojourn in the South on account of his interest in stimulating all kinds of sports, notably golf and driving. He donated various prizes in this connection, and his generosity and enthusiasm did much to make the various events held very successful.

DEATH OF JOHN C. HAYNES.

John C. Haynes, president of the Oliver Ditson Co., Boston, Mass., and one of the notable figures in the music trade industry, died at his home in Boston, Mass., May 3, aged seventy-eight years.

QUITE A DIFFERENCE.

Here's a good one from "Chat": As the bootblack looked up and winked he asked:

"Which will yer have, Mister, a five or a ten-cent shine?"

"Why, what's the difference, my boy?"

"Oh, nuthin' much. Only one will last yer till yer gets across de street, and de udder will last year a hull week."

Many people buy the "shine-until-you-get-across-the-street" variety of goods, simply because there is a few cents difference in price. But it is just as much a matter of false economy as it is poor business.

H. H. STANLEY TAKES CHARGE.

H. H. Stanley, formerly of the Oakland, Cal., branch of the Columbia Phonograph Co., has come to this city to take the place made vacant by the resignation of T. T. Maxey, who had charge of the mail order department of that company at 353 Broadway. Mr. Stanley is an experienced talking machine man, and will ably fill the place.

HAS BUILT UP BIG BUSINESS.

That talking machines may be profitably handled by a department store is well illustrated by the growth of that department with the S. Kann Sons Co., Washington, D. C. This house does both a wholesale and retail business in Edison and Victor machines and records, and has a large Southern trade. Monthly sales average over $10,000.

On April 23 the United States District Court granted Sol Bloom, alleged bankrupt, an additional thirty days in which to continue the business. He is endeavoring to secure the consent of his creditors for his discharge in bankruptcy. The liabilities are placed at $25,000.

The Petmecky Co., Kansas City, Mo., report a steadily increasing demand for their needles, which they are disposing of in large quantities. The orders coming in from leading jobbers are steadily increasing.

A sheet music department has been added to the store equipment of the Bettini Phonograph Co., New York. Mrs. S. W. Crosby is in charge, assisted by a couple of young lady demonstrators, and a piano completes the equipment.

Eilers Piano House, at Spokane, Wash., is now giving regular recitals on the Auxetophone.

ASK YOUR JOBBER FOR

Rapke's Specialties

Collapsible Horns
Improved Cranes
Record Labels, etc.

VICTOR H. RAPKE CO.

MANUFACTURERS

255 E. 86th St., New York City

The Frog Book

"RANIDAE" gives you the practical knowledge how to breed, feed and raise Frogs. The book is interesting and tells you of a new industry that returns large profits. Price, postpaid, 25 cents (Coin).

Meadow Brook Farm Co.

Box 16 Allendale, New Jersey

"SIDE LINES"

Do you know the advantage of "side lines," to your business Mr. Talking Machine Dealer? You can carry a side line of

DURRO VIOLINS

and add to the volume of your business, and to the size of your profits. You can have all the musicians in town coming your way. The "Durro" will make your store a rendezvous for new people, people who have money to spend.

You will find a line of "Durro" Violins a paying one—and the paying side of the business proposition is what interests you.

We are also headquarters for all kinds of musical instruments and specialties that go well with your business.

You can get everything in musical instruments from us at short notice.

SEND FOR OUR NEW CATALOG

BUEGELEISEN & JACOBSON

113-115 University Place
NEW YORK CITY

GET ACQUAINTED WITH

RECORDOL

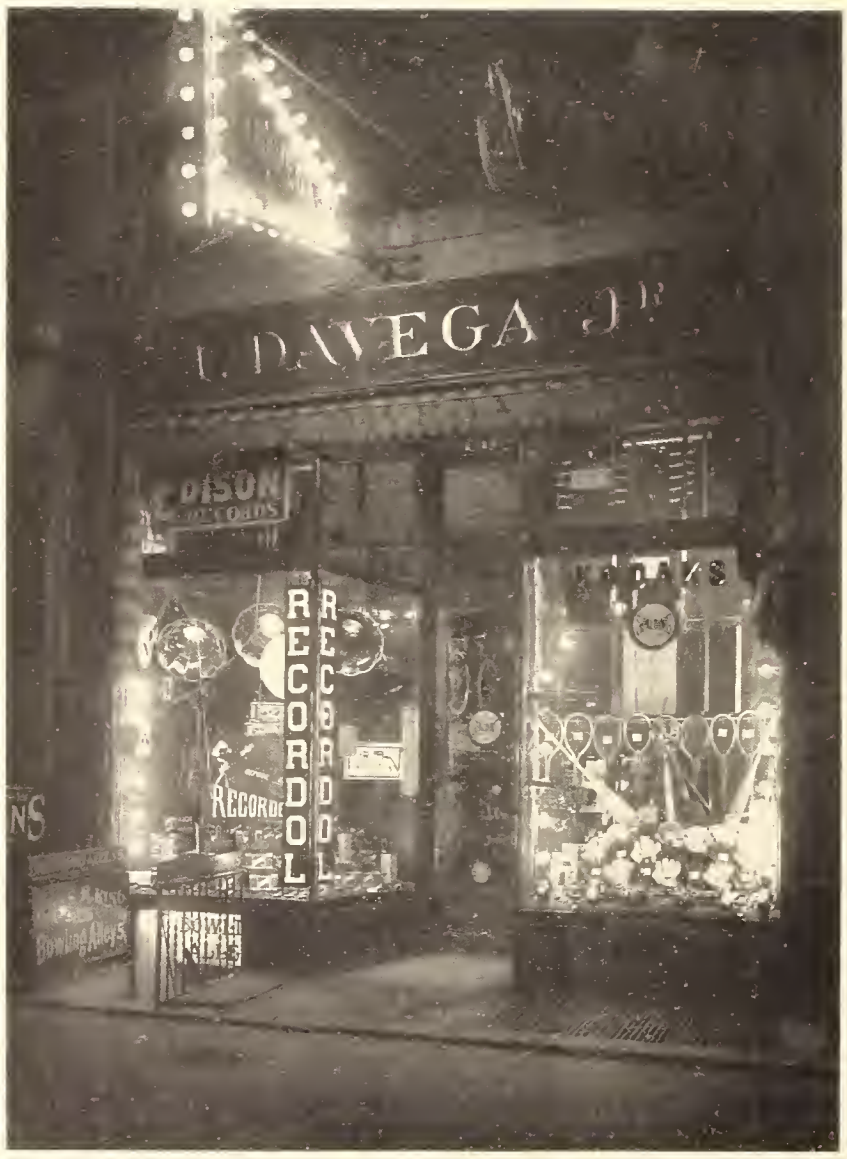
IT WILL PAY YOU

WHY?

Because it supplies the user of the PHONOGRAPH with a means of maintaining the efficiency of his CYLINDER RECORDS. It keeps his records in good playing condition. HE KEEPS USING HIS MACHINE and that's what makes GOOD BUSINESS FOR YOU. GET ACQUAINTED WITH RECORDOL NOW. Be in shape to show it properly to your customers by next Fall. It is an insurance policy to your business. To be up-to-date you must have it on your counter. It will surprise you how your sales will increase if you look out for the customer's interest.

HERE

are two cuts, reproduced from photographs, showing how our goods are displayed in New York. I. Davega, Jr. is an up-to-date jobber. His excellent establishment is on one of the most prominent thoroughfares in Manhattan, New York, and offers to the public a complete and finely displayed line of everything pertaining to PHONOGRAPHY.



Fill out the attached coupon, enclose it with a two cent stamp, and we will send you a SAMPLE OF RECORDOL, together with complete information, by return mail. WE ARE WILLING TO SHOW YOU. Write at once.

Enclose your business card or letterhead, showing you to be a dealer, otherwise we cannot send you dealers' prices.

RECORDOL COMPANY

108-110 E. 125th St., New York City

Write your name plainly, cut out at this line and mail to-day.

RECORDOL COMPANY, 108-110 E. 125th Street, New York City

Enclosed find 2c. stamp, for which mail to party below full information and free sample of RECORDOL.

NAME.....

ADDRESS.....

STATE.....

B.

THE VICTOR CO. WIN SUIT

Against the Leeds & Catlin Co.—The U. S. Circuit Court of Appeals for the Second Circuit Holds That the Sale of Disc Records for Use on Victor Machines, or Infringing Machines, Is an Infringement of the Berliner Patent No. 534,543—Leeds & Catlin Company Held for Contempt—Will Appeal Again.

The U. S. Circuit Court of Appeals, for the Second Circuit, in a decision filed May 2, 1907, affirms the decision of the United States Circuit Court in the suit of the Victor Talking Machine Co., and holds the Leeds & Catlin Co. in contempt of court in selling disc records for use in connection with the Victor talking machines, or machines made in infringement of the Victor Co.'s Berliner patent, No. 534,543, claims 5 and 35.

The case was argued in the United States Circuit Court of Appeals on April 9, 1907, before Judges Wallace, Coxe and Hough. Judge Wallace has filed a dissenting opinion. The decision deciding the case being the opinion of the majority of the court, reviews quite fully the subject, and sustains the complainants' contention to its exclusive rights to manufacture, sell and use disc records, for use in combination with its reproducing apparatus, claimed in claim 35, operated in accordance with the method of claim 5 of the patent in suit.

The defendant contended, among other things, that it had a right to supply a purchaser of a Victor talking machine and records with Leeds & Catlin records, based on the so-called doctrine of "Repair," and alleged right of substitution of parts. The defendant also contended that the Leeds & Catlin records could be used on so-called "feed device machines."

The court, in passing upon the defenses, stated:

"On ample evidence the Court below found: that most of the sales of Leeds & Catlin records were knowingly made by the plaintiff in error to enable the owners of Victor Talking Machines to reprodnce such musical pieces as they wished, by the combination of the Leeds & Catlin record with said machines; that the Leeds & Catlin Co. made no effort to restrict the nse to which their records might be put until after motion to punish for contempt had been made; that tbe only effort at such restriction ever made was to insert upon the face of the records a notice to the effect that such record was intended and sold for nse with the 'feed-device machine'; that the records sold by plaintiff in error were far more frequently bought to increase tbe repertoire of the purchaser's Victor machine than to replace worn-out or broken records.

"In our opinion it is also established by the evidence that the 'feed-device machine' above referred to, was not at or before the time of beginning this proceeding a practically or commercially known reproducer of musical or spoken sonnd, whereas the Victor machine, embodying the claims of the Berliner patent here under consideration, was at such times widely known and generally used, and that the plaintiff in error knew, and sold its records with the knowledge, that if its outpnt was to be used at all by the public, it would be used with the Victor machine, and in the combination protected by the claims of the Berliner patent above referred to."

The court also said, in regard to the so-called "feed-device machine": "We regard the feed-device machine either as a curiosity or a pretence." Continuing the court stated:

"Upon these facts it is clear that the Leeds & Catlin Co. have made and sold a single element of the claims of the Berliner patent, with the intent that it should be united to the other element and complete the combination; and this is infringement (Heaton Peninsular, etc., Co. vs. Eureka Specialty Co., 77 F. R., at 297; adopted by this Court, Cortelyou vs. Lowe, 111 F. R., 1005).

"The facts above recited are scarcely controverted, nor is it denied that the above inference should ordinarily be drawn; but plaintiff in error seeks to avoid that result by asserting that the records under consideration are but temporary, perishable and unpatented parts of the patented combination, and therefore, under Morgan Envelope Co. vs. Albany Paper Co., 152 U. S., 425, free to be manufactured and sold by any one.

"This contention is not supported by the evidence. Disc records are fragile, i. e., brittle and easily broken; but they are not perishable, i. e., subject to decay by their inherent qualities, or consumed by few uses or a single one. Neither are they temporary, i. e., not intended to endure; on the contrary, we find them capable of remaining useful for an indefinite period, and believe that they usually last as long as does the vogue of the sounds they record."

As this decision is of much interest to the trade, we will further quote from the opinion:

"Again it is urged inasmuch as disc records are unpatented articles of commerce, which may be used upon tbe feed-device machine or lawfully exported to foreign countries, that no infringement can be alleged against tbe maker and seller thereof, because his product may be or is, in fact, used by purchasers as one element of a patented combination. This argument disregards the facts established herein. It is true that the doctrine of contributory infringement has never been applied to a case where the thing contributed is one of general use, or suitable to a variety of other uses; especially where there is no definite purpose that the thing sold shall be employed with others to infringe a patent right (Rumford Chemical Works vs. Hygienic Chemical Co., 148 F. R., at 866, and cases cited). But this plaintiff in error is shown to have manufactured and sold records for the express purpose of supplying the users of Victor machines; nor are such records staple articles of commerce (Cortelyou vs. Johnson, 145 F. R., at 935); on the contrary, they cannot be practically used within the United States except with the Victor reprodncer; for we regard the feed-device machine either as a curiosity or a pretense, while the foreign trade of the plaintiff in error is not interfered with by the injunction, nor affected by the order under review.

"It is further contended that those who purchase the patented combination in question without restriction, have lawful right to provide themselves with unpatented records made by any person whatever, by way of replacement and repair. We perceive no substantial difference in the meaning of these words. To return to use something injured or lost, or to substitute for something defaced or destroyed another thing substantially identical, is to repair. The right of general repairing has not been questioned; but what plaintiff in error has done is not to mend or better broken or other records, nor even to furnish new records identical with those originally offered by the Victor Co., but to place upon new discs such other sonnd records as are thought to command a market, and to induce users of the patented machine not to replace, but to increase their stock of recorded words and music.

"The right of repair is measured by the right of the owner of the patented article, and such owner when doing what is above outlined is no more repairing his machine than is one repairing a stereopticon—by changing the pictures therein to suit the whim of the person gazing through it.

"The final contention against the order below, admits that the record actuating the stylus is a vital part of the combination claims of the patent in question; but declares that any purchaser of the patented article may immediately substitute for even an essential element therein, any other element which he conceives better suited to his purpose; and, of course, if this be true such preferred elements may be freely manufactured and sold.

"We think this contention disposed of by Thomson-Houston, etc., Co. vs. Kelsey, etc., 75 F. R., 1005; for the right of substitution there recognized was specifically restricted so as to refuse 'authority to reconstruct or rebuild a combination which has been sold by the complainant'; and whenever a Leeds & Catlin record is placed in a Victor machine the patented combination is instantly reconstructed.

"The right of substitution rests upon the right to improve, pointed out by Clifford, J., in Chaffee vs. Belting Co., 22 How., at p. 223, and is different from the right to repair. But there is here no true substitution, and improvement is scarcely pretended. From a legal standpoint the discs of both parties are identical, because the grooving capable of actuating the reproducer is the same; what is substituted is but music or words, and what is improved either price or novelty in sound. These are but accidents, and no more important than the color of the disc. The true inquiry is whether the owner of a patented combination, the elements of which are durable, unbroken and in good repair, may buy from the patentee one specimen of a single element—from an outsider an indefinite number of identical specimens of the same element, and keep and use them all, under cover of the word 'substitution'; it further appearing that the element so procured and used is useful and commercially known only in respect of the said combination.

"We think this cannot lawfully be done, and affirm the order below."

Horace Pettit, counsel for the Victor Talking Machine Co., in commenting on the foregoing, says: "This decision practically sustains the Victor Co.'s contention that the claims of this Berliner patent, No. 534,543, control both the disc records and the reproducer which form the essential elements of the combination of this patent."

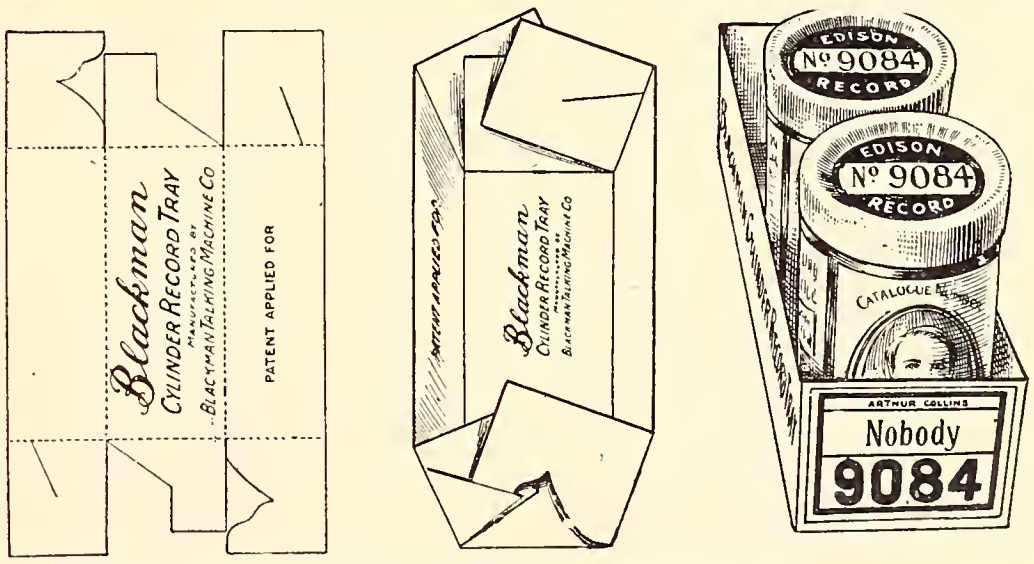
* * * *

When E. F. Leeds, president of the Leeds & Catlin Co., was asked by The World if an appeal to the United States Supreme Court on the foregoing decision would be taken, he said: "Most assuredly. The papers on the writ proceedings were filed Monday, April 6, by Mr. Hicks for our side, and Mr. Pettit prepared the case for the Victor Co. They both went to Washington, D. C., to appear before the court on Monday, the 13th. I feel certain we will win out eventually. Judge Wallace's dissenting opinion is good enough for us. Both the validity of the patent and the contempt proceedings are to be reviewed."

THE BLACKMAN CYLINDER RECORD TRAY

(PATENT APPLIED FOR)

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



We ship them flat and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

THE FOLLOWING PRICES ARE A SLIGHT ADVANCE OVER FORMER PRICE OF TRAYS, NECESSARY BY INCREASED COST OF MATERIAL. THEY ARE EFFECTIVE JUNE 1st.

NET PRICE TRAYS ONLY.
In effect June 1st.

No.	Hold	Net per 1000
2	2 Records	$ 6.00
3	3 "	7.50
4	4 "	9.00
5	5 "	10.50
6	6 "	12.00

Prices RAPKE LABELS With EDISON Numbers and Names.
Domestic Selections, No. 2 to No. 9433, which includes Dec. 1906 - - - - - - - - - $ 3.50
Per month thereafter (postpaid) payable in advance - .12

FREE SAMPLE of tray with label to dealers or jobbers who write on business letter head. **SPECIAL DISCOUNT TO JOBBERS.**

Above prices are RESTRICTED and quoted F. O. B. New York. Dealers are requested to buy from their jobbers if they will supply them. If not we will sell direct.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop.

97 CHAMBERS STREET - - - NEW YORK

TIMELY TALKS ON TIMELY TOPICS.

During the past month the usual crop of lawsuits have been recorded. The Berliner and the Jones patents seem to be the crux of the situation, and what the courts have to say will be interesting reading to every branch of the trade. It is an acute condition, as it always is when basic patents are being determined. The owners of these inventions are maintaining their rights under the law, no matter what may be said to the contrary. This position must be accepted in ali manner of fairness, and until the edict of the higbest court in tbe land has been formulated, there should be but one opinion prevalent. It is a waste of time for the trade at large to fly in the face of these judicial decisions, no matter how closely the trade may be circumscribed. Facts are facts, and law is law.

In Australia the American-made talking machine holds the premier place. First on account of its supreme quality of manufacture, and then because the packing of the goods is all that could be desired. If the general line of American goods had as high a reputation as talking machines and accessories enjoy in Oceanica tbe sales would be increasingly larger and stand on a firmer basis.

Contracts have been made with the leading "talent" by one company, at least, fearing other concerns might "tie them up." It is an idea new here, but of no novelty to the foreign record manufacturers. This policy has been followed abroad for several years, with the result that pretty nearly everything worth having in Europe is corralled. To be sure, this is a far-seeing business arrangement that appeals to any man with common sense, and the charge of "monopoly" can scarcely be mentioned, even were the indictment drawn under the Sherman act, which happily does not apply to talking machine "artists." Under the agreement referred to Ada Jones, Len Spencer, Mr. Collins, Harry MacDonough and others are "fixed" with the company referred to for a term of years. At the same time the other recording laboratories have the value of their services. It looks as if the copyright bill introduced during the last session of Congress were working in advance of its actual enactment.

Commenting on the growth of the trade it may be mentioned in passing that one of the leading manufacturing companies had on their books in 1905 about 2,500 dealers. In February of this year they booked 12,000 dealers, and during the past twelve months "turned down"' 6,000. The latter were refused listing for various reasons, chief among which was that they were not reputable merchants in the sense that their talking machine line was not "featured" as strongly as the other goods they carried. Comment is superfluous.

Gentle rumor has it that the "swell" operatic singers are not above the despicable practice of grafting. That is to say, while these geniuses are enamored of the beautiful records they themselves make, at the same time when it comes to handing out "the price" they are very much averse to tbe "vulgar" habit. With their reputation these exceptional beings are firmly of the opinion the world is theirs, in a material as well as in an artistic sense. This means an order is supposed to be honored minus the cash. Think of this in the face of the report that the Victor Talking Machine Co. paid Melba $50,000 for a week's work!

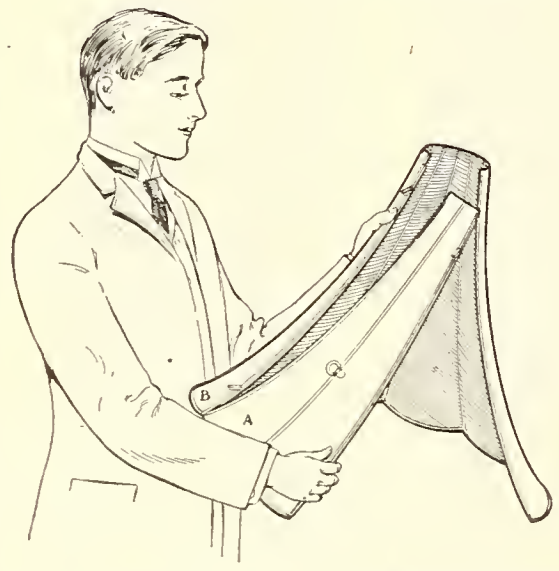
Among the interesting things talked about in the trade is that the National Phonograph Co. are framing up a new contract. The changes are said not to be important, only as they serve to bridge over possible contingencies in a legal way. Another very important matter that seems to disturb the quid nuncs is that the company are contemplating issuing a disc record. To be sure, the company have always denied their entering into tnis field, though it is believed if an Edison disc were put on the market it would "cut some ice."

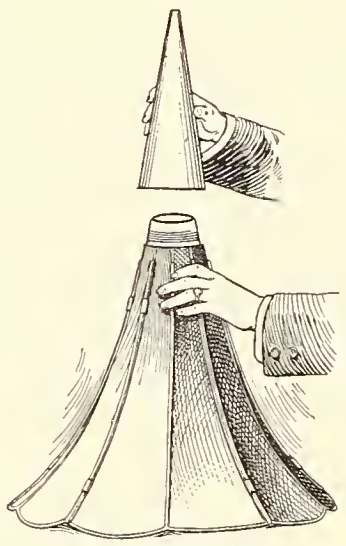
Heretofore when the company have been approached on this—we will say delicate mission for want of a better term—the officers have politely replied that Mr. Edison himself was opposed to the disc proposition. Not but what he could hand the trade an article they "could swear by," so to speak, but he is quoted as saying he did not care to "have the eartn." This mark of modesty is doubtless commendable, as the disc record, it must be admitted, seems to have such a liberal share of trade, really astonishing in its magnitude. The liberality with which the Edison Phonograph Works are planning their new works leads the trade to hazard this guess. F. K. Dolbeer, manager of the credit department —than for whose opinion everyone has the highest respect—smilingly denied the "soft impeachment." Now, if the smiling but energetic general sales manager, C. H. Wilson, had gone so far in his information to the newspapers to make the statement, it is true it would have given the trade pause. Also, it may be quoted that President Gilmore's trip abroad may also have a bearing. At the same time, with all this apparent official chat, until the National Phonograph Co. issue their ipse dixit it is idle talk. At any rate, we will see what we will see, as the philosopher remarked in a moment of aberration.

"Although the solution is as plain as the nose on your face, I had a problem to solve recently that has caused a lot of the boys a mental tie-up," said a New York talking machine dealer, who also sells bicycles. "A man came into my store and wanted to hire a bicycle for a certain length of time. He had only a two-dollar bill,

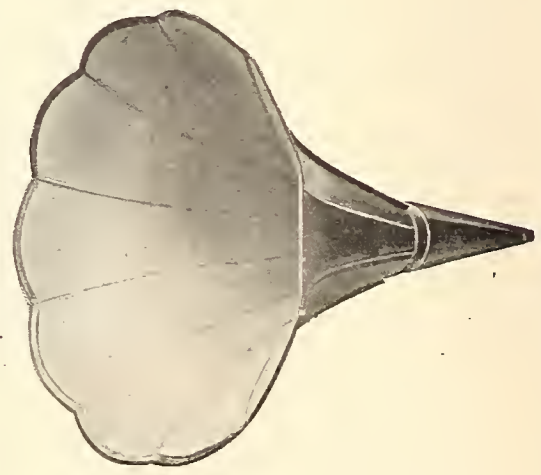
The KOMPAKT HORN

A Practical Sheet-Metal Collapsible **Flower Horn**
which anybody can put into use inside of one minute





Screw Tube



A new feature on the **Kompakt Horn** is the **Screw Nozzle,** which does away with Thumb Screws.

Worth Handling—Pays Large Profits

We manufacture a complete line of Brass and Sheet Steel Nickel-Plated Flower Horns finished in artistic designs and decorations. For catalogue and prices, address

The New Jersey Sheet Metal Company

9-11 Crawford Street, Newark, N. J., U. S. A.

and I told him the charge would be $3. He took the two-dollar bill to a pawnshop and pawned it for $1.50. On his way back to the store he met a friend to whom he sold the pawn ticket for $1.50. That gave him $3, and he came back and hired the bicycle. Now, who's out the dollar?"

C. M. Brown, advertising manager of the Victor Talking Machine Co., who is stationed at the factory in Camden, N. J., did a clever stunt in writing "Mrs. Van Puyster's Idea," which was published in the leading magazines. Now he has reprinted it as a booklet, on tinted pages and gotten up, including the large square envelope, in the swellest possible style. The leading jobbers and distributers have been just supplied with an ample stock, to be used where they will do the most good. The story itself is of irreproachable style—easy and attractive reading—with illustrations that lighten and brighten the text.

The latest sphere of usefulness opened to the talking machine is reported from Des Moines, Ia., where a blind medical student passed his examination through the medium of the talker and got his certificate to practice without any question. For a long time the authorities could devise no means whereby the student could be properly examined and, although he had completed his course, he could not get authority to practice. At last, however, the Attorney-General decided that the questions could be read to him and the answers typepritten by himself or dictated to a stenographer or talking machine, and the latter course was adopted.

B. G. Warner, a heavy stockholder in one of the large talking machine companies, has four retail stores in Brooklyn, N. Y. He only started in the business seven years ago, and his success well illustrates the great possibilities in the talking machine field.

Paul H. Cromelin, vice-president, is now at the Jamestown Exposition, where he will be off and on until its close.

CHARGE OF COLUMBIA PUBLICITY.

Geo. P. Metzger, a Well Known Advertising Expert Already Giving Evidence of His Skill.

Concerning the appointment of George P. Metzger as head of the general publicity bureau, Geo. W. Lyle, general manager of the Columbia

GEO. P. METZGER.

Phonograph Co., General, sent a special letter to the stores and agents, part of which follows:

"On April 15 we completed negotiations which had been in progress for some time, and were thereby enabled to round out our long-considered plan of organized and aggressive general advertising. This should eventually prove one of the longest strides we have ever taken—and we have been taking some good ones lately, too.

"Walter P. Phillips takes over the entire catalog department—everybody in the organization knows him and knows he has a man's job in front of him. Before long we will be ahead of our dates with catalogues and other similar printed matter. Constant special attention will be given to this most important subject.

"George P. Metzger's advertising work is better known all over the country than his name may be to the Columbia Co.'s sales force. He is in full charge of the department of general advertising, and his work is bound to bear the closest kind of relationship with that of every member of the Columbia selling organization. The general advertising department will be in no way separate in purpose from the other executive departments. Its business is not to be the publishing of clever literary essays or unmeaning art work. Its every effort will be directed toward the one primary object of more sales and less cost per sale."

BECOME ZONOPHONE JOBBERS.

The Douglas Phonograph Co., 89 Chambers street, New York, have become jobbers of the Zonophone line of disc records, of which they will carry an adequate stock to supply their trade at all times. J. F. Collins, formerly on the floor, is making his first selling trip, and is doing surprisingly well. Mr. Collins has a pleasing personality and understands the business thoroughly.

The Sanders & Stayman Co., Baltimore, Md., and Washington, D. C., have installed complete lines of Victor talking machines and records in both of their stores. Special rooms have been fitted up for the new department, and the line will be energetically pushed.

Sunday-school Teacher—Every time you say or do anything bad an angel makes a record of it in heaven.

Little Tommy—Can you hear all the cuss words when they are played?

THE AJAX HORN

is, as its name implies,

THE STRONGEST and BEST PROPOSITION

ON THE MARKET

To Eliminate all Danger in Handling and Shipping

Handle the Ajax Line of Flower Horns

BRASS, NICKEL PLATED FLOWER HORNS
SHEET STEEL, NICKEL PLATED FLOWER HORNS
} ARTISTICALLY DECORATED

KOMPAKT HORN—The only Practical Sheet Metal Flower Horn which anybody can put in use inside of one minute.

Dealers—Write for Particulars and Illustrated Catalogue.

New Jersey Sheet Metal Co., NEWARK, N. J. —U. S. A.—

Just One Moment, If You Please!

¶ You know the necessity of getting good records; you know their impelling power to your business; you know that they will help your profits in a material sense; you know that an imperfect record sometimes drives customers away from your establishment, and you know that a perfect record is a "talker" in your behalf.

¶ You know all of these things are true, but

DO YOU KNOW

ZON-O-PHONE QUALITY?

¶ If you do, we know that you have ZON-O-PHONE records in stock, because after having once heard them you will be too good a business man to miss such an opportunity of forming an alliance with a concern that is producing records which sell, and records which create trade.

¶ Our monthly list of records contains no dead stock. Every record which we put forth has been thoroughly tested, and it has been a question of quality with us rather than quantity in our monthly lists.

¶ Then too, if you handle the ZON-O-PHONE RECORDS the ZON-O-PHONE TAPERING ARM instruments will command a share of your attention. These retail from $30.00 to $75.00. They contain special points of excellence all their own. The motors are interchangeable, all parts are alike and will fit single spring, two spring and three spring. It is our earnest endeavor to meet every requirement of the talking machine trade, and we have aimed to study the particular needs of this industry for some time. We are confident that we can please you.

The Universal Talking Machine Mfg. Co.

FACTORY AND GENERAL OFFICES:

Camp and Mulberry Streets, NEWARK, N. J.

BUSINESS NEVER BETTER

Is the General Report of the Leading Talking Machine Manufacturers of This Country—The Output for April and Opening Weeks of May of Both Machines and Records Phenomenal—Summer Outlook Good.

Business with the manufacturers of machines and records was never better. The last four weeks has witnessed a new high record at the plants of the Victor Talking Machine Co., National Phonograph Co., Columbia Phonograph Co., General, Universal Talking Machine Manufacturing Co., etc. Talking of the situation, F. K. Dolbeer, manager of the National Phonograph Co.'s credit department, said to The World recently: "The month of April was not only the best in the history of the company, but in both March and April our output was only limited by our capacity. That is what hampers us now. When our entire new plant is completed, then we will be in a position to take care of our trade much more satisfactorily. Business with us was never better."

INTELLIGENT SALESMEN WANTED.

The right-minded and progressive talking machine man is glad to have his clerks know more about buying, handling and selling than himself, and he will invariably help the ambitious man to know more every day. No employer of any store ever reached the point of so great knowledge that a rational employer wasn't willing it should be so. The greatest business men do not pretend to know the whole thing themselves, and the managers of great enterprises are always looking for some one who knows more.

What difference does this make to the clerk as an individual? How is he to gain anything by exerting himself to make sales? Had not his employer exerted himself to sell goods at the start he would never have had enough business to require the help of clerks, and if his clerks do not exert themselves to make sales his business will steadily decline.

So long as there are more goods sold and the demand for them is increasing all the time, so long is there a position for the good clerk and the probability of his getting more pay for the work he does.

DURAND VISITS WASHINGTON.

H. C. Durand, manager of the business phonograph department of the National Phonograph Co., of 31 Union Square, was in Washington, D. C., for several days during the past fortnight, exhibiting the Edison product to the heads of various government bureaus which contemplate the introduction of commercial talking machines. With the many merits embodied in the Edison he feels sanguine that he will secure a good share of the orders to be awarded.

Edward D. Easton, president of the Columbia Phonograph Co., General, sails for his annual European trip of inspection June 7. He will be accompanied by his son and a private secretary.

Splendid Business Opportunity

Big chance for talking machine man to secure an interest in a growing business located in a Southern city, which has never been canvassed and worked as it should have been. But one competitor in town. Great opportunity for right man. Address, "ACM," care the Talking Machine World, 1 Madison Avenue, New York City.

WHICH CAPITALIST

Could be interested in an entirely new talking machine without winding or electric drive? No spring. Great opportunities for the foundation of an international trade. Address, "Ennell," Berlin, O. 17 den Markgrafendamm 11, Germany.

MANAGER WANTED.

WANTED—An active and competent young man to manage the Victor and Edison department of a large music house in Eastern Penna. State experience and salary desired—Correspondence Confidential. W. K., care Talking Machine World, 1 Madison Avenue, New York.

Open for a Proposition

Having had nearly fifteen years' experience in the Talking Machine business, am open for a proposition off the road in order to work my original ideas in the wholesale and retail Talking machine business. Address, "Progressive," care The Talking Machine World, 1 Madison Avenue, New York.

RECORDS WANTED

WANTED—Cylinder and Disc Talking Machine records. State particulars and lowest cash price. Address, "Records" care Talking Machine World, 1 Madison Avenue, New York.

WANTED

Will pay spot cash for old style or second hand Edison Phonographs or Victor Talking Machines. Singly or in quantities. Must be cheap. Send full particulars to "J. R.," care Talking Machine World, 1 Madison Avenue, New York City.

TO YOU, MR. DEALER!

Let me write your ads. Publicity is the keynote of success. Thousands of active merchants owe their success to advertising. Why not number among them? Get Wise! I will write you a fair sample copy for $1.00. What have you to sell? Address, H. B. Kirsch, 173 Howard Street, Newark, New Jersey.

AT A BARGAIN
50 Disc Machines

We guarantee them to be absolutely new latest Model with powerful clock spring Motor, 10 inch Turntable, Concert Sound Box, large Solid Oak Cabinet, 23-inch Black and Brass Horn with supporting arm. Cut sent on application.

These are not Talk-o-phones and no offer accepted for less than fifty. Address, OUTLET CO., Providence, R. I.

Are You From Missouri?

MR. DEALER:—Do not fail to read this, it will interest you. Send us one dollar, and we will send you a sample of one of our business getting show cards, size 22x28, handsomely designed, and three of our small show cards, size 11x14, also neatly made up and illustrated, that we know will sell the records that you want to clear out. All you have to do is send us the numbers of the records and we do the rest. A trial order will convince you and after that you will not do without them as our many patrons will tell you.

SPECIAL FOR THIRTY DAYS ONLY

We make you up a set consisting of 12 monthly signs, size 22x28, everyone a work of art, for any show window, no two alike, also two of our instalment signs or business bringers, especially made for that purpose, size 22x28, and three of our illustrated signs to move any dead record or bad seller that you may want to close out, total in all 17 signs, and well worth double for $7.00. This is an exceptional offer, and one you cannot afford to miss. Fall in line and let us show you.

These show cards are made only for the Talking Machine Trade, and that will assure you that you are getting something that you really want, and something that will assist you in disposing of your stock.

PRICE PHONOGRAPH CO., 54 Clinton Street, NEWARK, N. J.

VICTOR DISTRIBUTORS

Have you been able to get your Victor goods promptly, if not, try us, as we are the only distributors who do not retail, and you get the goods just as we receive them from the Factory.

LARGE STOCK—NO RETAIL—QUICK SERVICE. Your goods shipped one hour after receiving your order. Send in your trial order.

AN INNOVATION IN CONNECTION WITH THE

"HEISE" SYSTEM OF Wire Record Racks

We have added to the value of the Syracuse Wire Record Rack for Disc Records by means of a heavy manilla envelope which is designed to protect the record from injury. In this new form, records can be stored in our Wire Record Racks with greater convenience and less possibility of injury than in wooden shelving.

Always Planning for the Dealer's Betterment

We are never content with "good enough"—Improvement is the watchword here—Have you one of our complete catalogues?

We are now preparing descriptive matter regarding this improvement in our Disc Record Racks. Send for it.

Syracuse Wire Works

Manufacturers of CYLINDER and DISC RECORD RACKS

East Water Street **SYRACUSE, N. Y.**

We Are Horn Specialists

Some Horn Facts

Whenever you see the trade-mark which appears on this page on your horns you may rest assured that you have the best procurable.

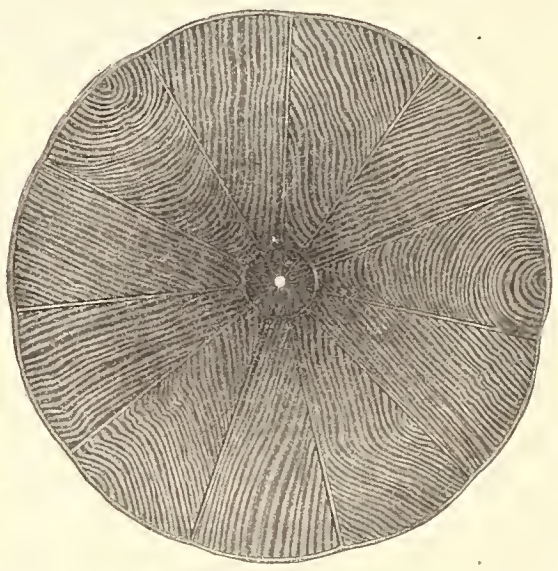
An experience of years is embodied in the "Standard," and our purchasers in all parts of the country know that our grade of workmanship insures durability and satisfaction.

The quality of our horns is absolutely the best.

There is no fading, cracking or flaking off. No rattle in seams. If you have the "Standard" in stock you have the best creation in the horn market.

To The Jobber

Many of the leading jobbers in this country handle the "Standard." It is our aim to thoroughly protect our jobbers in every particular, and our entire line of the various colors, shapes and sizes makes it a most desirable adjunct to every jobber's stock. There is an attractiveness about the "Standard" which places it at once in the artistic class.



Our new wood finished horns are perfect reproductions of mahogany, golden and Flemish oak, and will prove good sellers.

You'll find that our product in style and finish outclasses any in the market.

We supply leading manufacturers of machines with their horns. Our finish and quality must be right else our product would not meet with the demands of this trade.

To The Trade

You are entitled to have the best in the horn trade, and we know of nothing better than the "Standard." Do you know all about it?

We issue a little brochure in colors, showing illustrations of our various horns, which should be within reach of every dealer in the land. It is easy to tell from the illustrations shown in the booklet just what is newest and most desirable. The nearest jobber will probably have a complete line.

If you have not seen this little "Standard" brochure, write for a copy and we shall be glad to supply you.

STANDARD METAL MFG. CO.

FACTORY
Jefferson, Chestnut and Malvern Sts., NEWARK, N. J.

OFFICE AND SALESROOM
10 Warren Street, NEW YORK

TRADE NOTES FROM TWIN CITIES.

Growing Demand for Talkers—L. H. Lucker of the Minnesota Phonograph Co. Enthusiastic Over Conditions—Columbia News—T. C. Howe Handling the Victor—Dyer Expansion—Other Items of General Interest.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, May 6, 1907.

There is an uplift tendency quite noticeable in the talking machine business in this locality. This is evidenced by the constantly growing demand for a higher grade of instruments, also for a better quality of records, particularly in the line of "Red Seal" records gotten out by the Victor house.

L. H. Lucker, president of the Minnesota Phonograph Co., is a man who acts the way he thinks. He is very enthusiastic over the future of the talking machine. His recent venture in occupying the first of last month one of the most expensive ground floor store locations on Nicollet avenue, in the heart of the best retail district of Minneapolis, would have made a timorous man stop and think twice. He considers the expense of rent a bagatelle, however, if he can get the business. And he seems to be getting it. The sale of records last month was big, while the sale of "Red Seal" records last week (doubtless due to the fact that Conried's company appeared here) was by far the largest they had ever made. Mr. Lucker also reports that his wholesale store sold more records in April than during any previous month.

W. A. Lucker, formerly in charge of the Minneapolis branch, has been transferred to the St. Paul store, while Mr. Lowey, formerly with the New England, but more recently on the road for the Minnesota Phonograph Co., will assume charge of the Minneapolis retail store.

J. W. Wheeler, manager of the Columbia Co.'s branch, reports quite a satisfactory trade during April. He reported a good demand for the Columbia disc machine, also a splendid sale of records last month, and those of the better quality.

T. C. Hough, with his four stores, reports a big increase in business over last year. Mr. Hough recently took on the Victor, though for several years he handled the Edison and Zonophone exclusively. He states that the sale of records has increased considerably.

W. J. Dyer & Bro.'s talking machine department also reports a very satisfactory trade, and much better than last year. This is in some part due to having moved from the fourth floor down to the first floor of the building last fall. The demaud for records, it was stated, was exceptionally good.

FRANK DORIAN ARRIVES

From Europe on May 4th—Left With President Easton and Others for a Short Trip.

Frank Dorian, the manager of the interests of the Columbia Phonograph Co. in London, England, arrived iu this city on the steamship "New York" on May 4, aud will make quite a visit on this side before he returns. In compauy with Edward D. Easton, president of the company, George W. Lyle, the general manager, and Walter S. Gray, of San Francisco, Cal., the Pacific Coast manager, he left last week for a tour of part of the New England States in Mr. Eastman's new Pierce automobile, spendiug the greater part of the week in making the trip, and calling at the leading Columbia stores.

THE KAISER UP-TO-DATE.

The Possessor of a Phonograph-Clock Which Reminds Him of Engagements.

In the practical department of this issue of The World, there is an extended description of a clock with phouograph appendage which is doubly iuteresting in view of the fact that we learn from Germany that the Kaiser also possesses a unique clock made for him by a Geneva inventor, which reminds the Emperor of business and other engagements. When the Kaiser, for example, wishes to be at the Chancellor's house at 10 o'clock in the morning, he speaks into the phonograph the night before, moves the pointer and is then called at the hour indicated. The phonograph graciously announces: "Your Majesty, now is the time to call the carriage to go to Chancellor Von Bulow's."

Moreover, when the Kaiser is at breakfast, the clock tells him a dozen or more things which he spoke into the phonograph the night before so as not to forget them.

SOME RECENT VISITORS

To the Headquarters of the National Phonograph Co. in This City.

Following is the list of visitors to the New York office of the National Phonograph Co. for the past month: H. Wondelich, J. Samuels & Bro., Providence, R. I.; L. E. McGreal, McGreal Bros., Milwaukee, Wis.; T. H. Towell, Eclipse Musical Co., Cleveland, O.; Fred. K. Babson, Babson Bros., Chicago; W. C. De Foreest, De Foreest & Son, Sharon, Pa.; C. J. Schmelzer, Schmelzer & Sons Arms Co., Kansas City, Mo.; A. Allen and J. Foster Davis, International Correspondence School, Scranton, Pa.; Peter Kelly, Jr., Peter Kelly, Montreal, Cauada; W. O. Pardee, Pardee-Ellenberger Co., New Haven, Conn.; Geo. R. Youmans, George R. Youmans, Waycross, Ga.; Thomas Wardell, Lowell, Mass.; E. F. Taft and R. Beck, Eastern Talking Machine Co., Boston, Mass.; A. E. Mandy, R. S. Williams & Sons Co., Toronto, Canada; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Ben Lee Crew, Phillips & Crew Co., Atlanta, Ga.; J. L. Wagoner, Pittsburg Phonograph Co., Pittsburg, Pa.; W. D. Andrews, W. D. Andrews, Syracuse, N. Y.; C. N. Andrews W. D. Andrews, Buffalo, N. Y.; John Rogers and Mrs. Rogers, Knoxville Tyewriter & Phonograph Co., Knoxville, Tenn.; Ross P. Curtice, Ross P. Curtice Co., Lincoln, Neb.; Jas. Fintze, Ball-Fintze Co., Newark, O.; Thomas Hext, Hext Music Co., Denver, Col.; R. Wurlitzer, Jr., R. Wurlitzer Co., Cincinnati, O.; Charles N. Post and C. E. Goodwin and J. F. Bower, Lyon & Healy, Chicago, Ill.

Northwestern Dealers

TRY US

WE ARE

JOBBERS and DISTRIBUTERS

EXCLUSIVELY OF

EDISON VICTOR

Phonographs Talking Machines

and Supplies

MINNESOTA PHONOGRAPH CO.

LAURENCE H. LUCKER

505-7-9-11 Washington Ave., So., MINNEAPOLIS, MINN.

Dollars for every Talking Machine Man and Arcade in America!

JUST LIKE FINDING THEM!
EASY MONEY TO BE SURE!

¶ If you have not handled coin operating machines, then you have neglected a great business opportunity.

¶ Did you ever stop to consider what a great earning capacity these workers have?

¶ The total of their combined earnings throughout the country would run into enormous figures, and while discussing this subject we are going to tell you about the best coin operating machine known. It IS THE PIANOVA and it takes in more cash than any player manufactured. It is the best coin operated piano created, and takes in a steady stream of coin so that the dealer gets his profit quickly.

¶ Some of the largest dealers in the country handle the Pianova, and they are most enthusiastic in their praise of its money-making qualities.

¶ Talking machine men will find it one of the most pleasing adjuncts to their business.

¶ It blends perfectly with the talking machine line. It can be placed in arcades and public places, where it will be a constant source of revenue to the dealer. Do not fail to look into the advantages of a business alliance with the Pianova player, and do not delay in writing, for delays are dangerous. Just drop us a line, and we shall be glad to take up this subject with you. There is no reason why you should not be making money out of this proposition, just as your neighbor is in a nearby town.

¶ Look up the Pianova possibilities, not soon, but NOW.

THE PIANOVA CO.

125 Cypress Avenue - - - NEW YORK CITY

PENNSYLVANIA R. R. TRAIN WRECK.

Mystery Solved by Talking Machine—The World Representative and a "Talker" Enact the Roles of Detectives and Run Down the Criminals—A Victory Worth Recording in the Archives of the "Graph" and "Phone" Industry of This Great Country.

Every one has read with much interest, and traveling men with great trepidation, of the train wrecks which have followed one another with such rapidity during the past few months. A diabolical scheme thought out and executed with such cunning as to completely baffle every effort on the part of railroad officials and detectives was a pretty tough proposition for a newspaper man and a talking machine to tackle, but tackle it they did, and with very good results, as the following narrative shows:

Spinning along between Philadelphia and Pittsburg early one morning, comfortably lounging in a Pullman chair with a sample "talker" beside me and a case of records in the rack overhead, I was scanning the pages of my order book, when the train slowed down so precipitously that I was sent sprawling into the aisle amid an avalanche of baggage and bewildered passengers. Recovering my equilibrium, I rushed to the door and gazed out upon the spring landscape.

The train had come to a standstill by this time, so I swung off my car and ran up the track

FLAGGING THE TRAIN.

ahead of the locomotive. About twenty yards from the spot where our train had stopped stood a beautiful girl in the picturesque garb of a gypsy, and flung aloft in the breeze which eddied through her dark hair was a scarf of gaudy colors tied to the end of a sapling—a hastily constructed danger signal which had saved my life and those of my fellow-tourists, for just beyond the young woman, chained securely to the track was a heavy log of sufficient size to have sent us flying from the rails a mangled heap of flesh and debris.

"You do not know how the log came there, do you?" I asked her with a smile, my manner indicating that I believed her wholly innocent.

"No, Mister, I know nothing," she replied, but her eyes were on the ground and her cheeks and neck flushed crimson. "I come out to the track to watch the train go by, and when I see the big stick on the rails I take my scarf and wave it and the train stop; that is all."

"Do you tell fortunes?" I inquired.

"Yes, Mister," she answered, and still her eyes roamed everywhere but on my face. "Will you not come to our camp which lies yonder"—she pointed to a distant pine grove—"and have yours told? I tell you nice one for 50 cents, Mister."

"Yes, I think I will," I told her, and asking her to wait for me, I returned to the train for my traps. Then having informed the conductor that I would sojourn at "Gypsyville" for awhile, and being chaffed about allowing a pretty face to interfere with business, I found my comely fortune-teller and started with her for the home of her people. Arriving at the camp I was escorted up the steps of a gayly painted vehicle and found myself in a barely furnished room curtained off as a palace of palmistry and fortune-telling. I had scarcely seated myself and given my hand into the keeping of the dusky queen, when just beyond the curtain at the opposite side of the apartment, I heard some scattered fragments of conversation. Then the little maid at my side said, seriously:

"You have a long life line, Mister, and your hand shows great ability in solving mysteries. You should be a detective, Mister."

"Me a detective?" I questioned. "Oh, say!

"WILL YOU PLAY IT FOR ME, MISTER?"

that's rich. Why, my dear girl, I sell talking machines to make people happy, and if you will suspend operations upon my hand for a moment I will show you how this one works." She nodded a consent that was bubbling over with curiosity, and as I lifted the top from the cabinet which exposed the "talker" to view, she gave a little scream of childish delight.

"Oh, isn't it pretty! Will you play it for me, Mister?"

The buzz of conversation was still going on outside, and it had evidently become a quarrel, for the voices were high-pitched and tense with passion, but still I could not understand them. Taking advantage of a moment, when my companion was looking elsewhere, I inserted the horn amid the torn folds of the hangings, dropped the recording stylus upon the surface of the blank and pushed over the starting lever. Then extending my palm, within which sparkled a new silver dollar, I cried: "Take your reward, my fair one, and when you have finished with the reading of my fate, I will play you sweet music."

She dimpled and complied, telling me very coyly the same old story about the dark woman who would cross water and the light man with a bundle. When she had finished I readjusted the machine and played several records for her. It was at this time that I saw two rough-looking fellows with beards and tousled hair leave the camp and stalk off together toward the railroad.

The concert over I packed my belongings, and, inquiring the way to the nearest depot, struck off through the woods by the shortest route. When at last the waiting-room door of the station at Blanktown had banged behind me I carried a certain record of my collection to the window and scrutinized its polished surface as minutely as a jeweler might a diamond. It was the one I had set to gathering evidence behind the torn curtain in the gypsy van, and, thank heaven! it had not labored in vain, for I perceived that there was something engraved there. I had my machine ready for reproduction in a jiffy, and, slipping the record upon the mandrel, this is what came to me through the horn:

"Swish—swish—swish—shall we kill the girl? damn her!" "No," another voice broke in, "she looks good to me, and there's other ways of gettin' even besides killin', and more agreeable to us, too. You leave her to me; I'll fix her good and plenty." "Swish—swish—we must work further from this camp next time, though, Tony; and, say, the bent rail hereafter for mine instead of logs; it's safer." Then the first voice answered, "All right, get the horses ready and we'll try Forbes Crossing this very night. It's devilish quiet there, and that means a pretty fair chance of gittin' away with the swag, eh, pard?" The voice grew inaudible at this point, and with another "swish" the reproducer ball fell from the end of the cylinder. I placed the record back in its box, and, stepping to the window where tickets were sold, wrote a telegram, which read: "Chief of Police, Pittsburg, Pa.

"Have detectives at Forbes Crossing to-night. Two bearded men, tall and dark, from gypsy camp, near Blanktown, will attempt to wreck train by deflecting rail. They are the men you want."

I signed the message and handed it to the agent, explaining everything to him, and requested him to immediately forward the same to the proper authorities. He did so, and the men were caught that night while in the act of prying loose a rail. They are now in custody and have confessed.

When it comes to detective work, Mr. Talking Machine Dealer, the "talker" is certainly a winner, and, by the way, I have it on very good authority that the Pinkertons are about to adopt it, but, of course, that is confidential.

HOWARD TAYLOR MIDDLETON.

The Newark Talking Machine Co., of 545 Broad street, Newark, N. J., of which M. Buchner and J. E. Price, Jr., are proprietors, have their newly-opened business well under way in their handsomely appointed store. They handle both Edison and Victor lines.

WHY OUR

HEBREW RECORDS

ARE POPULAR

THEY SOUND BEST

Reproducing the clear, sweet and natural tones of the human voice.

THEY WEAR BEST

By actual test our records will outwear all others.

WE CAN DOUBLE YOUR SALES

on Hebrew Records inside of thirty days. Our Blue Label Records possess a standard of merit not attained by other Hebrew records. Our constantly increasing sales is proof of this fact.

SEND FOR A SAMPLE ORDER

and get on the right side of this proposition.

THE UNITED HEBREW RECORD CO.

257-261 Grand Street, NEW YORK CITY

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., May 8, 1907.

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:

APRIL 8.

Buenventura, 4 pkgs., $120; Buenos Ayres, 5 pkgs., $783; Callao, 8 pkgs., $515; 2 pkgs., $32; Colon, 10 pkgs., $623; Corinto, 12 pkgs., $519; Genoa, 10 pkgs., $190; Glasgow, 5 pkgs., $195; Hamburg, 22 pkgs., $550; 206 pkgs., $1,326; Havana, 9 pkgs., $277; 23 pkgs., $919; Havre, 20 pkgs., $170; 8 pkgs., $330; La Guayra, 5 pkgs., $373; La Paz, 11 pkgs., $313; Liverpool, 1 pkg., $100; London, 43 pkgs., $2,826; 71 pkgs., $6,100; 20 pkgs., $1,500; 43 pkgs., $1,719; Manchester, 3 pkgs., $420; Manaos, 16 pkgs., $773; Matanzas, 5 pkgs., $104; Melbourne, 124 pkgs., $2,576; St. Johns, 31 pkgs., $740; Sydney, 334 pkgs., $11,826; 9 pkgs., $854; Trinidad, 13 pkgs., $196; Vera Cruz, 7 pkgs., $132; 19 pkgs., $963; Vienua, 11 pkgs., $435; Warsaw, 5 pkgs., $204.

APRIL 15.

Acajutla, 6 pkgs., $117; Berlin, 100 pkgs., $637; Bombay, 80 pkgs., $584; 31 pkgs., $378; Bremen, 1 pkg., $100; Buenos Ayres, 17 pkgs., $1,407; Corinto, 34 pkgs., $196; 1 pkg., $150; Frankfort, 3 pkgs., $104; Geneva, 7 pkgs., $390; 1 pkg., $70; 2 pkgs., $54; Guayaquil, 11 pkgs., $142; 5 pkgs., $141; Hamburg, 2 pkgs., $30; Havana, 24 pkgs., $2,279; 25 pkgs., $2,036; Havre, 25 pkgs., $546; Kingston, 2 pkgs., $155; La Guayra, 4 pkgs., $100; La Paz, 10 pkgs., $174; Limon, 6 pkgs., $100; London, 12 pkgs., $802; 122 pkgs., $7,865; 43 pkgs., $4,316; Manila, 5 pkgs., $137; Melbourne, 29 pkgs., $1,350; Molendo, 2 pkgs., $196; Natal, 4 pkgs., $196; Rio, 22 pkgs., $1,683; St. Petersburg, 15 pkgs., $585; Santiago, 60 pkgs., $743; Shanghai, 42 pkgs., $1,254; Singapore, 16 pkgs., $920; Soerabaya, 3 pkgs., $303; Trinidad, 7 pkgs., $150; Valparaiso, 9 pkgs., $949; Vera Cruz, 66 pkgs., $253; Vienna, 15 pkgs., $739; Yokohama, 224 pkgs., $11,841.

APRIL 22.

Argentine Republic, 21 pkgs., $2,469; Berlin, 3 pkgs., $2,070; 118 pkgs., $666; Bremen, 3 pkgs., $174; Brussels, 1 pkg., $306; Buenos Ayres, 15 pkgs., $417; 1 pkg., $110; Calcutta, 24 pkgs., $327; Colon, 3 pkgs., $200; 4 pkgs., $109; 1 pkg., $115; Havana, 6 pkgs., $293; 50 pkgs., $2,041; Havre, 55 pkgs., $2,406; London, 92 pkgs., $7,825; 62 pkgs., $2,979; Maracaibo, 67 pkgs., $322; Manchester, 6 pkgs., $113; Milan, 10 pkgs., $214; Montevideo, 10 pkgs., $717; Nassau, 13 pkgs., $130; Para, 7 pkgs., $264; Pernambuco, 13 pkgs., $241; St. Petersburg, 22 pkgs., $641; Surinam, 3 pkgs., $180; Smyrna, 4 pkgs., $159; Tromsoe, 3 pkgs., $100; Valparaiso, 4 pkgs., $144; 6 pkgs., $286; Vera Cruz, 8 pkgs., $255.

APRIL 29.

Barbados, 5 pkgs., $108; Bombay, 4 pkgs., $260; Buenos Ayres, 138 pkgs., $7,648; 1 pkg., $100; 60 pkgs., $4,570; Callao, 23 pkgs., $1,460; Geneva, 30 pkgs., $680; Grenada, 8 pkgs., $151; Havre, 143 pkgs., $1,822; Havana, 8 pkgs., $926; 7 pkgs., $212; Iquique, 1 pkg., $110; La Guayra, 10 pkgs., $645; Limon, 2 pkgs., $246; Londou, 4 pkgs., $233; 73 pkgs., $3,111; 8 pkgs., $506; Manila, 3 pkgs., $250; Melbourne, 8 pkgs., $318; 858 pkgs., $12,626; Montevideo, 9 pkgs., $664; Para, 7 pkgs., $397; 11 pkgs., $592; Santos, 6 pkgs., $1,126; Singapore, 5 pkgs., $130; Valparaiso, 27 pkgs., $3,391; 4 pkgs., $322; Vera Cruz, 6 pkgs., $300; Wellington, 10 pkgs., $200; Yokohama, 132 pkgs., $8,590.

MAY 6.

Adelaide, 3 pkgs., $130; Batavia, 15 pkgs., $437; Berlin, 104 pkgs., $603; Bombay, 32 pkgs., $1,715; Buenos Ayres, 34 pkgs., $739; Cardiff, 6 pkgs., $261; Geneva, 14 pkgs., $718; Havana, 112 pkgs., $1,901; Havre, 14 pkgs., $718; London, 33 pkgs., $1,409; 8 pkgs., $287; Milan, 32 pkgs., $552; Para, 13 pkgs., $638; St. Petersburg, 16 pkgs., $454; Santiago, 12 pkgs., $252; Sydney, 100 pkgs., $2,775; Vienna, 8 pkgs., $442.

BLOW AT CHEAP ARCADES.

Assembly Passes Bill Prohibiting the Admission of Children.

The Assembly at Albany on May 7, passed Assemblyman Prentice's bill, which prohibits children from being admitted to the cheap arcades. The bill provides that no children under 16 years of age shall be admitted in any place where any kinetoscope exhibition, movable panorama, exhibition of moving pictures or any device for the reproduction of vocal or instrumental music or for the reproduction of any other performance is publicly displayed or conducted.

TALKING MACHINE MEN SNAPPED

In Southern California After a Big Capture of Fish—Picture Verifies Sensational Piscatorial Stories Which Startled Chicago.

(Special to The Talking Machine World.)

Santa Catalina Islands, Cal., May 4, 1907.

In an interview to-day with your marine representative a large, leaping tuna said: "I have something interestiug for your paper. Some months ago I draped myself with a lot of seafoam and frighteued the wits out of an amateur photographer, who thought I was the ghost of Captain Kidd, I guess. He dropped his camera and fled. He's probably still fleeing. I got the camera and am becoming quite an expert. Here's a plate of a party of talking machine men. It was my first effort, but I think it a pretty good one. Take it along, if you want it. I shall be glad to get rid of it. All the female tunas in this district have been shedding such a vast amount of tears of longing and despair when gazing at those classic countenances that the ocean level has been raised a foot. My own daughters are neglecting their housework and their fiancés, and there will be no peace in my kingdom until the cause of the excitement is removed."

I am sending you this plate, and trust you will have it developed and printed. I hope it will reach you safely, as I have swathed it in cotton and packed it in ice. It is scarcely necessary for me to state that the gentlemen who are

TRIO OF "TALKER" FISHERMEN SNAPPED

posing so uobly against a background of mackerel and seabass are Ed. M. Clintzman, manager of the talking machine department of Kohler & Chase, San Francisco; George Exton, of the Exton Music Co., Los Angeles, and C. W. Noyes, of Chicago, secretary of the Hawthorne & Sheble Manufacturing Co. They were down here for three days last month, caught some fish, and, I believe, actually did break the hearts of a lot of leaping tunas.

The talking machine parlor of J. W. Sanders, Cleburne, Tex., was recently destroyed by fire.

The Stone Music Co., Fargo, N. D., have just placed their initial order for Zonophone goods.

A Permanent Feature.

THE making of the photographs of the talking machine artists is now a permanent feature in the talking machine trade. Every owner of a phonograph is interested in these photographs and it remains for you, Mr. Dealer, to supply this demand. You can accommodate your customers and make a handsome profit by doing so. Attractive printing matter is furnished you. Consult your Jobber in regard to these or write to us for information and list

The Channell Studio for Photography

483-485 MAIN ST. ORANGE, N. J.

HOW TO PRESERVE YOUR Talking Machine Worlds

For some time past we have received numerous requests from subscribers for binders to hold the files of the paper, so that they would be convenient for reference purposes.

To supply this demand we have had a number of "Common Sense Binders" made, which will accommodate the Talking Machine World readers.

If you wish your Worlds filed always within reach, order a binder.

These binders are full cloth, with the title of the publication on the front in gold.

These will be supplied to subscribers, delivered to any part of the country for $1.25.

BUSINESS DEPARTMENT

The Talking Machine World
1 Madison Avenue
NEW YORK

NEWS FROM ALL POINTS OF THE COMPASS.

The new red and gold front of the Douglas Phonograph Co.'s store, 89 Chambers street, New York, and the fresh interior decorations and improvements, are completed, an enhancement favorably commented upon by the visiting trade, of which a large number registered within the past two weeks. It is the most striking establishment on this busy street, easily discernible from Broadway or Church street. President Henkel is conceded to be one of the most progressive jobbers in the line, and their trade is by no means confined to this country, their foreign business being an important factor, which is constantly growing.

From an authoritative source it is learned that the new model Telegraphone—disc machine type—will not be ready for the market before the fall. Several sizes of disc records will be then included in an outfit. The officers of the company state that the work heretofore expended on a device that many believe will create a revolution in the method and practical results of sound recording and reproduction has been solely experimental. The American Telegraphone Co., the manufacturers under the patents, have removed their offices from 140 Nassau street to 41 Park Row, New York.

Walter Stevens, manager of the National Phonograph Co.'s foreign department, left New York April 22 for a trip to Mexico, and after visiting the branch office in the City of Mexico will look after general phonograph conditions in that very promising country for talking machines. He will be gone several weeks. The foreign department will also open an office in Buenos Ayres, A.R., S.A., under the title of La Compania Edison Hispanos, Americana, of which mention has already been made in The World. It will be in charge of Thomas J. Kennedy, who speaks Spanish fluently, and has been connected with the department for over two years. He left for his new post April 17.

H. N. McMinimen, late sales manager of the Universal Talking Machine Manufacturing Co., Newark, O., has been compelled to resign his position, ill health preventing him from traveling. He will remain at his home in Mt. Vernon, N Y., until entirely recovered. Mr. M. has been connected with the trade for nineteen years, starting with the old North American Phonograph Co., and is familiar with every branch of the business. The greater part of this time, however, has been on the road, and he is favorably known from Maine to California and from the Gulf of Mexico to Toronto, Can.

Leaving Chicago April 16, B. Feinberg, of the Western Talking Machine & Supply Co. (Dillbahner & Feinberg), made a smashing trip East, arriving in New York May 4, where he bought a large quantity of goods for immediate shipment West, an item of 25,000,000 needles being only a sample of the size in which he purchased. In the Central States, where his selling campaign was confined, Mr. Feinberg visited all the jobbing cities, not missing one. His order book tells the story, for he entered an order of some kind at every call. So flattering was his reception that he wishes to thank the trade for their cordiality and generosity. This hustler from the Windy City started West from New York May 10, stopping off at Buffalo and several other jobbing towns, aiming to be home in ample time to attend the quarterly meeting of the Central States Talking Machine Jobbers' Association next month.

When at the banquet during the convention of the Eastern Talking Machine Jobbers' Association in Philadelphia, Pa., last month, William Werner, of Easton, Pa., amused the diners by illustrating how he sold goods in Pennsylvania Dutch, challenging his hearers to understand or interpret what he said. Victor H. Rapke—the only one of the kind in the world—of New York, promptly responded, and not only clearly explained what Mr. Werner had been saying, but went a step further by giving a selling turn in French, German, Spanish, Italian and Indian, contributing greatly to the hilarity of the happy occasion. Victor is always ready for anything and everything in the "spooch" line.

F. E. Madison, formerly manager of the contract department of the National Phonograph Co., with headquarters at the New York office, succeeds A. C. Ireton as assistant manager of sales, the change being effected last week. This is in the line of promotion, and Mr. Madison has been warmly congratulated by his many friends on his good fortune, as it came solely on merit. Mr. Ireton becomes chief of the traveling staff, a new office. E. E. Davidson, of the clerical force, takes Mr. Madison's place as manager of the contract department. B. K. Barklow, associated with Mr. Ireton in the sales bureau, may accept a road position.

Unexpectedly, A. P. Petit, general manager of the Talking Machine Supply Co., New York, turned up in Philadelphia, Pa., in time for the banquet tendered the Eastern Talking Machine Jobbers' Association at the Bellevue-Stratford Hotel last month. He came as a total surprise to James D. Landay, who represented Landay Bros., Max staying home to "keep the pot boiling."

Thomas A. Edison, who has been at his winter home at Fort Myer, Florida, with his family since early in February, returned to Orange, N. J., about May 1. The famous inventor of the phonograph looks in rugged health and expresses himself as greatly benefited by his sojourn South. He is again at the laboratory deeply engrossed in new problems.

F. E. Winchell, late president and manager of the Langley & Winchell Co., Boston, Mass., has become connected with the Sterling Debenture Co., New York, in a fiduciary capacity. The latter concern have removed their quarters from 56 Wall street to 225 Fifth avenue. Fred C. MacLean is still on the staff.

Affable Charles G. Andrews, manager of the talking machine department of the Boston (Mass.) Cycle & Sundry Co., who has been confined to his home for a couple of weeks with sickness, is back at his post of duty.

Last month the Universal Talking Machine Manufacturing Co., Newark, N. J., added two more travelers to their staff, namely, T. R. Johnson, formerly with the Victor Talking Machine Co., Camden, N. J., Musical Echo Co., Philadelphia, Pa., and the Cable Co., Chicago, who will cover the South and Southwest. E. F. Manks, new to the business, is now in the Northwest. In their next bulletin three new singers will appear on the company's list of "talent."

Thomas (better known as plain Tom) F. Murray, an attache of the wholesale department of the Columbia Phonograph Co., General, presided over by the popular and capable Walter L. Eckhardt, was in New York for a few days early in the month. This gave Tom a chance to look after his Wall street investments that are said to be of a permanent nature.

Last month the Silverstone Talking Machine Co., St. Louis, Mo., became Edison jobbers. This makes three on the list in that city. The following were suspended: Nathan Abrahams and Parker & Cooley, New York City.

Charles Lytle, manager of the Universal Talking Machine Manufacturing Co.'s record testing department, which he believes is the greatest

In the Words of Others
"Sell I.C.S. Language Outfits"

The best proof that it will pay you to sell I. C. S. Language Outfits comes from the statement of dealers that have tried them. We have published several of these letters before; here is another one from the Denver Dry Goods Co. This is piling up evidence that you are losing profits of from 10 to 30 per cent. on your business if you are not handling these Outfits. The phonograph system is fast becoming recognized as the most perfect way in the world to teach foreign languages. As a commercial enterprise, the I. C. S. System has always paid dealers well in the past, and it is growing very rapidly. Wouldn't it be a good idea for you to write us today for full particulars of what we can do for **you?** Let us put our advertising to work for you. It will not only bring you customers for language work, but will increase your regular business. Send us a postal card NOW

D. H. CHEEDY, President. W. ROWE, V. Pres't & Manag. H. J. BAGLEY, Sec'y & Treas.

THE DENVER DRY GOODS CO.

SIXTEENTH AND CHAMPA STS.

NEW YORK OFFICE, 16 EAST 16TH ST.

DENVER, COLO. 11/21/06.

International Correspondence Schools,

Scranton, Pa.

Gentlemen:

In reply to your letter of the 17th inst., will say we considered the demonstration of Mr. Mistraud very successful and while he was here we sold several Language Outfits. We have also sold some since he left us. We expect to advertise these Language Outfits during December as gifts as you may rest assured we will communicate with the parties to whom demonstration was given and who have not as yet made a purchase. We think the plan of advertising or demonstrating these Outfits is successful and leads to sales which could not be obtained otherwise.

We have placed several orders with you since the demonstration and would like to know if we could make arrangements to purchase whatever we need in this line through your Denver office as we have had to do several times recently; same can be billed to us by you. This would be quite an accommodation to us.

We will keep you advised from time to time of the results of sales on I. C. S. Language Outfits.

Yours very truly,

THE DENVER DRY GOODS CO.,

per A. Shukes

International Correspondence Schools

SCRANTON, PA.

thing that ever happened, so proud he is of the job, was married April 7, and went to Philadelphia for a quick honeymoon. He returned to Newark, N. J., in time for the factory whistle on the morning of the 29th, feeling like a two-year-old and twice as happy.

What is considered a new and original plan for starting Edison dealers is being employed by T. F. Keeney and F. H. Silliman, traveling for the Pardee-Ellenberger Co., New Haven, Conn. They "hunt" in pairs, and since the first of the year have started sixty dealers. Both are spoken of as nice fellows, and deserving of all kinds of success, which they are reaping.

In addition to their new branch house in Cincinnati, O., at 29 East Fifth street, where they will job and retail, McGreal Bros., of Milwaukee, Wis., will also have a warehouse at South and Morris streets for carrying wholesale stock.

The branch of the National Phonograph Co., in Paris, France, has been removed from 31 Rue du Quartre Septembre to 42 Rue de Paradis. The new offices are much more commodious and better located for the rapidly growing Edison business in the French capital.

W. W. Massey, for some time head of stock at the Columbia Phonograph Co.'s store at 353 Broadway, New York, has been made manager of the company's branch on Broadway, Brooklyn. His old position was filled by Clifford Mailich, of the Passaic branch.

F. E. Ogden, of the Broadway, Brooklyn, store, has been transferred to the Flatbush avenue, Brooklyn, branch, while Arthur Burnham of the latter store will be in charge of the retail business of the company's new store at 111 Chambers street, New York.

Among the Columbia Phonograph Co.'s exhibits at the Jamestown Exposition is a new disc graphophone of the concealed horn type. The new machine is contained in a cabinet in which there is also storage room for three hundred records, and the retail price is $200.

Though the National Phonograph Co. have a number of crack salesmen in the Middle West, J. W. Scott, who travels New England, is said to top them all in the number of new Edison dealers created. The addition of dealers is the criterion of success, and in this "Scotty" has the lead, according to the veritable records.

While the National Phonograph Co. will not have an official exhibit at the Jamestown Exposition, C. B. Haynes & Co., of Richmond, Va., will, however, have a beautiful display of Edison goods on the spot, using part of the material, booth, etc., used by the National Co. at St. Louis and elsewhere. Haynes & Co. will also have special assistance from the factory at Orange, N. J., and the exhibit will be purely for advertising purposes, and is not entered in competition for awards or prizes of any kind.

H. Paulsen Van Stunbergh, Columbia Phonograph Co. traveler for Pennsylvania, was recently married to Miss Olive Marion Barrett, of Toronto, Canada, whom he first met while stationed at the Columbia branch in that city.

In different sections of the country it has become quite the thing for gangs of men employed on extensive construction work requiring considerable time, to contribute to a general fund for the purchase of a talking machine and records, whereby to lighten the evening hours in the camp. Near Indianapolis, where over five hundred men are busy erecting the $9,000,000 station of the "Big Four" railroad, a large Victor machine entertains every evening.

In pushing their product, the Columbia Phonograph retail department has utilized the newsdealers in and near the city as disseminators of their literature. Recently they had over 200,000 attractive circulars, about 10 by 18 inches in size, containing four of the Columbia combination offers folded in as many Sunday papers. At the bottom of each circular appeared the name of the nearest retail store handling their product. It proved extremely successful, and the Columbia dealers appreciate the effort of that company to bring them business.

Pat Powers, Buffalo, N. Y., who is spoken of as one of the smartest men in the trade, both as a jobber and dealer, was in New York recently on a brief visit. Mr. Powers has not only made a modest fortune from a shoestring, but at one time was a crack bicycle rider. Talking machines, bikes and real estate are his specialties.

The talking machine dealers of Philadelphia, particularly the Musical Echo Co., the Penn Phonograph Co., Weyman & Sons, Swisher, Lit Bros., the Wanamaker store and others are having an immense trade in Edison and Victor goods.

A new talking machine store has been opened at 854 Penn street, Reading, Pa., by Lewis P. Muthart & Son, the jobbers, under the title of the "Columbia Echo." A full line of Columbia cylinder and disc graphophones and records is carried.

The Hornless Phonograph Co., New York, recently incorporated, propose manufacturing a device said to resemble the Victor Victrola so far as the disposition of the horn is concerned. They also have in mind a submerged horn machine, which is familiar to the trade in Germany. At the present time capital is the chief requisite.

Leo Greenberger, assignee of the Burke Talking Machine & Novelty Co., Brooklyn, N. Y., has sent out the following notice to the creditors: "By virtue of assignments, dated respectively March 11 and April 6, 1907, all the outstanding accounts of the Burke Talking Machine & Novelty Co. have been assigned to the Mechanics' Bank of Brooklyn, the same to collect all the accounts due and apply them, after reimbursing themselves for the outlays made, toward the payment of their claim as well as other creditors pro rata. This terminates my assigneeship with the above mentioned corporation."

A talking machine store on the lower east side of New York handling Edison, Victor, Columbia and other lines of machines and records has put out a shingle hearing the name Caruso Phonograph Co. Nothing like being up-to-date.

R. H. Morris, president of the American Talking Machine Co., of 586 Fulton street, Brooklyn, N. Y., reports an excellent Victor business for the first four months of the year, with still better prospects for the future.

Robert L. Macnabb, brother of John A. Macnabb, general manager of the Universal Talking Machine Manufacturing Co., for some time in the employ of the Columbia Co., having charge of one of their Brooklyn stores, has started in business on his own account at Eighth avenue and 36th street, New York, with the moving picture proposition.

The Tietz Music Co., Albany, N. Y., who handle the Edison and Victor lines, are said to have sold nearly $1,500 worth to a certain talking machine enthusiast in one year, he having devoted an entire room in his residence to his machine and records.

The Thompson-Starrett Co., the well-known contractors and builders, have recently installed the commercial phonograph system, using fifteen Edison machines.

WIRE RECORD RACKS

(SYRACUSE MAKE)

Occupy Little Space—Clean—Records Easily Handled in Them

Four Feet Wide, Eight Feet High, Sixteen Inches Deep

EACH COMPARTMENT HOLDS SIX CYLINDER RECORDS STANDING UP IN CARDBOARD BOX
EACH RACK ACCOMMODATES 1224 RECORDS

$12.00 EACH, F. O. B., NEW YORK

INTERNATIONAL TALKING MACHINE CO.

No. 498 to 500 BROADWAY, N. Y.

Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

DEALERS — Be Up to Date

Stop clinging to traditions and buying inferior **RECORDS** because they have a name.

Order the **IMPERIAL** and get the latest and best on the market at most advantageous prices to yourself.

SEND FOR LISTS AND PRICES

LEEDS & CATLIN COMPANY - - New York

EDISON LETS OUT THE SECRET

Regarding His First Attempt to Raise Money for His Inventions—Tells the Interesting Story at a Dinner at Which a Number of Newspaper Men Were Present.

In one of the largest cities of the South, while making a trip through that part of the country, Thomas A. Edison was entertained at a dinner at which were present a number of well-known reporters. The dinner ended, Mr. Edison found himself surrounded by a group, and presently one of the newspaper men said:

"I suppose, Mr. Edison, that from the start you never had much trouble in getting your inventions before the public?"

"On the contrary," said Mr. Edison, "it was often very hard. I shall never forget my first experience that resulted in anything; it's quite a story."

"Tell us," came from all sides, while the reporters sharpened their ears and mentally their pencils at the same time.

"Well," began Mr. Edison, "I was young then, about twenty-three, and I had already invented a number of things which I felt were valuable, but no one wanted to advance me the money to allow me to prove their practicability. One day, feeling pretty blue, I tramped the streets of New York, a few lonely silver pieces in my pocket, and presently found myself in one of the fashionable streets. A lady, young, handsome and richly dressed, was just descending the steps of one of the palaces to a waiting carriage.

"'Who is the young lady?' I asked of the liveried dignitary who had conducted her to the equipage. The astonishment depicted on the man's face could not have been greater if I had asked him to name the stars in the Milky Way. Silently he turned on his heel and made his dignified way back into the mansion.

"'That's Miss Cymbeline Smart,' volunteered a man who was passing.

"'And that is Mr. Jenkin Smart's house?'

"He nodded and passed on.

"I knew from newspaper report and gossip that Mr. Smart was one of New York's richest men, and that Miss Cymbeline was his only daughter.

"I hesitated only a moment, quickly ascended the marble steps, rang, and shortly found myself facing Mr. Smart himself in a room which seemed half-library, half-office.

"'What do you want?' he asked.

"'I want to marry your daughter.'

"'Indeed! Who are you?'

"'An inventor.'

"'What have you invented?'

"'Nothing as yet that has been proved a success. I need money to perfect my inventions. I work in electricity.'

"While talking my glance strayed continually to the massive safe in front of which Mr. Smart stood. I knew his passion—his possessions.

"'Do you consider that safe burglar-proof?' I went on.

"'No,' he replied, 'not as long as the man who made it lives. This lock cost me six thousand dollars; before I got this the safe was broken into four times; presently this will be useless.'

"'Mr. Smart,' I said, 'I can fix an attachment on your safe that will not only render it burglar-proof, but will deliver into your hands any one tampering with the lock. If I prove this to you will you promise me your daughter?'

"'If you succeed I will give you one hundred thousand dollars,' he said.

"'I'm sorry; it's your daughter I want.'

"'Very well, then, my daughter if you succeed.'

"At twenty-seven minutes after eight the same evening I had perfected my attachment on the safe in Mr. Smart's presence. The following morning at ten, according to appointment, I again presented myself at the palace.

"'Your master was ill last night,' I said to the servant who ushered me in.

"'Yes, sir, he had a fainting-spell, sir, but he's quite well again this morning. You are to go to him at once, sir.'

"Mr. Smart was standing in front of the safe very much as when I had first seen him.

"'Good morning, Mr. Smart; how do you feel?'

"'Well, thank you; why should I not feel well?'

"'Mr. Smart,' I said, 'yesterday evening at thirty minutes after eight you had an electric shock which caused you to fall unconscious in front of your safe. And this morning at half-past eight you regained consciousness. Am I right?'

"'Yes!'

"'Mr. Smart, the same thing would happen to any one who tampered with your safe, and without any knowledge on his part of the electrical trap set for him.'

"'And suppose I had never recovered from this electrical shock?'

"'There was a risk, I admit; it was my first attempt on a person.'

"'And you knew exactly how long I would remain unconscious?'

"'Certainly, the apparatus was set for twelve hours. I might have set it for twenty-four hours. You will admit, therefore, that I have succeeded?'

"'Yes.'

"'And you will keep your promise and give me your daughter?'

"'I always keep my word; you have my permission, but my daughter refuses to give her consent. But, my young friend,' he went on, 'do not let this fact disturb you; I promise to buy all your inventions, and to give you at once my check for one hundred thousand dollars.'

"This," said Mr. Edison, glancing smilingly about him, "is the story of my first attempt to raise money for my inventions."

"And did you really sell this millionaire all your future inventions?" asked a reporter.

"No," said Mr. Edison, "I couldn't do that; I invented too many things."

"Is your faculty for invention a natural one?" asked one of the reporters.

"It is," said Edison, and then, with a twinkle in his eye, "I have proven that to you by inventing this story as fast as I told it to you."

Kohler & Chase's branch house at Seattle, Wash., has been removed from 1305 Second avenue to 710 Pike street. They are doing a great business in Edison and Zonophone goods.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

Increase Your Income!

YOU CAN DO IT EASILY WITH THE

YORK BAND INSTRUMENTS

These instruments are used by leading bands, and will form a special feature of attraction in any store. The name of York on a band instrument is a guarantee of the highest quality.

J. W. YORK & SONS
GRAND RAPIDS, MICH.

We Are From Missouri!

ARE YOU

?

Then Let Us Show You—

HOW | PROMPT AND COMPLETE | WE FILL ORDERS

We have moved to our new location, the sixth floor of the Mills Building, a fire-proof, up-to-date floor, half a city block square which will be devoted exclusively to the ***wholesale*** distribution of the Victor line and have provided every facility for taking care of your business.

That's Why We Want To Show You

Not only have we a complete line of Victor Machines and Records, but we also carry a fine line of Record Cabinets at prices that give you, Mr. Dealer a fair margin of profit.

Our Repair Dept. is in charge of an expert and is also at your disposal.

Let us put you on our mailing list for specialties.

St. Louis Talking Machine Co.
MILLS BUILDING
7th & St. Charles Streets
ST. LOUIS, MO.

The Only Exclusive Victor Distributors in Missouri

CLEVELAND'S BUDGET OF TRADE NEWS.

Business Reports of a Most Favorable Character—Eclipse Musical Co. Occupy Handsome New Quarters—Marconi Records in Great Favor—Geo. W. Lyle Welcomed—McMillin's Success—Edison Business Phonographs Being Placed in Many Large Establishments—Roberts Growing Business—Bailey's Big Output of Edison and Victor Machines—Unique Uses to Which the Commercial Graphophone Is Put—The Gottling & Wight Co.—Probeck's Clever Window Display—Many Items of Interest from a Progressive City.

(Special to The Talking Machine World.)

Cleveland, O., May 8, 1907.

In all departments of the talking machine business, both in the city and vicinity, reports are of the most favorable character. The dealers are all very optimistic, and are prepared, so far as the manufacturers make it possible, to do a big business. There is visible evidence that they are all very busy. While some cheap machines are sold the demand for high-grade ones is a feature of the trade, and many more would be sold if they could be obtained from the manufacturers.

The call for cabinets, horns and supplies generally is good and improving. The repair department in all the talking machine stores is becoming more and more an important feature of the business, and a number of experts are now continually employed at this delicate work.

The Eclipse Musical Co., long located at 814 Prospect avenue, have disposed of their retail business, including the accounts, fixtures, etc., to H. E. McMillin, and have leased an entire floor in the Erie Building, near Euclid avenue, where they will hereafter do a wholesale business exclusively. The change to more spacious quarters was made imperative, owing to the fast increasing business. The company now occupy 9,000 feet of floor space, affording the most desirable facilities for the prompt and efficient transaction of business. They have added over 100,000 records to their already large stock, and have greatly increased their supply of machines, cabinets, horns, etc., and now have the most complete stock of Victor and Edison goods in the Middle West.

The Talking Machine World's representative was shown through the offices and stock rooms, and noted the systematized order in which the immense stock is arranged. For instance, a large series of shelves have been arranged, where each Victor record is placed in an envelope and laid in flat as soon as received, which keeps them in perfect condition and prevents their warping. The business offices are nicely appointed, with all the up-to-date conveniences for expediting work.

T. H. Towell, president and treasurer of the company, is a very busy man, giving his personal supervision to the business. He ceased from his work long enough to explain the reason of finding him in new quarters, by saying that their wholesale trade had grown to such magnitude that they were simply compelled to seek other and larger quarters, where they could give the wholesale business their exclusive attention. He stated he was most gratified with results; that the April business was by far the largest since the company started, and that the prospects are looking good.

Business is reported unusually good by the Columbia Phonograph Co., "made so," said Manager Probeck, "largely by the new Marconi record, to which the public is taking very kindly. These records possess merits superior to any heretofore put on the market. They are practically indestructible. We placed one of these records in the street yesterday, where it was left until several teams, carriages and autos had driven over it. It was then brought in, the dirt wiped off, placed in the machine and it played perfectly. It was considered a pretty severe test by those who witnessed it. I had a very pleasant visit with George W. Lyle, general manager of the Columbia Phonograph Co., of New York City, who spent the day here, May 2, on his way home from the West. It was his first visit here in two years. He expressed himself much pleased with conditions as he found them throughout his entire trip. He said the business for the month of April was the largest in the history of the company."

One of the oldest, if not the oldest, musical establishments of the kind in the city, is that of H. E. McMillin. He started in business as a band and orchestra musical publisher, in 1883, at 127 Superior street. He purchased the wholesale, jobbing and importing business of the S. Brainard Sons Co. in 1889. On April 1 he purchased the retail talking machine business of the Eclipse Musical Co., taking over the entire business of that department, and moved it, together with his Superior street stock, to 2053 East Ninth street, where he occupies two floors of approximately 14,000 feet of floor space. One floor is devoted to the offices and retail department, and the other to the wholesale publishing business. He has set apart ample space for the talking machine end of the business, and the display and demonstration rooms have been fitted up in fine style, the latter being practically sound-proof.

Mr. McMillin said he was very much pleased with the way the talking machine business had opened up, and there was every indication of an equal patronage. "By opening this store," said Mr. McMillin, "it makes it now one of the few complete music stores in the country, where one can purchase anything in the line of music, from a jewsharp to a piano."

The National Phonograph Co., of Orange, N. J., have their branch of its commercial department in this city in full operation, in charge of J. O. Hanna, located in the finely equipped offices at 509 and 511 the Schofield Building. In an interview with Mr. Hanna he said: "This office will sell the Edison commercial system, conducted with the business phonograph, and has departments for the instruction of both dictators and transmitters, a repair and inspection department, and an employment bureau where girls can learn to use the business phonograph free of charge, and expert operators will be furnished customers on short notice.

"The new and improved Edison business phonograph has proven to be practical for any kind of correspondence, and is now being used by hundreds of the largest firms throughout the country. It has been demonstrated such a time-saver that any firm having heavy correspondence, or which employs more than two stenographers, can afford to be without it. The new machine has been so perfected that all of the old objections have been entirely overcome, and the conscientious operator finds his daily capacity for work, as well as his efficiency, as part of a great office force considerably increased by the use of the business phonograph. All departments anticipate a very busy season in this district."

W. J. Roberts, Jr., reports an excellent month's business in both machines and records, trade continuing steady and of a very satisfactory character. His trade is running to the better grade of machines and appliances. From the present outlook he anticipates a very successful year's business.

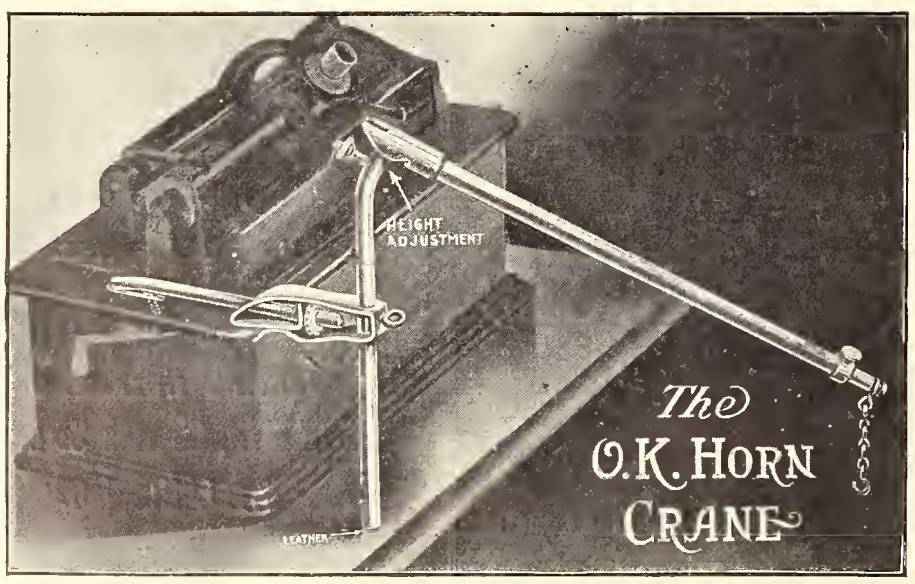
The Bailey Co. since installing the Victor and Edison talking machine department have been pushing the business. The manager said they sold thirty-four machines the first day they opened, and that the trade had increased to the extent of compelling them to add double the space originally set apart, and that they were still cramped for room. He stated the volume of business had been far beyond their expectations; that at first they had some trouble in getting records, but they now have a full catalogue list of both the Edison and Victor. They have a Victor auxetophone placed at the head of the stairway, near the elevators, on the sixth floor, which can be distinctly heard on the first or ground floor, where it attracts attention and draws crowds to the music department.

Hugh Grilley, 924 Prospect avenue, says his sales for April far exceeded those of March, including machines, records and cabinets, and that the way business has opened up this month May will prove better still. He said there was a big call for the May records, and that they were taking well.

Mr. Robbins, of the firm of Robbins & Emerson, says their recent move from the second to the first floor of The Arcade was a good one, as their business has materially increased, while their facilities for display and demonstrating are greatly improved. He stated business during April was exceedingly good, with a constantly increasing demand for records.

Cablitz Bros., 2224 Woodland avenue, S. E., have a very neatly fitted up store and are doing quite a volume of business. They cater to and have a considerable trade in foreign records, German, Hungarian and Jewish. They handle a full line of records and Edison and Victor machines.

"There is nothing new to report," said Mr. Busscher, of W. H. Busscher & Son. "Business continues good. We are selling a good many ma-



(Patented March 12, 1907.)
For Edison and Columbia Machines
Ask Your Jobber
THE IDEAL FASTENER CO., 143 Liberty Street NEW YORK CITY

About Records!!

We are going to make some record statements which will interest every talking machine jobber and dealer in this country.

Every talking machine man knows that the cylinder records will break if they fall upon the floor; they will wear out and become scratchy and unmusical. Ours will not.

They are practically INDESTRUCTIBLE

We give up no space to announcements, no curved ends to the records. The entire 4¼ inches of surface is devoted to music thereby giving our records twenty-five per cent. more music than any other, and equally the same as the 10-inch disc records which sell for sixty cents and upwards.

We guarantee the highest grade of music, because we employ the services of one of the most talented musical directors. We have a perfectly equipped laboratory for the making of our Master Records at 352 Livingston Street, Brooklyn, N. Y.

We guarantee that every record will reach the dealer in perfect condition. No more broken records to charge up to profit and loss; no more complaints from customers that the dealers sold them cracked records which must be exchanged. No more annoyances from such sources.

You should have the best that modern skill can produce, and the **INDESTRUCTIBLE RECORD is the highest development** in this line. An investigation is invited. Our first catalogue will be out in August. Our price will be thirty-five cents per record with the usual discount to jobbers and dealers.

THE INDESTRUCTIBLE PHONOGRAPH RECORD CO.

226-236 Hamilton Street, Albany, N. Y.

chines, and there is no end to the call for records. The May lists are especially fine."

"The month of April evidenced a very active demand for the commercial graphophone," said Manager H. E. Jones, of the commercial department, "and a considerable number of new outfits of those machines were installed in business houses here and in this vicinity.

"The large number of unique uses to which the commercial graphophone may be put seems to have no end. As a case in point, a party is using it as a silent evidence gatherer of conditions existing in an adjoining building. It seems the offending concern has installed some sort of machinery which makes a most tremendous racket, shaking the buildings in the vicinity to such an extent as to make it almost impossible to do office work in offices where the graphophones are in use. Accordingly, this concern has rigged up one of our machines with a 26-inch recording horn and is making a series of records of the awful racket. What their purpose is I do not know, but the use of the machines for making records of this nature would certainly seem to be a novel departure. It is not known what the results are so far, but the operation is being watched with considerable interest.

"One of the greatest advantages of the commercial graphophone was brought out by the experience of a concern who now have a complete installation of our machines as a result of the incident. It seems that the head of the house dictated some seventy-five important letters to a young lady stenographer one morning, and, feeling ill at noon, she asked for and received leave of absence for the day. The following day she was still too ill to appear at the office and all the important correspondence was locked up in her note book, with the usual condition prevailing that no other stenographer in the office could read her notes. The gentleman in question had been circularized and called upon and the advantages of our system explained, and it immediately struck him that it would be very much more satisfactory in the present case if his dictation had been recorded upon cylinders, and therefore in shape to be transcribed by any intelligent typewriter, rather than to have it as it was, embodied in a lot of useless pothooks and scratches, that could only be translated by the young lady who made them. As to redictating all this correspondence to another stenographer, he decided that the commercial graphophone was worth while trying at any rate. He sent for me and was supplied with a trial outfit of machines, with the result that his office is now, as I stated, rather completely equipped.

"The business outlook for May appears exceedingly promising, because of the numerous prospects and inquiries constantly coming in. In conclusion, I assure you, it may truthfully be said that the commercial graphophone is booming."

Collister & Sayle report trade better and more satisfactory than it has been in a long time. They stated there was a big call for records, and that machines were selling well. "We are getting in machines more satisfactorily now," said the manager, "but the manufacturers are still away behind on orders for records. Our April business was fine, and it is starting in splendidly this month."

The Gottdiner & Wicht Co., 2084 West 25th street, are one of the oldest, if not the oldest, talking machine dealers in Cleveland. They have been in business over ten years and were the distributers for the Toledo Talking Machine Co. while they were doing business. They also put on the market some three years ago their own special machine, called the "Eagle Talk-o-phone," together with their own records. The company are now handling the Edison and Victor machines and records. "Since we have been in business," said Mr. Gottdiner, "we have sold a great many thousand machines, as many as 500 in one month, as well as tens of thousands of records. While sales are not as extensive at present we are doing a good, brisk business. We have been badly handicapped in not being able to get our orders filled by the manufacturers."

Flesheim & Smith, who handle the Zonophone, report business good. The manager said they were selling a good many 12-inch records and were making good sales of machines.

L. Hartwell, proprietor of the "West Side Phonograph and Talking Machine Store," 2058 West 25th street, has been in business fifteen months and has been very successful. He carries the Edison, Columbia, Victor and Zonophone machines and a full line of English, German and Hungarian records, and does all kinds of repairing. He is doing a business of between $5,000 and $6,000 per year.

"Oh, dear! I think about the biggest cheap skate at large is the man that tries to hear music for nothing," said the fluffy-haired girl who plays the piano in a music store. "That fellow who was just in here—and it wasn't his first visit—had me play at least ten of the new pieces, and I didn't see him buy a thing, did you? That always makes me sore," she continued, as she gave another touch to her hair. "A lot of these ducks that blow in here think I'm just a sort of entertainment committee. The boss pays me to play for people that want to pick out music and take it home with 'em. The next time any one makes me play for a quarter of an hour and starts out without making a selection, see if I don't call him back and tell him to come around again next winter—that it will be an open, free season."

The managers of the moving picture theaters of Cleveland have formed an organization to protect their interests. They have agreed to abolish objectionable pictures and outside phonographs, which have been the cause of much complaint. The organization claim there are plenty of good subjects without resorting to objectionable films.

The other day a talking machine dealer received the following order: "Please give me one box nails and screw." He wanted some needles.

The windows of the Columbia Phonograph Co., arranged by Mr. Cleo G. Burgeois, present a pretty and interesting appearance, advertising the new Marconi records. The color scheme is royal purple and white, the floor of the window being covered with alternate bands of those colors. In the center of the window a large scale beam is placed with a Marconi record on one pan and pulling down the other end of the scale is a feather. The point illustrated is the fact that Marconi records are light as a feather.

A small machine in the window is constructed to bend a Marconi record back and forth, showing that they cannot be broken. This machine is a source of great attraction to the passing crowd, to whom a record that can be bent, without breaking, is a novelty. Placed in another part of the window is a Marconi record with envelope, that has been through the mail (postage, 4 cents), showing that they can be mailed without any extra packing and come through without injury. A small postal scale in the window also shows the weight of the Marconi record placed thereon to be only 2 ounces. Fastened to the back of the window and made up of large silver letters is the new catch phrase pertaining to the new Marconi product, which is, "Wonderful as Wireless." This lettering, with appropriate lightning flashes, reminiscent of Marconi's wireless telegraph, shows up very well. A large framed picture of Marconi and numerous records complete the window, which certainly serves the purpose of the designer for advertising and attracting the attention of the public to this new product of the Columbia Co.

Phil Clay, of Sherman, Clay & Co., San Francisco, one of the largest jobbers on the Pacific Coast, was in New York in the latter part of April. While here, among other places visited, he called at the Talking Machine Supply Co. to see A. P. Petit, the general manager, whom he had the pleasure of meeting when in California recently.

NYOIL
FOR
PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

THE ACME DIAFRAM

combines all the qualities required of the perfect one without the objectionable features.

NO { Blast, Rattle, Wear, Squeak } MORE { Volume, Range, Natural, Sweetness } EMBODYING { Depth of Tone, Indestructibility, Clearness, Uniformity }

Will fit either the Columbia or Edison reproducer, and give a volume and naturalness of tone never before attained. Has proven a repeater from the start. *Price 25 cts. or $1.00 per dozen.*

Will furnish dealers free sample if requested on business letterhead.

O. J. JUNGE, The Talking Machine Man, 1317 O Street LINCOLN, NEBRASKA

To SOUTHWESTERN DEALERS

We carry the Largest Stock of EDISON MACHINES and RECORDS and General Talking Machine Supplies west of New York.

CONROY PIANO CO.
COR. 11th AND OLIVE STS., ST. LOUIS

NOTES FROM THE EMERALD ISLE.

Business Somewhat Dull in the North of Ireland —Latest Records of Unusual Excellence— Those by Patti and Battistini Much Admired —Osborne Concerts Prove Attractive—Other News from Isle of Saints.

(Special to The Talking Machine World.)

Belfast, Ireland, April 26, 1907.

Business in "talkers" has been dull in Belfast during the past two months, and this is to be specially deplored because users of gramophones and phonographs have—only temporarily, we trust—thus denied themselves the pleasure of listening to some of the finest monthly issues of new records that it has been the good fortune of jobbers and dealers to have on their shelves. Take, for instance, the six new records by the great prima donna, Mme. Patti, or the thirteen "Battistini" discs.

Two at least of the Patti selections are delightfully rendered, with such charming pathos, so dulcet and clear in the enunciation, that one feels it would be impossible to ever become surfeited with such a "harmony of sweet sounds." The writer of these notes considers that in the recording of "La Calesera" (Chanson Espagnole), Patti has eclipsed all her previous efforts. With regard to Battistini his success as a gramophone artist is so pronounced as to be only equaled by Caruso.

Edison products still hold the premier position in public favor, but, of course, there is always an excellent demand for "Sterling," "White," "Edison-Bell" and "Columbia" records, and the sale of Zonophone discs has continued to increase "by leaps and bounds."

A mammoth audience listened on Saturday evening, April 20, to an al fresco concert at T. Edens Osborne's depot, which has the palatial Belfast new City Hall at its vis-a-vis. The instrument used was the "B. C." Columbia S. M. graphophone, which captivated an immense crowd numbering not hundreds but thousands of citizens, who remained transfixed with its "sea of faces" uplifted toward the fourth floor of the premises from a window of which the 56-inch copper trumpet of the machine was projected. The selections were largely of popular airs and "pantomimic hits," with an agreeable blend of classical music. These Osborne concerts have become quite a "feature of the city," and many come by rail long distances to patronize these functions.

Mr. Osborne has just returned from an extended and delightful continental trip, and remarks that after a jobber or dealer has been compelled to work hard all winter in providing his customers with instrumeuts for dispensing pleasure and happiness, he should, if at all feasible, give himself up to what our French friends term "abandou," and spend a few weeks in visiting the beauty spots of the earth, thereby acquiring that valuable business asset—health, expanding his knowledge and getting rid of "brain fag." Good advice.

CHINESE FUNERAL SERVICE

By Means of the Talking Machine—How Many Mongolians Were Able to Follow the Rites of Their Faith Thanks to the Manager of the Victor Distributing & Export Co.

Owing to trouble between the rival Tongs in New York's Chinatown a Chinese family recently found it impossible to obtain the services of any one to read or chant their native burial service over the body of a child, and for several days all their efforts failed to remedy matters. As the child was a boy the full rites were absolutely necessary, and the poor Chinese were nearly crazy with anxiety. To add to their troubles the health officers learning that the child had been dead for such a length of time ordered its burial immediately.

As a last resort the family went in a body to the showrooms of the Victor Distributing & Export Co., and held an animated conference in Chinese jargon with the manager, Mr. Beekman, who, speaking only plain United States, of course understood exactly what they were jabbering about.

After singing two or three solos, duets and choruses and going through a whole performance one of the band finally cooled down sufficiently to explain the purpose of their errand. Although there was a quantity of Chinese records catalogued, the company staff thought they were merely folk songs or operas, and brought out the list merely in an effort to satisfy the Chinamen that their wants could not be satisfied. When the visitors read the list they fairly shouted with joy, and imagine Mr. Beekman's surprise to discover that he had in stock a record containing the complete Chinese funeral service, brass gongs and all. He now has that selection heavily underscored in mourning ink and labeled "Chinese Funeral Service."

Before leaving the Chinamen purchased several records in their language, and one of the most expensive machines.

A CAMPAIGN WITHOUT PURPOSE.

The New York Herald recently started a crusade against the many big electric signs along Broadway, claiming that they disfigured that thoroughfare and offended the artistic eye. Among the largest of the signs along the Great White Way is that of the Victor Talking Machine Co., at Thirty-eighth street, which is an enormous reproduction in electric light of the famous Victor trade mark, "His Master's Voice." After having only recently paid a heavy fine for offending public decency, it seems that the Herald should have something better to do than criticize the signs, the majority of which are decidedly artistic and which tend to add brightness and attraction to that wonderful thoroughfare.

Dinizulu, the great Zulu chief, has a large talking machine with which he entertains his guests, both savage and civilized. He also has an organ of American manufacture upon which he himself performs.

Why Not Have Your Customers BEAUTIFY as well as CLEAN

Their Talking Machines, Horns and Horn Cranes.

Note Easily Detached Cork.

PLATOL (TRADE MARK)

Works the Charm.

PLATOL (TRADE MARK) **SILVERPLATES and CLEANS**

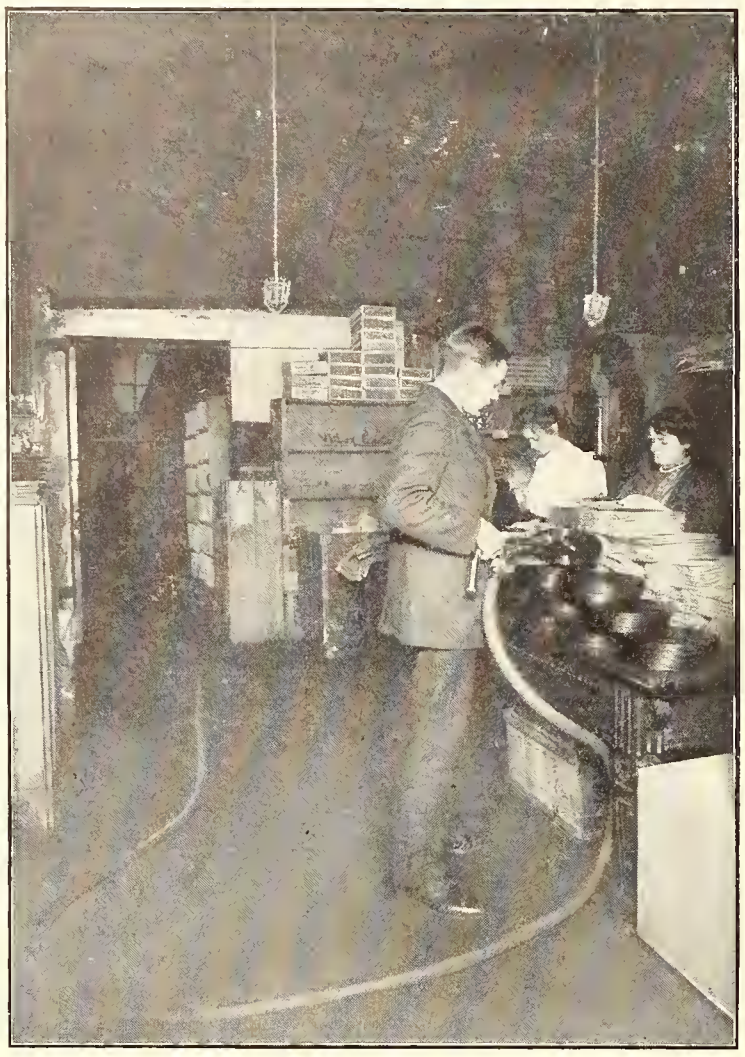
Corrugated Carton for Bottles.

in the one simple operation of rubbing on. PLATOL does its work with little labor and small expense. PLATOL is delightful to use. Guaranteed to be absolutely free from poisons and odors; does not stain the hands nor scratch the most delicate surface. PLATOL improves the tone as well as the appearance. Prove what we claim at our expense. Send your business card, and we will send you a liberal sample, free, by return mail.

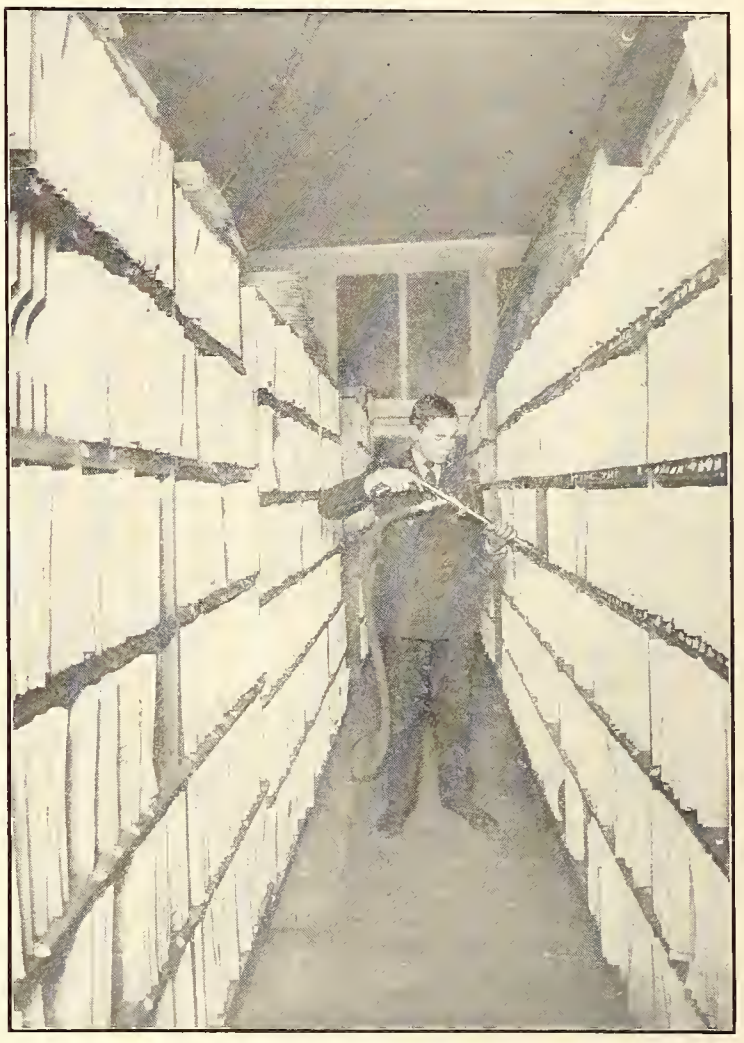
A Big Selling Point. Every housewife appreciates an article which will replate her silver as well as clean it. Don't hesitate. It's worth your while. It pleases and pays.

STEINREICH MFG. & IMPORT COMPANY,

Advanced Articles of Utility. **190-196 West Broadway, NEW YORK CITY.**



Removing Grit with Pneumatic Brush.



Daily Cleaning of Shelves.

VITAL IMPORTANCE

Do you know that the GRIT, which gathers in a Record groove chokes the reproduction, eliminates the finer notes entirely, shortens the life of the record by one-half, cuts your profit by damaging your stock and losing Machine Sales ?

Pneumatically Cleaned Records in Envelopes

Our entire stock is cleaned by subjecting the surface of each Record to the action of a Pneumatic Brush, which has a suction power of twenty-five (25) pounds, cleaning out the minute grooves, which no cloth can reach. After being cleaned the Record is placed in an envelope and reaches the Dealer in perfect condition.

WE STAND IN A CLASS BY OURSELVES. THE ONLY JOBBERS IN THE UNITED STATES WITH PNEUMATIC CLEANING APPARATUS

When you consider the immense value that clean, bright salable stock has, when compared with the damaged article—ordinarily carried by Distributors, and the complete shipments that we make, you will feel that you are getting 50% more for your money than when you buy from other sources.

It will pay you to buy from us, no matter where you are located. Send us your orders for Machines and Records.

Our Stock of Victor, Edison and Zonophone Machines and Records is the Largest in the West

THE RUDOLPH WURLITZER CO.

CINCINNATI CHICACO

CONVENTION AFTERMATH.

Many Important Matters Attended to at the Meeting—Cash and Instalment Business Discussed—Membership Doubled—Those Present at the Various Gatherings.

The meeting of the Eastern Talking Machine Jobbers' Association, which was held in Philadelphia last month, just as The World was closing its last form, was the most successful held in the history of the Association. The aftermath of the meeting is interesting from many points of view, as some of the published reports do not represent the true feeling that prevailed at the session or the action recorded. The general feeling, as outlined at the banquet on Thursday evening, April 11, being that the organization was not presenting propositions emanating from a "big stick" source, but one of suggestion only, fostering a mutual feeling of interest between the manufacturers and jobbers, as one member expressed it, the manufacturing companies were a trust, but not a trust. That if a record was sold for $6 it was an article of luxury, that no one was compelled to buy, but in which full value was rendered to the willing purchaser. The association has doubled its membership in a year—from 30 to 62—with other applications pending.

The association adopted suitable resolutions embodying the views of the members regarding the cash and instalment proposition, and the cutting out and the exchange of records, which are to be presented to the manufacturers for their consideration. The suggested plan of returning defective records was also discussed, and resolutions covering the ideas of the organization were presented and disposed of in a suggestive way only. The committee appointed by President Andrews to carry out these resolutions were: National Phonograph Co.: C. V. Henkel, president and general manager of the Douglas Phonograph Co., New York; H. L. Ellenberger, of Pardee-Ellenberger Co., New Haven, Conn.; Louis Buehn, of Buehn Bros., Philadelphia, Pa. Columbia Phonograph Co., General; Benj. Switky; Herbert T. Lewis, Lewis Talking Machine Co., Philadelphia; C. N. Leng, of John S. Leng's Sons & Co., New York. Victor Talking Machine Co.: Henry E. Marschalk, of the Musical Echo Co., Philadelphia; J. T. Williams, of the Victor Distributing & Export Co., New York; E. F. Taft, of the Eastern Talking Machine Co., Boston. J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co. ("the white blackman," as he is called) was appointed a committee of one to furnish the press with the proper information.

At the banquet President Andrews acted as toastmaster, and in the informal speeches made by the members the best of feeling was expressed for the manufacturing companies averring all the interests would work in harmony. Outside of the remarks made by Louis F. Geissler, general manager, and C. M. Brown, advertising manager, the remainder of the Victor Co. officials present, including Bert Middleton, secretary, and George H. Ornstein, sales manager, were excused on account of their modesty as public speakers. Mr. Geissler added to his reputation as a good fellow when telling a number of stories in German dialect at the Down Town Club luncheon. Naturally Victor H. Rapke was in evidence, and his horseless automobile trip in Camden to the factory from the ferry and various other incidents were characteristic.

The following new members were elected at the meeting: Iver Johnson, of the Iver Johnson Sporting Goods Co., Boston, Mass.; Pittsburg Phonograph Co., Pittsburg, Pa.; Texas Phonograph Co., Houston, Texas; J. Samuels & Bro., Providence, R. I.; W. D. Wilmot, Fall River, Mass.; W. D. Estes, Lewiston, Me. Since the convention another application has been filed, which makes the total membership 62, of which over thirty-five were represented at Philadelphia. The following is the official roster, including the above: F. K. Dolbeer (honorary), National Phonograph Co., New York; Oliver Jones (honorary), Victor Talking Machine Co., Camden, N. J.; American Phonograph Co., Gloversville, N. Y.; American Talking Machine Co., Brooklyn, N. Y.; W. D. Andrews, Syracuse, N. Y.; G. C.

MEMBERS OF EASTERN JOBBERS' ASSOCIATION, SNAPPED IN FRONT OF VICTOR CO.'S FACTORY, AT CAMDEN, N. J.

First row (sitting from right to left).—Louis F. Geissler, Victor H. Rapke, James Landay, S. B. Davega, W. D. Andrews, J. N. Blackman, A. P. Petit, James Keane O'Dea, G. T. Williams, H. C. Brown. Second row (from right to left)—Clinton G. Price, Homer S. Price, Henry E. Marschalk, I. Davega, Jr., Louis Buehn, H. F. Miller, Louis Jay Gerson, J. P. Kelsey, Chas. B. Bayly, Adolph Weiss. Third row (from right to left).—C. E. Collins, John Rose, J. L. Wagoner, Thos. Wardell, E. E. Buehn, W. M. Davis, R. M. Morris, H. G. Lewis, A. Wm. Toennies, W. B. Fulghum, Geo. D. Ornstein. Fourth row (from right to left)—C. V. Henkel, A. W. Barkelow, W. Werner, Jos. Sonfield, H. Koch, H. J. Shartle, Carl A. Droop, H. A. Weyman, A. C. Villard, C. N. Andrews, L. Lambert, Clement Beecroft, E. K. Smith.

Mr. Dealer.

Have you ever been caught short on your Edison Records and found that your Jobber could not help you out?

Have you ever lost a sale in consequence? Then you can appreciate the value of doing business with a Jobber who can fill your orders promptly.

We are the largest exclusive Edison Jobbers in the East, and carry the most extensive line of Edison Machines, Records and Supplies.

We guarantee immediate shipment of all orders.

ECLIPSE PHONOGRAPH CO.

203 Washington Street **HOBOKEN, N. J.**

Ashbach, Allentown, Pa.; Theodore F. Bentel Co., Pittsburg, Pa.; Bettini Phonograph Co., New York; Blackman Talking Machine Co., New York; J. F. Blackman & Son, New York; Sol Bloom, New York; Frank E. Bolway, Oswego, N. Y.; Boston Cycle & Sundry Co., Boston, Mass.; S. B. Davega, New York; I. Davega, Jr., New York; Douglas Phonograph Co., New York; Eastern Talking Machine Co., Boston, Mass.; Eclipse Phonograph Co., Hoboken, N. J.; Edisonia Co., Newark, N. J.; Flint & Brickett Co., Springfield, Mass.; Forsyth & Davis, Kingston, N. Y.; J. A. Foster Co., Providence, R. I.; William Harrison, Utica, N. Y.; Jacot Music Box Co., New York; James K. O'Dea, Paterson, N. J.; Pardee-Ellenberger Co., New Haven, Conn.; Penn Phonograph Co., Philadelphia, Pa.; Powers & Henry Co., Pittsburg, Pa.; Victor H. Rapke Co., New York; Stanley & Pearsall, New York; Benj. Switky, New York; Talking Machine Co., Rochester, N. Y.; Victor Distributing & Export Co., New York; John Wanamaker, New York; Tbomas Wardell, Lowell, Mass.; Alfred Weiss, New York; William Werner, Easton, Pa.; Western Talking Machine Co., Philadelphia, Pa.; Musical Echo Co., Philadelpbia, Pa.; H. A. Weyman & Son, Philadelphia, Pa.; Louis Buehn & Bro., Philadelphia, Pa.; Landay Bros., New York; John S. Lengs' Sons & Co., New York; Kirtland Bros. & Co., New York; C. B. Haynes & Co., Richmond, Va.; W. D. Andrews, Buffalo, N. Y.; A. J. Denninger, Rochester, N. Y.; John Rose, Astoria, N. Y.; Regina Co., New York; E. F. Droop & Sons Co., Washington, D. C.; Finch & Hahn, Schenectady, N. Y.; S. Kahn Sons & Co., Washington, D. C.; Lewis Talking Machine Co., Philadelphia, Pa.; W. H. Ross & Son, Portland, Me.; Price Phonograph Co., Albany, N. Y.; Neal, Clark & Neal Co., Buffalo, N. Y.

Among the guests at the various functions were: B. G. Royal, president of the Universal Talking Machine Manufacturing Co., Newark, N. J., who proved himself a royal good fellow all around; Clement Beecroft, manager of sales of tbe Tea Tray Co., of the same attractive city, with whom particular care was taken that of the flowered crockery placed before him at the various spreads, a certificate of "baked on" accompanied the outfit.

The next meeting of the association will be held in New York City, at one of the leading hotels, on July 29, when the annual election of officers will take place.

The Vine Co., Des Moines, Ia., have removed from 808 West Walnut to 204 Seventh street, where larger premises have been leased.

ONE OF ST. LOUIS' PROGRESSIVE TALKING MACHINE CONCERNS.

The Silverstone Talking Machine Co., St. Louis, Mo., of which Mark Silverstone is president, is one of the most progressive talking machine concerns of that city. He started in business there on July 22, 1905, at 923 Olive street, as a dealer in Edison machines, and on account of increasing business he was forced to move into larger quarters on May 1, 1906. The concern now has a very spacious store at 1010 Olive street, containing over 2,500 square feet, and equipped in a thoroughly modern manner. On November 24, 1907, they purchased the entire stock of the Western Talking Machine Co., paying cash for same, the latter company retiring from business. The company are now one of the most prosperous ones in this territory, and their business is rapidly increasing. Mr. Silverstone is not only a practical business man, but is an expert on mechanical construction, which has proved invaluable to him in the talking machine line.

GEO. T. STANDKE A HUSTLER.

Makes a Display That Attracts Public Attention in St. Joseph, Mo.

George T. Standke, manager of the St. Joseph, Mo., branch of the Columbia Phonograph Co., is a hustler of strenuous nature, with an all-abiding faith in his line of machines and records. If his company represent a certain article as having certain qualities, that's enough, he takes it upon himself to prove the fact to his customers in a most convincing way. When the new Marconi Velvet-tone records were first received in St. Joseph, Mr. Standke took one of them and demonstrated to a large crowd its indestructible features. He slammed it on the pavement, jumped on it with both feet; then he picked it up and played handball with it, after wbicb the record was placed on a machine and its tones reproduced without the least sign of injury. From the number of that style of record subsequently sold it would seem that the demonstration was most effective.

EXCHANGE OF OLD VICTOR RECORDS.

In order to retire the records made by Mme. Melba previous to the series made by her this spring, tbe Victor Talking Machine Co. recently made a very liberal exchange proposition to those dealers who still had the old records in stock. Tbere are seventeen numbers in the old list, and the Victor Co. offered to accept them on a three for one basis, the offer closing on May 15. It was stipulated, however, that orders for new Melba records only should accompany the returns. As the new records are 40 per cent. lower in price than the old ones and full cost price was allowed on tbe latter the liberality of the exchange plan may be realized.

Jobbers expressed themselves as highly pleased with tbe Victor Co.'s position.

A new line of flower horns is being placed on the market by the Hawthorne & Sheble Manufacturing Co., of Philadelphia, which are termed wood-finish flower horns. These horns are made of metal so as to secure the best acoustic results, and are hand finished so as to resemble wood. It takes a critical examination to detect that they are metal, and their handsome appearance will undoubtedly result in their meeting with a favorable reception by the trade.

The Detroit, Mich., branch of the Columbia Phonograph Co. has been moved from 272 to 242 Woodward avenue, where the quarters have been handsomely decorated and fitted with soundproof bootbs. The floor space of the new store is also much greater.

No Jobber in the United States can or will take better care of your

Victor, Edison and Columbia

RECORD AND MACHINE

orders than we will. If you are getting entire satisfaction where you now trade—**stick!** If not, and you have the cash—try us.

POWERS & HENRY CO.

101 Sixth Street PITTSBURG, PENN.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

You Can Get Goods Here
EDISON JOBBERS **VICTOR DISTRIBUTORS**
Onr wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
McGREAL BROS., Milwaukee, Wis.

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

BENJ. SWITKY
Victor and Zonophone Distributor
'Phone 665 Gramercy 27 E. 14th St., New York City

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

Eclipse Phonograph Co.,
Hoboken, N. J.
Jobbers of Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines
and **RECORDS** Wholesale and Retail
Largest Stock in the South

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

S. B. DAVEGA,
EDISON JOBBER
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. New York City.

NEAL, CLARK & NEAL CO.,
BUFFALO, N. Y.
Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

SAINT LOUIS TALKING MACHINE CO.
Southwestern Headquarters for
Victor Machines and Records
We are Specialists of long experience and guarantee satisfactory service
SAINT LOUIS, MO.

KNIGHT MERCANTILE CO.
211 North 12th St., ST. LOUIS, MO.
ZON-O-PHONE JOBBERS
AND YOU GET every record same day; also NEEDLES, HORNS, CRANES, CABINETS, CASES.

HARGER & BLISH
Western Distributors for the
VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

PITTSBURG PHONOGRAPH CO.
VICTOR JOBBERS and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Minnesota Phonograph Co.
ST. PAUL *MINNEAPOLIS*
37 E. 7th Street *518 Nicollet Avenue*
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

T. H. TOWELL, Pres. & Treas.
THE ECLIPSE MUSICAL COMPANY
JOBBERS OF **EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.**
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

E. F. DROOP & SONS CO.
925 Pa. Avenue WASHINGTON, D. C.
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WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

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Talking Machines and Records. The Biggest Assortment of Hebrew Records.
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HOW A RECORD CAUSED TROUBLE.

A Young Man Becomes the Victim of a Rather Serious Joke Which Came Nearly Parting Him from His Loved One.

A cruel joke was perpetrated on a young man in New York recently, the results of which were much more serious than was the intention of the joker. Being employed in an office where a commercial machine was used, the joker conceived the idea of having the stenographer talk into the machine, giving the name of an old sweetheart of the victim, avowing undying love and breathing words of fond affection. To those listening to the recording the talk was immensely funny, but even then the dire results of its reproduction were unforeseen.

It so happened the young man kept his talking machine at the home of his fiance, and upon receiving the record, thought it would be a generous act to let her enjoy its contents with her.

Placing the record on the machine and starting it, he retired to the sofa, where his fair one was seated and placed his arm around her waist in approved fashion. She laid her head upon his manly shoulders and they settled down to enjoy the gift.

Everything was rosy while the record was giving forth preliminary squeaks, but when it said, "Dearest, beloved Willie, it is your own little Irene who takes this means of again telling you the old, old story, etc.," he saw things in a minute. There was no head on his shoulder, his arm encircled a bunch of atmosphere, and a solitaire ring flung with all the strength of a furious woman struck him between the eyes.

Poor Willie was dumbfounded and began to think. What is it has no fury like a woman's wrath? Can it be hell?

Explanations were useless. He had been proven faithless, not by letter, but by word of mouth. Irene did not sound like Mary in the slightest, even when pronounced by a tongue-tied girl, and to explain the difference was up to him.

After two weeks of earnest pleading Willie was taken back on trial, and his ring again adorned Mary's finger, but after that heartbreaking episode when he got a strange record it was tried out in the private parlor of the nearest dealer.

And any girl who talks in a certain tone of voice is regarded with suspicion that savors of alarm, even if her name is not Irene.

CHAS. M. TUTTLE'S FINE STORE.

Charles M. Tuttle, who handles the Victor line at 177 Market street, Paterson, N. J., has quarters of which he should be very proud. Comfort for his customers is one of the main considerations, and the store is arranged in a very homelike manner, with easy chairs, pictures, rugs, etc. He also has three sound-proof booths.

VISITED CUSTOMERS IN ROWBOAT

During the recent floods in the Pacific Coast section, L. D. Heater, a salesman for the Columbia Phonograph Co., of Portland, Ore., was held up on his trip by the rising water, which formed a lake and isolated several towns where customers of his were located. That fact did not feaze Mr. Heater, however, who procured a rowboat and visited the various small towns by that means, capturing several good orders thereby.

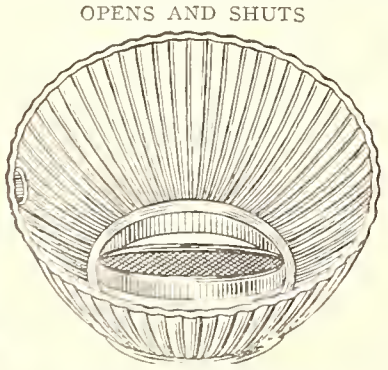
C. H. Wilson, general sales manager of the company, has had a dozen full-size photographs executed of the resolutions adopted by the Edison jobbers, during the historical entertainment in July last, and presented specifically to Thomas A. Edison, W. E. Gilmore, C. H. Wilson and F. K. Dolbeer. They are intended as presentation copies to the various heads of departments at the Edison plant in Orange, N. J.

According to the reports wafted across the big pond, R. G. Smyth, who handles the gramophone goods in Ireland and Scotland, is one of the most popular talking machine men in these historic abodes of the Gael.

The Elmira Arms Co., of Elmira, N. Y., are using space in the local papers to call attention to the very fine liue of Edisou records, which they are displaying. The series of concerts being given on Wednesday evenings in this connection, are largely attended.

A taper tone arm horn has lately been brought out by a Cleveland, O., inventor for the Edison machines. An effort is being made to have the National Phonograph Co. adopt it officially. Also there are other horns of different construction that are candidates for the same honor.

OPENS AND SHUTS



GOES IN THE HORN

The Mello-Tone Attachment

Makes a Musical Instrument of a Talking Machine or Phonograph and is adapted to either the Cylinder or Disc Machine. ¶ Can be regulated while record is being played—from full volume with shuttle open to mellow tone when closed. ¶ Does away with the scratch and blast of the record and eliminates the metallic sound of the metal horn. ¶ Sample, with terms and prices to dealers. **Retail, $1.00 Each.**

MELLO-TONE CO., = Springfield, Mass.

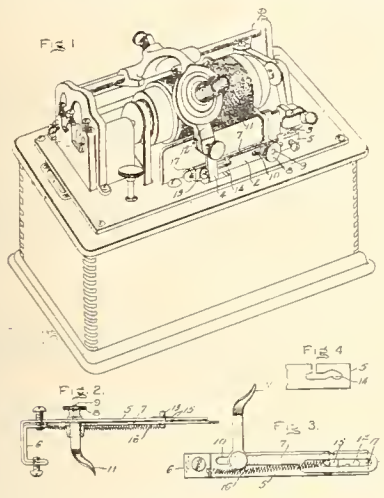
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washingtou, D. C., May 6, 1907.

STOP MECHANISM FOR PHONOGRAPHS. Charles Otzen, Schenectady, N. Y. Patent No. 849,852.

This invention relates to an automatic stop mechanism for phonographs whereby the motor is brought to a state of rest at a predetermined point of travel of the reproducer. By its use the relative movement betweeu the reproducer and record may be arrested automatically and without thought upon the part of the operator before the end of the record is reached, thereby preventing unuecessary unwinding of the motor

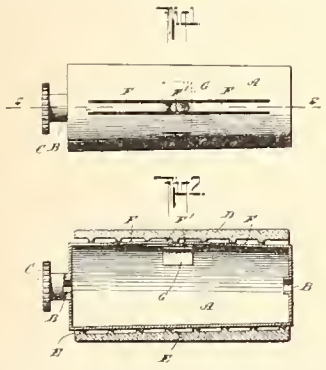


spring and the reproducer from ridiug off of the record onto the cylinder drum and causing injury to the stylus of the reproducer.

Referring to the accompanying drawings, which form a part of this specification, Fig. 1 is a perspective view of a phonograph to which is attached an automatic stop mechanism. Fig. 2 is a plan view of the stop mechanism. Fig. 3 is a rear elevation of the same, and Fig. 4 is a partial rear detail of the stop mechanism carrier or support, showing the shouldered slot which receives the starting lever button.

MANDREL FOR TALKING MACHINES. Henry Koch, Rahway, N. J., assignor to the Regina Co., same place. Patent No. 849,404.

This invention relates to mandrels for supporting cylindrical talking machine records, and has

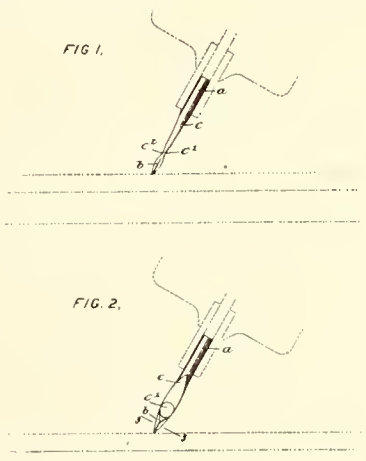


for its object to provide such mandrels with means for preventing the cracking or destruction of such records when they are left in positiou on said mandrels for any length of time. Reference is to be had to the accompanying drawiugs, in which Fig. 1 is an outside view of my improved mandrel, aud Fig. 2 is a section thereof on line 2 2 of Fig. 1, showing the record in position.

NEEDLE FOR GRAPHOPHONES AND THE LIKE. Fred Petmecky, Austin, Tex., assignor to H. E. Thompson, New York, N. Y. Patent No. 849,425.

This invention relates to improvements in needles or styluses for graphophones and machines of that character, the principal objects being to provide for modifying the tone produced and to provide for increasing the durability of the needle. The first of these objects is attained by modifying the form of the body of the needle in such a manner as to permit vibrations in a certain manner, and the latter is provided for by producing a point of a new form, which, when used on one side, will cause a sharpened point to appear on the other, thus permitting the needle to be reversed after each operation aud leaving a sharpened point ready for the uext operation.

When using needles of an oval cross-section on disc machiues, the surface which comes in contact with the record is worn off in a short time, and a new needle has to be substituted for practically every record which is to be operated upon. If the expedient of turning the needle over is employed, it is found that the wear of the record on the point has produced burs upon the

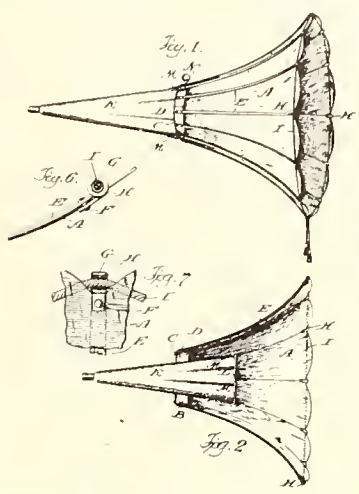


other side, which prevent its being used in that manner. Needles are also usually made with a practically uniform cross-section from the shank to the point. This does not permit sufficient vibration. In order to produce a fine tone, it has been discovered that it is desirable to reduce the cross-section of the needle in a position just above the point, so that while the point itself is rigid it is supported by a flexible section of the shank, and consequently it is capable of a certain degree of motion. While a flattened shank has been employed for an unknown purpose, the inventor claims to be the first to produce a needle or stylus of this character having a flattened portion located in exactly this position.

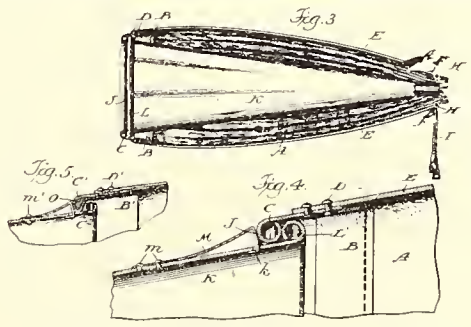
Fig. 1 is a side elevation of a stylus constructed in accordance with the principle of this invention, showing how it is used to produce a loud tone. Fig. 2 is a similar view showing how the needle is used to produce a soft tone. Fig. 3 is a sectional view on the line 3 3 of Fig. 2. Fig. 4 is an elevation of the needle as it appears after the point is worn by use. Fig. 5 is a similar view, showing the needle when reversed and ready to commence operations again.

FOLDING HORN. Otto Kraus, New York, N. Y. Patent No. 850,375.

This invention relates to improved amplifying horns for phonograph or similar instruments, and all other sound-distributing devices, and the construction of the device is such that the horn may be instantly folded by the release of said cord.



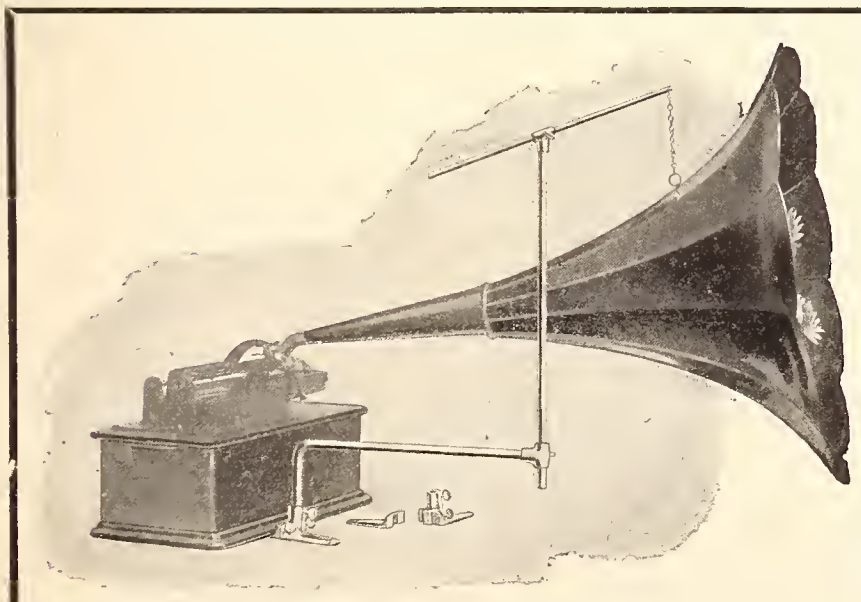
There are other important features in connection with this invention, which, besides those alluded to, are clearly set forth in the subsequent detailed description. Figure 1 is a perspective view of the horn, showing same in its open or expanded position. Fig. 2 is a longitudinal section of the horn when expanded, showing the reduced and couical-shaped portion disconnected from the collapsible part of the horn. Fig. 3 is a longitudinal section of the horn when folded. Fig. 4 is a longitudinal section showing the connecting device of the two main sections of the horn on an enlarged scale. Fig. 5 is a modification showing



how the flexible fabric of the horn may be fastened to the metallic sleeve. Fig. 6 is a detailed view showing part of a spring and its eyelet with the fabric and the cord in section. Fig. 7 is a detailed and partial sectional view of the parts described in Fig. 6.

PHONOGRAM. Walter C. Runce, Camden, N. J., assignor to International Royal Phone Co., Boston, Mass. Patent No. 850,256.

This invention relates to phonograms in which the sound-record is impressed on a flexible record film which is distended and supported on a detachable sleeve adapted to engage the ordinary graphophone mandrel. One object is to so construct the sleeve that it will be self-sustaining and capable of uniform radial expansion. Another object is to reduce the weight and facilitate the storage and transportation of the record



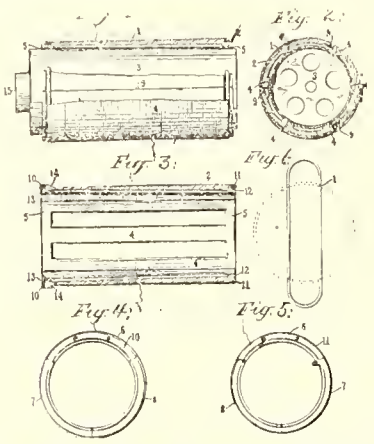
THE PARDELL CRANE

¶ This crane has advantages offered by no other on the market.
¶ Widest latitude of adjustment.
¶ Perfect rigidity insured as one section of the base is permanently secured to the machine.
¶ Will not mar the cabinet in the slightest degree.
¶ Can be used on any make of machine.

SPECIAL DISCOUNT FOR JOBBERS AND DEALERS

The Pardee-Ellenberger Co., NEW HAVEN, CONN.

film and to eliminate breakage thereof. Another object is to provide mechanism by which the record surface will run concentrically with the mandrel shaft and true with respect to the reproducer. These objects are attained in the manner shown in the accompanying drawings, in which Fig. 1 is a view, partly in section, of improved phonogram on a mandrel; Fig. 2, a sectional view of the structure of Fig. 1; Fig. 3, a

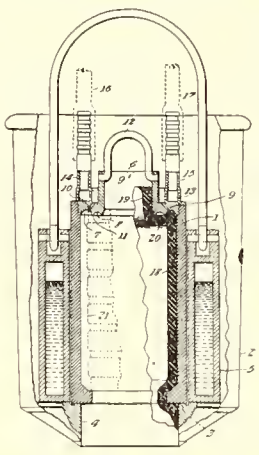


sectional view of a modification of the structure of Fig. 1; Figs. 4 and 5, views of the ends of the structure of Fig. 3, and Fig. 6 is an edge view of the improved record film, indicating the manner in which it may be collapsed for storage.

Production of Phonographic Sound Records. William F. Nehr, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 850,957.

This invention relates to the molding of phonographic sound records, and more particularly to a molding process described and claimed in United States Letters Patent No. 683,615, dated October 1, 1901, to Miller and Aylsworth, wherein a tubular mold is caused to descend into a bath of molten material, which fills the same and congeals upon its interior in a coating or layer which adheres to the same while the mold is lifted out of the bath, after which the record may be finished upon its interior surface and removed from the mold by radial contraction or shrinkage. Heretofore in producing records according to this process it has not been possible to mold the upper end of the record to the shape desired in the finished article, the practice being to form a rough end, which must afterward be removed in any suitable manner, as by a cutter or trimmer of any suitable description.

This invention has for its object the provision of a process whereby such upper end may be molded into a form suitable for the finished article—that is, a surface which will present a smooth and polished appearance, and which will be free from depressions, elevations, discolorations and all forms of roughness or irregularity. With this end in view the inventor has made a large number of experiments to obtain a mold-cap which, when placed upon a tubular coreless mold, will be capable of molding the upper end of the sound record in the manner referred to for an indefinite number of operations. From these experiments it has been determined that the mold-cap should have a concave surface, the outer edge of which during molding operation adjoins and forms a continuation of the bore of the mold. Preferably the body of the mold should extend above at least the lower part of said concave surface, so that when the cap is removed from the mold the molded end of the record, or that portion which forms the end after the reaming operation, will be protected by the mold against accidental injury during the handling of the same prior to the removal of the finished article from the mold. It is also determined that the said concave surface may be of such form as to entrap a portion of the air contained in the bore of the mold as the same descends into the molten material, in which case the air is permitted to escape through air-holes extending through the body of the mold-cap.



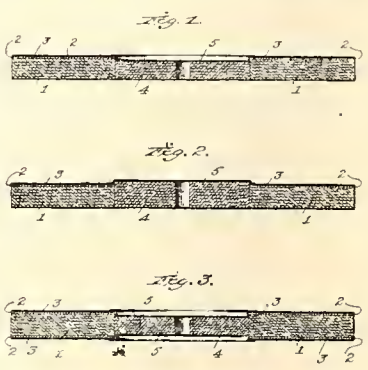
Good results have been obtained by providing a second groove concentric with the first groove and separated therefrom by a partition which tapers to a comparatively sharp edge. It is also discovered that the concave surface should be perfectly smooth and highly polished, and proferably nickel-plated and also that the mold-cap should be kept cool during the molding operation, as by providing the same with a water-jacket.

Reference is hereby made to the accompanying drawing, which is a vertical section showing a mold supported in a mold carrier and surrounded by a water-jacket in the usual manner and provided with a cap constructed in accordance with this invention.

Gramophone Record Tablet. Joseph Sanders, Washington, D. C. Patent No. 850,494.

This invention has reference to improvements in gramophone record tablets, one of the objects of the improvement being to cheapen the manufacture of such tablets by saving a considerable percentage of the costly gramophone record material which is used in the manufacture of the same.

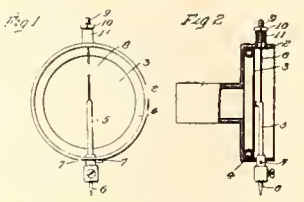
Gramophone record tablets are universally made in disc form, with a spiral record groove impressed either in one or on both sides of the tablet, and it has generally been the practice to either depress or elevate the central portion of the tablet, which contains no record groove, and to secure to that central portion a label bearing the name of the manufacturer, a legend descriptive of the piece of music, song or speech that is recorded on the tablet and perchance also other information for the user. This label, which is ordinarily a disc of paper having a distinctive color or print, usually extends over the edge of the depressed or elevated blank center of the record tablet. Heretofore such record tablets were made of a solid body of record material, which is very expensive, and the depression or elevation in the blank center was produced in the act of impressing the record groove. When the tablet was made with a depressed center, a thin disc of steel or other metal was placed in the center of the record matrix and of a thickness corresponding to the depth of the depression which the tablet was to have. When the tablet was made with a raised blank center, the central part of the matrix was turned out to the requisite depth. In both cases, but particularly when the center was made depressed, every part of the tablet had to be subjected to the same uniform pressure, and this pressure must, in the nature of the case, be very great, amounting to as much as two thousand pounds per square inch. Now the depressed or elevated portion of the tablet represents about one-fifth of the total area of the tablet, and one of the objects of the invention is to save the pressure which heretofore was expended upon this blank part of the tablet.



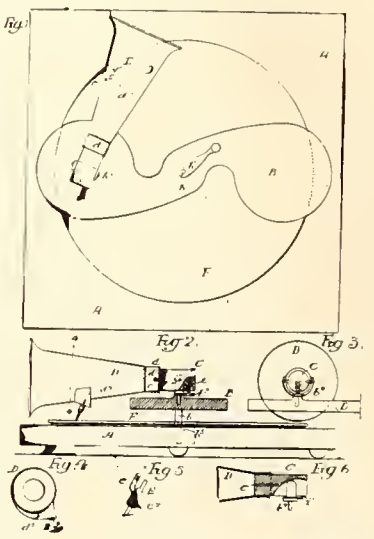
Figs. 1, 2, 3 represent cross-sections of record-tablets constructed in accordance with this invention, the vertical scale of the drawings being largely very exaggerated for the sake of clearness of illustration.

Sound-Box. Edward D. Gleason, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 850,883.

This invention relates to sound-boxes, more particularly to that class of the same in which the stylus is tensioned on its bearings. The object is to provide the stylus lever with an elastic connection or mounting whereby a certain amount of tension will always be imparted to the diaphragm, and better results in reproduction will be attained than when such elastic connection or mounting is not provided. In the accompanying drawings, Fig. 1 is a front view of sound box and Fig. 2 is a sectional view of the same.



Talking Machine. Edward T. Palmer, Philadelphia, Pa., assignor of one-half to Louis I. Matthews, same place. Patent No. 851,311.



One object of this invention is to provide a sound recording and reproducing machine in which the stylus and its supporting member shall be revolubly supported relatively to a stationary record, which may be of the ordinary disc type. It is further desired to provide a de-

The following are some of the dealers handling the "Mira" Music Boxes:—

LYON & HEALY, Chicago, Ill.
SHERMAN, CLAY & CO., San Fran., Cal.
SHERMAN, CLAY & CO., Oakland, Cal.
SHERMAN, CLAY & CO., Seattle, Wash.
OLIVER DITSON CO., Boston, Mass.
J. E. DITSON & CO., Philadelphia, Pa.
C. H. DITSON & CO., New York.
JOHN WANAMAKER, New York.
JOHN WANAMAKER, Philadelphia, Pa.
MACKIE PIANO & ORGAN CO., Rochester, N. Y.
DENTON, COTTIER & DANIELS, Buffalo, N. Y.
S. HAMILTON, Pittsburg, Pa.
KRELL PIANO CO., Cincinnati, O.
ORLIN & LENNOX, Indianapolis, Ind.
FINZER & HAMMEL, Louisville, Kentucky.
O. K. HOUCK PIANO CO., St. Louis, Mo.
A. HOSPE, Jr., Omaha, Neb.
S. KANN SONS & CO., Washington, D. C.

Write *for* Catalogue and Prices

JACOT
Music Box Co.
39 Union Sq., New York

vice commonly known as a "talking machine," especially designed for use with records of the disc form, which shall have but few parts and these of a relatively simple and inexpensive nature, and which will not easily get out of order.

Fig. 1 is a plan view of the machine made in accordance with this invention; Fig. 2 is a side elevation, partly in section, of the device shown in Fig. 1; Fig. 3 is an end view; Fig. 4 is a sectional view on the line 4—4, Fig. 2; Fig. 5 is a perspective view of the stylus, and Figs. 6 and 7 are views of a modification.

TALKER AS SIDE LINE.

Well Known Dubuque Firm Issues Clever Booklet Setting Forth the Advantages of the Talking Machine as a Business Getter and Profit Maker.

There is a firm of talking machine jobbers out in Iowa who have gotten out a very clever little booklet, entitled "The Talking Machine as a Side Line, and How to Make It Pay." This concern is Harger & Blish, who are widely known as progressive and enterprising talking machine men. They have built up a splendid business throughout their section of the country, and this book contains a lot of information which is valuable to dealers. It tells of the possibilities of the talking machine, how to handle it and all about its profits. Here is an excerpt taken from its pages, showing the "advantages of selling on the instalment plan":

1st. It is the means of selling higher priced outfits.

2d. It is the quickest way of getting machines out to the trade and securing an immediate demand for records.

3d. The profits from this premature demand will guarantee to dealers the cost of the machine. Any loss that they might sustain on the original outfit would be paid back by the demand it has created for records.

4th. It is the means of appealing not only to the *classes* but to the *masses*. In other words, to those who *would not*, or *could not* purchase goods on a cash basis.

5th. It is the means of advertising and reaping substantial results therefrom.

6th. Ninety per cent. of the trade prefer to buy on the instalment plan, and ninety per cent. of the novelties are offered on this basis.

7th. On the instalment plan the machine is the dealers' until paid for, and on an open account it is the consumer's when delivered.

8th. References that would justify you shipping on the instalment plan would also receive your consideration on an open account.

9th. On the instalment plan the consumer agrees to pay at a specified time, on an open account he pays when he chooses, and he usually chooses to pay none too soon.

10th. The whole thing is summoned down to the point where it is clearly shown that *risks are on the purchaser* and *not on* the *amount purchased*, and on the instalment system the protection for the dealer is as great as the benefits are for the consumer.

TEN COMMERCIAL OUTFITS

Purchased by the Bureau of Forestry from the Columbia Phonograph Co.—Various Government Bureaus to be Equipped With Commercial Outfits Owing to a Shortage of Stenographers in the Government Service.

A letter received this week by J. W. Binder, the manager of the commercial department of the Columbia Phonograph Co., from the Bureau of Forestry, announces that they have decided to put in ten commercial outfits. This is the first of a series of orders that will be given Mr. Binder to equip the various government bureaus. At the present time the Interstate Commerce Commission is using forty-three commercial machines, sending them with operators to all parts of the country. There is at the present time a great shortage of stenographers in the government service, and for that reason it has been decided to purchase a large number of these commercial machines.

W. J. De Jough, formerly agent for the Columbia Phonograph Co. in Janesville, Wis., pleaded guilty to the charge of embezzling $300 and was sentenced to one year in the State Prison. He claimed to have at one time been a soldier of fortune and blamed his troubles on a woman—an old story.

RECORD BULLETINS FOR JUNE, 1907.

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

9554 Golden Rod Intermezzo (McKinley).....Edison Concert Band
9555 With You in Eternity (Solman)..Irving Gillette
9556 Cavalleria Rusticana—Intermezzo (Mascagni).....Edith Helena
9557 Pretzel Pete (Durand).....Vess L. Ossman
9558 In Washington (Hoffman).....Billy Murray
9559 Reed Bird (The Indian's Bride) (Reed)....Collins and Harlan
9560 It's a Long Way Back to Dear Old Mother's Knee (Mohr).....W. H. Thompson
9561 The Telescope March (Seltzer).....Edison Military Band
9562 School Days (Cobb and Edwards).....Byron G. Harlan and Chorus
9563 Sometime We'll Understand (Granahan)..Anthony and Harrison
9564 Mrs. Clancy and the Street Musicians (Original).....Edison Vaudeville Co.
9565 The Dreamer Waltz (Keith).....Edison Symphony Orchestra
9566 Monte Cristo (Snyder).....Bob Roberts
9567 In the Wildwood Where the Blue Bells Grew (Taylor).....Harlan and Stanley
9568 You'll Have to Get Off and Walk (Reed)...Will F. Denny
9569 Petite Tonkinoise (Scotto).Edison Concert Band
9570 Ephraham Johnson (Greene and Werner).....Arthur Collins
9571 The Last Rose of Summer is the Sweetest Song of All (Sidney).....Harry Anthony
9572 Becky and Izzy (Original).....Ada Jones and Len Spencer
9573 Dainty Dames (Blake).....Albert Benzler
9574 Lulu and Her La, La, La (Von Tilzer).....Helen Trix
9575 Flanagan's Married Life (Original).....Steve Porter
9576 The Land League Band (J. W. Kelly)....J. W. Myers
9577 Poor John Medley (Original).....Edison Military Band

NEW VICTOR RECORDS.

No.		Size.
	ARTHUR PRYOR'S BAND.	
5126	New Colonial March.....Hall	10
31634	Forza del Destino Overture (Force of Destiny).....Verdi	12
31635	Manon Lescaut—Intermezzo.....Puccini	12
	SOUSA'S BAND.	
5035	A Shady Lane—Intermezzo.....Eugene	10
	VICTOR ORCHESTRA.	
5111	Hermosillo—Intermezzo-Mexicana... Schuh	10
5114	Os-ka-loo-sa-loo (Indian Intermezzo).... Sawyer	10
31630	Hippodrome Hits.....Klein	12
31631	Madam Butterfly Selection.....Puccini	12
	VICTOR DANCE ORCHESTRA.	
31632	"Bob's Favorite" Virginia Reel....Bennet	12
	VICTOR DRUM, FIFE AND BUGLE CORPS.	
5110	Second Regiment N. G. N. J. March.... Winkler	10
	TENOR SOLOS BY HARRY MACDONOUGH, WITH ORCH.	
6102	All Through the Night.....Welsh Air	10
5121	The Tale the Church Bells Tolled..... Williams-Van Alstyne	10
	TENOR SOLO BY FREDERICK C. FREEMANTEL, WITH ORCH.	
5104	Jesus Saviour, Pilot Me.....Gould	10
	"COON" SONGS BY CLARICE VANCE, WITH ORCH.	
5118	I'd Rather Two-Step Than Waltz, Bill..Burt	10
5119	Yo' Eyes Are Open, but You're Sonnd Asleep..... Smith	10
	CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.	
31629	Dreams.....Strelczki	12
	COMIC SONGS BY BILLY MURRAY, WITH ORCH.	
5084	You Can Have Broadway.....Cohan	10
5123	No Wedding Bells for Me...Moran-Heelan	10
5124	He Goes to Church on Sunday.....	10
	COMIC SONG BY ARTHUR COLLINS, WITH ORCH.	
5105	When a Poor Relation Comes to Town.. Kendis-Paley	10
	COMIC SONGS BY BURT SHEPARD, WITH ORCH.	
5106	Hi! Johnny, Who's Your Tailor?...Wincott	10
5107	If There Hadn't Been an Apple on the Tree.....Mills-Scott	10
	DUETS BY COLLINS AND HARLAN, WITH ORCH.	
5116	Bake dat Chicken Pie.....Dnmont	10
5117	If You Want to Pick a Fuss, Wait Till the Sun Shines.....Morgan-Furth	10
	YANKEE SPECIALTY BY MR. AND MRS. CAL STEWART.	
5103	Uncle Josh and Aunt Nancy in the Subway.....	10
	DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER.	
5112	Pedro, the Hand Organ Man.....	10
	MINSTREL RECORD.	
6122	Christy Minstrels No. 3—Introducing "Good-Bye, New York Town" and "My Creole Saidee".....	10
	VICTOR ORCHESTRA.	
5108	American Republic March.....Thiele	8
5113	Lucia — From "Neptune's Daughter" (with bell solo by Chapman).....Klein	8
	COMIC SONG BY CLARICE VANCE, WITH ORCH.	
5120	Maria.....Gumble-Williams	8
	SOPRANO SOLO BY ELISE STEVENSON, WITH ORCH.	
5109	When the Swallows Homeward Fly.....Abt	8
	DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.	
4550	Fritz and Louisa.....	8
	YANKEE TALK BY CAL STEWART.	
664	Uncle Josh's Trip to Coney Island.....	8

NEW RED SEAL RECORDS.

	DUET BY CARUSO, TENOR; ANCONA, BARITONE.	
89007	Pescatori di Perle (Pearl Fishers) Del tempio al limitar.....Bizet	12
	BESSIE ABOTT, SOPRANO.	
87007	Romeo et Juliette—Valse (Juliet's Waltz Song).....Gounod	10
88084	Lakme—Bell Song (Ou va la jeune Hindoue)..... Delibes	12
	ANTONIO SCOTTI, BARITONE.	
8082	Otello—Brindisi, "Inaffia l'ugola" (Drinking Song—Let me the Cannakin Clink!).....Verdi	12
88083	Marie—Neapolitan Song .....Mari	12
	CHARLES DALMORES, TENOR.	
85121	Romeo et Juliette—Cavatine (Fairest Sun, Arise!).....Gonnod	12
85122	Carmen—Air de la fleur (Flower Song)..... Bizet	12
	FOL PLANCON, BASS.	
81087	Damnation de Faust—Chanson de la puce (Song of the Flea) in French...Berlioz	10
81086	Marta—Canzone del porter (Porter Song from Martha) in Italian.....Flotow	10
85117	Damnation de Faust—Voici des roses (Mid Banks of Roses).....Berlioz	12
85116	Don Carlos—Elle ne m'aime pas (Her Love Was Never Mine).....Verdi	12
85119	Le Cid—Air du Tambour Major...Thomas	12

NEW ZON-O-PHONE 10-INCH RECORDS.

	ZONOPHONE CONCERT BAND.
751	Brooke's Chicago Marine Band March.....
752	Dance of the Nile Maidens.....
753	Freaks of Blackville—March and Two-Step..
754	Gen. Mixup U. S. A—Characteristic March..
755	Siamese Guard Mount—Characteristic Patrol (Siameische Wachtparade).....
756	Won't You Come Over to My House?—Medley Waltz.....
	HAGER'S ORCHESTRA.
769	Gold and Silver Waltz.....
758	Mexicon-issimo—Intermezzo.....

No. 502 Cylinder Record Cabinet
Holds 150 Cylinder Records

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WE have the best

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RECORD CABINETS

on the market.

Our catalog goes to Dealers only.

Write Us.

THE UDELL WORKS

Indianapolis, Ind., U. S. A.

759 Peaches and Cream—A Delectable Rag.....
760 Parisian Model—Medley Two-Step.....
ACCORDEON SOLO BY J. J. KIMMEL.
761 American Polka .....
BANJO SOLO BY VESS L. OSSMAN, WITH ORCH. ACCOMP.
762 Donnybrook Fair .....
FLUTE AND CLARIONET DUET BY MESSRS. MAZZIOTTA AND PUSSINELLI, WITH ORCH. ACCOMP.
757 The Merry Lark—A Joyous Flight.....
VOCAL SELECTIONS WITH ORCH. ACCOMP.
773 Becky and Izzy—Yiddish Courtship.....
.....Ada Jones and Len Spencer
763 Calvary—Gospel Hymn.....
.....Frank C. Stanley and Henry Burr
764 Come Rise With the Lark.....
.....Joe Belmont and Peerless Quartet
765 Cross Your Heart.....
Miss Alice Stevenson and Mr. Frank C. Stanley
774 Ephraham Johnson .....Arthur Collins
766 He Leadeth Me—Sacred Selection.....
.....Frank C. Stanley
772 Henry—Coon Vaudeville Sketch.....
.....Ada Jones and Len Spencer
770 If You Want to Pick a Fuss, Wait Till the Sun Shines .....Collins and Harlan
775 Lovin' Time .....Collins and Harlan
771 Man Without a Woman.....Billy Murray
767 You Can't Give Your Heart to Somebody Else and Still Hold Hands With Me.....
.....Ada Jones and Billy Murray
768 Uncle Josh's Trip to Coney Island....Cal Stewart

NEW COLUMBIA XP. (CYL.) RECORDS.

SOPRANO SOLO, ORCH. ACCOMP.
33131 Poor John (Leigh and Pether).Miss Ada Jones
33132 Medley of Vesta Victoria's Songs (Arranged by C. A. Prince) Introducing "Waiting at the Church," "It's All Right in the Summer-time," "All About Town," "Poor John." .....Prince's Orchestra
BANJO SOLO, ORCH. ACCOMP.
33133 Maple Leaf Rag (Scott Joplin)..Vess L. Ossman
XYLOPHONE SOLO, ORCH. ACCOMP.
33134 Dixie Blossoms—Characteristic March and Two-step (Percy Wendrick)...Thomas Mills
BARITONE AND TENOR DUET, ORGAN ACCOMP.
33135 Under His Wings—Sacred (Ira D. Sankey) .....Anthony and Harrison
BARITONE SOLO, ORCH. ACCOMP.
33136 Hot Corn—Coon Song (John P. Hogan).. ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33137 Oh, Mister Brown—Coon Song (Harry Von Tilzer) .....Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33138 Reed Bird—The Indian Bride (Dave Reed, Jr.) .....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
33139 No Wedding Bells for Me—Comic (Moran and Furth) .....Bob Roberts
TENOR SOLO, ORCH. ACCOMP.
33140 Ask Me Not—Comic (Cobb and Edwards) .....Will F. Denny
33141 Nestle by My Side (Gustav Luders)..... ..... Billy Murray
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
33142 How Mat Got the Mitten (Len Spencer).. .....Ada Jones and Len Spencer
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
33143 Meet Me Down at the Corner—Irish Character Sketch (Harry Hoyt)..... ..... Ada Jones and Len Spencer
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
33144 Flanagan on a Farm (Steve Porter).... ..... Steve Porter
40340 Military School March (Colegio—Militar Marcha) (V. M. Preza).....Banda Espanola
40355 Long Live Mexico—March (Viva Mexico) (V. M. Preza).....Banda Espanola
40483 Carmela Polka (Juv. Rosas)...Banda Espanola

NEW COLUMBIA B. C. (CYL.) RECORDS.

DANCE MUSIC.
72510 Curassier-Attaque—Gallop (Richard Eilenberg) .....Columbia Orchestra
BARITONE AND TENOR DUET, ORCH. ACCOMP.
85121 That Welcome on the Mat Ain't Meant for Me—Coon Song (Gus Edwards)..... .....Collins and Harlan
BARITONE SOLO, ORCH. ACCOMP.
85122 Sing Me Those Pretty Songs Again (Harry Kennedy) .....J. W. Myers
TENOR SOLO, ORCH. ACCOMP.
85123 Nobody's Little Girl (Theo. Morse)..... ..... Byron G. Harlan
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
85124 Uncle Josh and the Labor Union (Cal Stewart) .....Cal Stewart

NEW COLUMBIA 10-INCH DISC RECORDS.

3622 Golden West March (F. H. Losey)..... ..... Prince's Military Band
3623 March "Religioso" (Onward Christian Soldiers) (W. P. Chambers)..... ..... Prince's Military Band
3624 My Mariuccia Medley (Arranged by C. A. Prince). Introducing "My Mariuccia" (Take a Steamboat), "A Lemon in the Garden of Love," "Do, Re, Mi, Fa, Sol, La, Si, Do" (with bell solo), "The Bullfrog and the Coon," "When Tommy Atkins Marries Dolly Gray"..Prince's Military Band
3625 Decoration Day—Descriptive (Cal Stewart) ..... Prince's Orchestra
BANJO SOLO, ORCH. ACCOMP.
3626 Maple Leaf Rag (Scott Joplin)..Vess L. Ossman
VIOLONCELLO SOLO, PIANO ACCOMP.
3627 Traumerei (Schumann).....Victor Sorlin
XYLOPHONE SOLO, ORCH. ACCOMP.
3628 Dixie Blossoms (Characteristic March and Two-Step) (Percy Wendrick)...Thomas Mills
VOCAL QUARTET, MALE VOICES.
3629 The New Parson at the Darktown Church—Descriptive (Cal Stewart)..... ..... The Columbia Quartet
BARITONE SOLO, ORCH. ACCOMP.
3630 Love Abiding (Dr. Jules Jordan)..... ..... George Alexander
BARITONE SOLO, ORGAN ACCOMP.
3631 O Happy Day, O Blissful Day (O schone zeit, O sel'ge zeit)—Sacred (Carl Gotze) ..... George Alexander
BARITONE SOLO, ORCH. ACCOMP.
3632 Oh Mister Brown—Coon Song (Harry Von Tilzer) .....Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
3633 Reed Bird—The Indian Bride (Dave Reed, Jr.) .....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
3634 Sing Me Those Pretty Songs Again (Harry Kennedy) .....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
3635 The Land League Band—Marching Song (J. W. Kelly) .....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
3636 The Little Irish Girl (Hermann Lohr).... ..... Francis Rogers
TENOR SOLO, ORCH. ACCOMP.
3637 Ask Me Not—Comic (Cobb and Edwards) ..... Will F. Denny
TENOR SOLO, ORCH. ACCOMP.
3638 My Word! What a Lot of It—Comic (Dave Reed, Jr.) .....Will F. Denny
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
3639 Flanagan on a Farm (Steve Porter)..... ..... Steve Porter
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
3640 Uncle Josh at the Dentist's (Cal Stewart) .....Cal Stewart and Len Spencer
5620 The American—Creole Tango (El Americano—Tango Criollo) (Jose L. Roncallo) .....Banda Espanola

NEW COLUMBIA 12-INCH DISC RECORDS.

5694 Coronation March from "The Prophet" (G. Meyerbeer) .....Banda Espanola
5695 Entr' acte et Valse from Ballet "Coppelia" (L. Delibes) .....Banda Espanola
5696 Grand March from "Tannhauser" (R. Wagner) .....Banda Espanola
5697 Overture "Pique Dame" (Suppe)..... ..... Banda Espanola
5698 Stradella Overture (Flotow)....Banda Espanola
BARITONE AND TENOR DUET, ORCH. ACCOMP.
30068 Crucifix (J. Faure).....Stanley and Burr
BARITONE SOLO, ORGAN ACCOMP.
30069 Holy, Holy, Holy, Lord God Almighty—Sacred (J. B. Dykes).....George Alexander
BARITONE SOLO, PIANO ACCOMP.
30070 Home, Sweet Home (John Howard Payne) ..... Frederick Weld

Keeps Talking Machines "Well"

The "insides" of talking machines are liable to get out of order—same as folks' insides. It "oil" depends on the oil. "3-in-One" Oil keeps all kinds of talking machines "well" and their owners happy. Maybe other oils will do the same—maybe they won't. There's no "maybe" about "3-in-One"—twelve years of success and growth proves its superiority.

"3-in-One" is "good medicine" for every talking machine part. Lubricates the action points; brightens and prevents rust on the metal surfaces; keeps disc and cylinder records free from dust particles, thus assuring perfect tone and harmony.

Where do you come in? Quick, easy sales and 50 and 100 per cent. profit—that's where. Your jobber can supply you with "3-in-One"—place a trial order to-day. FREE sample bottle and the "3-in-One" Book sent on request. Write to:

G. W. COLE COMPANY, Sole Makers of "3-in-One"

42 Broadway **New York City.**

REGISTERED. 3 IN TRADE MARK.

GRAND OPERA RECORDS

Made by the Universal Talking Machine Mfg. Co. to be Sold at the Same Price as the American Records—The Company Have Just Issued a Very Complete Foreign Catalogue.

The Universal Talking Machine Manufacturing Co., Newark, N. J., have sent the trade a list of their foreign and grand opera records. Beginning with April 1 they are selling these records to the dealer at the same price as the American records: Ten-inch, 40 cents each; 12-inch, 60 cents each. The 10-inch records list at 75 cents. 12-inch records list at $1.25. The company will issue new supplements from time to time. The first complete opera will be "Aida." They expect to have the opera complete about May 15. Their latest foreign catalog—taper arm machines, "Premier," $30; "Corona," $40; "Monarch," $50; "Majestic," $60; "Royal," $75, and disc records in Spanish, French and Portuguese—has also just been issued.

MEASURING WITH A MICROSCOPE.

It certainly is an odd statement to say that the microscope is better than the ear for measuring sounds, but it is true. It will interest our readers to know that, in determining the pitch of very high tones one of the Government investigators at Washington has found that the ear cannot be depended on, and he has therefore turned to the microscope for aid.

Sound is a phenomenon of vibration, and the pitch of any musical note can be determined if the sound wave corresponding to it is in any manner rendered measurable.

The Washington scientist has solved the problem in this way: He covers a plate with a thin layer composed of a mixture of olive oil and stearine, the surface of which is slightly ridged by rubbing it delicately with the finger. To a high-pitched tuning fork a short hair is attached, and a similar hair is fastened to another vibrating body, such as a rod, whose pitch is known. The ends of these hairs trail across the prepared plate, as it is passed rapidly over them, and thus mark upon its surface a double series of wave lines corresponding to the periods of vibration of the fork and the rod. The microscope is then called into action in order to compare the length and depth of the waves, and thus determine the musical pitch of the vibrating fork with an accuracy not attainable by the ear alone.

STEAD AND PRESIDENT ROOSEVELT.

William T. Stead thus opens a new career to Mr. Roosevelt: "I found the President an engaging personality, but what struck me most was that the President would be the best man of any I ever met to talk into a graphophone. You can just imagine him sitting there with the talking machine before him, articulating every word distinctly. And it is his mission to talk through that machine to all the world, expressing the feelings, sentiments, thoughts and ideals of the American people, of whom he is perfectly typical in his energy and his ideals." Commenting on this the New York World says: "A graphophone report of the conversation between Mr. Roosevelt and Mr. Harriman at that celebrated interview, 'expressing the feelings, sentiments, thoughts and ideals of the American people,' would be well worth the price of the cylinders."

RECENTLY INCORPORATED.

The Telegraphone Distributing Co., of New York, was incorporated last week at Albany, with a capital of $5,000. Directors: L. J. Herschburg, Isidore Miner and Hyman Epstein, of New York.

The Victor Distributing & Export Co. are doing a splendid business. General Manager Williams is breaking the record in opening new fields, and J. S. Beckman, sales manager, has closed a number of excellent deals.

With the Makers and Sellers of Automatic Specialties

REVIEW OF TRADE CONDITIONS.

Penny Arcade and Nickelodian Managers in Trouble With Municipal Authorities—Cheaper Resorts Bring About Action—Will be Helpful to Legitimate Trade in the End Although It Has Caused a Temporary Disturbance—Heavy Demand for All Kinds of Automatic Machines—Foreign Trade Steadily Growing—Musical Instruments Great Trade Attractors—Advertising as an Asset.

Penny arcade and nickelodian managers are having a strenuous time with the municipal authorities in this city as represented by the police, health and fire departments. For some time past there has been a strained condition of affairs, and this has finally led to an open rupture between the parties concerned, the Commissioner of Police claiming that the so-called penny arcade and the moving picture theatres are a menace to the public, morally and otherwise. In a general order sent out from headquarters recently, Commissioner Bingham instructed all the captains to forward reports on the various places in their district, and it will be difficult for many of these places to get new licenses for the coming year.

In some ways this move on the part of the Commissioner is a good thing, both for the city and the men interested in these enterprises, for it is certain that anything that will prevent managers from allowing suggestive or obscene pictures to be shown in the machines, and that will force them to keep their places in a sanitary condition will only put the arcade and nickel theatre on a firmer and more substantial footing.

At the same time we do not agree with Mr. Bingham "that these places under any conditions are a menace to the public." There are flaws in the claims of both parties; each has shot beyond the mark, but we believe that things will finally adjust themselves satisfactorily. It is a fact that while some of the arcades in this city are run in a highly satisfactory manner, others, in order to boom trade, have had recourse to attractions verging strongly on the questionable, the greatest liberties being taken in getting up flashy show cards on the machines, wording and illustrating them in a manner that is a disgrace to the trade, and most certainly should be stopped. In the matter of keeping the places in a sanitary condition, however, we do not think there is much cause for complaint, excepting a possible few on the lower East Side. Taken as a whole, the arcade is far ahead of most of the theatres in this respect, all of them being on the street and well ventilated, and as to any possible infringement of the fire department laws, the idea is absurd.

It must be admitted that the nickelodian, or moving picture theatres, are not so immune from the last two charges; on the whole, the average nickel theatre is neither well ventilated nor are there enough precautions taken to insure the safety of patrons in case of fire; many of the places not even boasting an exit, the public being forced to use the narrow front door coming and departing. Now, these are grave faults, and the commissioners are justified in compelling such places to rectify the error. A little perseverance will make things right all around, however, and we believe that arcade and nickelodian managers need have little fear of annihilation provided they work along right lines.

Business has continued to be of the highest order during the past month; in fact, there has been a marked improvement all along the line. Whether this is due to the thinning out of the parlors or the free advertising through publicity in the daily papers is hard to say; at any rate, as long as the pennies and nickels keep flowing their way at the present rate, arcade and theatre managers won't mind the house cleaning being carried on by Commissioner Bingham.

Notwithstanding the black eye that is generally given the Chicago police by the newspapers, it may be remembered that they were the first to draw the line on arcades and nickelodians. The clouds have cleared away, however, in that city and business has resumed its tranquil march; therefore we believe more good than harm has been done, and look forward to a busy and successful season.

Manufacturers report a heavy demand for machines of all types, and a number of them have been so handicapped with the inrush of orders that they have been forced to cease work on a number of new models being gotten ready for the market.

Our foreign trade has increased to an enormous extent, and a tremendous field is open for this trade among the Latin-speaking races. Slot machines, especially the musical and moving picture types, are most popular, those of American manufacture being universally used, notwithstanding that they are by far the most expensive. In price America cannot begin to compete with foreign countries, on account of the tariff, which keeps raw material at such a high premium; but this is more than offset by the quality of the product, and no industry is more dependent on the wearing abilities of its goods and the perfection of the workmanship involved.

Of all the slot-controlled devices on the market that are made use of in the modern arcades, none is more conspicuous than the automatic piano. In all the large places this popular instrument is the magnet used to attract the attention of passersby. No music is more generally loved than that from a good piano, none more repellant than that from a crippled one. Not another instrument is submitted to such hard knocks and a constant grinding test. Hence the arcade man should first look for a good instrument, with a clear, pure tone, and then one that is built to best withstand the great wear put upon it.

We are making a stroug effort to interest the slot machine and novelty men in our paper. Each month there will be found interesting features, so that it will pay to be a regular subscriber to The World. We have at great expense just obtained the most complete and only authentic list of slot machine men in Mexico, Cuba, and throughout South America. This will be of inestimable value to manufacturers of specialties who advertise in The World, on account of the great demand for these devices in the above countries. In our advertising pages will be found a large number of excellent features. Possibly you are the inventor or manufacturer of some such specialty. In that case we can find a market for your wares. Place your invention before the proper persons. You can do this in hut one way, and that is to advertise in a publication like The World, which will reach the purchasers of such devices.

Advertise. Advertise.
Why the deuce don't you get wise;
Use an ad. of striking size.
Advertise. Advertise.
Swamp 'em; swamp 'em; get their wampum.
Advertise.

ANOTHER AUTOMATIC VIOLIN.

The Invention of Prof. Wauters, of Binghamton, N. Y.—Has Great Musical Possibilities Judging from the Description.

Prof. J. Wauters, a Belgian, residing in Binghamton, N. Y., is credited with inventing an automatic violin that has proven very successful and is being put on the market by a company in that city.

The automatic violin may be briefly described as follows: There are four bows, one for each string. Each bow is controlled by its own independent mechanism, while the "fingers" which "stop" the strings are likewise independent of each other.

As is known each string on a violin has a com-

AUTOMATIC DRINKING MACHINES

Summer and Winter Business

You can see a Practical Working Demonstration of our fountains every day in the year at

48 East 14th St., New York City.
1259 Broadway, " " "
150th St. & 3d Ave., " " "
407 6th Ave., " " "
169 East 125th St., " " "
Cor. 8th & Race Sts., Phila., Pa.
Cor. 8th & Sumner Sts., " "
145 N. 9th St., " "

Our Fountains were selected by the Board of Governors and are being used exclusively at the Jamestown Exposition.

Send for Literature and Descriptive Matter

Automatic Drink Machine Co.
415 Broadway NEW YORK CITY

"Earning Capacity"

We hear a great deal nowadays about the earning capacity of various men who are more or less in the public eye. But let us get away from the discussion of men, and talk about the earning capacity of mechanical creations that never tire, that make dollars when you sleep, and keep a steadily flowing river of coin coming your way.

That is the kind of an instrument which we would like to discuss with you. Its name? Well it belongs to the popular and ever growing Regina family. We call it the **Sublima Piano, "Junior."** Our customers term it absolutely the best earner that they have yet put into operation.

We cannot tell you of its many qualities on a single page. The illustration shown here however will give you a fair idea of its external appearance. But its mechanism is what will interest you most.

It is built on a new principle, entirely our own, of course, and it gives the best results that we have ever found. That is saying a great deal, because the Regina creations have been pleasingly successful. We may tell you however some things that it does not contain. **It does not contain the first sign of any pneumatics, bellows or tubes,** and when you stop to think of it, by this plan we have eliminated nearly 100 per cent. of the causes which have previously retarded the popularity of electric pianos. We cannot describe to you the beauty of its tone quality, but the Sublima has a tone sustaining device that outclasses any creation on the market. When you hear it you will notice at once that it possesses the tone of an Orchestrion. It is this tone sustaining device, and the absence of pneumatic bellows and tubes that has given the Sublima its wonderful popularity.

The light and soft effects are controlled automatically by a separate series of perforations in the paper rolls. It gets away too from the mechanical effects so noticeable in other instruments. When you hear the Sublima play classical music you will be charmed. You'll become a "Sublimist."

REGINA SUBLIMA

We started in to tell you about its earning capacity, and if you will write us we will be glad to tell you how many dollars the Sublima has earned in some localities. It can be easily shown in talking machine parlors, where it will make a decided feature of attraction, and there is much local trade to be won through its agency in every city and hamlet throughout the land.

THE REGINA CO.

General Offices and Factory: RAHWAY, NEW JERSEY

New York Headquarters: Cor. B'way and 17th St. **Western Branch: 259 Wabash Ave., Chicago, Ill.**

ALSO MANUFACTURERS OF

MUSIC BOXES, REGINAPHONES, PLAYER PIANOS, CHIME CLOCKS

Distributors of Victor Talking Machines and Edison Phonographs

pass of two octaves. The range of a violin is from G below the staff to E altissimo, or almost four octaves. Skilled players on perfect instruments can give a range of four octaves, although in actual composition little use is made of tones in the extreme high register, except in certain difficult chromatic passages.

Professor Wauters' invention makes it possible to use each of the four strings as an independent violin of two octaves. For instance, the famous Bach G string solo can be played on its proper string and the treble part of the piano accompaniment can be given to the A and D strings, with ornamental trills and harmonic effects on the E string. The A and E strings can be made to carry the intermezzo from Cavalleria Rusticana in the Key of F major, and a 'cello-like accompaniment can be given to the G and D strings. The great concertos of Beethoven and Mendelssohn can be readily played, as the automatic violin treats all technical difficulties alike. One string can sound a smooth flowing legato theme, while the others carry an accompaniment in flying staccato arrepeggios, a feat impossible to human players. By an ingenious arrangement, which cannot yet be explained in detail, the tremolo or "shake" is produced at will.

The automatic violin will play from music rolls like an automatic piano. These rolls will be cheap and will contain a device for controlling the expression and tempo.

The mechanism controlling the bows and "fingers" includes means for producing pizzicato, legato, marcato, springing bow, harmonics, arpeggios, shakes with an accompanying part, broad, firm strokes, like those the player uses to make syncopations, chromatic runs, octave passages, simple and flying staccato, etc. Chords on four and three strings, which can be produced by a player in the imperfect manner only, will be played with perfect effect on the automatic violin.

Any violin can be played on the automatic violin. For commercial purposes a high grade of German violins will be supplied—instruments with a smooth, rich, orchestral quality of tone which are well made.

INDIANAPOLIS TRADE NOTES.

Penny Arcades Survive "Crusade"—Sutherland Opens New Place—Big Daily Income—New Concern in Terra Haute—Success of the Manhattan Amusement Co.—Other Items.

(Special to The Talking Machine World.)

Indianapolis, Ind., May 9, 1907.

The penny arcades and five-cent theaters in this city have been "crusaded" in the last month, and have come through the ordeal with flying colors. The ministers of the city agitated the question of the nature of pictures which should be shown in these places, and one of the afternoon papers took it up and printed columns and columns telling of the scenes of crime which were depicted in these places.

Finally after considerable agitation, the police and the juvenile court officers made an investigation. Policemen and officers from the court visited all of the amusement places, but they found nothing which they regarded as vicious. In one or two instances the police suggested that certain pictures be abandoned, but, on the whole, the report was most favorable.

C. L. Sutherland, proprietor of the Bijou Dream Theater, who has started a new place on Washington street, is meeting with great success. The first five days at his new place brought an average daily business of $125, and the first Saturday $250, according to the statement of one of the managers of the place. Last week the Teddy Bears were shown, and children flocked to the place by the hundreds.

The National Amusement Co. will open their new vaudeville place at Terre Haute about the middle of May. A nickel theater and a penny arcade will be run in connection with the vaudeville house.

"The Exhibit," another South Illinois street arcade, has been showing scenes of the White-Thaw tragedy. A view of the scene of the crime is given. The police looked at this series of pictures, according to the statement of the manager, and said that it was all right. "The Exhibit" has recently installed a weight-guessing machine. If the customer guesses his weight correctly he gets his penny back. The machine is a winner.

The Manhattan Amusement Co., which has a five-cent theater on West Washington street, near the Park Theater, is meeting with great success. The company has a large and commodious room, and when the crowds file away from the Park Theater in the afternoon and at night business is usually good. The attraction last week in the way of moving pictures was "Miss Smith's Boarding School." This company uses a Twentieth Century Columbia machine to attract its crowds. A. B. V. Barton is manager of the place.

A barber shop on South Illinois street is surrounded on three sides by penny arcades and five-cent theaters. With all of the phonographs and automatic pianos the barbers do not lack for music. They enjoyed it pretty well until recently on one Saturday night when the arcade ran in an orchestra with a drum. The barbers had to close the doors then on account of one nervous artist of the razor who couldn't stand for the mixture of sacred hymns and ragtime.

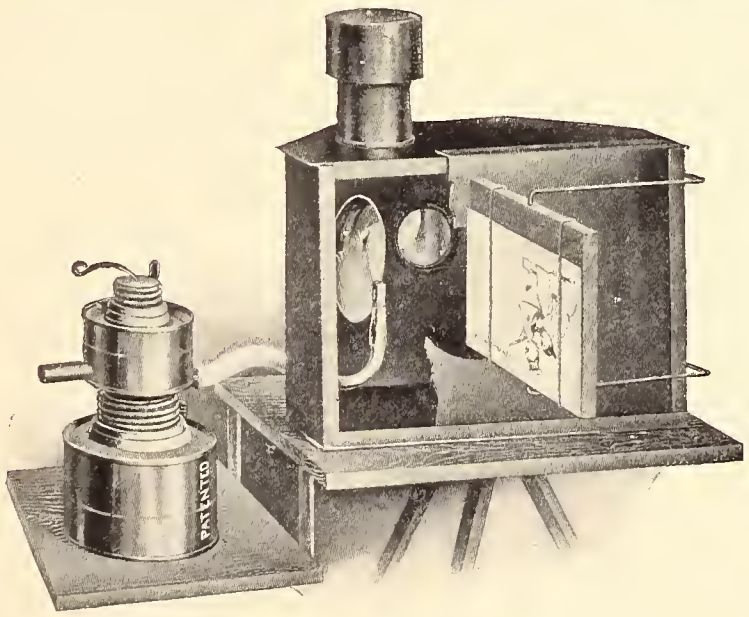
Percy Jones, a young colored man of good education, who was employed by the National Amusement Co., recently pleaded guilty in criminal court to the charge of grand larceny, and was sentenced to the reformatory. Percy had been sent to the bank two or three times, and he always returned with the money. All checks were signed with a stamp, and red line beneath bearing the name of the manager. Percy studied the stamp and imitated the signature. The manager of the place decided to guard the rubber stamp more carefully, and when Percy tried to manufacture a stamp just like it, he failed and was haled to court.

The Automatic Music Co., Binghamton, N. Y., have purchased a factory site on lower Main street, that city. Officials of the company say they will hold the property in order to be able to erect a new plant to accommodate their growing business when that move is necessary.

The MYSTIC REFLECTOR

A POST CARD PROJECTOR

RETAILS AT $5.00



SELLS AT SIGHT

This wonderful machine projects upon a sheet SOUVENIR POST CARDS, PHOTOGRAPHS, MAGAZINE PICTURES, Etc., in their Original Colors. No glass slides required.

AN ILLUSTRATED SONG MACHINE.

Sold only through jobbers. Samples sent dealers upon receipt of $3.00.

A WONDERFUL SELLER.

CHURCH SUPPLY CO., Dept. T. M. 10 BARCLAY STREET NEW YORK

We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and your investment will net you 150 per cent. to 300 per cent. per annum.

LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of $600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success.*

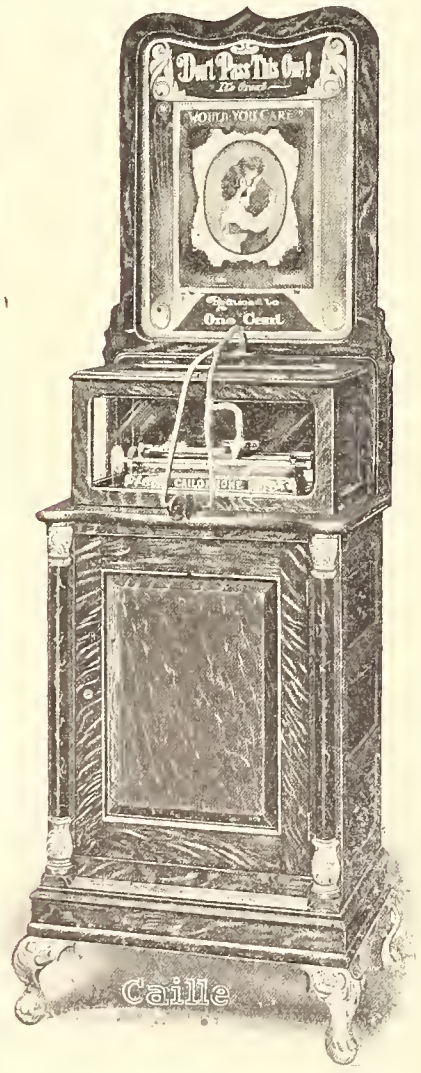
Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!



The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

WRITE TO-DAY and be
First on the Ground.

The Caille Bros. Co.
DETROIT, MICH.

Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago

MAN'S HEART IN MOTION ON SCREEN.

Breathing Lungs, Too—Pictures Taken Now With the X-Rays and Cinematograph.

By employing the X-rays and the cinematograph in combination, moving pictures are now taken of the living lungs as they rise and fall in breathing, and of the heart as it pumps blood through the body.

The moving pictures are taken as well of the heart and lung actions of a sick man or woman as of a healthy one, so it will be possible for a lecturer to throw on a screen before his class an actual reproduction of the lesson in the lungs or of the faulty movement of the heart-valves in the patient who lives before him.

The invention is being busily experimented with in one of the great hospitals for consumptives. A resident physician there says they hope for very valuable results from the moving pictures in diagnosing doubtful cases of lung or heart disease.

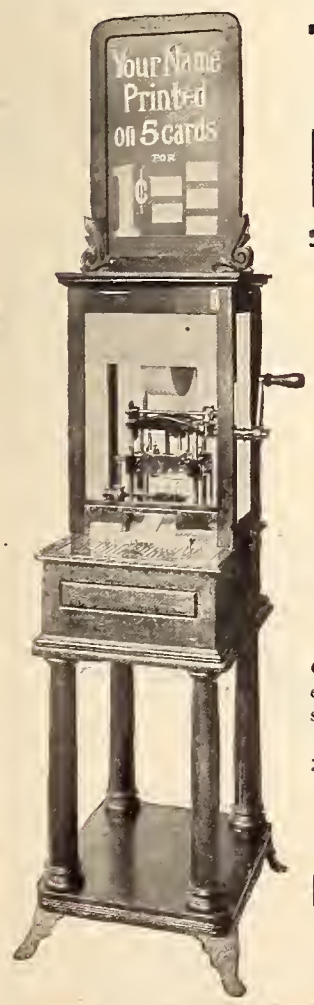
Far more surely than the doctor's eye, even aided by the X-rays, or his ear, with the stethoscope, will the moving pictures tell precisely what ails a patient.

VALUE OF PROPER LIGHTING.

One of the most serious problems before arcade and nickelodian managers is that of proper lighting. Electricity is, of course, the form most generally in use but it is the lamp that is of the most vital importance. The first consideration is the candle-power, then color of light, whether yellow or white. For attractiveness the latter has been found to be the most suitable, as it makes a more striking effect at night, and that is the keynote of success in this line of business.

The Felix Hamburger Co., of this city, have made a strong bid for this class of work, also that of the talking machiue and piano trade.

For general use their "Liliput" is the best. This admirable little lamp, of three amperes, which is about twice the size of the ordinary incandescent type, and which gives the light of twenty, is in much demand. The next size, called the "Economy Lamp," five amperes, is well adapted for large stores. The "Flaming Arc," 12 amperes, and 5,000 candle-power, is generally used by arcade men for the outside of their places, and makes a most striking effect. This strong, white light, illuminating the whole surroundings, and against the snow-white plastic front of the parlor is a great trade stimulator.



The Card Printer

EARNS FROM
$1,000 TO $2,000
PER YEAR

SEND FOR FULL PARTICULARS

5c. or 1c. MACHINES FURNISHED

Orders must be placed early for spring and summer delivery.

Manufactured by
THE CARD PRINTER CO.
79 East 130th St.
NEW YORK

POPE ALMOST SEES AMERICA.

Delighted With a Bioscope Exhibition by a Vatican Engineer.

The Pope, his sisters, Cardinal Merry del Val and several other prelates, were present the other day at an entertainment given by Engineer Vannucci, an employe of the Vatican, who, by means of a bioscope, showed views of the principal cities of the United States, especially Washington and New York, explaining each picture briefly. The Pope thanked Signor Vannucci warmly, saying he felt that he had almost realized his wish to visit the New World.

TRADE NOTES AND COMMENTS.

Mystic Reflector a Big Winner—New York Vitak Co.'s New Quarters—Some Recent Novelties—"Platol" for the Trade—Kinetoscope at Jamestown—Suit Against Hearst—Other Items of General Interest.

The Mystic Reflector, manufactured by the Church Supply Co., of this city, serves the same purpose as a high-grade stereopticon or magic lantern, but must not be confused with one, as it requires no glass slides. Any opaque pictures or reading matter such as souvenir postal cards, photographs, magazine pictures, etc., can be projected upon a sheet in original colors to a diameter of from 5 to 8 feet, according to distance.

It is equipped with a patented safety calcium-carbide lamp which can be operated in any home at no greater cost than an ordinary kerosene lamp. It is also furnished with a 40-candle-power reflector back incandescent electric light when desired. Of course the electric lamp can be used only where incandescent current is available. The idea of projecting pictures by reflection is a very old scientific fact, but it has never before been developed to the simplicity of construction, or to the perfection of result that is accomplished by the Mystic Reflector. Heretofore there has never been manufactured a portable light of sufficient power to project with distinctness and clearness. In view of these facts we believe the Mystic Reflector will prove immensely popular wherever shown, especially among amateur photographers and souvenir post card collectors.

Delightful evening entertainments can be given. In connection with a vocalist or a phonograph the Mystic Reflector can be used for illustrating songs. Each guest's photograph can be projected to several times life size. Appropriate quotations or advertising cards can be shown. Comic sections from newspapers and magazines can be collected. Every home contains many suitable pictures. A child in a few days can collect enough interesting views to entertain the household. Young people can give shows for their own pecuniary benefit or for "sweet charity's sake."

It can be used for enlarging pictures. Any boy or girl can draw life-size portraits of the family by projecting photographs on paper and then following the outline with crayon or pencil. The Mystic Reflector is within the means of everyone; is strongly built of metal; has no complicated parts, and talking machine dealers will find it a big seller.

The Card Printer Co., 79 East 130th street, this city, have just issued a new catalogue, showing the working of their now famous card printer slot machine, and giving a very lucid description of it and its possibilities, and we feel assured that the talking machine and slot machine trade will find it of much interest.

The New York Vitak Co. have removed to 180 Lafayette street, this city, where they will have their office and factory under one roof. This step was taken on account of their fast increasing business, which compelled them to get into larger quarters in order to keep up with the demand for the Vitak moving picture machines. This company have been having some trouble in getting lenses for their new $35 machines, but

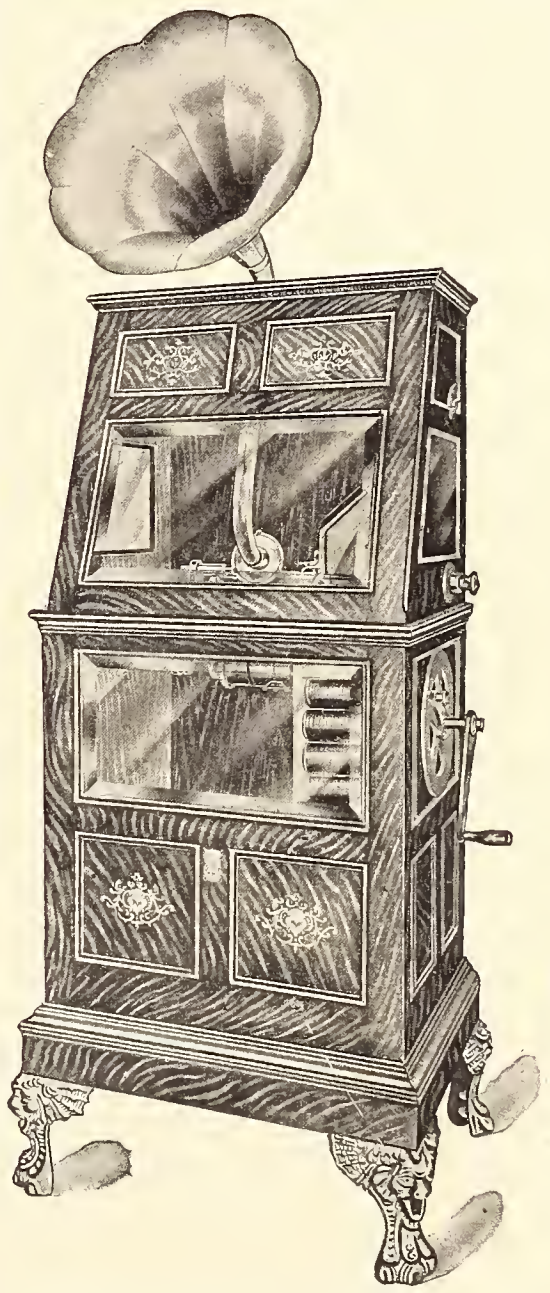
THE

CONCERT-O-PHONE

TWENTIETH CENTURY COLUMBIA COIN OPERATED MACHINE

Almost Human in Tone

25 SELECTIONS AUTOMATICALLY CHANGED



MADE BY

SKELLY MFG. CO.

81 South Jefferson St.

CHICAGO

A. J. POMMER CO., Sacramento, Cal.,
Pacific Coast Sales Agents

HELRIEGEL & CO., Philadelphia,
Sales Agents for Pennsylvania

expect to have them ready for the market some time in July.

Two decided novelties just out in the line of slot machines are the "Automatic Riding Horse" and "The Automatic See-Saw." The former is portable and can be operated at all seasons in stores. The horses are artistically carved from the best material. The whole is very strongly built, and will carry the heaviest persons. "The Automatic See-Saw" has made quite a hit also. Everybody enjoys a ride on one; even grown-ups are ready to drop their pennies in it, and for the moment forget worldly cares and hie back to childhood days. Of course, it is a wide departure from the paths followed by manufacturers hitherto, but we believe that this is wholly in their favor.

A new wood finish called "Four in One," recently placed on the market, is certainly one of the finest products ever produced. To test its value for the talking machine or piano trade, The World's representative obtained a bottle of the polish and took it home to use on the mahogany case of a piano, which was in bad condition from the dust, which had settled on it and worked its way into the finish. The stuff worked like magic, and inside of two hours the piano could not be distinguished from one that had just left the factory. What it will do for a piano it will do for a talking machine or cabinet, and we believe the talking machine trade will find it a valuable article to handle.

The G. L. Steinreich Co. with this issue of The World are offering the talking machine trade one of their new specialties, namely "Platol." This preparation is for the cleaning and replating of polished nickel, silver and aluminum articles, such as the plates of cylinder talking machines, horns, horn cranes, etc. Platol, as its name implies, and as we have just stated, not only cleans the metal, but instead of scouring off the surface, it puts a new one on, and one that is genuine silver. It is not difficult to see what a boon this article will be to the talking machine man. For shop-worn, dirty or rusty stock it is just the thing, and the dealer will find it an easy article to dispose of, especially to the feminine sex, not for their "talkers" alone, but for the table silver, etc.

In the congested quarters of the city, where the poor live, the nickel theatres have proven a great educator. These people can't afford to pay the entrance fee to the large playhouses, and flock to the cheaper theater for their amusement. We firmly believe that if the kinetoscope managers would only get together and bar all films suggestive or criminal, they would eliminate the sole objectionable feature made to some of these places. They would then deserve the backing of every right-thinking man or woman. Nor would this plan be inappropriate in respect to the "penny arcade."

The Kinetoscope Co., the moving picture department of the Edison Works, Orange, N. J., will have a special building at the Jamestown Exposition, and it is probable the entire line of phonographs will be exhibited. The company will also have an establishment of their own in the upper part of New York City, where, in addition to the kinetoscope, their complete phonographic product will be exploited.

Suit has been brought against W. R. Hearst, as candidate for Governor of the Independence League and the Democratic party in New York, by John T. Owens, New York City, for the cost of six phonographs used last fall in the campaign, to reproduce some of the Hearst speeches. Some six weeks after the campaign had closed, Owens says he sent a bill to the League for the machines. No attention was paid to it, nor to others which followed. Personal letters to Mr. Hearst had the effect of bringing a reply stating that there was an error in the bill. Owens thereupon placed the account in the hands of a lawyer for collection.

Michael Glynn, proprietor of a penny arcade at 977 Third avenue, Baltimore, Md., was recently arrested upon the formal complaint of over a hundred neighbors for playing one tune ("Poor John") almost continuously upon a large talking machine in front of his place. Just before going with the officer who served the warrant, Mr. Glynn placed a new record on the machine and during his enforced absence his neighbors were regaled with the tones of "I Don't Know Where I'm Going, but I'm on My Way." The court's decision in his case is not announced.

Youngstown, O., is the latest town to jump on the much-abused and defenceless talking machine, the city council having authorized the Mayor and City Solicitor to prepare legislation to that effect. Permits will not be issued to shows with talking machine attachments.

The matter of dealing in commercial talking machines has been a branch of the business neglected by all except the manufacturers, and it has been left for Henry P. Roberts, for several years in charge of the retail department of the Columbia Phonograph Co.'s commercial branch, to enter the field as an independent dealer. Mr. Roberts, in addition to being familiar with every detail of the selling end is also an inventor of no mean ability.

Don't judge by appearances. Looking down from a ten-story building there's little or no difference between a six-foot man and his four-foot-six companion. The man with a choker collar and an ascot tie may be minus a shirt. The business with the swellest stationery may have the leanest bank account.

First Pugilist—I cannot fight any man who has never made a record. When you have done so, I will talk further on the subject.

Second Pugilist (who owns a talking machine) at once looks in the directory for the address of the nearest talking machine laboratory.

The regularly monthly phonograph recitals and concerts have attracted crowds at the talking machine department of the O. K. Houck Piano Co., St. Louis.

TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY

PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

Do you want more Profit?

Get THE NICKLIN The best Coin Operated Piano in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by

Neola Piano & Player Company

General Offices, 201-203 East 49th Street, New York

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

American Mutoscope & Biograph Co.
11 E. FOURTEENTH ST., NEW YORK
The Mutoscope Oldest and Best Known Slot Machine
"The Backbone of the Automatic Parlor Business"
Showing Moving Pictures in their Most Attractive Form

60 YEARS' EXPERIENCE

PATENTS

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DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

The Peerless "Wedge"

The "Peerless Wedge" will enter any field and open up a profitable business for you. It will make **you** say "give me the Peerless Line in preference to any other line I carry." It **may** make you say, as did another of our customers—"in the last **16** weeks of last year I cleared **$16,000.00** on Peerless Coin-Operated Pianos alone." Do you think that is too strong? Look on the other side of the wedge.

We know of one firm that is now earning **$5,000.00** per month, in addition to their other lines, on the sale of our Peerless Coin-Operated Pianos. Another claims a profit on last year's Peerless business of **$42,900.00.** Is this a line you have overlooked, or are you afraid to handle an automatic piano of the highest grade? Ask us how it is done—we don't mind telling **YOU** about it.

Style "44" (Without Keys)

The Wedge was the earliest mechanical principle discovered

The Peerless embraces the latest mechanical principles, and is built to stand as much hard usage as the Wedge

Style "D" (Full Size Piano)

Style "M" (Six and One-third Octaves)

OFFICES:
Windsor Arcade (Fifth Ave.)
New York City

ROTH & ENGELHARDT

PROPRIETORS

PEERLESS PIANO PLAYER CO.

FACTORIES:
St. Johnsville, N. Y.

COLUMBIA

Disc and Cylinder

RECORDS

If you *knew* what we could *tell* you about the Columbia Record itself and more especially about the way its sale is going to be pushed—you would get the whole story the first minute you could.

Columbia Records afford you the surest kind of steady profit from the first day you handle them. No man who owns a talking machine is ever content with any other after he has heard them.

It sounds like advertising talk until you realize that

1. We own the original patents covering the making of modern talking machine records.
2. We use materials that no other manufacturer can duplicate.
3. We employ processes that we absolutely control.
4. We operate the largest talking machine factory in the world.
5. Columbia Records are beyond comparison in their repertory as well as in their quality.

No claims without a reason behind them! There's *more* profit, *surer* profit and *steadier* profit in Columbia Records. Get the proof of that! Write to us—or see your jobber—or get in touch with our nearest store.

Columbia Records fit all makes of talking machines and greatly improve the tone quality of any machine.

Columbia Phonograph Company, Gen'l

Tribune Building, New York

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904

GRAND PRIZE, MILAN, 1906

STORES IN ALL PRINCIPAL CITIES DEALERS EVERYWHERE

VOL. III. No. 6. SEVENTY-SIX PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, June 15, 1907

OUR new "Art-Tone" Flower Horns are so constructed that they cannot be bent or crushed, either in everyday use or in transportation. They are expertly made from the finest materials that can be procured. The seams are constructed—without solder—from four thicknesses of metal, thereby making all joints of unusual strength. The patented ferrule is reinforced by three thicknesses of metal—without solder—thereby overcoming all the defects of the ordinary ferrule.

It is just this great strength in construction, linked with the purity of tone-reproduction, the richness of designs, and the permanence of finish, that has earned for "Art-Tone" Horns, the trade title: "The finest line of Flower Horns ever produced."

Write for Handsome Booklet.

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

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

HUSBAND—"I want a Talking Machine."

WIFE—"I prefer a Regina Music Box."

THE WISE DEALER—"Here it is—just what you BOTH want—the REGINAPHONE. It is a music box *and* a talking machine combined. It occupies about the same space as either one alone, and the price is much less than the cost of both if purchased separately."

RESULT—A sale easily made, and everybody happy.

THE REGINAPHONE

Made in several styles—by the manufacturers of the World Famous Regina Music Boxes.
Prices and terms on application.

Main Office and Factory
RAHWAY, N. J.

THE REGINA CO.

Broadway and 17th Street
NEW YORK
259 Wabash Avenue
CHICAGO

MANUFACTURERS ALSO OF
REGINAPIANOS—REGINA SUBLIMA PIANOS—REGINA CHIME CLOCKS. Distributors of VICTOR TALKING MACHINES and EDISON PHONOGRAPHS

The Talking Machine World

Vol. 3. No. 6. New York, June 15, 1907. Price Ten Cents

SOME POINTERS ON SALESMANSHIP.

Some of the Qualities Essential to Success in the Selling of Talking Machines as in Any Other Specialty—Some Facts Straight from the Shoulder Which Are Worth Noting by the Men Who Desire to Reach the Top—A Few Pertinent "Don'ts" That Are Worth Memorizing and Better Still, Observing by the Younger Element of the Talking Machine Trade.

"If you strike a thorn or rose,
Keep a-goin';
If it hail or if it snows,
Keep a-goin';
'Taint no use to set and whine
When the fish ain't on your line—
Bait your hook and keep a-tryin'—
Keep a-goin'."

It may have been overlooked that the mere retail salesman may be a good salesman. But he can be if he isn't. He can be as much better than the average as the best paid commercial traveling man is better than the cheapest "drummer" types. But he must learn how, after which, through growing tact, knowledge, and capacity in his work, the field may open wide to his ambitions. "Be an honest salesman," is my advice to all beginners, says F. Oliver Quinn. There is no other road to the broadest, most lasting success. To be honest in the full sense is not as easy as it might appear, either.

You are not honest with your employer if you are in the position of trying to sell his goods without knowing how to do it. You are not honest with your customer if you haven't knowledge of the goods you are handling. Through your ignorance of things which he expects you to know you may swindle him egregiously.

SALESMEN A MAINSPRING OF BUSINESS.

The salesmanship represented in a retail house is the mainspring of the business. Nothing would move in the place were it not for the salesman. The duty of the salesman is to sell goods, primarily. But in selling these goods he is in the position of trying to make a profit for his house, and in doing so to send a pleased customer home who will come back again. That still broader opportunity is open, too, which will bring that customer back, asking that the man who waited on him the last time shall attend to him again!

What is it which will prompt such an inquiry? The salesmanship of the salesman—nothing more. What is this salesmanship? Everything that the salesman may learn and feel and know, tempered by personality, judgment, tact, and diplomacy. Some pointed "Don'ts" may lead to the end of your ambition—for without this ambition you might as well quit:

SUGGESTIONS FOR RETAIL CLERKS.

Don't forget loyalty to your employer.

Don't get "sore" and take it out of customers.

Don't be familiar.

Don't let a customer stand without attention; show him at least that you know he is waiting.

Don't use slang in addressing customers.

Don't be content merely with obeying literal rules.

Don't forget that your salary depends upon your sales.

Don t growl at taking a short luncheon on a busy day.

Don't talk about bad luck.

Don't forget that the old customer is one of the most valuable.

Don't misrepresent your goods.

Don't dodge the "cranky" customer; he can teach you.

Don't try to bully the office boy.

Don't think no one else can fill your place.

Don't forget to push your goods.

All these things anticipate that your honesty as a salesman is your chief capital on which to work. If you can't believe in these goods, find another job where you can believe in them. Your lack of faith in the goods you sell will undermine you.

Having the goods in which you believe, stand by them. Learn all you can about them—about their manufacture, their quality, fit, lasting nature, and pleasing possession. Having this pride in those things which you sell, you can't help showing it both to employer and customer in your handling of them, replacing them neatly and keeping things ship-shape. Your manner in speaking of them will carry conviction to the extent that you know about them.

Out of this condition you will hear your customer asking, "Now, what do you think as between this and this?" When you hear that question it is a tribute to your salesmanship. Store these things in your recollections—they are invaluable as a stimulus to confidence.

But beware of overconfidence. There's something wrong with you when you begin to feel that you are it. It is a weakness in yourself and unfair to your fellows. It begets a feeling finally that your chances lie in your ability to overshadow others.

Cultivate the ability to remember faces and to call the customer by his right name. Remember his address if you can. These may seem small things, but they are vital; human nature never will be above the implied compliment.

Your tactfulness will come of your own education at yourself in dealing with all kinds of people. You will have learned more when you can send the cranky person home, satisfied, than you can have learned of scores of easily pleased customers.

GIVE BUYER WHAT HE WANTS.

There is a distinction to be made here and a difference to be recognized when you meet the purchaser who knows exactly what he wants. Sell him that thing he insists upon having. There is nothing inconsistent with honesty in doing so. If you have had a chance to express yourself as you feel, it will have been in favor of something else; you need no argument in letting the person have the thing he insists upon buying. If he should return with a possible complaint, it will be well if you have had a chance to say something when the sale was made. Recall your speech, tactfully, and your next sale will be likely be goods of your own choice.

Keep track of the advertising matter of your store. Nothing is more irritating to a customer than to call for an advertised line and discover that you never heard of it. Concentration is one of your greatest assets. Be a part of the organization which is furnishing you employment and opportunity. Remember, too, that the store gives you the employment; you must find your own opportunity. You can be a half-salesman, with a great deal less effort than is required in becoming a whole one. You can get out of a position a great deal easier than you can get into it.

HAVE COURAGE AND PATIENCE.

"Courage," says Emerson, "perseverance, patience, are the great fortune finders. If a man has these qualities he will find himself too liberally endowed to be overlooked by her."

"Sitting under a cherry tree with one's mouth open won't catch much," said Moody.

The main object of becoming a salesman is to look for wider opportunities in business. Your salary may not be large, but you are learning. In the old world the salesman must come with lineage and tried honesty of purpose and serve his long apprenticeship to trade almost without compensation. Your opportunity, to the extent that you grasp it, is worth more than money. Search for ideas and use them; try them out as you find opportunity. Do these things better than you have been expected to do them. Never mind whether you are watched and rewarded on the moment.

Your opportunity and your reward will come when you are an employer or a manager of a business with which you are familiar and in which you have a pride and confidence.

INCREASED 500 PER CENT.

The Wonderful Growth of the Trade in Commercial Talking Machines—Advantages of These Machines Apparent.

The growth in popularity of the commercial talking machine among business men is surpassing all expectations, and it is safe to say that the sales during the past twelve months have increased 500 per cent. It is a well-known fact that the ordinary stenographer in a business office does not take on an average of more than ninety words a minute. Nearly every man who dictates can think faster than the stenographer can write short-hand, so he has to hold back. In dictating to a talking machine there is no time wasted, nor interruption to his thought, because the machine goes right ahead at any pace he can set. The reporters of debates in the House of Congress have for years read their shorthand notes into commercial "talkers," from which they are written out on typewriters. Court reporters have also been using the machines in this way for years with great success. Commercial talking machines cost less than typewriters of standard makes, and it is not impossible that the tremendous increase in their sale in the last year is the beginning of a business campaign which will make them almost as common as typewriters.

The talking machine is just 30 years old. Although it was generally regarded as a musical toy but a few short years ago, the nations of the world are spending millions and millions of dollars for it each year. But the manufacturers believe its possibilities as a time saver in business will soon make it one of the great factors in our commercial life, instead of a contrivance merely for amusement. They are backing up their judgment by making enormous investments in enlarging the capacity of their plants, and the truth of their predictions will soon be established.

SCHMELZER SPRUNG A JOKE.

Herman F. Schmelzer, of the Schmelzer Arms Co., Victor distributors, Kansas City, Mo., is known to be somewhat of a practical joker, and upon the recent trip to Texas of the Kansas City Commercial Club, of which he is a member, he further added to his reputation. The party had retired to their berths on the first night out, when the soft tones of a woman's voice floated upon the still air. "My Name is Mamie," it announced. The bachelor boys landed in the aisle as one man, the married ones roused up with joyous smiles, thought of their wives and of how fast news travels, and discreetly kept in their berths, although allowing their heads to project into the aisle with dangerous disregard for their necks. Joy reigned supreme until a search for "Mamie" discovered her in the person of a Victor machine secreted in an empty upper berth. Mr. Schmelzer, upon being taxed with the "crime," owned up and everybody "smiled."

NEW STUNT IN VAUDEVILLE.

In the new musical comedy, "Fascinating Flora," now running in New York, a big hit is made by one of the cast, who sings a duet with Caruso, the latter's voice being reproduced with the aid of a talking machine.

LONG DISTANCE PHONOGRAPHY.

Some of the Many Enjoyments to be Had by the Use of the Transmitophone—Sound Can be Produced from a Phonograph in Any Number of Places and Any Distance from the Machine—Opens a New Field of Activity to the Many Interested.

While many improvements have been made in the talking machine for the past few years whereby this instrument has achieved a new position in the commercial and musical worlds, there are few inventions so effective in enlarging the usefulness of the phonograph as the "transmitophone" recently evolved by the International Telephone Manufacturing Co., Chicago.

The phonograph heretofore has been what might be called a one-unit machine—that is, an instrument from which the sound can be produced in one place only at any one time. The distance which the sound can be heard has been enlarged heretofore only by increasing the volume of the sound at the instrument. With the use of the transmitophone, the sound can be reproduced from one phonograph in any number of places and any distance from the machine. The equipment consists of an especially powerful telephone transmitter with the necessary auxiliary apparatus and a rigidly constructed telephone receiver with an attachment for the mounting of a megaphone.

The greatest difficulty in the development of this equipment in the past has been to produce a transmitter that would continue to operate with more than two or three batteries in series with the instrument, which is the greatest amount required in telephone work on the longest lines, and also to build a receiver which would not lose its adjustment from such powerful usage as is necessary to throw the sound over a broad area.

The transmitter employed in the transmitophone is so designed and constructed that it will withstand the heavy current from 18 batteries connected in series with the primary circuit of the induction coil. This amount of current is necessary to produce a vibration of the receiver diaphragms strong enough to throw the sound through a megaphone so it can be heard by a large audience. The transmitter is attached directly to the reproducer of the phonograph.

The transmitter induction coil and the sound-regulating switch and necessary terminal binding posts are mounted in a neat oak case, which also contains the required batteries. The battery case contains ten cells of dry battery of 1½ volts each, which are connected to the sound-regulating switch so the transmitter may be supplied with 6, 9, 12 or 15 volts.

The entire equipment is so arranged that it can be very readily installed by placing the transmitter on the reproducer of the phonograph and running a pair of insulated wires from the line-binding posts on the battery case where the sound is to be reproduced, and connecting the transmitter reproducer to which is attached the megaphone, as shown in accompanying illustration, where it is placed up in the trees in a park. Then when the phonograph is started, the sound-regulating switch is turned on the proper point to secure the best results for the space in which the sound is given. Any number of transmitophone reproducers can be placed in series with one phonograph, and any distance apart, in different towns, if desired.

For nickel theatres or places of amusement where it is desired to have music outside of the door as well as in the hall, one phonograph may be placed in the ticket clerk's office, where the records can readily be changed and each record reproduced in the hall and outside or any distance down the street, if desired. In a large dance hall or a skating rink a phonograph can be operated at the ticket office or any convenient place, and the music reproduced in several different places of the hall so it can plainly be heard by all.

In homes the phonograph can be operated by a maid from her room and the music reproduced in any number of the rooms or in the lawn, or up in the trees if desired. With this arrangement any number of families in a neighborhood can form a club and have one phonograph, and each family have a transmitophone reproducer, which can be connected by a switch so that the phonograph circuit may be switched

HEARING MUSIC IN THE PARK.

off or on at will. This brings the highest grade of phonograph within the means of any circle of neighbors.

The combination of the transmitophone with the phonograph has so enlarged the possibilities of the equipment that it has created a field almost without limit.

FIND "THE WORLD" IS INVALUABLE.

The Maritime Phonograph Co., of St. John, N. B., in the course of a recent communication enclosing subscription states: "We learned to value this publication at our store in Fredericton, and need it all the more in this city, where we are opening a wholesale and retail talking machine store, we being jobbers for the Columbia Phonograph Co. for the Maritime Provinces. We find your publication invaluable for the trade pointers it gives and the up-to-date information it gives on all things pertaining to the trade."

McGREAL CELEBRATES REMOVAL

To Their Handsome New Building in Milwaukee—Growth of This Business a Tribute to the Enterprise and Ability of the Gentlemen Controlling Its Destinies.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 10, 1907.

McGreal Bros. celebrated their removal into their fine new headquarters building at 172 176 Third street last month with page advertisements in the various Milwaukee dailies. These advertisements were excellently conceived and executed. The one on the writer's desk is headed by a design showing "the magical growth of a great business." A Hindoo magician, sitting cross-legged on the ground, is just raising a cloth under which is seen the original Grand avenue store. Again he is shown jubilating over the old Third street store, and finally his calm Oriental countenance fairly radiates triumphal gladness as the big new structure which McGreal Bros. now occupy, breaks into view. At the bottom of the advertisement are two cuts, one on either side of the signature, one showing the face of L. E. McGreal in the horn of a Victor, while the genial face of his brother appears in the horn of an Edison phonograph.

A reader in one of the Milwaukee dailies gives the following succinct history of the firm:

"Almost coincident with the removal of McGreal Bros. to larger quarters in the Ogden block, Third street, near Grand avenue, comes the announcement that the firm will open a wholesale and retail department on May 20 in Cincinnati. The remarkable success of McGreal Bros. in Milwaukee has been a source of general comment throughout the trade.

"McGreal Bros. came to Milwaukee from New York five years ago. They had wide experience and thorough knowledge of their business, but little actual capital at the start. But they brought to their business such progressive and up-to-date methods that soon their first store, 411 Graud avenue, was found inadequate to the needs of the business, so they moved to 173 Third street in 1904, and now, three years later, the firm have found themselves confronted with the same embarrassment—lack of room, so McGreal Bros. have again moved into larger quarters, and in addition have found it to their advantage to invade the Cincinnati field."

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

Why do you sell the Victor?

—a queer question to ask a successful dealer, isn't it? But people always ask the man who is making money hand-over-fist how he does it.

Mighty few *Victor* dealers have time to stop and answer, when we are piling good business upon them with our $150,000 *increased* advertising, which reaches 56,000,000 people every month who know the reputation of the

Victor
and the
Victor Records

But if you did have time to tell anybody about the "good thing" you have you could join with an army of other *Victor* dealers and say:

"I know the *Victor* people will stand by me They have always stood by me and everyone else. My profit is large and it is sure. The quality is sure. The demand is sure. Don't ask me such a foolish question as 'Why do I sell the *Victor?*'"

Victor Talking Machine Company
Camden, N. J.

Here's a good idea:—Place standing monthly orders for new records with your distributor, and push this feature. (It keeps your customers calling at least monthly—they look for them.)
Artistic Monthly Supplements furnished free for this purpose.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Altoona, Pa.....W. H. & L. C. Wolfe.
Atlanta, Ga.....Alexander-Elyea Co.
Phillips & Crew Co.
Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons.
Wm. McCallister.
Birmingham, Ala.....E. E. Forbes Piano Co.
Boston, Mass.....Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.
Bridgeport, Conn.....F. E. Beach Co.
Brooklyn, N. Y.....American Talking Machine Co.
Buffalo, N. Y.....Robt. L. Loud.
Canton, O.....The Klein & Heffelman Co.
Charlotte, N. C.....Stone & Barringer Co.
Chicago, Ill.....Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....W. H. Buescher & Sons.
Collister & Sayle.
Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Thos. Goggan & Bro.
Dayton, O.....The John A. Fetterly Co.
Denver, Colo.....Knight-Campbell Music Co.
Des Moines, Iowa....Edward H. Jones & Son.
Detroit, Mich.....Grinnell Bros.
Dubuque, Iowa.....Harger & Blish.
Duluth, Minn.....French & Bassett.
El Paso, Texas.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Grand Rapids, Mich..J. A. J. Friedrich.
Harrisburg, Pa.....S. A. Floyd.
Honolulu, T. H.....Bergstrom Music Co.
Indianapolis, Ind.....Carlin & Lenox.
C. Koehring & Bro.
Jacksonville, Fla.....Metropolitan Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins Sons Music Co.
J. F. Schmelzer & Sons Arms Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal.....Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.
E. E. Forbes Piano Co.
Milwaukee, Wis.....McGreal Bros.
The Boston Store.
Minneapolis, Minn...Minnesota Phonograph Co.
Mobile, Ala.....Wm. H. Reynalds.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, N. J......Price Phono. Co.
Newark, O......Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La.....Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y.....Bettini Phonograph Co., Ltd.
Blackman Talking Machine Co.
Sol. Bloom.
C. Bruno & Son.
I. Davega, Jr.
S. B. Davega.
The Jacot Music Box Co.
Landay Brothers.
Stanley & Pearsall.
Benj. Switky.
Victor Distributing & Export Co.
Omaha, Neb.....A. Hospe Co.
Nebraska Cycle Co.
Piano Player Co.
Peoria Ill.....Chas. C. Adams & Co.
Philadelphia, Pa.....C. J. Heppe & Son.
Musical Echo Company.
Penn Phonograph Co., Inc.
Louis Buehn & Brother.
Western Talking Machine Co.
H. A. Weymann & Son.
Pittsburg, Pa.....Pittsburg Phonograph Co.
Powers & Henry Co.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore.....Sherman, Clay & Co.
Providence, R. I.....J. Samuels & Bro.
Rahway, N. J.....The Regina Music Box Co.
Richmond, Va.....The Cable Co.
W. D. Moses & Co.
Rochester, N. Y.....The Talking Machine Co.
Rock Island, Ill.....Totten's Music House.
Salt Lake City, Utah..Carstensen & Anson Music Co.
San Antonio, Tex....Thos. Goggan & Bro.
San Francisco, Cal....Sherman, Clay & Co.
Savannah, Ga.....Youmans & Leete.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Spokane, Wash.....Eiler's Piano House.
St. Louis, Mo.....O. K. Houck Piano Co.
Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn.....W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y.....W. D. Andrews.
Toledo, O.....The Hayes Music Co.
A. J. Rummel Arms Co.
Whitney & Currier Co.
Washington, D. C....John F. Ellis & Co.
S. Kann & Sons Co.

F.

TRADE HAPPENINGS IN PHILADELPHIA.

Business Satisfactory Although Not Equal to a Year Ago—Philadelphia Jobbers Form Club—Increasing Call for Red Seal Records—Weyman's New Quarters—Heppe & Son Push Jobbing Business—L. J. Gerson Says That Bad Weather Has Not Damaged Business as Some Supposed—Lewis Co. in Larger Quarters—Keen Co.'s New Cabinet—"Phono-Vita" a New Oil for Talkers—Emil Bauer Returns—Harbach's Fine Line—Columbia Co. Expansion.

(Special to The Talking Machine World.)

Philadelphia, Pa., June 10, 1907.

Reports from the various headquarters for talking machines in this city show that on the whole the month of May was most satisfactory—certainly it has been the banner month for 1907, and in many cases it ran ahead of the corresponding month in 1906. The average trade, however, for this year does not come up to that of last, a decided falling off being felt all through this territory. This should not convey the impression that things are at a standstill in the Quaker City, for such is not the case. The talking machine business was never on a firmer basis, only there has been no big booms to spur things on. As one jobber put it: "We are down to rock bottom, but we know just about where we stand. Each one of us have our own steady line of customers whom we can count on, and we don't have to wonder each month where we are coming out or what accounts are good and what are not."

A fraternal spirit exists between the jobbers of this city, and this feeling should help toward the future advance and success of the "talker" business here. Of course, all of them belong to the Eastern Jobbers' Association, but in order to promote a more intimate friendly relationship and keep each other better posted on local affairs, a sort of a Philadelphia Jobbers' Club was formed recently, and about the fifth of every month they get together at Green's Hotel, Eighth and Chestnut, and, after enjoying a spread, talks on business matters such as credits, etc., are indulged in. In this way they keep each cognizant of the general condition of affairs.

Louis Buehn & Bro., 45 North Ninth street, report business somewhat ahead of April, wholesale trade being very satisfactory. In speaking of the existing conditions, Mr. Buehn said: "Of course, we make a specialty of wholesaling and do not try to cater to the retail trade, and while dealers are not stocking up heavily just now on account of summer coming on, we find little cause for complaint. No, trade on the whole this year has not come up to 1906 with us, but I think this is due mostly to two reasons: general outside conditions, and the fact that we have dropped from our list a number of dealers who could not or would not live up to the 90 day arrangement but would let their accounts run four, five and six months. We are not after that kind of trade." Edmund E. Buehn, the junior partner, and R. G. Dungan, have left to cover the trade in this territory.

May business with the Penn Phonograph Co., this city, has been of a high order, especially in Victor goods. There has been a large call for Red Seal records, and several auxetophones were disposed of. This company report a good outlook for fall trade. They have just added post cards as a side line to their business, and hope to make it a paying investment. J. B. Miller, who has quite a reputation as a practical joker, had the tables turned on him recently. Mr. M. generally makes it a point to keep his desk well stocked with various kinds of lemons to hand his friends, and while chatting to The World representative rummaged through the drawers for a smoke, but if his intention was to soothe his nerves or ease his conscience after having turned down the said representative on a little advertising venture for the summer months, it was defeated, for no sooner had he touched a match to the Perfecto (?) than it disappeared in smoke, leaving J. B. a rather surprised, a little dirtier but much wiser man.

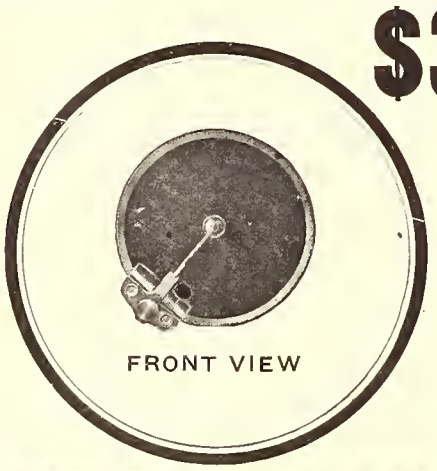
Edison and Victor lines are making a good showing at H. A. Weyman & Son's, notwithstanding their broken up condition on account of moving into their handsome new quarters, 1011 Chestnut street. This end of the business is under the able management of Wm. H. Doerr, who hopes to accomplish great things this fall, for in the new building the entire half of the ground floor and basement will be turned over to talking machines. The whole is being fitted up in the most modern manner with soundproof rooms and all the latest improvements.

Wm. O. Ziegler, the manager of the Disc Talking Machine Co., reports trade fairly brisk, and waxed enthusiastic over the last list of Zon-o-phone records, which he says are making a hit. He says they are the best ever.

C. J. Heppe & Son are well pleased with business, present and prospective. This company are pushing rapidly to the front in jobbing circles, and dealers are beginning to get on to the fact that when they want something and want it in a hurry, C. J. Heppe & Sons are not found behindhand in giving it to them. This company, beside handling talking machines, are manufacturers of mandolins, guitars and player pianos. Dealers who find summer trade slack would do well to drop them a line about these, as they go well with the "talker" business, and there's lots of coin to be taken in.

Business with the Musical Echo Co. is somewhat ahead of April. L. J. Gerson, in talking with The World man, attributed this increase to the bad weather, claiming that people being kept indoors on account of rain, etc., made use of their machines to pass away the time, and incidentally orders for new records poured in. This company have recently established a mail order department and are now doing a large business in the rural sections throughout the East. They were recently the recipients of two

$3.00 $3.00



TRUE- -TONE

NOTE THE NEW PRICE, $3.00 EACH, DISCOUNTS: JOBBERS 50%, DEALERS 40%

We have made this price on the TRUE TONE so that EVERY USER OF A DISK TALKING MACHINE WILL BE ABLE TO PURCHASE ONE.

There is a good margin of profit in the TRUE TONE for both JOBBER and DEALER and IT WILL PAY YOU TO HANDLE IT.

The TRUE TONE IS NOT AN EXPERIMENT but a box which has been on the market for some time and given only FIRST-CLASS SATISFACTION. A great deal of time and money has been spent in its perfection.

IT IS SIMPLE IN CONSTRUCTION—HAS A 2-INCH DIAPHRAGM—LESS SCRATCH—MELLOW TONE
IT WEARS NEEDLES AND RECORDS LESS—DIAPHRAGM IS METAL SPECIALLY TREATED

GET IN LINE—ORDER TO-DAY—NO TIME LIKE THE PRESENT

AMERICAN TALKING MACHINE COMPANY
586 FULTON STREET, - - - BROOKLYN—N. Y. CITY

Largest Talking Machine House in the City

carloads of machines and records from the Edison company's factory at Orange, N. J. An expert window dresser has also been added to their staff, and they expect to sort of stir things up a little on Chestnut street.

On account of their fast increasing business, the Lewis Talking Machine Co. have been forced to remove to larger quarters at 33 South Ninth street. Here they will occupy the entire grouud floor and basement, and will be in a hetter condition to handle orders promptly. The Lewis Co. are having an enormous demand for Petmecky needles, for which they are sole agents in this territory, and they can't get Marconi records fast enough to supply the call.

The Keen Co., 132 North Eighth street, have heen delayed somewhat in getting out their new disc record cabinet, and owing to the incorporation of some new improvements, they will postpone their official announcement in The World regarding this device until next month. This cabinet somewhat resembles a sheet music filing cahinet in appearance, and consists of sixty drawers holding six records each. The records are placed in a horizontal position, being one upou the other, thus eliminating all chance of warping, and when the drawers are closed the cabinet is dust proof, insuring a clean stock. When pulled out, the front end of each drawer drops down, which facilitates the rapid handling of records. Each draw bears a label marked with the numbers corresponding to the records it contains. The whole is finished in black or red cloth, with brass fittings, making it a very attractive office fixture.

The Western Talking Machine Co. report Edison business for May ahead of last month in both wholesale and retail departments.

A new oil is now heing placed on the market by L. Mendel, one of the oldest oil specialists in the country, called "Phono-Vita." As its name implies, this oil is made especially for talking machines, and as such will at once attract the notice of this trade. "Phono-Vita" is strictly a lubricant and is guaranteed in every way. Mr. Mendel is preparing to push this new product, and he is startiug right. He will, under no consideration, sell except through the jobher, and all dealers desiring to haudle this oil must place their orders through them. A good margin of profit is assured both.

Emil Bauer, of the Bauer Co., 726 Girard avenue, has just returned from a western trip, after experiencing a lot of had weather hut good business. The demand for the S. S. Stewart hanjos and Bauer mandolins and guitars proved exceptionally large for this time of year. Mr. Bauer booked enough orders to keep them rushed until fall. The talking machine trade is fast being educated to the musical merchandise line, and dealers everywhere are laying in a stock to help out during the summer months when the "talker" business is slow. Banjos, especially, are proving top notchers this year, and the call keeps on increasing.

Harbach & Co., 809 Filbert street, are undoubtedly one of the largest and oldest manufacturing agents for anything and everything in motion picture machines, films, stereopticous or magic lanterns, slides and supplies in the East. Moving picture theatre or talking machine men who are interested in such things would do well to drop them a line for their complete line of catalogs, for this company handle innumerahle specialties that will prove big sellers in this trade.

Manager John A. Gouldrup, of the Philadelphia office of the Columbia Phonograph Co., is especially surprised with the fine showing made by the wholesale department. This he attributes to the efforts of Harry P. Van Steenbergh, the popular road representative for this office. This gentleman has only been identified with the Columbia for a few months, but he is fast making a record for himself (no pun meant) that is the envy of many men of more experience.

Arthur Tero, manager of the Columbia Phonograph Co.'s Toronto branch was a recent visitor.

The Keen Co.'s hranch at 40 North Eighth street, was burned out on the night of the third. The loss is covered by insurance.

ELECTRIC SELF-PLAYING VIOLIN.

Patent Granted to Harry K. Sandell and Assigned to Mills Novelty Co. Contains Many Novel and Interesting Claims.

(Special to The Talking Machine World.)

Washington, D. C., June 5, 1907.

Henry K. Sandell secured an important patent (No. 855,021) on May 28 for an electric self-playing violin, which relates primarily to improvements of self-playing musical stringed instruments forming the suhject of United States letters patent No. 807,871, dated Dec. 19, 1905, and the object is to enable the electric violin to be played iu a mauner to resemble more closely the human playing thereof.

The mechanical control of the violin, as illustrated in this patent, is a most marvelous piece of work, and one of the more important adjuncts of the instrument is a device for producing, at proper intervals, the vibrating effect which the human player produces by vibrating his fingers against the string which is under depression.

One of the twelve claims covering this remarkable instrument, which, by the way, is assigned by the inventor to the Mills Novelty Co., of Chicago, is as follows:

"In an electric self-playing stringed instrument, the combination with a casing supporting the parts of a circuit having branches, a motor, an electrical contact-roller in said circuit, contact-fingers co-operating with said roller, and means for feeding a perforated music-sheet across said roller and contact-fingers; sounding devices for the strings of the instrument, each including an electro magnet having an oscillatory armature, and each comprising a rotably mounted oscillatory shaft connected with said armature and a sounder on said shaft adapted to sound a string; a series of fingering-devices for each string, each including an electro-magnet and adapted to finger a string when its magnet is energized; said fingering-device maguets beiug included in branches of which each branch includes one only of said fingeriug-device magnets and the common parts of each said series including a sounding device magnet, whereby each of said fingering-device magnets in a series thereof is included in electric series with a sounding device magnet; lugs on the armatures of said sounding-device magnets; means for regulating the extent of depression of said armatures, comprising a rocker-plate supported to extend in the path of said lugs and an electro-magnet in a branch of said circuit having an oscillatory armature connected with said plate to rock it; a speed-changing device for the sounder-shafts, comprising a pair of electro-magnets included in hranches of said circuit, a pivotal armature extending over the poles of said pair of magnets, a rotable shaft geared to said motor and carrying a friction-disk on one end, an oscillatory hearing in which the last named shaft is journaled, a connection between the oscillatory end of said disk-carrying shaft and said pivotal armature, a vertical rotary shaft carrying on its lower end a friction-wheel engaging said disk and geared at its upper end with said sounder-shafts to drive them, and a connection between the armature of said pressure-regulating magnet and said pivotal armature."

A FEW "SHOULDS" FOR DEALERS

Contributed by One of the Craft Who Recently Sprung Some "Whys."

Editor of Talking Machine Word:

Dear Sir—Thanking you for puhlishing my last letter of "Whys," I will bother you with a few "shoulds":

A dealer should wear a perpetual smile.

(Frowns hurt his business.)

A clerk should not worry to find out when the boss is going to raise.

(It will pay him better to give the boss a square deal.)

A salesman should let his customers have the best of a dispute as much as possible.

(They like it, and it pays.)

Everybody in the business should have patience.

(Without it you're lost.)

You should remember that the talker has a great future.

(Never mind what Mr. Sorehead tells you.)

Every one should be up to date on what they are selling.

(If you don't know what the other fellow is doing you're not up to date.)

We all should thank the editor for having such a good medium as The Talking Machine World to keep us posted on the other fellow's doings.

June 7, 1907. A READER.

PREDICTIONS THIRTY YEARS AGO.

When Edison invented the phonograph in 1877 there were many remarkable predictions for his crude machine which amused the "wizard." For instance, it was claimed that the phonograph could be fitted with a horn which would throw the sound very far, and that a machine mounted on the Statue of Liberty in New York harbor could be used for warning signals to mariners.

To Dealers in Northern Ohio, Northern Indiana and Michigan

We earnestly solicit your trade on the straight, solid basis of giving you a prompt, money-saving service.

There are many advantages in business apart from price. It is these particular advantages we offer you, combined with every benefit and possibility in low price.

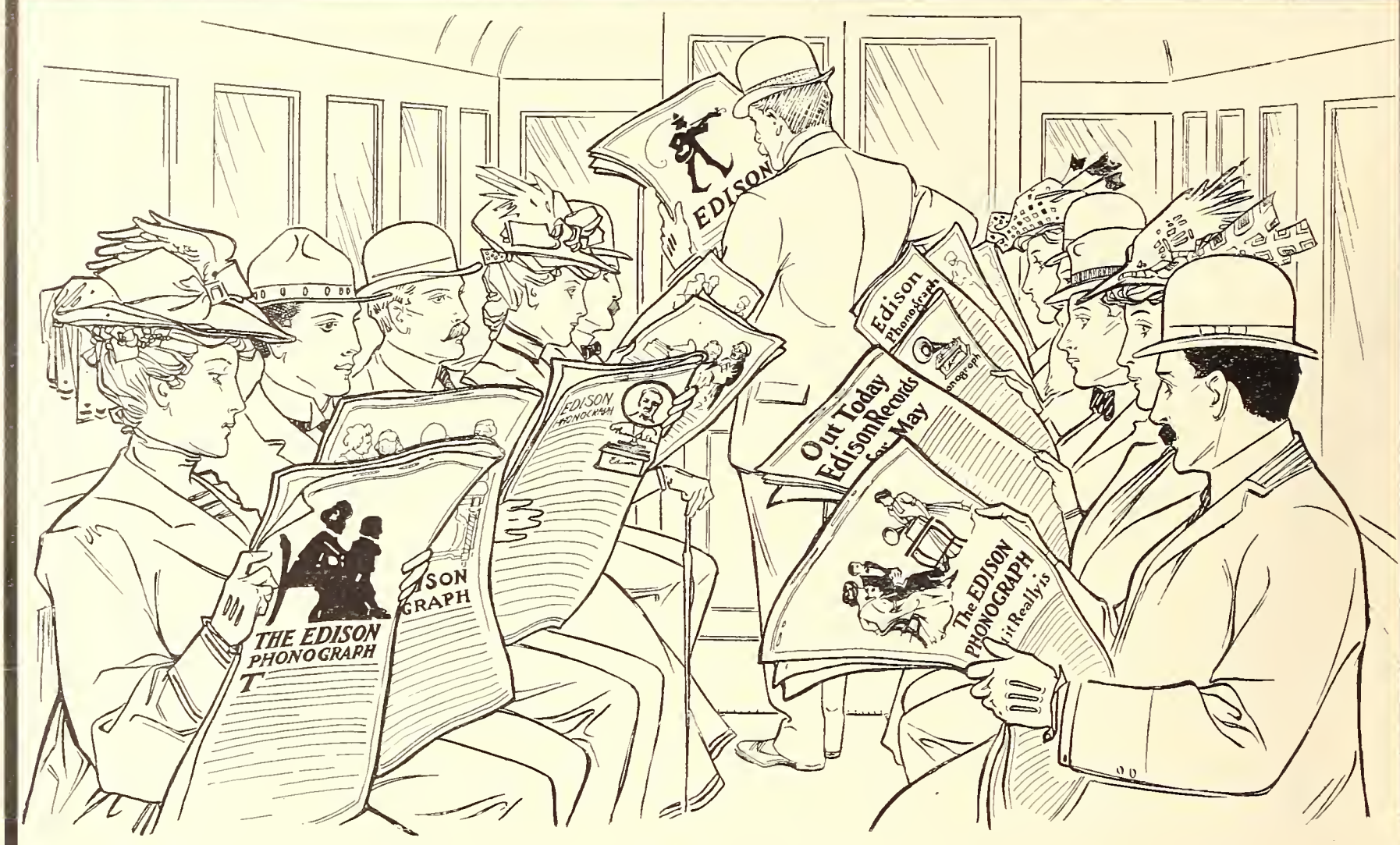
There is nothing of the "haphazard" or "trust-to-luck" in our business methods. We carry in every line the largest volume of stock between New York and Chicago, and so are instantly able to fill your orders the hour they are received.

We are never out of goods when you want them. Then the question of quality and value which comes from large practical experience and is a safeguard to you and your trade—this we place at the service of our customers.

You are just as anxious to increase your trade and profits as we can be. Now, be fair to yourself and test our claims. Ask for anything in Phonographs and accessories, and see how promptly we will supply the demand.

Edison Jobbers

AMERICAN PHONOGRAPH CO.
106 Woodward Avenue
Detroit, Mich.



EDISON PHONOGRAPHS

Are Continually Before the People

THE instrument for you to push is the one that is being pushed the strongest by the manufacturer. The Edison Phonograph advertising covers the country like a blanket. It reaches as far as the magazines and newspapers penetrate and is teaching people not only to want an instrument but also to want an Edison.

YOUR territory is alive with possible Edison Phonograph buyers and you cannot satisfy them with any other kind. The Edison name is the one they know best and believe in, and the perfect reproductions, convenient, clear-toned Records of all that is good in music and unending enjoyment afforded by the Edison Phonograph make an appeal that cannot be met with anything else in the field of mechanical musical instruments.

DO not work against this favorable condition; work with it. Give the Edison a fair chance and you will see the money.

THERE is a jobber near you who can supply you with all types of Edison Phonographs and the new Records as they come out. Write us for his name and any other information you may need.

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

COLUMBIA STORE AT DAVENPORT.

One of the Enterprising Establishments Controlled by the Great New York Institution—Manager Herriman's Success.

(Special to The Talking Machine World.)

Chicago, Ill., June 3, 1907.

The accompanying photograph shows the Columbia phonograph store at Davenport, Iowa. The gentleman on the seat of the demonstrating rig is Robert White, who recently joined Manager Herriman's force at Davenport. Mr. White was formerly of St. Paul. He is doing some ex-

cellent work in his new position, using original and novel ideas.

A. D. Herriman, the manager of the Davenport store, has been half a dozen years in the talker business. He commenced when in the cigar and tobacco retail business in Chicago by handling a line of Columbia goods as a side line. He finally sold his store and went with Rothschild & Co. in charge of talking machines and small goods. Three years later he resigned and went with Siegel-Cooper in a like capacity. From there he went to the Columbia Phonograph Co. as manager of the retail sales at 88 Wabash, and in October of last year opened up the Davenport office for them. The business of Davenport has prospered greatly under Mr. Herriman's careful management.

Last month Billy Golden, famous both as a vaudeville artist and record maker, struck Davenport and made a much prized souvenir record of "Turkey in the Straw" for the Columbia manager.

INVENTS WIRELESS TELEPHONE.

Los Angeles Man Says He Will be Able to Talk from Coast to Coast.

(Special to The Talking Machine World.)

Los Angeles, Cal., June 8, 1907.

Fred Harvey Brown, of Long Beach, says he has invented a new wireless telephone, which he calls the Harmonie telephone. He says he will be able to transmit verbal messages from coast to coast. Brown, who has grown old in the invention of electric devices, says that a phonograph is attached to a microphone, and that wires lead from it to an induction coil. From this the sound of the phonograph is led to a coil of wire placed vertically and from which the vibrations are transmitted to the air.

A person wearing another induction coil in his hatband or under the coat, with an ordinary telephone receiver attached, Brown says, may wander at will in the vicinity of the Brown residence and near clearly the sounds of the phonograph.

The result would be the same, according to Mr. Brown's claims, as if a person had talked into the microphone. A person in Los Angeles, he says, can hear another talking in San Francisco.

TALKER IN ART POTTERY.

It is said that a new style of talking machine, named the "De Luxe," will shortly be put on the English market. The new machine has no horn, the sound issuing from an artistic piece of art pottery, arranged with regard to the law of acoustics. The new machine is designed especially for the drawing rooms of the wealthy, and may be run either by clockwork or an electric motor.

VICTOR EMPLOYES HELP Y. M. C. A.

The employes of the Victor Talking Machine Co.'s factory came to the assistance of the Camden (N. J.) Y. M. C. A. in a very handsome manner recently, contributing the sum of $1,400 to the building fund of the association. The gift was announced by Albert W. Atkinson, who stated that "the best boys in the establishment were those from the Y. M. C. A." When the collecting of subscriptions was started practically every man and boy had a share in it. The employes' contribution was in addition to a substantial one made by the officers of the company.

HANDLING ADVERTISED ARTICLES.

Dealers are more and more coming to realize the benefits to be derived from handling established, staple, thoroughly advertised articles. An article generally advertised and for which a dealer will make a push locally results in selling not only the advertised article, with its accompanying profit, but in bringing a large number of people into the dealer's store who are not regular customers, and a proportion of whom he can sell other seasonable lines of goods and make regular customers of.

What every dealer should be interested in is increasing his number of customers, which means people who think of him and visit him when in want of any of the articles that he is known to carry rather than visiting him occasionally and dividing their trade with his competitor. The dealer who handles unadvertised and unknown articles has to sell them through his own efforts and loses the benefit of a large expenditure which is made by the maker. See the point?

"NEEDLES IZ AZ NEEDLES DUZ"

A Dealer writes us "Send on receipt another lot of 10,000 Petmeckys. Every 'Crank' in town is now using them."

DO YOU KNOW

that from the rank and file of the army of "Cranks" come the ***connoisseurs.*** Their appreciation and approval of anything puts that thing at the ***very*** top.

Show us a dealer whose store is the headquarters for such people and we will show you the ***leading*** man in his business in the town.

WHY?

He sells the best of everything

Do You Sell Petmecky Needles?

Best by Test.

Interesting booklet—samples, price list, etc., on request.

PETMECKY CO.

Suite 506, N. Y. Life Building

KANSAS CITY, MO.

?

¶ Do you like this issue of the World?

¶ Is it not worth something to you in your business?

¶ Do you receive it regularly?

¶ If not, why not?

¶ The fault is your own, for we've done our part in supplying you with a sample copy.

¶ Subscribe for it.

¶ That's the only way to get it.

¶ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

¶ Be progressive and read the World. Your competitor takes it and he knows its value.

¶ It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

¶ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and, of course, cash.

THE

Talking Machine World

SUBSCRIPTION DEPARTMENT

1 Madison Avenue, New York

A PREMIUM TO CASH PURCHASERS—Your first order for *not under* one gross entitles you to a genuine $2.50 Waterman Fountain Pen, fully guaranteed.

NOTHING SUCCEEDS LIKE SUCCESS.

WE COMPLIMENT THE TALKING MACHINE TRADE

on their quick endorsement of

PLATOL
(TRADE MARK)

If you are one of the few that have not yet become acquainted get in line to-day and don't let the other fellow have all the coin.

Here's Your Reason.—PLATOL pleases and pays.

Here's Your Argument.—Why not beautify as well as clean.

Here's Your Salient Selling Point.—PLATOL Silver-plates and cleans.

Why Not Have Your Customers

BEAUTIFY as well as CLEAN

Note Easily Detached Cork.

THEIR TALKING MACHINES,

HORNS and HORN CRANES.

PLATOL
(TRADE MARK)

Works the Charm.

Corrugated Lined Carton for Bottles.

PLATOL Silverplates and cleans in the one simple operation of "rubbing on."

PLATOL does its work with little labor and small expense.

PLATOL is delightful to use, guaranteed to be absolutely free from poisons and odors; does not stain the hands nor scratch the most delicate surface.

PLATOL improves the tone as well as the appearance.

A Big Selling Point.—Every housewife appreciates an article which will re-plate her silver as well as clean it.

"Don't hesitate." "It's worth your while." "It pleases and pays."

Your jobber has it. Ask him all about it. Give a trial order.

NOTE.—PLATOL is sold through jobbers only.

STEINREICH MFG. & IMPORT COMPANY,

Advanced Articles of Utility. **190-196 West Broadway, NEW YORK CITY.**

A PREMIUM TO CASH PURCHASERS—Your first order for *not under* one gross entitles you to a genuine $2.50 Waterman Fountain Pen, fully guaranteed.

THE "TALKER'S" POWER.

War Clouds Gather and Disperse at Will of Talking Machine—A True Story from the City of Brotherly Love Which Demonstrates the Influence of the Talking Machine.

(Special to The Talking Machine World.)

Philadelphia, June 10, 1907.

Frank Osmun, the genial dispatcher of tales and also the head salesman for the Penn Phonograph Co., of Philadelphia, is responsible for the following narrative, which is all the more entertaining because it is true in every particular:

"One of our customers, Frank Kane, residiug at No. 323 North 52d street, is the proud owner of a Victor talking machine, and a few days ago he decided to lay in his winter's supply of coal, this season of the year being the most advantageous from a financial standpoint.

"When the wagon arrived it was in charge of a gentleman of color by the name of Rastus Johnson, and a child of sunny Italy, known as Ignacio Guissepi. The unloading began with the usual amount of energy, but as soon as Mr. Kane started his machine—he having some friends to entertain—there was a lull for a moment, then operations were resumed, but with only one-half the noise and dust. Interested, he went to the window, and the scene that met his gaze was most inspiring—Signor Guissepi had thrown aside his shovel and was gliding in the maze of a melancholy dance to an air from Il Trovatore, which was issuing from the brass horn of the Victor. Rastus kept on with his work, paying no heed to the enthusiastic outburst of his fellow-workman, his face bearing a look of intense loathing. He evidently had no use for the Dago or his antics.

When the selection was finished and the dancing had ceased, Mr. Kane had an inspiration. He decided to make an international experiment. Slipping a red-hot rag-time air upon the machine, he turned the horn toward the open window, and awaited developments. When the first introductory bars of the tune smote the atmosphere, Rastus hesitated. As the record got down to business there came a blurred vision of a shovel before the eyes of Mr. Kane, as it flew from its owner's tingling fingers, and with a chuckle of delight, the colored man began a dance of the levee. One of those twisting, whirling hoe-downs it was, peculiar to the 'down-south negro.' Faster and faster flew his feet, his battered cap bounding from his head, his one suspender flying from his writhing shoulder. In the very midst of his wild exhilaration, he was rudely brought back to the common things of life by a huge lump of coal which assaulted him most cruelly between the ribs.

"You foola da nig, me no unloada no more! Getta da shove'!"

A look of keen disgust and anger overspread the features of "Mistah Johnsing." "Yuh didn't t'ink ob dat, Dago, when yuh war a-hoppin' rouu' heah like a pullet wid huh head off, did yuh, huh?"

"Getta a da shove'—getta da shove'!" reiterated Ignacio.

Mr. Kane held his breath. Was there to be war? Slipping a record of a sweet love song, rendered by a golden-voiced soprano, upon the turntable, he prayed that he might be the means of calling the dove of peace back to this would-be battlefield and seeing its silken wings hover once more over the heads of these wrathy sons of toil. As "Annie Laurie," in all its quaint and delicate refinement, flowed out upon the summer air, the prospective belligerents absorbed its soothing influence, and with mingled sighs of relief resumed their labor.

Hostilities had been averted through the power of the "talker." Nuf sed.

HOWARD TAYLOR MIDDLETON.

SUCCESS OF WIRELESS 'PHONE.

The Delaware, Lackawanna & Western Railway electrical department have been experimenting with the wireless telephone system which has been installed at the New York-Hoboken terminal. Dr. De Forest, the iuventor and developer, has been in charge, and is delighted with the success achieved. The system has been installed at three points—the high bell tower on the Lackawanna's new depot in Hoboken, the entrance to the railroad's tunuel through the Heights, and at No. 90 West street, New York, the local depot. The company expect to install wireless telephones on their new ferryboats when the system is working well, and this is expected to be of great assistance in fogs and in emergencies. It is reported that those making the experiments talked across the Hudson.

TALKING MACHINE RECORDING.

Some Laws of Sound as Defined by the Great Acousticians Helmholtz and Tyndall and Their Relevance in the Talking Machine Laboratory.

Two of the greatest authorities of sound are admittedly the great German scientist, Professor Helmholtz, and Professor Tyndall, who devoted a great deal of time to the study of acoustics, his treatise on the subject being recognized, as a matter of fact, as a staudard text book, says the Phono Trader. Now both these scientists agree that sound travels at a given speed according to temperature—this becomes purely a mathematical equation. By sound is meant all sounds. There is no differentiation between a high and a low note. That is a question of frequency of vibration, and has absolutely nothing to do with velocity.

At a mean temperature sound travels at the rate of 1,125 feet per second; at a temperature of zero centigrade it is 1,093 feet per second, and the velocity increases with the increase of temperature, the increase being about 2 feet for every degree centigrade. It is independent of the density of the air and pressure at the same temperature.

It is the same, with the same temperature, with all sounds, whether they be strong or weak, deep or acute. Therefore the tune played by a band at a distance is heard without alteration, except intensity, which could not be the case if some sounds traveled more rapidly than others.

In talking machine recording, when a band is grouped round the horn, it naturally follows that some instruments strike the diaphragm before the others, but the time equivalent is so minute that it is not perceptible to the human ear.

The great law—"the intensity of sound is iuversely as the square of the distance from the sonorous body from the ear"—is exemplified most emphatically in talking machines, because when the sounds are not "in focus" the results of the recording are poor, weak, lacking quality and unsatisfactory to our still more sensitive hearing system.

GERMANY'S NEW RATES ON TALKERS.

The new commercial agreement between the United States and Germany, which goes into force July 1, following the recent proclamation of the President, gives Germany the advantages of section 3 of the Dingley tariff law, in return for which the United States gets the benefit of the present German conventional rates.

Among the forty classes of articles on which Germany makes substantial reductions we find talkiug machines, which were formerly listed at 60 marks, are reduced to 40 marks per 100 kilos; music boxes without cases, formerly 25 marks, now 20 marks per 100 kilos (parts of music boxes also come under the former ruling); apparatus for mechanical repetition of musical pieces, 25 marks per 100 kilos.

RARE LOT OF ADVERTISING SENSE.

A rare lot of solid advertising sense was crowded into a little space by that expert who said: "The successful advertiser is not the man who makes assertions only, but the one who gives explicit and substantial reasons for the claim that he makes." That's it. Any one can generalize, throw out glittering allurements that mean nothing, and use much space in words that mean nothing when simmered down. But a man who makes a plain business proposition, persuades the reading world that he means to do as he says, and has something worth looking into. If he gives facts and figures, his figures and his facts speak for themselves. As the man above quoted adds: "In retail advertising there is often too much of the big drum and too little of useful information. Tell your public one solid fact aud you have done better than if you had reeled off columns of cheap rhetoric about low prices and high quality, and all the other well-worn stock-in-trade lingo of the old-fashioned advertiser."

The Louisville, Ky., store of the Columbia Phonograph Co., Morris Silverstein, manager, has been moved to new and sumptuous quarters at 311 Fourth avenue, where three floors are occupied. The store was formerly located in the Parr block.

A New Adjunct in the Trade

BEST in quality
MOST in quantity
LEAST in price
and a
EASY SELLER
Why?
BECAUSE it is made Exclusively for
TALKING MACHINES
Including such machines which are built with spring valves and wheels—
Music Boxes
Moving Picture Machines, &c.

PHONO - VITA

This wonderful oil, the result of careful study by an authority in matters of oil compositions, rightly bases his experience on the fact that lubricants must be of such consistency as to be congenial to the character of the machine. Now as to Talking Machines, which are built with valve springs and wheels, a particular kind of oil is required, one possessing sufficient viscosity to be lasting, but not too thin to endanger the graphite packing by penetration.

PHONO-VITA is made just right

It's for Talking Machines

PHONO-VITA is a Rust Preventative. Can also be used with profit to restore and retain the polish on the wood and enamel work. Put up in a full two-ounce bottle, encased in a carton, to be sold at 10 cents. I am selling to Jobbers only, and at a good margin.

I desire to give notice to the public that I have obtained the right to use a design of a Talking Machine as a Trade Mark for lubricating oils and greases under the New Trade Mark Law of Feb. 20, 1905. Warning is given that anybody using such a design in any manner or form on bottles or advertising matter will be prosecuted by law.

I respectfully solicit correspondence from all parts of the country with a view of obtaining exclusive agencies. Address

L. MENDEL
314 North Fifth St., Philadelphia, Pa.

WILKINS AN ENTHUSIAST

Regarding the Edison Phonograph the Merits of Which He Has Been Acquainted With for the Past Fifteen Years—Has Placed Some Orders in Europe for Sterling and White Records—Likes The World.

W. H. Wilkins, the talking machine dealer of Claremont, N. H., has favored The World with a photograph of his very handsome phonograph room and art studio at 48 Tremont Square, that city. It is attractively equipped, showing a fine line of phonographs, records and supplies. In this connection Mr. Wilkins says: "I carry only Edison machines; have been in the business about fifteen months, but have owned an Edison phonograph for over fifteen years. They were put on sale fifteen years ago last September, and I bought oue six weeks after that. I traveled with it almost continuously for three years, shipped it thousands of miles, and uever paid out but 75 cents for a pair of feed nuts, which wore out. I had arrive on April 6 the first consignment of the famous 'Sterling' records made by the Russell Hunting Record Co., of London, England, and have another invoice larger than the first due to arrive any day. Have also an order in for a sample lot of the 'White' records, also made in London. Both of these firms I got in touch with through their ad. in your indispensable publication. I am satisfied with a combination like the Edison phonograph and The Talking Machine World."

PHONOGRAPH RECORD SECURED

Of the Dead Language of Hindu Scholars Made in Ceylon—Dr. Moszkowski's Find—Weddas Who Are the Aborigines of the Island Speak the Ancient Tongue.

The talking machine is proving a great boon to those scientists who are laboring to save the fast-dying dialects of certain races throughout the world. Dr. Moszkowski, of Berlin, who is a member of the expedition which recently journeyed to Java has sent an interesting report of his study of the native Wedda or Vadda tribe on the Island of Ceylon.

The Weddas are the aborigines of the island, which was known to the Greek as Taprobane and to scholars as Serendib—a corruption of the Sanskrit Sinhaladnpa. The Weddas are probably the only people in the world who have preserved ancient Sauskrit as a spoken language. According to the great Hindu epic, the "Ramayana," the Weddas were conquered by the hero Rama and his followers, who captured the Wedda King, Rawana. The natives rallied, however, and the successors of Rama were finally annihilated. Then, in 543 B. C., came Vijaya, an Indian Prince, who was accepted by the Weddas as sovereign and established the institution of caste. To Vijaya and his descendants is due the considerable culture of the islanders first recorded by the Portuguese adventurer, Almeida, when he landed at Colombo in 1505.

With the exception of the Weddas, who are still a forest tribe, the Rodiyas, an outcast tribe, which has a language of its own, about 7,000 Europeans and 14,000 or so of European descent, nearly 70 per cent. of the population speak Sinhalese, which is an Aryan language nearly allied to Pali, a dialect and later form of Sanskrit. The remaining 30 per cent. speak Tamil, a Dravidian language used by those of Arab descent.

Dr. Moszkowski spent several weeks in the forest home of the Weddas and obtained several kinematographic records of their home life, and, what is far more important, some phonographic records of their language.

The Weddas still make their living by hunting and fishing, live in the most primitive fashion, and eschew all Occidental customs and domestic as well as agricultural utensils. The doctor became a great friend of their chief, and excited much interest by trying to pronounce the literary language of the early Hindu scholars after its silence—save among the Weddas—of twenty-two centuries.

C. L. Dailey has opened a new talking machine store in Cohoes, N. Y., handling Edison goods exclusively. Mr. Dailey was formerly agent for this line at South Valley.

THE PHONOMETER

(PATENT APPLIED FOR)

The Only Talking Machine Speed Meter

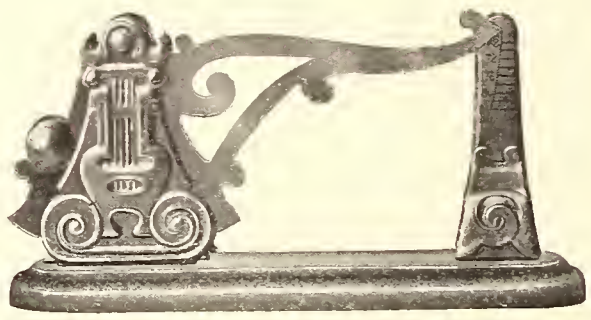
Instantaneous in Action. Permanently Effective. Absolutely Accurate.
FOR USE ON ALL DISC MACHINES

REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

I. BECAUSE it is **absolutely accurate.**

II. BECAUSE it indicates the speed of all disc machines **instantly.**

III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) **reproduced in the same musical key (or pitch)** that the artists originally sang or played the selections.



RETAIL, ONE DOLLAR.

IV. BECAUSE the **voices** of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., **cannot be faithfully reproduced** from records and thus bring forth the individuality of the artists or instruments, the tone quality and life-like realism required, **if the machine is not accurately and properly regulated.**

V. BECAUSE you can sell a **Phonometer** to every machine or record customer upon demonstration.

VI. BECAUSE it becomes an **absolute necessity!**

VII. BECAUSE **the Phonometer** is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:

BLACKMAN TALKING MACHINE CO., 97 Chambers St., New York.
DOUGLAS PHONOGRAPH CO., 89 Chambers St., New York.
S. B. DAVEGA, 32 East 14th St., New York.
I. DAVEGA, Jr., 125 West 125th St., New York.
JACOT MUSIC BOX CO., 39 Union Square, New York.
LANDAY BROS., 400 Fifth Ave., New York.
VICTOR H. RAPKE, 1661 Second Ave., New York.
REGINA MUSIC BOX CO., 41 Union Square, New York.
STANLEY & PEARSALL, 541 Fifth Ave., New York.
ALFRED WEISS, 1525 First Ave., New York.
C. KOEHRING & BRO., 878 Virginia Ave., Indianapolis, Ind.
POWERS & HENRY, Sixth St. and Duquesne Way, Pittsburg, Pa.
METROPOLITAN TALKING MACHINE CO., Jacksonville, Fla.
FRIEDRICH'S MUSIC HOUSE, 30-32 Canal St., Grand Rapids, Mich.
STONE & BARRINGER CO., Charlotte, N. C.

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.

39 South Ninth Street = = Brooklyn, N. Y.

THE TALKING MACHINE IN THE ALEUTIAN ISLANDS.

L. C. Dillman the Wealthy Capitalist Favors the World With Some Interesting Photographs of How the People of That Far Northwestern Country Enjoy the Talking Machine—Some Interesting Ethnological Deductions as to the Ancestry of the People of This Country.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1907.

L. C. Dillman, a wealthy capitalist of Seattle, Wash., and the president of several companies conducting explorations of copper properties in Alaska and the Aleutian Islands brought to Chicago last month the decidedly interesting photographs here reproduced. The photographs were taken at Dutch Harbor in the Aleutian Islands several years ago by Lieutenant Crisp, of the United States revenue cutter, "Manning," and were presented by him to Mr. Dillman. They represent the Aleut Indians listening to an old style straight arm Victor talking machine, which formed one of the prized possessions of the ship's crew. In the first photograph the machine is playing a laughing song. Every one is enjoying it in the orthodox way with the exception of the young woman standing immediately before the horn, and who is engaged in a severe intellectual effort to figure it all out. She rejected absolutely Lieutenant Crisp's efforts to make the matter clear to her, and insisted that the music was made by the sailors in the ship in the harbor and was transmitted to the horn by means of wires. The fair (?) cynic is the daughter of the chief of the Aleuts—the fat gentleman standing at the extreme right of the picture.

The second photograph is still more interesting because of the interesting ethnogolical question it suggests. When this photo was taken the Victor was playing a Chinese piece of music which the Aleutians immediately claimed to recognize as one of their native airs. This is taken to indicate that the natives of the islands are descendants of the Chinese or Japanese, a theory that seems to be further strengthened by a scrutiny of their faces.

The absence of native attire is accounted for by the fact that the United States life-saving stations receive cast-off clothing from various societies for the benefit of the victims of wrecks and are allowed to distribute any surplus they may have to the natives.

(Copyright, 1905, L. C. Dillman.)

ALEUTIAN ISLANDERS LISTENING TO THE TALKING MACHINE. PLAYING A LAUGHING SONG.

(Copyright, 1905, L. C. Dillman.)

ALEUTIAN ISLANDERS LISTENING TO THE TALKING MACHINE.
Playing a Chinese record claimed by the Aleutians to be one of their native airs. This would indicate that the Aleuts are descendants of the Chinese or Japanese.

CELEBRATE 50TH ANNIVERSARY.

The J. F. Schmelzer & Sons' Arms Co., the prominent talking machine jobbers of Kansas City, Mo., recently celebrated their fiftieth anniversary as a firm having started business in Leavenworth, Kan., in 1857.

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

Up against it

The dealer who tries to fill the wants of his customers, and hasn't the help of his jobber, is up against it. His only salvation is in a new jobber whom he can count on to work with him. He must give up his old jobber, or keep on giving up his customers.

With the right kind of a jobber, it's easy for you not only to hold your present customers, but to add many new ones. Our service helps you to do it. Whatever makes money for you, makes money for us. So you see we have an object in shipping all orders the same day they are received.

It pays us to be prompt, because it pays you to be prompt. Your customers know you can quickly give them whatever they want, and you find yourself selling them more goods all the time—and buying those goods from us. That's where we come in. Promptness is our hobby and we ride it to perfection.

Try us and see. Isn't there something you need right now in the way of Victor talking-machines and records, disc cabinets, fiber cases, English needles, trumpet horns or other accessories.

Write anyway for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street New York

ABOUT ZON-O-PHONE RECORDS

¶ If the Zon-o-phone records had not been better than those ordinarily sold they would not have advanced so rapidly in popularity.

¶ We realized that a quality record would win out and because the Zon-o-phone is made in a faultless manner is one of the reasons why it has grown steadily in trade esteem.

¶ Even a careless listener can detect the difference between Zon-o-phone Records and any other records on the market.

¶ Another point for the dealers' consideration is the fact that our monthly list of records contains the latest and the best in the musical world.

¶ If you have Zon-o-phone records in stock you can rest assured that your record business will steadily increase. It can't be otherwise.

¶ All talking machine men have found that out through a trial order of Zon-o-phone records and machines.

¶ Another point worth considering is that Zon-o-phone tapering arm instruments are big sellers. They are priced at $20.00 to $75.00 retail and have demonstrated their trade selling qualities.

THE UNIVERSAL TALKING MACHINE CO.

FACTORY AND GENERAL OFFICE:

Camp and Mulberry Streets, NEWARK, N. J.

WITH THE TRADE IN INDIANAPOLIS, IND.

The Kipp-Link Phonograph Co. to Move to New Location Where They Have 7,000 Square Feet of Floor Space—Columbia Phonograph Co. Made Handsome Display on Memorial Day When President Roosevelt Visited the City—Records Made by Cal Stewart—G. W. Craig Well Pleased With Business Outlook—Frank Lesley's Clever Publicity Scheme—Arcade People Very Busy—Amusing Story of How The Phonograph Beat Teddy.

(Special to The Talking Machine World.)

Indianapolis, Ind., June 9, 1907.

The Kipp-Link Phonograph Co., who have been in business here for one year, announce that they will move to a new location within a short time on Washington street, in the main business district of the city. The company in their new location will have about 7,000 square feet of floor space, and will have a special department devoted to the commercial phonograph. The company will make a special display of this line, as the use of the phonograph in commercial life in Indianapolis and in the entire State, for that matter, is growing rapidly.

The Kipp-Link Co. have had remarkable success since they started in business one year ago. They handle Edison and Victor machines, and devote most of their attention to the wholesale work in Edison phonographs. The company sell machines at retail, but place the stress on the wholesale department. The company hope to be in their new place between July 1 and 15. Their present location on North Illinois street, is well arranged, but the space is not sufficient.

The company have just sent out a number of circular letters advertising their "can't-be-beat" service. This letter bears the Edison jobbing business particularly, and in an interesting way comments on the vicissitudes of the first year in business, also extending appreciation to the customers for their patronage and kindnesses.

B. Feinberg, of the Western Talking Machine & Supply Co., Madison street, Chicago, was a business caller at the Kipp-Link Co.'s store recently. He is well pleased with the business in this State, and says that prospects are good.

The Columbia Phonograph Co.'s display windows were beautifully decorated in the national colors for Memorial Day, when President Roosevelt delivered an address at the unveiling of the Lawton monument before 100,000 people. The Columbia Co. here are now receiving advertising material from the main office. This advertising matter is sent out under the direction of George P. Metzger, who has started a movement in aggressive publicity. Mr. Devine, of the Columbia branch here, is well pleased with the material which he has received so far.

Mr. and Mrs. Cal Stewart, who make the original "Uncle Josh" records, were in the city recently, and while here were at the Columbia Phonograph Co.'s store and made a number of records for the patrons of the Columbia Co. Among those for whom records were made was Mrs. Hugh J. McGowan, wife of the well-known traction magnate of this city. Mrs. McGowan is one of the regular customers of the Columbia Co.

Colonel Wood, who is the architect for the new Grand Opera House, which is to be erected here this summer, is a customer of the Columbia Phonograph Co. He has a machine in his room in the Denison Hotel, and since he has been here he has been a good purchaser of records. The record which he prizes most highly is Gounod's "Ave Maria," sung by Giannia Russ.

George W. Lyle, general manager of the Columbia Phonograph Co., spent a day in Indianapolis recently. While here he received a telegram stating that the business of the company for the month just ended was the greatest in their history.

George W. Mays, who sells the Edison machine, has taken his big wagon off the road temporarily, owing to the illness of his driver and salesman. The wagon was very sucessful while it was out. The plan was to take machines from house to house in counties in the central part of the State.

G. W. Craig, who does a jobbing business all over the State and in adjoining States in Edison machines, is well pleased with the outlook for the season. His business for the last month exceeded by several hundred dollars the business of the corresponding month for last year. Mr. Craig has received unsolicited orders from points in Illinois and Ohio, including some from Cleveland and from towns in the very shadow of Chicago.

A. B. Wahl, who handles the Edison phonograph, says that business locally has been a little quiet for the last month. Wholesale business, however, has been good. Prospects out in the State seem to be good, he says.

E. E. Hill, who handles Edison machines at retail on Massachusetts avenue, says that business is better than it was at this time last year. There was a lull in March, but this has been overcome and prospects are good now, he says.

Frank Lesley, who handles Edisons and discs, started a little novel advertising at his place the other day. He put in the display windows a number of rolling pictures, illustrating the new records. The continuous performance giving the names of the new records and illustrating them, attracted quite a great deal of attention. Mr. Lesley has also had painted on all of the company's delivery wagons pictures of the Edison machine.

Five-cent theaters and the penny arcades have been having a fair business for the last month. Several big days in Indianapolis have brought patrons, but on other days the cold weather has interfered somewhat with business.

The Vaudette, managed by Gillingham & Zepp, is making some improvements. The interior of the room is being redecorated, and when completed will present a handsome appearance. They are fixing up for the summer. This place is situated on Illinois street, and has been enjoying a good business for the last month.

The National Amusement Co. have had moving pictures of the Thaw trial on exhibition for the last month, and the pictures still prove to be winners. They don't get old as rapidly as the company had expected.

Arlie Overton has been employed as a ticket taker at the Manhattan five-cent theater on West Washington street. This company have been making a hit with the series of pictures entitled "Black Beauty."

Mike Guthrie, who is starting a new five-cent theater on West Washington street, mixed up wtih the police recently, and was extensively written up in the dailies of the city. Mike went down to get the chairs for his new place, and, as the story goes, he was somewhat vexed when he was told that they were not ready. He mixed with the man in the office, and about this time the police were called. At the same time Mike received word tbat his wife had been overcome in a crowd in one of the big stores on Washington street. He told the police that he didn't have time to be arrested, that he had to go and look after his wife. The officers, however, sent a man to take care of Mrs. Guthrie, and then took Mike in charge.

"Phonograph Beats Teddy," was the rather attractive headline which was run over a "story" in one of the dailies the day after President Roosevelt was here. An old man, according to the story, was standing near the Bijou five-cent theater on Washington street, near the scene of the unveiling of the Lawton monument. The crowd was dense and he couldn't get within hearing distance of the President, though he wanted to very much. About this time the phonograph in the lobby of the Bijou started up on "Marching Through Georgia." It captivated the old man. He was a veteran of the Civil War. "That's the kind of music," he said. "I guess I just won't worry about hearin' the President. I'll stand right here and listen to that. That's the kind of music I like. I don't want any of yer highfalutin' music. And I believe I'll take one of them talking machines home with me when I go, too."

DEVINEAU SELF-SUPPORTING HORNS.

Arrangements have been completed whereby the Devineau self-supporting horns will be placed upon the market in the near future. It is understood that this company will have ample manufacturing facilities to create horns in large quantities. They propose to do business directly with the jobbers and not to arrange with any parties to handle their entire output. The horns manufactured by this company can be used on all cylinder machines.

Some very excellent recitals are being given at Warner's Music Store, Madison, Wis., and celebrated grand opera artists being heard through the medium of the Victor talking machine. The programs are gotten up in regular concert style, and admirably diversified.

HEPPE

THE OLDEST TALKING MACHINE JOBBERS

IN PENNSYLVANIA

Jobbers in:

EDISON PHONOGRAPHS

Victor Talking Machines

RECORDS SUPPLIES

VIOLINS, MANDOLINS, BANJOS, GUITARS, BAND INSTRUMENTS, PLAYER-PIANOS.

The know-how that comes from long experience enables us to give to dealers a service that is exceptional. Promptness and care in filling orders are such as to make every transaction satisfactory, and the uniform quality of goods furnished by us is, so our dealers say, remarkable.

Our system of inspection assures the very best and newest produced by the Edison and Victor factories.

Write us—better service is our specialty.

C. J. HEPPE & SON, 1117 Chestnut Street PHILADELPHIA, PA.

HEPPE

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. H. Dykes, B. Brittain Wilson, A. J. Nicklin.

Boston Office: Ernest L. Waitt, 278a Tremont St.

Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.

Telephones: Central, 414; Automatic, 8643.

Philadelphia Office: H. F. Thompson.

Minneapolis and St. Paul: A. W. Shaw.

St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

Berlin, Germany, Chas. Robinson, Breitestrasse 5.

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REMITTANCES, in otber than currency form, should be made payable to Edward Lyman Bill.

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

Long Distance Telephone—Number 1745 Gramercy.
Cable Address: "Elbill," New York.

NEW YORK, JUNE 15, 1907.

PRICE cutting has always had a tendency to demoralize business conditions in any industry in which the practice has been indulged. The talking machine indnstry has been free from these demoralizing effects, consequently dealers have known full well that no competitors could undersell them on the same brand of instruments. As a result of price maintenance, the talking machine industry has not only maintained a solid front, but it has advanced tremendonsly as an industry in which good bnsiness principles have prevailed. It is to be regretted that the same conditions do not exist in talking machine accessories, particularly the manufacture of horns. Price cutting and slashing have been rampant in this department for some months past, and as a resnlt it has somewhat demoralized settled trade conditions.

THE chief violators of good bnsiness principles are the itinerant horn makers, who are hardly important enough to be dignified by the term, manufacturers. Having learned the business of horn making, they manufacture a few horns and peddle them out to some jobbers at all sorts of prices. If some of them make fair day's wages they are well satisfied. This class of horns has no guarantee behind them, and presumably will not stand the wear like the horns created by reputable business houses whose products have gained a fair reputation in the trade on account of the actual merit they possess. It pays in all lines of merchandise to buy only of reputable people, and the same principle should be kept well to the forefront in the talking machine industry.

THERE is no denying the fact that general trade during the month of May was injured materially by nnseasonable weather and by crop reports which were not encouraging. These conditions caused the deferring of many pnrchases, probably talking machines among them. But this indnstry will not suffer on this account to anything like the same extent as some other branches, snch as dry goods, clothing and mannfactures of goods which are quickly ont of date on account of changing style conditions.

JUNE thus far has given encouragement to the various trades, and the warm weather has brightened up business in all lines. There is still a good deal of difficulty in getting orders executed promptly by manufactnrers in many leading lines, and even in the field of specialties, like talking machines, many mannfacturers are largely behind in their orders. There is, however, less complaint on this score than there has been for some time, and in most lines merchants who use a reasonable foresight are able to keep their stocks in excellent condition. Talking machine jobbers have made fair provision for a large business, and while trade in some sections of the country is running a trifle slow, yet on the whole the business shows a decided improvement over a year ago.

MANY new specialties are coming out which give added interest to the business, and all of these specialties in the talking machine line cost more money. The people do not hesitate to pay for high-priced talking machines. The jobbers find that they are quick sellers, and the dealers in turn are clamoring for talking machines of the higher grades, and the new specialties therefore are in great demand. The high cost of material and labor has not as yet materially affected the price of commodities in this indnstry, but the manufacturers who replenish their stock and materials are required to pay higher prices than what was paid for them. They have been working up during the past few months and, without doubt, if this condition prevails, a revision of present quotations will be necessary. There is an enormous advance in brass and all metals, and it is presumed that the advance to the retail trade must follow as a natural sequence.

COLLECTIONS have been a trifle slow during the past thirty days, but from week to week trade has moved on with wonderful steadiness and force, and the slackening tendency, all things considered, is not of noteworthy moment. The stimulating effects of Secretary Cortelyou's policy has relieved the money market, and there is a general feeling of stability, but with prices all over the world tending upward, the demand for capital is rapidly increasing, and the rate of interest is high and will remain high until bnsiness receives a check and the price level ceases to rise. The decline in security prices, and the curtailing of improvements by railroads and mannfacturing concerns may bring some relief, but the real remedy must come through an appreciable decline in the world's price level or a tremendous increase in the world's supply of metallic money. Since 1900 prices have gone np 20 per cent, and production is estimated to have increased abont 30 per cent. The consequent increase in the demands of the money market is equal to the prodnct of these two increases. No matter how much money there is in circnlation, or how fast its volume is increasing the rise in commodity prices, the demand is sure to overtake the supply.

IT is impossible to reply individually to the thonsands of complimentary letters which we have received anent The Talking Machine World and its policy of independence and fairness to the varied interests which it represents. The World has endeavored faithfully to live up to its early declaration of principles, and it is pleasing to receive from advertisers such letters as the following, which is from the Church Supply Co., 10 Barclay street, New York. The president of that company says: "We take pleasure in advising you that the results obtained from our advertisements in yonr paper excel those of any other trade paper we have ever used." An explanation of this is easy when we turn to the subscription end of the business and note how rapidly it is expanding, and what is more, being closely read by dealers in every land. Here is a letter taken at random, written by W. S. Branch, Orlando, Fla., who says: "I have spent an hour this morning reading The World. It was time well spent. I answered seven ads., and ordered goods from two of them. Many a jonrnal seems to have no excnse for its existence; yours, however, fills a long felt want." With thonsands of subscribers who read The World ciosely, it is small wonder indeed that our advertisers are reaping such splendid retnrns.

MANY a valuable half hour is stolen from the busy man by the existence of a cnstomer soliciting advertisements for the annual ball or picnic of the Fire Fighters' Amalgamated Union, who are preparing a grand souvenir in connection therewith and offering pages at ridicnlously low rates. It is a pretty hard proposition to turn down these varions schemes, many of which amount to thinly disguised blackmail; but it is better to say no than yes, becanse when you go into one the principle is established and you are asked why this distinction? and without general patronage you beget the enmity of the entire body when reported. There is only one way out of such a proposition, and that is to firmly and clearly declare yonr position to be based on a fixed rule—that is, never appear in spasmodic pnblications. Tell Mr. Jones, or Mr. Smith, or whoever the solicitor is, that you are not discriminating against his church, or society, or club, but that while you would like to appear in his valuable special yon dare not open the way for others whom you mnst refuse and thns offend. There are many advertising schemes which should be religiously avoided. Every bnsiness man can spend his money in regular medinms, or in special forms of advertising which is issued from his own business establishment, and with his own stamp thereon. This itinerant advertising is not the most profitable in the world, and it should be carefully avoided. Systematic and regnlar publicity in recognized channels is the kind that will bring the largest returns.

PRESIDENT ELIOT of Harvard said recently: "Everybody knows some form of activity which gives him satisfaction. Perhaps it is riding a horse, or rowing a boat, or tramping all day through woods or along beaches with a gun on the shoulder, or climbing a mountain, or wrestling with the handles of the plunging, staggering plow, or tugging at a boat's tiller when the breeze is fresh, or getting in hay before the shower. There is real pleasure and exhilaration in bodily exertion, particularly with companionship and competition. There is pleasnre in mere strnggle, so it be not hopeless, and in overcoming resistance, obstacles and hardships. When to the pleasnre of exertion is added the satisfaction of producing a new value, and the further satisfaction of earning a livelihood through that new valne, we have the common pleasurable conditions of productive labor."

FEELING OF ESPRIT-DE-CORPS

Among the Sales Force in the Talking Machine Business Always Proves Helpful—Pays to Get the Salespeople Together and Explain the Policies and Plans of the Men at the Head of the Business.

One of the most effective methods adopted by modern storekeepers for the education and encouragement of the help and the establishment of a feeling of esprit-de-corps is the practice of calling the salespeople together at regular intervals and having them addressed by some one in authority, whether member of firm, superintendent or assistant superintendent. These "talks" deal with all the many details of the clerk's relation to the store, the means by which he or she can become more valuable and the kind of work by which advancement can be gained.

There are a great many salespeople who mean well enough, but don't exactly know how and what to do for their own advancement. So a number of firms have decided to have little friendly talks with them and explain just what is desired and expected.

To start with, it must be understood that there are just three classes of people in every store The first will listen to and profit by advice. The second will listen and think that they will profit by it, but keep putting off and putting off until too late. The third will say, "Bosh! We know it all and will not listen." The first will advance, the second will stay still and the third will lose their positions.

Take ten new people and put them behind the same counter. In ten weeks one will be looked up to by the other nine. Why? Simply because that one is the worker, the interested party—the first one in in the morning and the last one out at night.

You never see such a clerk turn, in answer to a customer's inquiry, and ask, "Do we keep the so and so record?" He knows his stock, and keeps it in condition.

He knows more than his stock. He does not send a customer on a "goose chase" all over town to find an article that is right at his hand. He keeps an eye open so that dishonest people cannot get away with goods. He is polite to customers and can keep four or five interested at a time, until he can wait upon them.

He learns his customers' names and calls them by them. Nothing pleases a person more than to be remembered and to have names remembered also.

The delivery department will have no trouble in making out his addresses. The charge clerks will not make wrong charges because they could not decipher his writing. You will never find him neglecting work to watch the hands go around the clock.

If a customer asks to see some machines or records, don't say, "What price, madam?" but show her three prices and then find out the price she is interested in. It would embarrass some people that were proud but in moderate circumstances to answer a question of the kind. Always aim to put your customer at ease and the hard part of the work is done. Never say, "Here comes Mrs. Jones; she is horrid and awful hard to wait upon. Now, Mrs. Smith will come right in and buy in half the time. A cash boy could wait on Mrs. S., but it takes a salesman to wait upon Mrs. Jones."

There is nothing as contagious as interest. If you are interested everybody around you becomes interested and in a very short time you move up a rung, until you hold a paying and prosperous position.

MARRIED BY TALKING MACHINE.

In the papers almost every day we find accounts of talking machines being found in some new and novel role. Especially in church work has this proven true, the "talkers" delivering sermons, reproducing funeral services and taking the place of a choir. The latest is reported by the Nasche Vremya, a European publication. It seems that M. Saratoff and the well-known actress, Mlle. Sabalok, quarreled with the priest, and as a consequence, after consulting a magistrate as to the legality of the proceeding, got married by talking machine. The service was duly recited by a fully qualified priest of Kharkoff into the machine, which was then sent by stage coach to Dubovo, where it arrived just a few minutes before the hour fixed for the ceremony. The service commenced with the rendering of a wedding hymn by the choir, and the talking machine, which had been placed on a pedestal at the altar, then asked the customary questions, to which the usual answers were given, and the happy pair left the church man and wife, married by the talking machine.

NEW IDEA IN SOUND-PROOF ROOMS.

Attendant Can Change Records Without Entering Rooms—A San Francisco Idea Worth Adopting in Eastern Centers.

An excellent system in connection with talking machine demonstrating has been put in effect by Byron Mauzy and Sherman, Clay & Co., of San Francisco. Both have had constructed glass sound-proof booths similar to those adopted by many jobbers and dealers in the East, but the distinctive feature is a window in each booth through which an attendant can change the records and look after the machine without interfering in any way with the customer or salesman. Mr. Mauzy, for instance, has a boy specially detailed to patrol the passageway between the booths and look out for the machines. According to all reports the plan would be a good one to adopt by many dealers, who have a large trade and who have sound-proof booths already installed.

ANTI-ARCADE MOVEMENT IN BERLIN.

A despatch from Berlin states that the police of that city are emulating the example of the police of New York and trying to make life unpleasant for the exhibitors of moving pictures. The argument over there is that the physicians state that the moving pictures are injurious to the eyes and that the quivering movements of the films are most harmful. It is estimated that there are over 200 kinematograph or moving picture theatres in Berlin and the suburbs.

LARGEST PRIVATE COLLECTION

Of Records in This Country, Perhaps, Is Owned by W. A. Hall of Cincinnati.

W. A. Hall, general manager of a large cooperage company in Cincinnati, O., has the largest private collection of talking machine records in that city, if not in the whole country. Mr. Hall has one of the most expensive styles of Victor talking machines, to which he has given an entire room in his residence and he spends the greater part of his leisure listening to his favorite selections. Almost the entire lot of records were purchased from the Rudolph Wurlitzer Co., and it is said that the size of some of Mr. Hall's orders would put to shame many regular dealers. The collection is of comparatively recent origin, and constant additions are rapidly increasing its size and likewise the fame of its owner.

HOW TO PHOTOGRAPH WINDOWS.

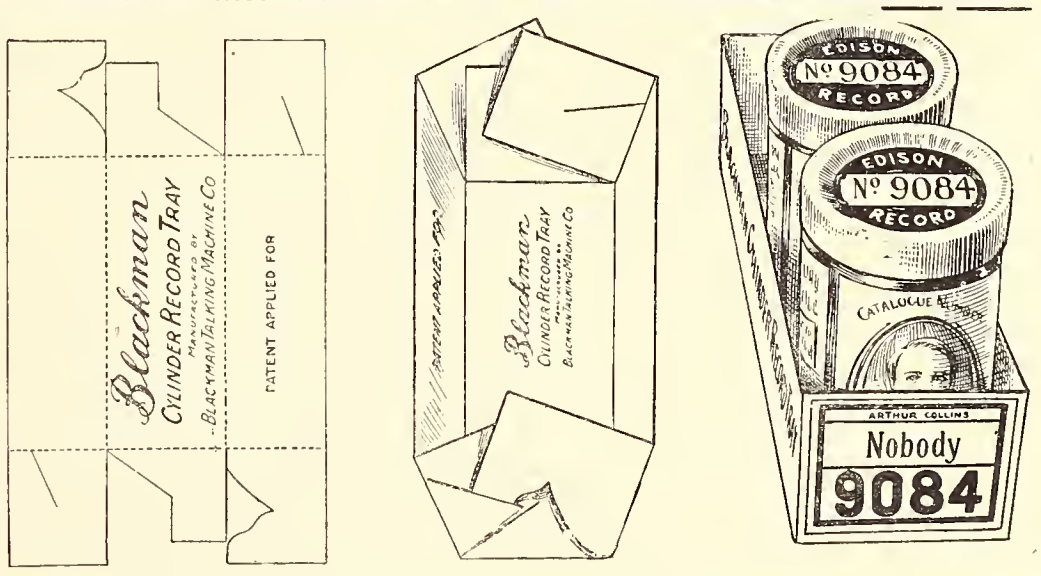
Excellent results in the way of photographs of windows are obtained by taking the photograph at night, the light employed being the incandescent electric lamps inside the window. An exposure of from 15 to 25 minutes is necessary. No interference is caused with the movement of passers-by, as people in motion do not affect the picture. Care should be taken, however, that no one stands between the window and the camera. The passers-by must be kept moving. They will in most cases move along when requested. If fair words do not do the trick—well, the dealer and photographer together ought to be able to use arguments sufficiently forcible.

This mode of photographing not only produces clear, sharp outlines, but avoids the reflections which ruin many a window photograph.

THE BLACKMAN CYLINDER RECORD TRAY

(PATENT APPLIED FOR)

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



We ship them flat and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above. This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

NET PRICE, TRAYS ONLY.

No.	Hold	Net per 1000
2	2 Records - -	$ 6.00
3	3 " - -	7.50
4	4 " - -	9.00
5	5 " - -	10.50
6	6 " - -	12.00

Prices RAPKE LABELS With EDISON Numbers and Names.

Domestic Selections, No. 2 to No. 9433, which includes Dec. 1906 - - - - - - - - $3.50

Per month thereafter (postpaid) payable in advance - .12

FREE SAMPLE of tray with label to dealers or jobbers who write on business letter head. **SPECIAL DISCOUNT TO JOBBERS.**

Above prices are RESTRICTED and quoted F. O. B. New York. Dealers are requested to buy from their jobbers if they will supply them. If not we will sell direct.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop.

97 CHAMBERS STREET - - - NEW YORK

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH
SERVIAN
CROATIAN
BOSNIAN
POLISH
HEBREW

CHINESE:

SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH
EGYPTIAN
SYRIAN
PERSIAN

HINDUSTANEE:

AFGHANISTAN
URDU
MARATHI
CUJARATHI
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Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya, Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business Outlook Good—Melba's New Role Warburton Complimented—Manager Dorian Returns—British Sonogram Co.'s New Records—Edison Bell Competition for Names—Interesting Contributions to the Discussion on the Price Maintenance Crusade—Important Suggestions Put Forth by H. M. Lemoine of the National Phonograph Co. and H. R. Howard, Sales Manager of the Imperial Records—Rauth's New Line of Horns—The Patents Bill—Pathe Freres' New Records—President Gilmore a Visitor—Some National Phonograph Charges Probable—An Important Court Ruling—Melba Autographs for Charity—Other Items of Interest.

World Office, 69 Basinghall Street,
London, E. C., June 5, 1907.

The home trade continues quiet—not so much in the provinces as in London—but it is gratifying to observe the many little preparations which is evidence of an early start for the coming season. There is hardly one firm of importance who, if not already instituted, has in view some improvements and alterations, either in the goods or facilities of quicker output. All of which is a sure indication of the now generally recoguized stability of the English talking machine trade. Another satisfactory feature is the iucreased export business of this year as against last. British firms find it pays to cultivate colonial and foreign business, and in consequence they are all at the present time expending considerable energy in this direction. Profits are never so large as we would like them to be, but there are hopes for the future if all talking machine men labor for tariff reform—our colonial preference should then result in at least a 10 per cent. betterment. Still, foreign business is worth seeking now; it can be made to pay well, only discrimination must be exercised in the choice of goods offered. The Eastern countries offer splendid opportunities just now, where dealers are doing a large business in talking machines and records, owing to the fact that other musical instruments—such as pianos and organs—soon go to pieces in the hot air and humid atmosphere generally so prevalent in those far-away lands.

Mme. Melba Laid Corner-stone.

Mme. Melba appeared at a special matinee May 13 before au immeuse audieuce assembled—not at Covent Gardeu—but in the green fields close by the Great Western Railway at Hayes, Middlesex. The occasion was the laying by the great singer of the corner-stone of the new gramophoue factory, which, with adjoining property, will cover eleven acres, and employ more than 500 work people. If Mme. Melba's little speech had been set to music she would gladly have sang it, but in the absence of a "score," Mr. Taverner, agent-general for Victoria, returned thanks on her behalf to Mr. Trevor Williams, chairman of the Gramophone & Typewriter Co., for his address of welcome. As a British singer, Mr. Taverner said, Mme. Melba was particularly interested in any undertaking that added to the list of British iudustries, and on that account she was delighted to perform the little ceremony. Hearty cheers were raised for the new undertaking, and the great singer, as she proceeded to the platform and well and truly laid the stone, after first placing underneath "for luck" coins of the realm and four gramophone records of her own voice. The trowel used was of solid gold, which afterward was presented to Mme. Melba, who stated in conversation that from the beginning the gramophone always held the greatest possible interest for her. "And I am really proud of the fact that the company have frequently taken up suggestions I have put forward in regard to the making of gramophone records. One thing I am even more proud of, and that is the record in which I accompanied my own voice on the piano in the 'Matinata.'" The gramophone industry is making extraordinary strides in England and the company is in the most prosperous condition. The Queen has recently given her warrant to the company, and some wonderful records are now in circulatiou.

An Irishman Who Has Won His Spurs.

The fact that a native of Ireland has recently been elected vice-president of the American Graphophone Co., has pleased a good many admirers of the Emerald Isle on this side of "the big pond." The gentleman so honored is Frederick J. Warburton. Born in Parsonstown, Kings County, he was educated at the school in that town, of which his father was "master," and afterward finished off at Ennis College, County Clare. His business career began in America. He became interested in typesetting and typecasting machinery in the early days of that industry, and was among the supporters of Mergenthaler throughout his linotype inventions. Mr. Warburtou became treasurer of the existing Linotype Co. in 1889, and has continued in that capacity with the several companies which have succeeded the original one. He became a shareholder of the American Graphophone Co. early in its history, and has always been an enthusiast in regard to the development and improvement of sound-recording and reproducing instruments. Mr. Warburton is a director of a number of other business organizations, among them the Columbia Phonograph Co.

Some Changes in the 'Phono Rialto.

City Road—otherwise Phonoland High Street—will see some probable changes in the near future. The British Sonogram Co. will move there from Christopher street; the Beka Record Co., from Red Cross street; the General Phonograph Co., from Euston Buildings, and of course, the Russell Hunting Co., in their new palatial quarters, which will also house the Odeon branch from Hamsell street.

Frank Dorian Back from the States.

Frank Dorian, European general manager of the Columbia Phonograph Co., who has been in the States on his annual visit, has just returned. He will doubtless bring news of the new models of graphophones his company are expecting to introduce to the British trade.

"Sovereign" Double Sided Unbreakable Disc.

The British Sonogram Co. announced in an attractive circular their first list of 80 records (160 titles), which contains a varied selection of standard songs and descriptive pieces. Among the artists are such well-known names as Mr. Peter Dawson, Leonard Russell, Ian Colquhoun, Pete Hampton, Alf. Gordon, Mme. Paula, W. S. Webber, H. Williams, S. Bragell, etc., and band selections by the Scots Guards, Garde Republicaine, British Imperial, Irish Guards, and others. There are also Xylophone, clarionet, cornet, piano and piccolo solos. The beginning of June will see the issue of a supplementary list, which will contain all the latest selections by the best talent obtainable. The retail price is 2 shillings for a ten-inch, unbreakable, double-sided record. The Sonogram standard disc machine retails at £5, its specifications are as per announcement elsewhere. The business policy of the company is to supply certain shareholders (privileged or ten-share dealers) direct or through factors, on special

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON

PATHÉ FRÈRES—LONDON

PATHÉ'S DISC

ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON

PATHÉ FRÈRES—LONDON

terms. All dealers who are not privileged shareholders must get their supplies through factors.

The excellence of the goods put out by the British Sonogram Co. will undoubtedly ensure a steady demand, which all wise dealers will provide for. Orders have already been received for over one million and a half records. The company's adv. elsewhere in these columns will give all particulars.

Famous Violinist Heard.

Mr. Scott Skinner, the Strathspey King of the violin, whose recorded work is alone obtainable on "Odeon" and "Sterling" records, was a prominent feature of the Scottish concert at the Queen's Hall, given by the Caelic Society in honor of the Colonial Premiers.

Dictaphone Grows in Popularity.

Mr. Pike, who is in charge of the Columbia's dictaphone department, is pushing the office instrument vigorously among city business men. A firm of insurance brokers in Cornhill—Messrs. Mutzenbecher, Stahl & Sonkson—are among the latest to install these instruments. The use of them made by one of the members of the firm illustrates one of the peculiar advantages of this new method of saving labor and expense in correspondence. He has had an instrument installed in his home in the country, so that if there should be a press of work on certain days, he is not compelled to remain in the city to finish, but dictates his letters or other matter in the quiet and comfort of his own home. The cylinders are taken to the office the following morning where they are transcribed, and the letters are then posted.

Price of "White" Phono Disc Record.

The General Phonograph Co. report that the price of the "White" phono disc record is fixed at 2 shillings and 6 pence. The first list comprising about 25 titles, will be ready in June. "We are receiving good orders from abroad," said Mr. White; "but the home trade—more especially in London needs stimulating."

A Popular Member of the Trade.

Many will recognize the subject of our illustration—W. H. Glendinning (Gilbert Kimpton & Co.), whose business energy is monopolized by the Imperial records, the ever-increasing demand

W. H. GLENDINNING.

for which is sufficient tribute of his careful supervision during the few months these records have been in circulation. His recent trip to the Leeds & Catlin corporation was productive of good results. Arrangements for floating a big company this side is nearing completion, and at an early date recording rooms will be opened up in London, after which a vigorous and systematic campaign is contemplated in support of dealers handling the "Imperial" record.

Here Is a Cheery Report.

"Our shipping business shows a continual increase, and we were one of the first to capture a fair proportion of the shipping trade," said Mr. Nottingham, of the American Talking Machine Co. "As a good export line, and in preparation for the home season, we are taking up a series of nine specially constructed disc machines, varying, of course, in price, but not in quality. They are of the highest grade type, with tone arms, good class motors—strength according to price; latest designs in flower horns, decorated and plain polished cases in oak or mahogany, and the prices, although not yet fixed will be a revelation. We shall construct a special line of cabinets to harmonize with the style and case of each machine."

Some Magnificent Selections.

The British Zonophone June issues include some magnificent selections of a unique character.

Firms at the Ironmongery Exhibition.

The Ironmongery Exhibition will be held July 9 to 19th, at the Agricultural Hall, Islington. Only two talking machine firms are allowed to exhibit, and the British Sonogram Co. inform me they are one of them. Mr. Mellerio says that he will be pleased to supply complimentary tickets to dealers upon request.

German Disc Firm Open Local Recording Rooms

Two German disc firms are opening London recording rooms, notably for the "Homophon" and the "Lyrophone" records.

New Machines for Next Season.

Messrs. Murdock's report that they have several new and improved lines of machines in course of preparation for next season.

Will a Factory be Opened in London?

We do not, as a rule, give publicity to rumors, but we make an exception in printing, with all

HAVE THE BEST

Canadian dealers and jobbers should bear in mind,

The "White" Record

IS

BRITISH MADE

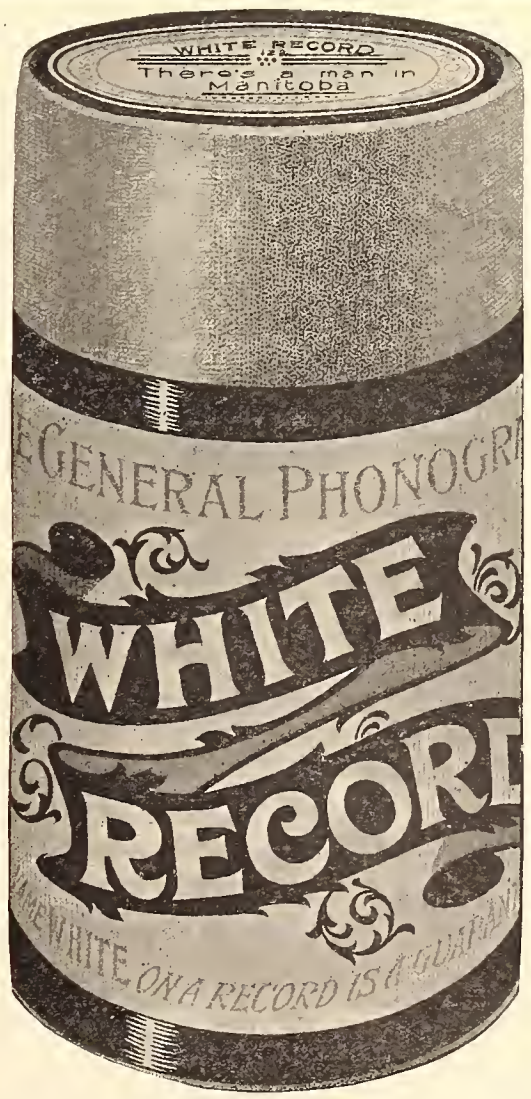
and by purchasing this record they benefit by the preferential tariff.

Stock this record and increase your sales.

The **"White" Record** has merit, and the large sales are the best evidence of this.

JAS. ANDERSON
255-257-259 Clarendon Street
SO. MELBOURNE

SOLE SELLING AGENT FOR AUSTRALIA



Retail Price 1/- Each

LATEST TITLES

ALL GOOD SELLERS

192 **Always Keep Your Eyes Wide Open** JOE ARCHER

193 **You Look All Wrong Because You're Bandy** JOE ARCHER

194 **Popper's Gavotte, No. 2.** *Cello Solo* JACQUES RENARD

195 **Funny Little Place to Have One** JOHNNY WAKEFIELD

196 **The Holy City** HAROLD WILDE

197 **It Varies the Monotony** JOHNNY WAKEFIELD

198 **Where the North Road Leaves the Minster City** PETER DAWSON

199 **Exce'sior** *Duet* WALTER HYDE AND PETER DAWSON

Send your name and address for prices and terms and all particulars.

THE GENERAL PHONOGRAPH COMPANY, Ltd.,

26 Euston Building, Euston Road
LONDON, N. W., ENGLAND

Edison Bell New Phonographs

Genuine British Manufacture

BETTER than Americans *CHEAPER* than Germans

British Prices
The "ELF", £1.15.0—2 Records
" "IMP", 2.10.0—4 "

at each wind

British Prices
The "ERA", £3.15.0—6 Records
" "DON", 4.15.0—10 Records

ILLUSTRATIONS OF
"ELF" and "IMP" "ERA" and "DON"

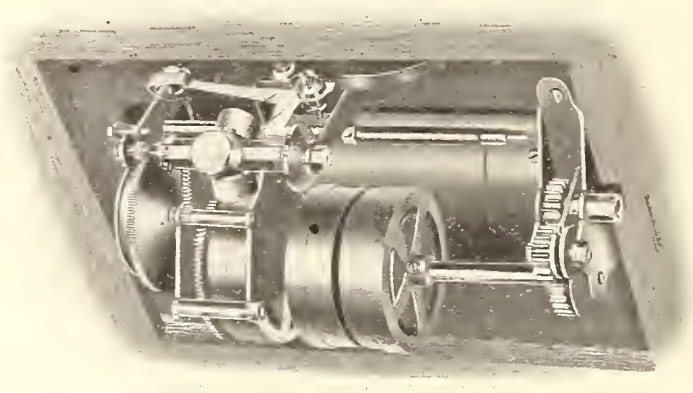
POINTS

NO RATCHET and PAWL

NO FEED NUT

FEED SCREW and ROLLER

driven direct by the motor without belt and fixed under the bed of the machine.



POINTS

Right Hand Wind and Key always Fixed

does not turn with the motor and machines can be wound whilst record is being played.

Diaphragm accounted on eccentric bar, cannot be dropped suddenly and injure record or diaphragm.

Noiseless mounted on pat. Compressed Rubber Cushions.

Patented in England and America. Patents dated 1906 and 1907. One machine is as good as another. They are in two sizes. The "Elf" and "Imp", having the same upper works and slightly different cabinets. The "Era" and "Don" are in external appearance the same. All the machines vary in the motors, which differ only in the number of coils and the necessary alteration in the mechanism to run the specified number of records.

The above illustration shows the motor for the ERA. The external difference would show only that the ELF has ONE coil—IMP, TWO—ERA, THREE and DON, FIVE.

THESE PHONOGRAPHS are undoubtedly the simplest, most durable and best in the market. The Belt has only the Mandrel to turn. The Diaphragm and Trumpet are carried direct by the motor. So the reproductions are perfectly steady and every one will do all we claim for it—and more.

Good profits. **Send for our trade terms, also for the list of our celebrated Edison Bell Records to**

EDISON BELL, 39 Charing Cross Road, London

Representatives: AYERS, HENRY & CO., 27 Swanston St., Melbourne; Queen Victoria Market Bldg., Sydney; Queen St., Perth, W. A.; 232 Albert St., Brisbane, Queensland; 24 Fort Street, Auckland, N. Z.

FROM OUR LONDON HEADQUARTERS—(Continued).

reserve, that it is on the cards, the National Phonograph Co. will probably open up a London factory within the near future.

Hawkins Files Petition in Bankruptcy.

F. W. Hawkins, trading as the Phonograph Exchange Co., of Norwich, Ipswich and London, has filed his petition in bankruptcy. A statement of affairs shows unsecured liabilities amounting to £615 10s. 8d., and assets, after deducting £14 6s. 11d. for preferential claims, estimated to realize £39 14s. 7d., or a deficiency of £575 16s. 1d. The debtor started business in 1903, with a capital of £40, as a talking machine dealer and manufacturer of the "Star" record. In March, 1906, a Mr. Farrish was taken into partnership on an introduction of £300, but proving unsuccesful, the partnership was dissolved after a few months. Their debtor resorted to money lenders to meet the pressing claim of his creditors, and eventually was forced to file his petition. No resolutions being passed, the estate was left in the official receiver's bands to be dealt with in the usual way.

Edison Bell Competition a Success.

The Edison-Bell competition for names best suited to their four new phonographs resulted in about 4,000 suggestions being received, from which the names "Elf," "Imp," "Era" and "Don" were selected. The company offered 76 prizes, which was later very generously increased to no less than 90, much to the satisfaction of all. One competitor from New Jersey claims as a "square deal" that he should have "grace" for time, the judges thought so, too, and admitted his coupon to consideration. The time allowed unfortunately excluded colonials from competing. In the following Manager Hough hastens to meet those persons—charitably disposed, of course—who find a difficulty in chaining down their opinions. Here it is:

The Names—Elf, Imp, Era, and Don.

"Yes! yes! I know all about it; several friendly critics and quidnuncs have already designated the new names as 'Rotten' (very rude), and it may save a lot of heart burning desire to rush to the post, to acknowledge that I think perhaps they are right. But, after all, any article, however inferior, may have a high sounding name given to it. The name makes the article no better, but it frequently helps goods of inferior foreign manufacture to wheedle their way into British confidence. These names, short, crisp and imaginative, may stick on the mind and memory quicker than superlatives which are so commonly used—and—he who says they are 'rotten' is already advertised—our object is thus effected."

These four new phonographs are fully described in our advertising columns, and from an inspection it is clear they embody many new ideas, and improvements generally that will ensure for them a heavy demand. Already large orders have been received and their reception by the trade, said Mr. Hough, has been a source of much gratification to us.

Selling Records by Telephone.

The custom of shopping by telephone is not confined to America. Some of our large stores, notably Whiteley's, Army and Navy, Harrod's, Maple's, Gamages, and others, make a special feature of ringing-up and advising their customers of new goods, and book their daily orders at the same time. Although the custom of selling "records" by telephone is not general, yet in some establishments it is not uncommon, and the future promises to see a great advancement in business propulsion along these lines. There are many dealers who would find it profitable to act upon this, more especially in the case of a customer who lives a mile or so away—it's just one of those little attentions that is appreciated, Mr. Dealer—and it pays!

How Prisons Are Made Attractive.

One of the latest efforts in the direction of amusing prisoners is to give them humorous, scientific and historical entertainment lectures illustrated by limelight views, with music by the gramophone. It is claimed that this is also the most hopeful method of reformation—stoney-hearted devils moved by the soft strains, say, of that beautiful refrain, "Live Anyhow Until I die." Can you imagine it and still remain away?

The Showroom as an Aid to Business.

The American Talking Machine Co. have under consideration a proposal to increase their showroom, and it came about in this way: "Until we came to Tabernacle street," said Mr. Nottingham, "I never fully realized what the commercial value of a nice, clean show of all machines, etc., meant to this business. We started by just exhibiting representative models of the best machines, and it proved so popular that the idea had to be extended so that space had to be found to include practically everything in relation to talking machines and records. To make such a show effective we shall need more space. Our present showroom is not large enough to carry all without overcrowding, and it will be necessary to expand in order that a customer can inspect and order under the best possible conditions, a clean and comfortable showroom is undoubtedly a necessity to every business."

Selections by Victorien Sardou.

The issue of a supplementary list of Fonotipia records by Messrs. Sterling & Hunting is always a noteworthy event, and when, as in the present case, it brings in its train some great and rare treat, there is an especial reason for congratulation. The great French dramatist, Victorien Sardou, is introduced to this country on this list. He is represented by three single-sided records of extracts from his own works. As no man can understand the true interpretation of a work better than the author, it will be seen that Sardou's records possess a value all their own. Indeed, they constitute a precious legacy for all posterity. M. Sardou is a self-confessed admirer of Fonotipia records, and expressed great delight, upon his introduction to them, at hearing a record by Bonci. Some fine selections by the Royal Italian Marine Band are also included in this list.

Price-Maintenance Crusade.

The correspondence under this heading in our last few issues has evoked general approbation from the trade, and inasmuch as it has awakened strong opinions from both manufacturers and factors, it is only to be trusted that some practical results will follow, and combined support given to any active movement in the suppression of what seems to be universally recognized as an "evil." The many views expressed in these columns have mostly been in favor of putting a stop to price cutting, but as there are two sides to every question, I shall in all probability present next month opinions from the dealer's point of view. Some very pertinent expressions are as follows:

H. R. Howard Advocates Central Exchange.

H. R. Howard, sales manager Imperial Records (Gilbert, Kempton & Co.), writes The Talking Machine World as follows: "I note with pleasure you are calling attention through the columns of your valuable paper to the pernicious practice of cutting the fixed retail prices of records. To every one interested in the talking machine business, it is apparent that price maintenance is the essence of a well organized concern, and is absolutely necessary to keep up that spirit of friendliness between manufacturer and dealer, and for this reason alone should be rigidly enforced. Few dealers of importance care to cut the price, and, as a rule, it is only the undesirable shopkeeper who wishes to take advantage of his more honorable competitors and stoops to this method of drawing customers to his shop.

"In my opinion, it would be to the advantage of all manufacturers if a central exchange or some such similar institution, could be established, so that a shopkeeper who was found cutting the price of any recognized, standard record, would at once have his supply stopped, not only by the affected house, but by all others. My firm take most stringent steps to prevent Imperial records being undersold, and I am glad to say that we

CARL LINDSTRÖM, G. m. b. H.
BERLIN
LARGEST Continental Manufacturer of All Kinds of
TALKING MACHINES
Best Quality **Best Workmanship** **Best Value**
Agent for England and Colonies:
O. RÜHL, 6 and 7 Red Cross St. London, E. C., England
To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued.)

receive the loyal support of our dealers, almost without exception.

"When a dealer is satisfied that there is little or no chance of the particular line or lines of records he handles being cut up in regard to prices, he gives the manufacturer his full support, and the confidence, instilled by a rigorous campaign against the unscrupulous methods practiced by the 'unpopular minority' is at ouce healthy and invigorating to the talking machine industry generally."

H. M. Lemoine Says Small Dealer is to Blame.

H. M. Lemoine, assistant manager of the National Phonograph Co., also writes as follows: "I have read with interest the expressions of opinion by gentlemen well known in the talking machine business in your recent issue on this subject. While I do not take the least exception to anything that has been said regarding the importance of price maintenance, and the various suggestions as to the suppression of what is undoubtedly a serious menace to the trade, I cannot help feeliug that the most effective way of dealing with the question has not been touched upon in the opinions you have published.

"Granted that the maintenance of prices is beneficial to trade, and that strong legal action is necessary to suppress price cutting where it exists, I am of opinion that the best way to combat this evil is to prevent the goods, on which it is sought to maiutain prices, getting into the hands of persons who have neither the qualifications nor morals to eutitle them to dealers' privileges.

"So far as my own experience goes I have hardly ever found a firm of standing, who, having entered into a price maintenance agreement, have shown any desire or inclination to violate its conditions. It is the little man, and generally the uuqualified man, who has no facilities for handliug and displaying talking machines and records, and who is probably not entitled to the credit he obtains from his factor, who is responsible for the price cutting. In most cases he has nothing to lose, even though legal action is takeu and judgment goes against him. The goods in his possession are often uot paid for, and his resources are practically nil.

"I believe that price cutting can only be entirely eliminated by the continued and increasing carefulness of those who actually supply the retailer. It is almost an impossibility for manufacturers or those who are not dealing direct with shopkeepers, to put au end to it, however elaborate or expensive their protective schemes may be. The National Phonograph Co. Ltd., thanks to the loyalty aud co-operation of their factors, receive very few complaints of price cutting. Every signatory of an Edison agreement is visited by a representative of the company. Yet in spite of all ordinary care on the part of our factors our representatives often find, among those on whom they call, many who are wholly without claim to trade terms. In almost every case price cutting is traceable to this class of dealer.

"Sometimes a plausible tale and a fictitious trade card will achieve the desired object, or a letter-head and order form of apparent respectability may disarm the suspicions of the recipient and obtain for the sender a trade quotation. Goods obtained under such circumstances are generally fouud offered for sale from a private house where the expenses of trading are non-existent, and the purchaser, recognizing this fact, is ready to sell at lesser prices than those quoted by larger firms in his vicinity, whose expenses are, of course, much higher than his own, or it may be that, failing to find an immediate market, and feeling safe in his obscurity, he sells the goods at a small profit to some dealer who thus obtains without restriction the articles which, if procured through legitimate channels, it would have been necessary for him to sign an agreement to obtain."

The Discodeon as a Seller.

The "Discodeon," we are iuformed by the Odeon Co., continues to advauce in popularity, and the trade speaks very highly of its selling possibilities. With the summer weather upon us there is every need for an instrument that is strong enough for use in the open, and yet sufficiently elegant to adorn a drawing room. The "Discodeon" is claimed to be essentially the instrument to fulfil these requirements.

An Invitation Worth Accepting.

If there are any dealers who are not receiving a copy of the "Sterling Record," that clever little house organ of the Sterling and Odeon companies, they are iuvited to send a post card to that effect to the Russell Huuting Co., 81 City road, E. C. Even those dealers who do not handle those records are cordially invited to apply, for the little magazine treats of matters interesting to all.

Words Fraught With Meaning

TO YOU

Our catalogue is not the most expensive, but it is the most COMPREHENSIVE, and therefore the one of most use to you.

It contains illustrations and full particulars of every machine, record and accessory of merit now on the British market.

We buy in enormous quantities, therefore you can be sure of having the best prices.

FREE Export Catalogue on receipt of Trade Card.

AMERICAN TALKING MACHINE CO.
31 Tabernacle St., London, Eng.

WORTH A GUINEA A BOX

Registered in many countries

GREAT ADVERTISING LINE

Sapphires Guaranteed Genuine

Record Albums

Flexible Nickel End Connections — Flower Horn Rubber Connections

WRITE FOR SPECIALTIES

FR. RAUTH, 9 Christopher St., **London, E.C.**

See my previous advertisements — 10 & 12 inch FLOWER HORNS

THE BRITISH BOOM OF THE YEAR!

THE RECORD THAT'S HALF AN INCH LONGER!

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s. — Liberal Discount for Export — **25 CENTS**

MANUFACTURED By

THE RUSSELL HUNTING RECORD CO., Ltd.

13, 15, 17 City Road — **LONDON, E. C., ENGLAND**

Australasian Representative: **H. A. PARKER,** 19 Hunter Street, SYDNEY

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. — **LONDON, N. W.**

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

FROM OUR LONDON HEADQUARTERS—(Continued).

Records by Violinist Kubelik.

The appearance after two years' abseuce of the "magician of the violin," Kubelik, at the Queen's Hall on May 29, gives point to the announcement of the publication of a new double-sided Fonotipia record by this artist. All admirers of Kubelik will appreciate this item of news. By the way, there is a Fonotipia record by Kubelik of "God Save the King" in the 13¾-inch size (16 shillings) that deserves to be better known.

Russell Hunting Co.'s Good Report.

The following makes good reading, and is in direct opposition to the general feeling of pessimism which prevails in a large circle of the trade; "A good advance in the volume of business has been shown each month since the inception of this company, and while February was the slowest month this last season, April sales altogether show an increase of more than double the same time of last year"—Vide report from the Russell Hunting Record Co.

The "Catch of the Season."

is the title giveu to the latest style flower horn, with elbow, put on the market by Mr. Rauth. This horu is shaded in three colors, with gold lines, is suitable for all tone arm machines, and is also made for phonographs. A beautifully finished Puck reproducer is in course of manufacture by Mr. Rauth, who will be pleased to forward particulars of this and other cheap liues upon request.

Recent Gramophone Records.

First upon the latest list of gramophone records comes Mme. Melba, who, with characteristic purity of tone and delicacy, renders the lovely "Aubade" from "Le Roi d'Ys." Signor Caruso is represented by the famous sobbing scene from "Pagliacci," a passage full of the most poignant emotion. Then come records by Mme. Emma Eames, Signora Celestina Boninsigna, Signor Battistini and Titta Ruffo, and Mme. Donalda, the celebrated Canadian prima donna. A complete set of "Elijah" records, by well-known artists, is issued at an inclusive price. There are also many other popular vocal and orchestral pieces in this list, notably "Gilt-Edged Bertie," sung by Mr. Harry Lauder, an amusing recitation by Mr. G. P. Huntley, and a characteristic "Russian Kossack,' by the Victor orchestra.

Mme. Melba Recovers from Her Cold.

Mme. Melba, ou arrival at Cherbourg from her recent American trip, caught a somewhat severe cold, from which she was unable to free herself until, on the advice of her doctor, she very reluctantly canceled all engagements, to recuperate for a few days at Hindhead. Happily the great prima donna is now quite herself again.

Preference vs. the Open Door!

When the Colonial Premiers visited Manchester recently the procession passed through Market street and in front of the Columbia Phonograph Co.'s shop there. The manager, Mr. Crossman, had the shop front tastefully decorated with flags, and from the open doorway used a sound-magnifying "Premier" graphophone to play various selections to the crowds before the procession came along. As the procession passed the premises, he put on the record, "God Save the King." Considerable interest was taken in the incident by the distinguished visitors, many of them saluting the national anthem.

Distance a Voice Could be Heard.

"An inquiry was recently made in London as to the greatest distance at which a man's voice could be heard, leaving, of course, the telephone out of consideration. The reply was most interesting, and was as follows: Eighteen miles is the longest distance on record at which a man's voice has been heard. This occurred in the Grand Canyon of the Colorado, where one man shouting the uame 'Bob' at one end his voice was plainly heard at the other end, which is eighteen miles away. Lieutenant Foster, on Peary's third Arctic expedition, found that he could converse with a man across the harbor of Port Bowen, a distance of 6,696 feet, or about one mile and a quarter; and Sir John Franklin said that he conversed with ease at a distance of more than a mile. Dr. Young records that at Gibraltar the human voice has been heard at a distance of ten miles.

"Sound has remarkable force in water. Colladon, by experiments made in the Lake of Geneva, estimated that a bell submerged in the sea might be heard a distance of more than sixty miles. Franklin says that he heard the striking together of two stones in the water half a mile away. Over water or a surface of ice sound is propagated with great clearness and strength. Dr. Hutton relates that on a quiet part of the Thames near Chelsea he could hear a person read distinctly at the distance of 140 feet, while on the land the same could only be heard 76 feet. Professor Tyndall, when on Mont Blanc, found the report of a pistol shot no louder than the pop of a champagne bottle. Persons in a balloon can hear voices from the earth a long time after they themselves are inaudible to people below."

Many Good Numbers Listed.

The Favorite Record Co.'s last supplementary list includes among magnificent violin, piano and clarionet solos, while there is a goodly number of songs in German and operatic selections. Mr. Vischer, the London manager, reports that Mr. A. M. Newman, the founder of the Favorite Co., Hanover, has dissolved his connection with the firm, and although his many friends will be sorry to hear of this, it is not unlikely that we shall again welcome Mr. Newman in another sphere not outside the talking machine industry.

Saint-Saens Compliments Mme. Destinn.

The celebrated composer, Saint-Saens, pays a delightful testimony to Mme. Emmy Destinn, who has been starring in the name-part of "Salome" in Paris, and who is now at Covent Garden. Saint-Saens said: "Miss Destinn is an admirable Salome, whose success is certain." And so it

THE POPULAR RECORD is now the **"SOVEREIGN"** Double-sided, Unbreakable Disc Record

(WILL NOT WEAR OUT)

THE BEST RECORD FOR THE SUMMER TRADE **THE BEST RECORD FOR THE SHIPPING TRADE**

THE BEST RECORD FOR THE MILLION

LIST No. 1, now issued, contains 160 Titles (80 Sovereigns). The most Popular Selections and Standard Songs.

New, Up-to-Date, and Original Titles will be a striking feature of our LIST No. 2 (to be issued July 1st). A catalogue of Foreign Titles is in course of preparation.

The *"Sovereign"* is the Record *most suitable* for use in *Tropical countries,* as the process of manufacture enables it to withstand the heat better than any other record in existence.

Retail Price, 2/-

Ready for Supplies During June

THE "SONOGRAM"
Standard Machine
RETAIL PRICE, £5

SPECIFICATION.—Sound-tight Ball and Socket Joint, 10-in. Turntable, Silent Side-wind, Silent Movement, Double Spring, "Sovereign" Sound Box, Handsome Oak Cabinet (our own design), Flower Horn (22-in. x 22-in.)

THE POPULAR 30s.
THE DE LUXE £10
SONOGRAMS
Are also coming on the market shortly

ALL SONOGRAM GOODS ARE BRITISH MADE

WRITE FOR LISTS AND FULL PARTICULARS TO

The BRITISH SONOGRAM CO., Ltd.

Cable Address: EBNOLOID, LONDON

77, City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued).

proved. Mme. Destinn is, of course, the same artist who has made such magnificent "Odeon" records.

Barnett Samuel's Extensive Line.

As one of the largest factors in England, Messrs. Barnett Samuel & Sons, of Worship street, London, are in the position to supply the trade in any country with practically everything in the musical merchandise and talking machine goods. They handle extensive lines in records, machines, flower and other style horns, and accessories, all at moderate prices. Their catalog covers illustration and complete details of talking machine and other goods of interest, and on receipt of trade evidence the company will gladly mail a copy free to all applicants.

An Improved Edison "Gem."

An improved Edison "Gem" is shortly to be put on the market. The exact improvements are not yet ready for publicity, but particulars will be announced in the near future.

Decision of Interest to Employers.

A matter of interest to employers was decided in the courts awhile back, when Cook's Athletic Co., Ltd., of Beech street, sued Mr. S. Goodrich, phono dealer, of Bolton, for 8s. 9d., goods supplied. Defendant had paid the plaintiff's traveler. Plaintiff's solicitor said the traveler had no authority to accept the money. They were fighting the case on principle. The judge: As a rule, people pay travelers at their own risk; but this case is not quite an ordinary one, because the traveler agreed that the money was to be paid "on journey," and that was done. The traveler had power to make contracts. For their own protection the plaintiffs should state on their invoices that all payments must be made at the London office. Judgment was entered for the defendant, with costs.

An Interesting Number.

The Edison Phonograph Monthly for June contains some very interesting items, principally one on the "follow-up" system, which gives some admirable pointers to retail shopkeepers who desire to back things up a bit during the summer months.

Melba Autographs for Charity.

Mme. Melba has announced that owing to the numerous requests for her autograph she has decided to regulate the demand in the interests of charity, and in future her autograph will only be forwarded when the application is accompanied by half a crown. The proceeds will be handed over to a charitable institution for the poor. Such quantities of letters are sent that Mme. Melba finds it impossible to cope even with her own private correspondence.

The Patents Bill.

"Patent Law' was the subject discussed at the May day dinner of the Imperial Industries Club, held at the Ritz Hotel. The discussion centered round Mr. Lloyd-George's patents bill, upon the conduct of which through the Commons Sir George Hayter Chubb, who presided, complimented the president of the Board of Trade. Sir Joseph Lawrence warmly commended the bill, as did also Mr. J. M. Astbury, M. P., Sir John Bamford Slack, and others. The principles of the bill were hotly contested by Mr. A. J. Walter, K. C., who declared compulsory working to be perfect in theory, but in practice utterly unworkable.

The Corrupt Practices Bill.

All ye who in the habit are
Of tipping right and left,
Beware, lest of your liberty
You sometimes be bereft;
No golden coin will needful be
To land you in a prison;
"Threepence" may be as sure as when
One "takes what isn't his'n."

Pathe Freres Phonograph-Cut Disc Record.

Messrs. Pathé Fréres strongly advertise their phonograph-cut disc record, which continues as popular as ever. Two new records by Mme. Albani are announced on the 11-inch disc. They are Handel's "Largo" and "L'ete."

Wm. E. Gilmore a Visitor.

William E. Gilmore, president of the National Phonograph Co., arrived here on the "Baltic" May 18. He intends making an extensive visit to all the European branches of the company, and will not return to America until toward the end of July. There are some probable changes in view, notably the return of Mr. Schermerhorn to Orange, N. J., and the transference of Thomas Graf, manager of the Berlin branch, to London, where he will take the reins under the title of managing director. We would wish Mr. Gilmore abundance of fine weather on his voyages, and trust that he will not on his return again experience the annoyance of a twenty-four hours' wait, as in the case of his journey here when the "Baltic" stuck just outside New York Harbor.

A Legal Case of General Importance.

Gramophone & Typewriter, Ltd., recently obtained an injunction against John Barker & Co., Ltd., to restrain the defendants until the trial of the action from selling, advertising for sale, offering for sale, disposing or dealing with any gramophones supplied by them at prices less than those advertised from time to time in their catalog, in breach of an agreement of February 23, 1903. It was explained that plaintiffs were manufacturers of gramophones, and would not supply except on the terms of a written contract which was for their own benefit and that of the dealers. The contract stipulated that the dealer should not sell at less than the full retail prices. In the present case the defendants had purchased the stock of Messrs. Pointing, who had entered into this agreement with the plaintiffs and were advertising them for disposal at a great reduction. The stock included gramophones, and the defendants were advertising the Melba instrument, the retail price of which was 25 guineas, for 14 guineas, and the Monarch, which was priced retail at £5 10s., for £3 3s. The circular stated that all gramophones were offered at "less than half the usual price." The defendants claimed that they were not bound by any agreement entered into by another company, that in any case the selling of second-hand instruments such as they had purchased at a reduced price did not interfere with the contract and that the entire agreement was void and in restraint of trade.

Apparently Mr. Justice Warrington was not much impressed by the defendants' argument and granted the injunction. The justice would not venture an open opinion, however, stating that it was a matter for discussion at the trial.

BEKA RECORD EXPANSION.

Arrange for Trade Enlargement in India—Increase Entire Line of Foreign Records.

(Special to The Talking Machine World.)

Berlin, Germany, May 30, 1907.

The Beka Record, Ltd., this city, are steadily adding to their repertoire of foreign records, and it is only necessary to study their publicity appearing in The World to realize that the requirements of the people of practically every part of the world can be satisfied by this firm.

Mr. Loewe, general manager and director of the company, recently returned from a trip to India, where he made such arrangements as will insure a wide development of the business future in that country. India is proving quite a center for talking machines and records, and the Beka is in immense demand at that point. There is hardly a country throughout the new, or old, world that the Beka record is not known. The go-ahead policy of this company in providing appropriate literature and illustrations to suit the requirements of their customers, have enabled them to win a clientele that is steadily being augmented.

The first Beka expert has been in India since the first of January, and during that time has taken about 1,000 new records, among which are quite a number in dialects, which have hitherto never been reproduced on discs. One of the curiosities in the record line is one from Mr. Surendarnath Bonnerjee, the so-called uncrowned king of Bengal, and one of the most popular men in India, who has made a few records for this company.

The latest records being placed on the market by the Beka Record, Ltd., are admirable in every respect. The selections from the leading operas are most complete, and the high quality of the rendition has won general appreciation. They have now on their list a notable army of artists who are making records for them in various centers; in fact, they are scouring the world to the end that their international catalog be one of the most complete in existence. Original records have been made in all the principal European countries, and the list of selections covers all tastes from classical to comic. Any members of the American trade who desire to secure something entirely unique should write the Beka Co. for their latest international catalog. It is a veritable marvel in its scope. The requirements of practically every nationality can be supplied through this company.

Dulcephone

DISK SPECIALITIES

BARNETT SAMUEL & SONS

Limited

Manufacturers and Wholesalers of Phonograph Merchandise

Worship St. LONDON, England.

Complete Catalogues sent on enquiry, including particulars of

DISK MACHINES

ART PEDESTALS

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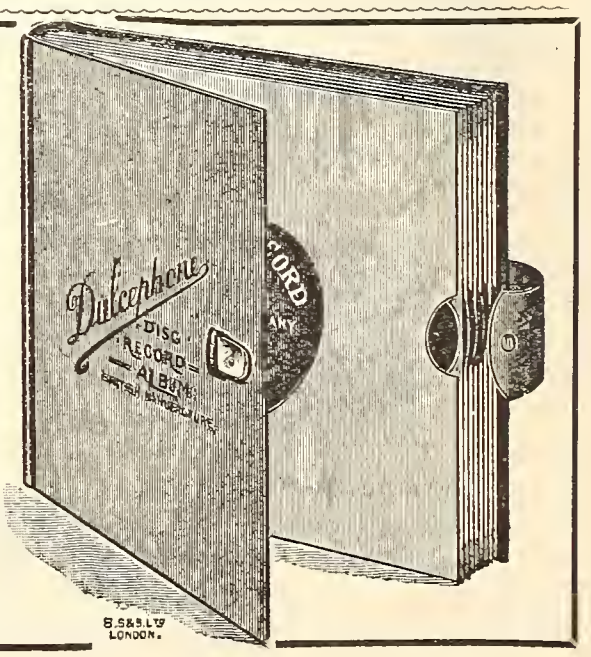
(Dulcephone Brand—British Made)

ALBUMS

(British Manufacture—Best Value obtainable)



TRADE NEWS FROM "THE CITY OF CULTURE."

Improvements to be Made in Talking Machine Department of the Oliver Ditson Co.—C. E. Osgood Co. Take on the Columbia Goods—Eastern Talking Machine Co. Re-arrange Rooms —Can Carry 150,000 Records on Hand—Tray System of the Boston Cycle & Sundry Co. Popular—H. F. Tosi Married—Business With Steinert—T. F. Murray a Visitor.

(Special to The Talking Machine World.)

Boston, Mass., June 12, 1907.

Of chief interest among the talking machine dealers of Boston are the changes and improvements to be made in the talking machine department at the Oliver Ditson Co. in the near future. Manager Winkelman, of this department, has proven himself not only an astute department manager, but a fine salesman, with the result that he has been getting rid of $15,000 worth of goods every month, in a tiny cubby-hole of a room that would hardly be big enough for a progressive man's private office. The death of John C. Haynes, president of the company, and the consequent reorganization, makes it possible to give Manager Winkelman more room and better facilities. It is planned now to move his department from the fifth to the second floor, and to give him the entire floor to use for the sale of talking machines—all Victors, by the way, for the Ditson house handles only the Victor. This is a tribute not only to the wise management on the part of Mr. Winkelman, but also to the wise forethought of General Manager Charles Bobzin, of the company, who recognizes that the talking machine department of the Ditson Co. is one of the best money producers in the building, and he is willing to give it all the growing space it needs.

Growth is also a watchword at the C. E. Osgood Co., where the talking machine department has developed from a tiny affair, that was not expected to live to grow up, into a fine, husky, strong department that shows a big profit every month. Improvements have been made in this department quite frequently of late. Business is reported to be excellent, considering the backwardness of the season. Mr. Royer, the manager, has just taken on the Columbia goods, and is planning to push them both in jobbing and at retail.

Enlargement of record space is the order of the day at the Eastern Talking Machine Co.'s store. Wholesale Manager Chamberlain has, by a rearrangement of rooms, increased his facilities so that he can keep on hand at all times 150,000 records. Mr. Freeman, of the sales force, has adopted quite a nice idea for keeping disc records perfect, and insuring customers that they are getting records just as they come from the factory. He secures small gummed labels and pastes these over the edges of the envelopes containing the disc records as they are taken out of the boxes from the factory. He has also arranged a lot of dust-proof boxes for the Melba records, so that these can be kept in condition.

The Boston Cycle & Supply Co. have just installed a new Lamson carrier system in their offices. Manager C. G. Andrew, of the talking machine department, states that their business for the month of May was much larger than for any previous May. He has secured a new shipment of mottled horns, on which he has a big sale. The tray systems are big sellers also, as well as the Lynn carrying cases. Mr. Andrews has just returned from a ten days' fishing trip in Nova Scotia with M. J. Harrison, of the Bowdoin Square Phonograph Co. He reports that he had great luck and a jolly good time.

Humbert F. Tosi, of the Cosmopolitan Music Store, was married on June 9 to Miss Louisa Ardizzoni, a member of the San Carlo Grand Opera Co., which played in Boston early in May. The young couple will go to Italy on their honeymoon, and both will join the opera company there. Mr. Tosi will retain his interest in the Cosmopolitan store here, however.

Business on the Victor Victrolas and other talking machines has greatly improved at the warerooms of M. Steinert & Sons since Manager Cornell had the first floor divided into a display room and a business office. The new room is light and airy, yet can be enclosed in glass whenever a customer is inside, and the display of Victrolas there is quite imposing.

All the talking machine trade is still discussing the result of the bowling season between the men from the various warerooms. That is, all but the fellows at the Eastern Talking Machine Co. They are still wondering when they will wake up. And the boys at the Columbia Phonograph Co. have little to say. They do say, as the Rube books put it, that those lads at Steinert's are certainly fine bowlers, and the Steinert lads content themselves by saying that they had nothing but a scrub team. Still, eight consecutive games is something worth winning.

John B. Varick, of Manchester, N. H., was in town recently, and announced that the John B. Varick Co. had been formed, to do a general jobbing business in Edison goods.

T. F. Murray, general representative of the Columbia Phonograph Co., was in town this week, full of enthusiasm over his success and over the prospects for the season's business. He says that he found business with the Maine jobbers very good indeed, and that in Portland recently there was formed the Marconi Phonograph Co., the first concern in the country to take advantage of the association of the great inventor with the Columbia people. This company handles the Columbia goods, of course.

The American Graphophone Co. have declared their quarterly dividend of 1¼ per cent. on comman stock, payable June 15.

RECORDS OF ROOSEVELT'S VOICE.

A World Subscriber Wants to Know Why Manufacturers Cannot Secure Records of the President's Voice—There Would be an Immense Sale, and the President's Views Still Further Propagated.

An enterprising talking machine dealer writes to The World as follows: "I could sell thousands of records of the voice of President Roosevelt in this section, if I could get them. Why couldn't some of our leading manufacturers of records get the President to make an address which could be used in the school exercises, or in the home—one of those virile "square deal" utterances that have made the President such a tremendous power for righteousness in the nation?"

We turn over this suggestion of our esteemed subscriber to the consideration of the record manufacturers, and feel sure that if it is possible to get the President in an amiable humor that he will be captured, unless he should desire to place himself in the category of European monarchs, who claim that nothing relating to them may be exploited for commercial purposes.

There is still another phase of the matter, and that is the competition that would exist between the different companies should the President deign to make a distinction between them. We are not quite sure as to whether the proposition has ever been made to President Roosevelt, but we feel certain that at least for some charitable purpose he will be "delighted" to express himself through the medium of the talking machine.

The Knight Mercantile Co., Zonophone jobbers of 211 North Twelfth street, St. Louis, Mo., have been compelled to install an extensive new set of disc record racks, which permit of the records being stored much closer together. This house carry many thousands of records and do a heavy jobbing business throughout the Southwest.

Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience." EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

IMPROVED
PETMECKY
MULTI-TONE NEEDLES

EVERYWHERE Victor, Columbia, Zonophone and all other disc records are sold, PETMECKY needles sell.

Each PETMECKY needle plays 10 records LOUD, SOFT, INTERMEDIATE tones; absolutely free from harsh, jiggly, scratchy, metallic sounds and without injury to the finest record.

A well known Wall Street Banker, owner of an Auxetophone, says: "FROM MY PERSONAL EXPERIENCE, I FIND, THAT TO REALLY APPRECIATE THE WONDERFUL QUALITIES AND TONES OF THE GRAND OPERA RECORDS, ONE SHOULD USE NOTHING BUT PETMECKY NEEDLES."

UNUSUAL PROFITS FOR
DISTRIBUTORS JOBBERS EXPORTERS DEALERS

On request, 100 Improved PETMECKY needles, testimonials, prices, etc., will be sent without cost anywhere.

PETMECKY

Patentee and Manufacturer Improved Petmecky Needles

New York Life Building
NEW YORK

TWO NEW HORNLESS MACHINES

Will Soon be Placed on the Market by the H. Schroder Hornless Phonograph Co., of New York—Many New Principles Embodied in These Creations It Is Claimed.

The H. Schroder Hornless Phonograph Co., 387 East 158th street, New York, are preparing to place on the market two new talking machines—a disc and cylinder—which will possess a number of new and unique features that are bound to at once attract the attentiou of the trade. Both of these machines are constructed without horns and are made on many absolutely new principles, thus insuring against any possible infringements on those of any other make. Oue of the most marked improvements is that of tonal reproduction, all scratching, and harsh, discordant sounds being eliminated. Another desirable feature is that of saving on shipping, as these instruments are built in a most compact manuer, and can be packed for transportatiou most economically.

The Schroder Co. intend to devote their entire time to manufacturing, and will appoint a number of large firms as sole agents, who in turn will establish jobbers in various parts of the country for the purpose of pushing their line among the dealers. These machines will not resemble the Victor Victrola made by the Victor Co., or another machine of German manufacture, as erroneously stated in a previous issue.

CRITICIZE MME. MELBA'S MOTIVES.

The New York Press is not as gallant as it usually is when speaking of Mme. Melba, and actually believes that "her love of art" and "scientific interest in talking machines" is based upon mercenary considerations. It also proceeds to tread on Brother Jonathan's coat tails. Here is what our Manhattan contemporary says: "One of the funniest things about the English is their seriousness. Melba, the Australian singer, whose vogue was enhanced tremendously by circulation of talking machine records of her songs, made a great parade of her patriotism in a Middlesex town, in England, the other day, when she laid the cornerstone of a factory destined for the manufacture of such devices. It was all proper enough, of course, for the cantatrice to have genuine interest in anything that had served to advertise her so extensively, but precisely why the British Lion had to roar over the occasion does not appear to the practical American mind. Melba didn't deliver her address. It was spoken for her by an agent of the talking machine company. But he was there to utter her sentiments, it seemed, and one of his first remarks was that the diva, "as a British singer," was "particularly interested" in any undertaking that added to the list of British industries. Melba herself, when the ceremony was at an end, told the reporters she had always taken "the greatest scientific interest" in talking machines. Dear, dear! Why couldn't she be candid enough to say it was a commercial interest? No one in this country would think the less of her for it, whatever might be said in the land of ponderous shams."

AN OLD-TIME EDISON MAN

Is A. O. Petit President and Founder of the Edisonia Co., of Newark—Long Connected With the Trade and Has Built Up a Successful Business.

Albert O. Petit, president and founder of the Edisonia Co., of Newark, N. J., is a man of wide experience in the talking machine industry, having become interested in that line as early as 1887, when the industry was in its infancy. His first connection was with Professors Bell and

ALBERT O. PETIT.

Tainter in the year named. A year or so later he joined the Edison forces, as he says, at a time when the site of the present enormous plant of the National Phonograph Co. "reminded one of the Everglades of Florida." Since that time Mr. Petit has worked under every manager of the works up to and including Mr. Gilmore. He rapidly rose to fill many positions of importance that threw him in direct contact with Mr. Edison, with whom he became very friendly. Upon his leaving the employ of the National Phonograph Co. to organize the Edisonia Co., Mr. Edison presented him with his signed photograph as a mark of esteem. When the Edisonia Co. took possession of their handsome new building a few months ago Mr. Edison presented Mr. Petit with a gold-plated phonograph mounted on a handsome pedestal, bearing a plate inscribed as follows: "Presented to Albert O. Petit by Thomas A. Edison, February 25, 1907." Mr. Petit is a French-Canadian by birth, and came to the States when about ten years old.

DR. O'NEILL'S IMPRESSIONS

Of a Recent Trip Through South and West—The Enterprise of Certain Houses—Leaves Shortly for the Orient on Extended Trip.

Dr. E. F. O'Neill, the popular traveler for the Victor Talking Machine Co., will leave early in July for China, making his first stop at Shanghai. He will remain in the Orient about two years, covering China, Japan and the Philippines thoroughly, as he has a thousand Chinese Victor records at his disposal, to which more will be added at short intervals, he should be able to close some deals. Dr. O'Neill is very enthusiastic regarding his new venture, and his ten years of experience in the talking machine business will prove of inestimable value to him.

In regard to the tour of the South and West, from which he has but recently returned, Dr. O'Neill had much to report. He was much impressed with the West as a field for the "talker," stating that it filled in a large measure the position occupied by the vaudeville and other low-priced show houses of the East.

Speakiug of the various houses he called on, Dr. O'Neill mentioned Thomas Goggan & Bro., who have four stores in Texas—in Galveston, San Antonio, Waco and Dallas—and the Waco Talking Machine Co., both houses exploiting the Victor line in no uncertain manner. As the center of the Western talking machine trade, however, he considers Oklahoma City as having that honor. Armstrong, Byrd & Co., Durham & Co., and Frederickson & Kroh are all located in that city, carry heavy stocks, and do an enormous business.

Philip Werlein, Ltd., the New Orleans house, have increased their Victor business to such an extent that they have been compelled to install several new demonstrating rooms for that line.

As examples of rapid growth, the Doctor cited two instances as coming directly under his notice: Taylor Bros., of Houston, Tex., who simply installed talking machines as a side line to their jewelry business only a few years ago, are now forced to open a separate store solely for the purpose of handling their business in the Edison and Victor lines. The other case was that of the Silverstone Talking Machine Co., of St. Louis, who are Edison jobbers. Starting only three years ago they now are among the leading talking machine houses in the Middle West, doing a very heavy business that taxes their constantly increased facilities.

It is proof, not of weakness but of wisdom, to seek advice from those more experienced than oneself.

Western Jobbers!

Are you aware of the fact that we are shipping promptly to our Western warehouse a sufficient quantity of horns of every description to satisfy your wants?

The warehouse is under the direct management of the Western Talking Machine & Supply Co., 6 East Madison Street, Chicago, Ill.—"Nuf Ced."

We are also making prompt factory shipments to our Eastern jobbers.

Don't fail to write us concerning our line of "Wood Finish" Horns.

NEWARK TINWARE & METAL WORKS

28-30-32 DIVISION PLACE - - - NEWARK, N. J.

SPECIAL!

JOBBERS' OFFER

We are helping the Dealer to do an *Installment Business by selling him on installments.* Our plan is very simple. Write for it.

By following our plan you can double your Talking Machine Business without increasing your investment. Why not deal with the jobber who helps the dealer?

"Mr. Dealer:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town who buy of us.

LYON & HEALY."

Quick Service Large Stock New Goods

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

A Great Assemblage Expected in Chicago for the Conventions of the Talking Machine Jobbers, Piano Dealers and the Piano Manufacturers—Jobbers Eligible as Associate Members of the National Piano Dealers' Association—No Diminution in Activity in the Talking Machine Trade West—Messrs. Baer and Eckland East—Alterations in the Columbia Warerooms—Feinberg's Successful Trip—Babson Bros.' Great Stockroom—Talking Machine Co. Adding to Their Line of Customers—C. E. Goodwin's Plans Succeeding—Reynolds With Lyons—A New Coin Operating Talking Machine—Other Items.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,
Chicago, Ill., June 10, 1907.

The week of June 17 will be a great one for the talking machine as well as the piano trade. The National Piano Dealers' Association, which convenes at the Auditorium on Wednesday, the 19th, has in the neighborhood of 800 members, and it is safe to say that from one-half to two-thirds are talking machine dealers as well. It is equally safe to say that the balance of them are seriously considering the addition of talkers as a result of the success of their brethren and of the strong educational work in this line accomplished by the Talking Machine World and The Music Trade Review. The National Piano Manufacturers' Association commences its sessions Monday, and winds up on Wednesday, when the dealers begin. A number of the manufacturers have their own retail stores, and handle talking machines in addition,and, in some instances, on a very large scale.

The Central States Talking Machine Jobbers' Association, as every reader of The World knows, meets at the Annex on Monday and Tuesday, the 17th and 18th. There is every prospect that it will be the largest convention in the association's brief but prosperous history. It would be surprising if this meeting did not witness the acquisition of a large number of new members. Many talking machine jobbers who are not now members of the Central States Association will be in Chicago that week because they are piano dealers and therefore members of the Dealers' Association. This will be an excellent time for the Central States Association to get these people in line, and they will unquestionably make the most of their opportunity.

It may be news to the talking machine people that even if they are not piano dealers they are eligible as associate members of the National Piano Dealers' Association, as they are classed as members of the music trade. The associate membership fee is $3 per year, and entitles them to all privileges, except that of voting. All members of the Talking Machine Jobbers' Association therefore can get into the whirl of business and pleasure which will characterize the meeting of the piano dealers. If they handle pianos they can get in as active members—if they do not as associate members.

Secretary Putnam, President J. P. Byrne or Chairman of Membership Committee Platt P. Gibbs, of the National Piano Dealers' Association will all be in easy reach over at the Auditorium proper, and any of them will be able to fix up applicants for membership.

There has been so far no diminution in activity in the Western talking machine trade other than that inevitable to the season. Jobbers both here and through the West are united in reporting that May business showed a large increase over the corresponding month of last year, while June is making a similar record. Trade, it is true, has been tapering off somewhat since about the middle of May, but this has not been as noticeable as usual, and the present volume of business speaks eloquently of the remarkable prosperity of the talker trade.

A concern which has accomplished large things in the talking machine business is the firm of C. Koehring & Bro., of Indianapolis. A year and a half ago they became Victor jobbers, and have a large trade through Indiana. They not only do a prosperous retail business on both Victor and Edison goods at their main store, but also at a retail branch they opened a few months ago in Indianapolis, and which is devoted to talking machines exclusively.

General Manager Arthur D. Geissler and Sales Manager Virginius Moody, of the Talking Machine Co., loomed up in a forceful way as leaders of the forlorn hope on Saturday, June 1. The occasion was a ball game between picked teams from Babson Bros. and the Talking Machine Co. Both Geissler and Moody made home runs, but their hard work failed to conquer, the high average of brawn and muscle of the countryites from the wind-swept prairies of Douglass Park. Besides, the Babson Bros. and George Nisbett disdaining the dust and carnage of actual conflict sat in the grand stand and rooted, encouraging their men to nobler efforts. The score was 22 to 11 in favor of the Babsons, and if darkness had not intervened it might have been—different. Flushed with victory the Babsonians are out with a challenge to Lyon & Healy.

T. J. Rochford & Co., with offices in the Republic Building, this city, expect to make electric

While in Chicago Pay us a Visit at Our New Home

19th Street, bet. Marshall and California Boulevards

The largest building in the world devoted to the exclusive sale of Phonographs and Records
You will be more convinced than ever that *WE ARE*

"THE PEOPLE WITH THE GOODS"

BABSON BROTHERS

G. M. NISBETT, Mgr. Wholesale

Take Douglass Park Trains on Metropolitan Elevated to California Avenue Station

coin-controlled pianos as well as regular pianos in a new factory they are building at Tipton, Ind., and which they expect to have ready for occupancy in the early fall.

C. F. Baer, manager of the Chicago office of the Columbia Phonograph Co., and O. W. Eckland, manager of the instalment department, accompanied by their wives, left on a three weeks' trip, which will include visits to a number of the Columbia Co.'s branches, to the headquarters in New York, and to the Jamestown Exposition. From Chicago they went direct to Detroit, and from thence to Buffalo, Pittsburg, Albany, down the Hudson to New York, and thence to Bridgeport, Boston, Philadelphia and Washington. After a stay at Jamestown they will return to Chicago via Cincinnati. Both men are hard workers, and the trip will give them a needed rest as well as result in an interchange of ideas and experiences with other Columbia managers that can but be of benefit to all concerned.

The extended changes and alterations which have been made in the Columbia warerooms and offices at 88 Wabash avenue have now been completed to the great joy of the force who have been compelled to work in a veritable carpenter's bedlam for the past six weeks. The offices, with the exception of that of the commercial department, have all been moved to the entrosol floor, which extends around the south side and rear of the store. District Manager Fuhri is unobtrusively located in the southeast corner of the double decker, from whence he works the wires that keep him in touch with the extensive Western and Central Western territory over which he has control. The Northwest corner is occupied by O. W. Eckland, and the instalment department is in a private office between the two. E. C. Plume, Western wholesale manager, holds forth. The south gallery is occupied by the counting room and collection departments, and here are the desks of Manager C. F. Baer and Assistant Manager George Cass.

Downstairs the retail department floor has been rearranged, the disc record stock occupying an imposing extension along the north wall within instant reach of the sales force. Floor Manager Walthau is delighted with the new arrangement which gives him space for an imposing show of cabinets. The Chicago office has just issued catalogs of both disc and cylinder records, arranged alphabetically by title and intended primarily for dealers' use.

R. Kean Cameron, Retail Manager John Ottos, capable assistant at the Rudolph Wurlitzer Co., is again back at his desk after a five weeks' illness. His sister, Miss Ida May Cameron, is winning additional laurels as a singer. She appeared in recital at Crerar Hall, and has a number of engagements for appearances at association gatherings during the summer.

C. M. Le Roux, who since the Cable Company discontinued their wholesale talking machine department, has had charge of the retail, has resigned. He's a wholesale man by virtue of long inclination and long training, and feels that his efforts can be expended to the best advantage in that branch of the business. Up to the present time he has not made any further connection but has several good offers under consideration

F. K. Dolbeer, of the National Phonograph Co., made a flying visit to Chicago on the 7th.

The Crescent Talking Machine Co., who moved to 40 Michigan avenue last month, have now ready for the market the Sheppy automatic brake for disc machines, the invention of Frederick Sheppy. It eliminates the thumb brake entirely. Start the machine going and you can sit down, listen to the music and smoke your cigar in peace as the machine is stopped automatically and instantly upon the expiration of the record. Furthermore the turntable is started automatically when a record is placed on the machine.

B. Feinberg, of Dillbahner & Feinberg, proprietors of the Western Talking Machine & Supply Co., returned from his Eastern trip the latter part of last month loaded not only with memos of goods purchased, but also with orders from jobbers, whom he visited on the way home. He will give the road the good-bye until after the Central States Talking Machine Jobbers' convention. The plan of carrying stock of all kinds of talking machine supplies in Chicago for the benefit of the Western jobbing trade has proved such a convenience to the company's customers that they have been compelled to secure additional storage facilities in the building in which they are located, 6 East Madison street, securing ample room in the basement for that purpose. During convention week they will have on exhibition at their warerooms several new novelties in the supply line including the Ideal folding horn manufactured by the Ideal Fastener Co.

Loring L. Leeds, of the Leeds & Catlin Co., was here the latter part of last week. He reported trade as excellent and that Central Western jobbers on the whole were looking for a larger volume of business in 1907 than in 1906.

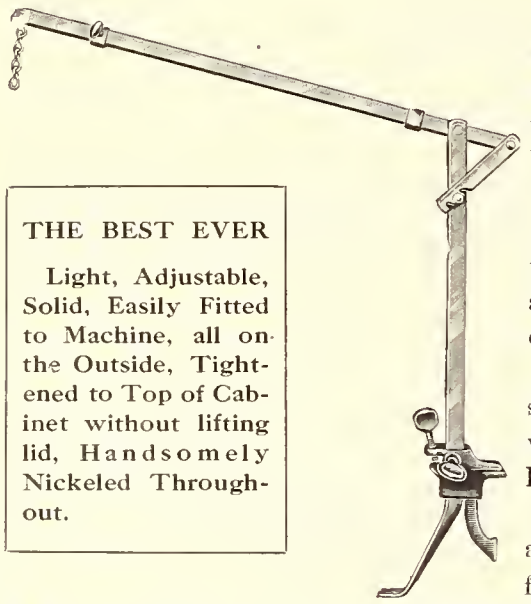
Walter Gray, manager of the San Francisco office, and George W. Lyle, general manager of the Columbia Phonograph Co., were recent visitors at 88 Wabash.

The offices of the Western commercial department, the battery department and the moving picture department of the National Phonograph Co., remain at the old number, 304 Wabash avenue, the quarters having been rearranged and decorated since the fire in the building six weeks ago. A. V. Chandler, the National's city representative, continues his rounds among the jobbers as usual, and is always ready to welcome out-of-town visitors.

Babson Bros. are now thoroughly settled in their fine new building at Marshall Boulevard and 19th street, and which has been described in detail in The Review. Everything is convenient. The immense record stockroom, which covers the entire fifth floor, has a system of record bins devised by George M. Nisbett, wholesale manager, with a total capacity of 600,000 Edison records. The cut illustration given in this connection shows the manner in which these bins are arranged. There is plenty of room, and two people can work back to back with perfect comfort between the bins. The lighting facilities are unsurpassed. There are windows on all sides, and the immense skylight above running along the entire length of the floor make the spaces

The Simplex Crane

(PATENTED)



THE BEST EVER

Light, Adjustable, Solid, Easily Fitted to Machine, all on the Outside, Tightened to Top of Cabinet without lifting lid, Handsomely Nickeled Throughout.

This is certainly the happiest idea so far evolved for holding a horn to any Cylinder Machine, and is aptly named "SIMPLEX," for it is surely simplicity itself. The Crane is attached to the Machine top by an ingeniously devised screw operated clutch, in such a way that the more weight on the outer arm of the Crane, the harder and more firm is the lock fastened to the machine, insuring absolute safety from fall and damage to the horn or machine.

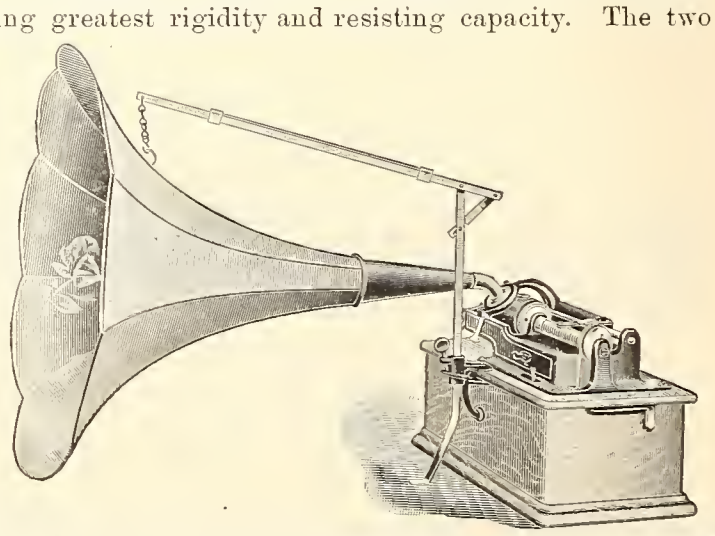
The angle of elevation is gauged by a lever on the back of the Crane, in which are three notches. This lever locks of its own weight, without the use of any spring or screw, and thus assures permanent freedom from worn threads, broken springs and all that sort of tantalizing annoyance.

The length of the horn determines the stretch of the top-arm which is made long or short by means of snug fitting clips and a steel thread-lock. A short length of good weight chain completes this unusually capable, handsome, durable, easily operated horn support.

The construction is of $\frac{3}{8}$ by $\frac{3}{16}$ inch cold drawn charcoal steel, and the extension arm operates laterally, thus attaining greatest rigidity and resisting capacity. The two feet are flat and perfectly smooth. A heavy coating of best nickel-plate, electrically applied, then handsomely burnished to a mirror gloss, is the finish used throughout.

The Lip-lock, or clutch which fastens the Crane to the Machine, in order to assure perfect safety from defects, is NOT CAST, but made of MALLEABLE IRON, treated to a thick lacquer of Baked Japan, very elastic, yet very glossy.

Closest inspection and examination of this very modern, simple, up-to-date Crane are cordially invited. The wholesale figure and the customer's price offer an attractive proposition to all dealers.



Retail Price, $1.25 Each

Chicago Stand Co. *Manufacturers*

260 Wabash Avenue, CHICAGO

between the bins as light as any place in the building. The fourth floor is devoted to general stock, the third to machine stock, the second to executive offices and the first to packing, shipping and repair departments. Not only in the interior arrangement but in the surroundings has the climax of convenience reached. The building faces Douglass Park, and the employes therefore get the advantage of fresh air and a delectable outlook, while the Douglass Park cars of the Metropolitan Elevated bring visitors from the loop in twenty minutes. They alight at the California station, and are within a block of the building. After a tour of inspection of the whole 60,000 square feet, "without doubt the largest space in the world devoted solely to the sale of phonographs and records," they can be taken to the big Catholic hospital next door and revived and tenderly cared for. Convenient any way you look at it.

VIEW IN PART OF BABSON BROS. GREAT RECORD STOCK ROOM.

The Talking Machine Co. are more than pleased with their new quarters at 142 Wabash avenue, where they occupy the entire floor of the big building. Manager Geissler reports the creation of a large number of Victor dealers within the last two or three weeks. Their system of making selections for dealers from the experiences of the large local buyers has proved a big success. May showed a remarkable improvement over the corresponding month of last year.

C. E. Goodwin, of Lyon & Healy, has been for some time quietly putting into effect a plan for enabling the country talking machine dealers to do an instalment business by arranging for them to pay Lyon & Healy on the instalment plan. It is having the effect of creating talking machine dealers among merchants of limited capital, but who, by virtue of energy and ability, are likely to become marked figures in the talking machine business of their respective sections.

The Rudolph Wurlitzer Co. have now occupied their new wholesale department stockrooms at 336 Wabash, where they have three times the capacity formerly. The offices of the wholesale department remain as heretofore in the Wurlitzer Building, 260 Wabash.

The many customers and friends of James I. Lyons, the well-known and long-established talking machine jobber, will be interested in learning that he has again secured the services of Joseph S. Reynolds, who was his right-hand man during the first year and a half of his career as a talking machine jobber, and had previously been with him for many years. Mr. Reynolds comes back

HORNS

PLAIN, DECORATED and Imitation Wood Color :: JUST IN—New line of fancy decorated horns.

JOBBERS

WHEN IN CHICAGO you are cordially invited to make our offices your headquarters.

CRANES

O. K. and Universal :: Shipped F. O. B. Chicago :: No advance in price :: :: ::

CHICAGO FACTORY WAREHOUSE FOR THE CONVENIENCE OF WESTERN JOBBERS

STANDARD NEEDLES

Loud, Soft, Medium and Musical Tone :: Main Springs in all sizes :: :: ::

Western Talking Machine & Supply Co.

DILLBAHNER & FEINBERG
Props.

6 E. Madison St. CHICAGO

'Phone, Central 3729

SUPPLIES

Rubber horn connections :: Nickel plated and zinc oil cans :: DISC RECORD envelopes in all sizes, etc. :: :: ::

Attention!

If you are in town with the Piano Dealers' Convention, look us up, at your first leisure moment.

If you don't come to the Convention, the first time you do come to Chicago we want you to make it a point to see us. We want to show you the largest, most complete, up-to-date **Wholesale** Talking Machine Company in the Country to-day. We are anxious to show you the orders we are filling, and just how we fill them. This is of vital interest **to you.**

REMEMBER NO RETAIL. You might as well be dealing with the factory direct.

If you have been short anything in the Victor Line, try us. **We want to show you something.**

REMEMBER WE WHOLESALE EXCLUSIVELY

The Talking Machine Co.
VICTOR
TALKING MACHINES
RECORDS
SUPPLIES

72-74 Wabash Avenue,
CHICAGO, ILL.

to the house of Lyons, after an absence of six years, which, however, has been spent in the talking machine busiuess. He will theu have immediate charge of the sales, credits, correspondence, etc., giving Mr. Lyons a chance to devote more time to the general management of the business. This means, of course, that the wholesale talkiug machine busíness will be pushed harder than ever, along conservative lines. Mr. Lyons is distributer of both the Edison and Zonophone goods, and as ever carries one of the most complete stocks of supplies of all kinds in the West. He has recently added an exceptionally strong line of disc and cylinder cabiuets. He still continues the manufacture of artificial limbs with pneumatic feet, and has recently moved his factory to the building in which his talking machine business is conducted, No. 192-194 East Vau Buren street.

The Mills Novelty Co. have just put on the market a new automatic coin-operated phonograph, wouud by a single pressure of the foot, thus doing away with the necessity for electric current or troublesome hand winding. It is arranged with either the slot attachment or a push button for home use and a horn may be substituted for the ear tubes if desired.

The reproducer on this machine is one of its unique and novel features. When the machine is put in operation, the hollow arm is slowly and automatically let down, allowing the pin to make contact with the record at just the proper place. When record is finished this arm automatically lifts and returns to starting point. An adjustable screw and lever governs the arm, allowing reproducer to come in contact with record only from the beginning to the end of the piece, thus making it practically impossible to damage a valuable record by scratching.

This automatic shut-off, the ease with which records can be changed by lifting one off and substituting another; the foot treadle arrangement, which makes it possible for independent operators to put it out as a purely automatic coin-operated machine, and the fact that the machine will take a 10-inch record, all contrive to make tnis new product of the big Mills plant a most interesting machine.

TALKING MACHINE IN THE SCHOOL.

An Article Illustrating Its Wonderful Power for Good to the Young American.

The time will come—and let us hope that it is not far distant—when the school houses of our laud will find the talking machine as important a part of their equipment as the blackboard is to-day.

Did you ever stop to consider, Mr. Dealer, what the talking machine will do for the "Young America" who is striding along the path of knowledge in the public school? The amount of benefit to be derived from its use is so great that it is difficult to determine just where it can do the most good. Probably the elocution class will reap the richest harvest by having the voices of brilliant recitationists at their disposal. The boys and girls who attend our institutions of learning are very bright juveniles, and, therefore, clever mimics. When a recitation or reading is given to the class as their lesson for the following day, and then played for them upon a talking machine, they immediately grasp the correct idea, and when the time comes for them to declaim, they do it with expression, remembering the phonographic rendition of the night before, and profiting by it to a marked degree.

The great men of the world are coming forward one by one, Emperor William being the first, and having records made of their voices for the benefit of humanity at large, and this is a great aid to the school. The history lesson can be made so much more interesting if it deals with a great man whose voice is at the beck and call of the scholars.

Suppose our great President of the United States, Theodore Roosevelt, were to have one of his stirring speeches, delivered in his characteristic style, engraved upon a disc or cylinder, and duplicates of the same distributed among the schools; would it not have a patriotic effect; would it not instill into the hearts of the children a more real and lasting impression of the man, the statesman, and the author, than a mere book could give? It is time for our great men to come forward and present their voices to the world, for in so doing, they will not only improve the youthful minds of the present generation, but those whose lives may reach into the

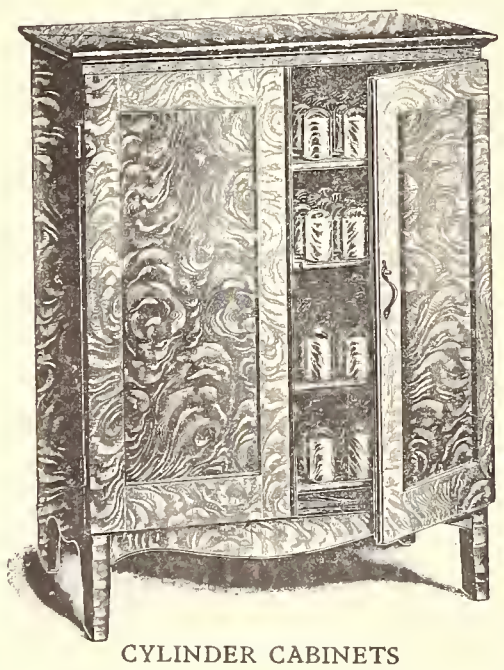
far distant future. It is possible in this progressive age of talking machines to have stored away in the libraries of our schools not only the written word of famous personages, but perfect reproductions of their voices as well, and you are the man, Mr. Dealer, to insist that this thing be done, for thereby you will add materially to your business by bringing to the front the educational powers of the machines you sell, and also place before the mothers and fathers of our country something they cannot fail to appreciate; that is, an inspirer of intellectual understanding in the braius of their offsprings.

HOWARD TAYLOR MIDDLETON.

The Eureka Phonograph Co., who opened up August 1 in Eureka, Cal., are doing an enormous business in Edison machines and records.

SOMETHING NEW IN RECORD CABINETS

SEND FOR CATALOGUE AND DEALERS' DISCOUNTS



CYLINDER CABINETS

Solid Oak. Holds 200 Records. Height, 35 in. Top, 25½ x 18 in.

JAMES I. LYONS

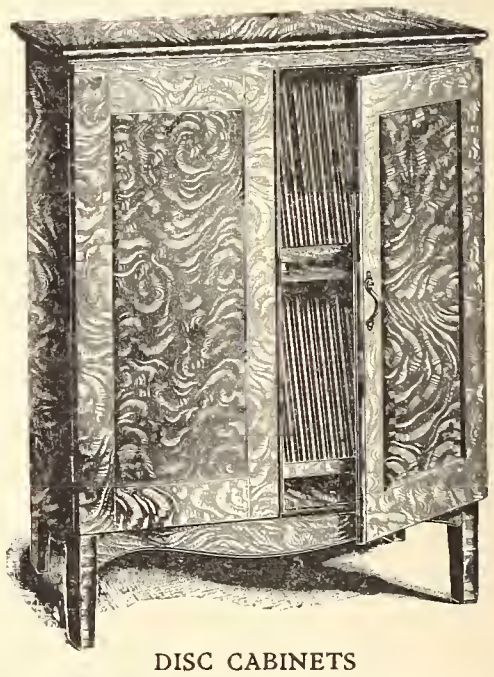
EDISON JOBBER

ZONOPHONE JOBBER

WHOLESALE

Talking Machine Supplies

Springs in Stock



DISC CABINETS

Solid Oak. Capacity 210 Discs. Height 35 in. Top, 25½ x 18 in.

FOR ALL TALKING MACHINES

OTHER MONEY MAKERS FOR LIVE DEALERS

192-194 Van Buren Street CHICAGO, ILLINOIS

KIBBEY HAS CONCERTOPHONE.

Adds Another Big Seller to His Splendid Line of Specialties.

(Special to The Talking Machine World.)

Chicago, Ill., June 10, 1907.

H. C. Kibby & Co., coin-operated specialties, Republic Building, have secured a notable addition to their line in the Concertophone, manufactured by the Skelly Manufacturing Co., of this city, and for which Kibby & Co. are now exclusive sales agents. As readers of The World know, coin-controlled graphophones are remarkably loud and clear. The customer has the choice of his records. It is operated by spring motor, and automatically rejects slugs.

Kibby & Co. are also making a strong push on the Lavery phrenometer, a cut of which appears in their advertisement in this issue. This remarkable device scientifically measures, delineates, prints and delivers on a sheet of paper the degree of development of every faculty of the brain. Kibby & Co. state that it is more scientifically accurate in its readings than any professor of phrenology, because it gives accurate and positive measurements, while man relies on touch or observation. No two persons can, by any chance, receive similar readings unless their bumps are actually alike, something which probably never occurs. The phrenometer is not a slot machine, but requires only a moment's attention by the owner in order to adjust it on the customer's head. The returns to the owner of a phrenometer are large, and its unit is so unique as to create a craze for having your head read by the machine as soon as it is introduced in a town or locality. Kibby & Co. invite every one during convention week to call at their warerooms and receive a reading free of charge.

STEVENS' MEXICAN TRIP.

Has Interesting Chat With the World Regarding Conditions in the Land of the Montezumas.

Visitors to the neighboring republic of Mexico return to the United States enthusiastic over almost everything they see and hear while in that country of alleged romance and great business possibilities. Walter Stevens, manager of the National Phonograph Co.'s foreign department is no exception. He started on the trip April 22, going via Chicago and St. Louis, and reported for duty at the New York offices June 3, looking as if he had a most enjoyable journey, from which substantial results will follow. When The World asked Mr. Stevens what his opinion was of talking machine affairs in Mexico, he said:

"Most of the time while away I spent in the City of Mexico, making side trips, the most important of which was to Vera Cruz, a seaport of importance on the Gulf of Mexico, and where my special object was to study the customs regulations.

"The headquarters of the Edison business in the republic is the Mexican National Phonograph Co., City of Mexico, D. F., that has been established two years. Rafael Cabanas is the resident manager, and a most capable man he is from every point of view. He is a thorough talking machine man, having been an assistant in this office a couple of years before assuming the management of the Mexican Co., which is a distinct and separate organization, like all our foreign houses, from the parent company here. Senor Cabanos is as much an American as a Mexican, and was educated in the States, though he has always claimed Mexico as his home. He speaks English fluently, and has more the appearance of a New Yorker than a Mexican.

"All the Edison Mexican business goes through his hands. Jobbers and dealers are established in the same manner as with us, the jobbers carrying stocks and supplying the retail trade. Should I receive an inquiry from Mexico about the Edison line I should forward it at once to the Mexican National Phonograph Co., as the National Co. does not sell direct to the Mexican trade at large. The sale of Edison phonographs and records in the republic is very large, and the demand is simply tremendous. In saying this I do not mean to decry the business that the other talking machine companies are handling, and which is also expanding. In fact, I believe Mexico is one of the coming countries of the world for the talking machine.

"Musically, Mexico is a critical country, and the people are unmerciful in their criticisms. Many of the band and orchestra leaders are composers. Passionately fond of music, the best and highest grade of records is none too good, and therefore the Edison grand opera records are in great demand. English records, of course, do not sell, excepting to the Americans, of which there is a large colony, and

EDISON HEADQUARTERS IN MEXICO.

they buy liberally. The National Phonograph Co. now have a corps of recording experts in Mexico, taking a large number of special Mexican records—bands, orchestras, vocals, recitations, etc. The company's Mexican list includes 300 selections, which will be increased to 500 when the new ones now in hand are added.

The demand is for the better grade of machines, and so-called cheap goods have no footing whatever. Since the launching of the Mexican National Phonograph Co. they have done a splendid business, and the increase has been phenomenal, so much so that Senor Cabanas has been unable to visit the States, as he ardently desires; cannot spare the time. Yes, this was my first trip, and I hope to make others as the necessity arises, to keep in touch with things across the southern border.

"General business conditions are very favorable for all lines, and a great deal of American capital is being invested in various enterprises. One, however, must have a thorough knowledge of Spanish and English in order to successfully carry on business; that is, handling goods of American manufacture. Mexico is a very old country, as you know, and the people have conventional forms and laws hundreds of years old

"Do You Want What You Want When You Want It?"

Of course you do, but it's Dollars to Doughnuts you're not getting it

MR. DEALER: We are Jobbers Exclusively

a distinction we wish to emphasize.

Your orders have our first and only consideration. Consequently we can give them better attention than if our interests were divided. *Note these few points:* Orders filled same day received. Goods absolutely new (no retail department stock to send you). Every Victor record placed in an envelope when received from the factory. Our enormous stock and shipping facilities enable us to give you the best possible service. If you are not getting perfect satisfaction

TRY US ON

Edison Phonographs and Records
Horns, Cranes, Supplies

Victor Talking Machines and Records
Herzog Cabinets

THE ECLIPSE MUSICAL CO., Exclusive Distributors

1870 EAST 9th ST. (Erie Street)
Near Euclid CLEVELAND, O.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.
GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT
Salesroom, 89 Chambers Street
Cable Address, Dougphona, N. Y. New York
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.
GENERAL SUPPLIES
FOR
DISC MACHINES

We have just completed taking our

SPRING INVENTORY

To Dealers that can call at our Salesroom

89 CHAMBERS STREET, NEW YORK CITY

We can offer some very attractive bargains in Disc and Cylinder Record Cabinets, Horns, Carrying Cases, etc., etc. :: :: :: :: ::

All new, fresh goods, but of types and designs that we have decided to discontinue.

Also some slightly damaged goods at your own price. :: :: :: ::

that are hard to get away from. In brief, they must be observed and respected if you expect to make any headway.

"One great disadvantage is the inability to obtain sufficient help. This throws a lot of detail work on the shoulders of the principal that is wearing and burdensome. The climate of the City of Mexico is delightful—bracing and invigorating—being seven or eight thousand feet up in the mountains above sea level. The display of wealth is noticeable, the streets are crowded with automobiles, carriages and other fashionable vehicles, even more so than in New York. The principal street is Calle San Francisco, the Broadway of the capital. Stores are seldom for rent, and should one become vacant many applicants are on hand, and the hustler captures the prize at an exorbitant figure."

COMMERCIAL GRAPHOPHONE NEWS.

In the commercial department of the Columbia Phonograph Co., General, under the capable and progressive management of J. W. Binder, they are beginning to see daylight. That is to say, the factory is catching up on orders for the commercial graphophone, heretofore behind from 600 to 1,000 machines. The month of May eclipsed all previous records on sales. To render the work of the department more effective the selling force has been augmented by Mr. Binder, as follows:

C. H. Smith, formerly connected with the commercial system of the National Phonograph Co., commencing with June 1, has taken the uptown New York territory. This runs on the east side of Broadway, from Canal street up.

In Cincinnati, O., Charles H. Johnson, formerly with the Remington Typewriter Co., will have full charge of the commercial department, dating from June 15.

The Seattle, Wash., office will be under the management of George S. Murray, recently principal of the State Normal School at Emporia, Kan. His appointment went into effect on the 1st.

On June 15 John Magner, an old talking machine man, and lately assistant manager of the Columbia store under F. E. Winchell in Boston, Mass., goes to St. Louis to assume the management of the commercial end of the house.

NEW JERSEY DEALERS ORGANIZE.

Fourteen talking machine dealers of Jersey City, Hoboken, and other towns in North Jersey recently formed the Hudson County Talking Machine Dealers' Protective Association, with R. C. Woerner, of 162 First street, Hoboken, president, and H. Jaffee, of 122 Washington street, secretary. The aim of the association is to promote the general welfare of the business and regulate injurious competition. The members complain against the establishing of additional dealers in crowded fields. The instance is cited where three furniture houses in Hoboken took on talking machines, the initial stock in each case being three machines and 250 records. The matter is to be brought to the attention of the leading manufacturers.

Those belonging to the association, club together in buying their talker sundries, and thereby get the lowest discounts.

The members all took a day off June 12, and visited the immense plant of the National Phonograph Co. at Orange, N. J., where they were taken in charge by representatives of the company and given an insight into the wonders of phonograph building. They were extended every courtesy while in Orange.

VITAK CO. WORTH WATCHING.

The Vitak Co., 180 Lafayette street, New York City, promises to have something on the market very soon that will revolutionize the moving picture machine. At this writing they did not care to give out any details, but in view of their past accomplishments their future moves will be well worth watching.

DOUGLAS CO.'S NEWARK QUARTERS.

The Douglas Phonograph Co., New York, have leased a building at New and Halsey streets, Newark, N. J., to which they will remove their branch house from 20 New street, about July 1 The premises are to be remodeled, larger plate glass windows added and a new ceiling and fixtures put in, the alterations costing in the neighborhood of $6,000. The company's business has increased at a rapid rate in that hustling city. A new manager will also take hold at the new place.

A NEW RAPKE LABEL.

A Victor disc record label has been devised by the Victor H. Rapke Co., New York; in fact, is now ready for delivery. The title, number and artist's name are displayed in clear, bold type, and the label is destined to become as well known and indispensable as the Rapke label for the Edison cylinder records. The Rapke collapsible cylinder record tray for two, three and four records is also another of the company's latest winners.

JAMES LANDAY DUE JULY 1.

James Landay, of Landay Bros., New York, who has been in Europe since April 24, is expected about July 1, and Max says he will bring back with him a few things of import to the trade. Last week the firm sold a complete Victor outfit, with mahogany horn, to Mrs. W. B. Leeds, one of New York's leading society ladies, who ordered it shipped to her summer home at Newport, R. I. The Victor No. 6, equipped with a mahogany horn, makes a fine appearance. It also comes in oak.

The Syracuse Wire Works, in their advertisement elsewhere, call attention to a somewhat new departure of rack, using as it does the envelopes for carrying the records. The rack is the No. 2A, and contains a light board beneath each opening to hold up the envelope and prevent same from buckling, acting as a shelf. The advance in the cost of this board in connection with the disc racks, is comparatively slight. This can be used on all their disc racks, regardless whether they are stock sizes or specials, the extra cost being merely nominal.

An effort will be made to organize the talking machine dealers in Greater New York. Max Mandel, proprietor of the Guarantee Phonograph Co., 283 Washington street, Brooklyn, N. Y., is taking the initiative, and would be pleased to hear from the trade on the matter.

BARGAIN IN FOREIGN RECORDS.

For sale at a bargain several thousand Italian, Hebrew, Spanish and Hawaiian ten-inch disc records. Address "Foreign Records," care Talking Machine World, 195 Wabash Avenue, Chicago.

TALKING MACHINE REPAIRER WANTED.

WANTED—An experienced talking machine repairer by a large Western jobber. None but a thoroughly competent man need apply. References required. Address, "Ability," Talking Machine World, 1 Madison Avenue, New York.

WHOLESALE MANAGER WANTS POSITION.

Man of long experience both as traveler for talking machine manufacturers and in charge of wholesale and retail department for large Chicago house, desires managerial position where ability and experience will be recognized. Does not object to traveling part of time. Highest references. Address, O. K., care Chicago Office Talking Machine World, 195 Wabash Avenue, Chicago.

RARE OPPORTUNITY OFFERED.

An opportunity is offered a good talking machine man to secure an interest and the management of an old established firm of Edison jobbers located in one of the largest Southern cities. The firm has a profitable business and its dealers pay promptly. Amount of capital required about $5,000 and the position will pay a salary of $100 per month. For further particulars address, Mgr. Talking Machine Dept., 314 Jefferson Street, Louisville, Ky.

VICTOR SALESMEN WANTED.

Large Eastern jobber can place several A1 business getters of good appearance and address. Only those capable of taking charge and showing results in sales need apply. State age, experience, reference, and salary wanted. Address, "Hustler," The Talking Machine World, 1 Madison Avenue, New York.

Chance to Sell Records

WANTED—Columbia, Edison and Victor Records in quantity at low prices. Address Box XX The Talking Machine World.

Prompt Shipments a Specialty

I have the largest and most complete line of Talking Machines and Supplies in Western New York—location near the Union Depot—and can ship orders shortly after they are received.

Edison Victor Columbia

A large stock always on hand. Machines, Horns and Supplies. Complete list of foreign records in all the leading lines.

I can save you time in quick filling of orders.

W. D. ANDREWS
Seneca Street, Corner Wells
Opposite Hotel Broezel

BUFFALO N. Y.

Every Columbia R

No owner of a "talking
than taking the first thing offe
ordinary-process disc or cylinder
dealer. Let that sink in, for i

And if the reason isn't cle
decided on the strength of son

It's the re-orders that cou
The *first* sale is up to you, but
very largely up to the goods the

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Grand Prix at the Paris Expo
the Milan Exposition in 1906, a
St. Louis Exposition in 1904.

COLUMBIA PHONOGRAPH CO., G

Stores in all Principal Cities.

That's Where You

cord Sells Another

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on. Give Columbia Records
never have to argue with you
ue to secure the award of the
n in 1900, the Grand Prize at
he Double Grand Prize at the

, Tribune Building, New York

wanted wherever we are not now represented

Profit Comes In

ANDREWS BUYS OUT LOUD

And Now Has Big Jobbing Stock in Buffalo.

(Special to The Talking Machine World.)

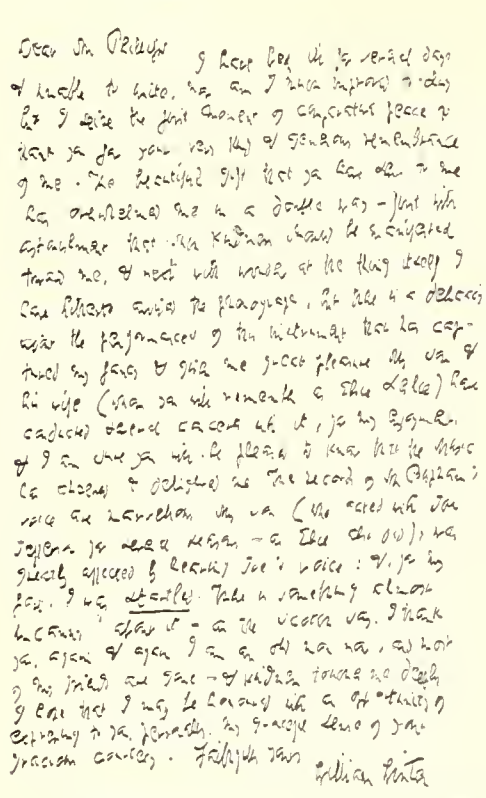
Buffalo, N. Y., Juue 12, 1907.

W. D. Andrews, of Syracuse, N. Y., president of the Eastern Talking Machine Jobbers' Association, who has made a great success of the talking machine business throughout Central and Northern New York, opened a jobbing house in Buffalo, N. Y., on September 1, 1906, under the management of his brother, C. N. Andrews. They have just purchased from Robert L. Loud, the Victor jobbing part of his business, which makes Mr. Andrews the only Victor jobber in Western New York.

The store is situated corner Seneca and Wells streets, opposite the Hotel Broezel, and convenient for out of town dealers, who are always welcome to make it their headquarters while in town. Mr. Andrews caters exclusively to the wholesale trade. He carries a complete stock in Edison, Victor and Columbia lines and gives his patrons the best of service.

INTERESTING LETTER FROM WM. WINTER

William Winter, the veteran dramatic critic of the Tribune, was recently made the recipient of a Columbia graphophone and an assortment of disc records, among which were two by the late Joseph Jefferson. Mr. Winter's letter of acknowledgment, addressed to Mr. Phillips, of the Columbia Phouograph Co., is as follows:



New Brighton, Staten Islaud, May 31, 1907.

[Dear Mr. Phillips: I have been ill for several days and unable to write, nor am I much improved to-day, but I seize the first moment of comparative peace to thank you for your very kind and generous remembrance of me. The beautiful gift that you have sent to me has overwhelmed me in a double way—first with astonishmeut that such kindness should be manifested toward me, and next with wouder at the thing itself. I have hitherto avoided the phonograph, but there is a delicacy abont the performance of this instrument that has captivated my fancy and given me much pleasure. My son and his wife (whom yon will remember as Elsie Leslie) have conducted several coucerts with it for my entertainment and I am sure you will be pleased to know that the music has cheered and delighted me. The records of Mr. Bispham's voice are marvelons. My son (who acted with Joe Jefferson for several seasons—as Elsie also did) was greatly affected by hearing Joe's voice and for my part I was *startled*. There is something almost uncanny about it—as the Scotch say. I thank you, again and again. I am an old man now and most of my friends are gone—and kindness touches me deeply. I hope I may be honored with an opportunity of expressing to you, persoually, my grateful thanks of your gracious courtesy. Faithfully yours,

WILLIAM WINTER.]

RECENT LEGAL DECISIONS.

The American Graphophone Co. Denied Injunction Against the Leeds & Catlin Co.—They Were, However, Granted Preliminary Injunction Against International Record Co.

The second motion for a preliminary injunction in the case of the American Graphophone Co. against the Leeds & Catlin Co., New York, argued before Judge Lacomhe, United States Circuit Court, Southern District of New York, April 24, was again denied. The decision was handed down June 11, the complainants petitioning for au enjoining order against the alleged employment by the defendants of the Jones patent process of duplicating disc records. The motion was denied without leave to renew. The suit now goes to a hearing on the merits before the same court.

On the same day, Judge Lacombe granted a preliminary injunction in the case of the American Graphophoue Co. against the International Record Co., Auburn, N. Y., that was argued at the same time. The court, in his decisiou, said: "The infringement seems to be quite satisfactorily made out." This case will also take the same course as the one mentioned above.

SUIT BROUGHT IN MEXICO

Against the S. Espinosa Co. by Certain Composers for Selling Records of Their Compositions—Will Act as Columbia Jobbers.

On June 5 the arrangemeut of the Columbia Phonograph Co., General, with the S. Espiuosa Phonograph Co., City of Mexico, whereby the latter were the exclusive agents for the Columbia products in the Republic, was terminated. They will, however, continue as jobbers.

Monday's mail to Mr. Burns brought the news that recently a suit was instituted against the S. Espinosa Phouograph Co., by Mexican composers and music publishers for selling records of their compositions. As Mexico has no copyright statute, the common law rights of the alleged owners of the music have been invoked, it is thought, pretty much along the lines of the litigation undertaken by the John Church Co. years ago against the Columbia Co., the latter coming off victorious. Mr. Burns is inclined to the opinion that with the hazy precedents of Spanish adjudication the complainants will find it difficult to establish a case.

SECURE MORE ROOM.

The Victor Distributing & Export Co. Lease Extra Loft for Storage of Stock.

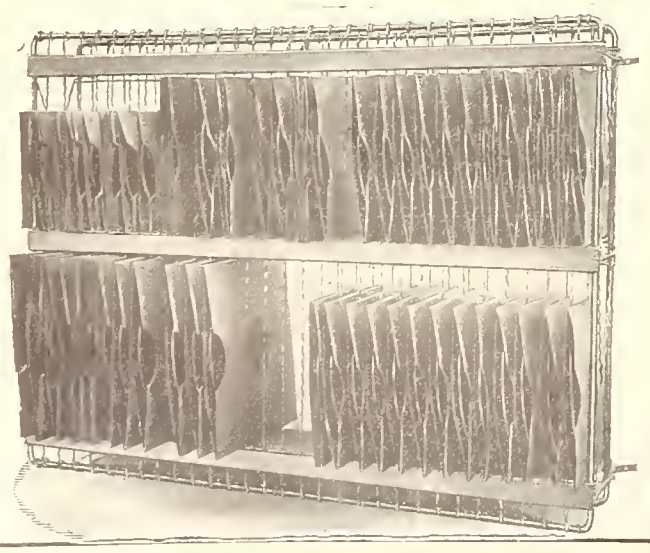
Replying to an inquiry respecting the situation and the outlook for the business of his company, J. T. Williams, general manager of the Victor Distributing and Export Co., 77 Chambers street, New York, said to The World recently: "We have taken an extra loft in the neighborhood for the storage of stock, which is now reaching us from the factory in better quantity than for some time. We could use still more, but suppose we must he satisfied with what we can get. Our new warehouse is not as commodious as we would like, but room on Chambers street is scarce. The local trade is rather unsatisfactory, it fluctuates; but out of the city it is good."

THE "WORLD" IN MEXICO.

"Usually I do not throw bouquets," said Walter Stevens, manager of the National Phonograph Co.'s export department, "but when I was in Mexico I heard the Talking Machine World so warmly praised that it is no more than right that The World should hear the story. In Torreon, Coah., is one of the most enthusiastic phouograph men you ever met in your life—hustling jobbers 'de los fonografos Edison.' They are in the drug business—the Warner Drug Co. is their name. They have a mezzauine floor in the store, where the Edison stock is exploited. A machiue is kept going constantly—not missing a minute from the opening to the close of the day. A mau stands in front, decked out in a uuiform, handing printed matter—a great variety from day to day—to passers-by, all relating to talking machines.

"One of the partners is a physician, and Mr. Warner is the enthusiast, and the doctor told me that any one coming in to have a prescription filled would be approached on the phonograph proposition by Mr. Warner before leaving. His assistant is a good second, and when the Talking Machiue World arrives they both go through it page by page, from cover to cover, never missing a line. Then they pass the paper along to the clerks, so that each in turn can get posted on the latest discoveries and the newest developments in machines, records, supplies and general requisites. I picked up The World to look it over, and Mr. Warner at once remarked 'That is a great paper, the best ever, and we read it not only with pleasure but profit as well. It caunot be beat; the paper keeps us in close touch." Then, as he concluded his narrative, Mr. Stevens picked up the May issue lying on his desk, and as he turned the pages, he remarked, "The World is certainly a great paper."

ANOTHER PROOF OF SYRACUSE WIRE RECORD RACK SUPREMACY

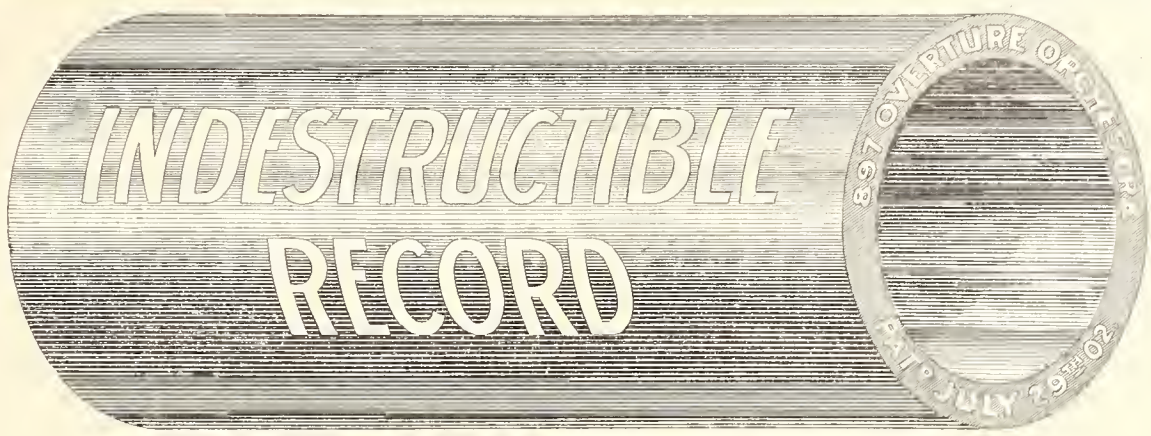


This illustration shows our new method of protecting Disc Records from dust and dirt, enabling you to file the records in the rack in envelope covering. This rack is the same as our No. 2 A with the addition of the envelope system.

As shown in view, a small additional outlay for wood shelving and the envelope covering insure the records cleanliness and safety. The top row is for 8 and 10 inch records; the bottom row accommodates 10 and 12 inch records. The shelving, at merely nominal cost, can be attached to all sizes of our Disc Record Racks.

If you have our Catalog compare this Rack with our 2 A Rack.
If you have no Catalog write for one and for further information.

SYRACUSE WIRE WORKS Foremost Makers of WIRE RECORD RACKS **SYRACUSE, N. Y.**



INDESTRUCTIBLE—That is the name by which our records are designated.

You can't destroy them through ordinary use.

They are absolutely unbreakable, and they never become scratchy or unmusical.

We give up no space to announcements, and we give twenty-five per cent. more music than any other.

The music is of the highest grade.

You will neglect your business interests if you fail to investigate the INDESTRUCTIBLE records.

They can be sent by mail without breaking, and your complaints about cracked records will end.

Our catalogue will be ready in August, and our price will be thirty-five cents per record, with usual discount to jobbers and dealers.

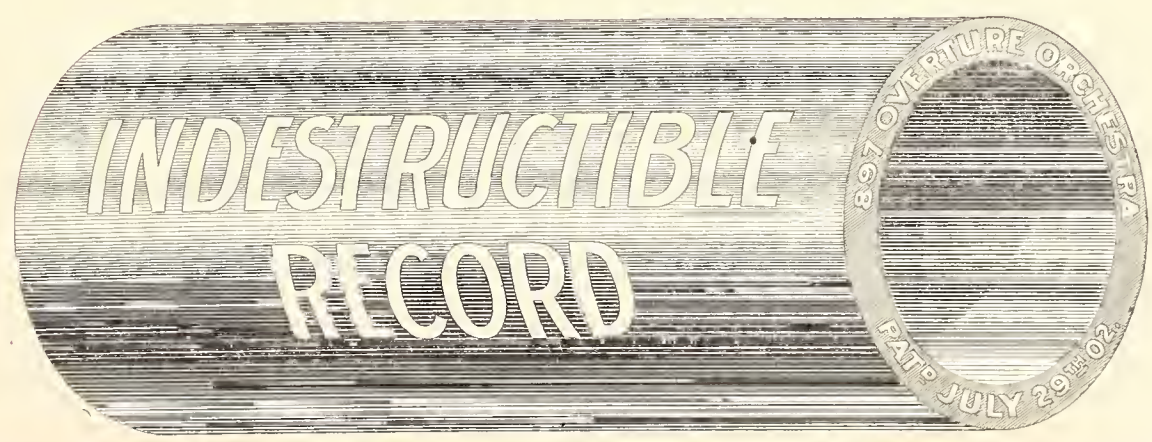
Our manufacturing facilities are unsurpassed.

Our monthly bulletin will contain only the best and latest music.

Every statement which we make we are in position to prove to the satisfaction of every talking machine man in this country.

The Indestructible Phonograph Record Co.

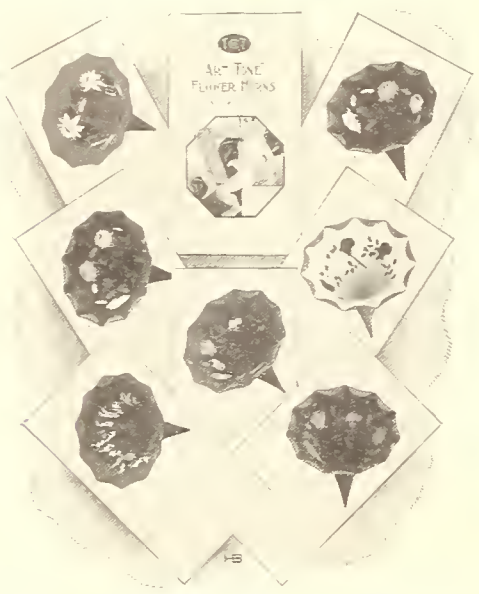
226 HAMILTON ST., ALBANY, N. Y.



"ART TONE" FLORAL HORNS.

A Line of Decorated Horns Which Will Appeal to a Critical Trade—Clever Descriptive Brochure in Colors Just Issued.

There is an unmistakable demand existing in every part of the country for a better grade of horns. This call is insistent and especially accentuated in decorated horns, and those concerns who have catered to customers along this line have been well pleased with the results. The Tea Tray Co., of Newark, N. J., pioneers in the talking machine accessory trade, after elaborate and expensive tests, have brought out a line of horns which they have very appropriately designated "Art Tone" floral horns. The dignity and beauty of these horns appeal at once to the best



class of trade. "Art Tone" horns are constructed of the finest materials that can be procured for the purpose intended. They are put together by experts and are fashioned carefully and expertly into a shape that is at once strikingly handsome and graceful. They are then carefully tested for soundness and strength, after which they are ready for the art department. Here is where "Art Tone" Floral Horns receive the greatest attention. They are hand-painted in a series of superb floral designs by a corps of expert artists. There are no transfers or decalcomanias used in any part or portion of the decoration. It has been estimated by the makers that it requires over five hundred touches of the artist's brush to bring one of these "Art Tone" Horns up to the maker's ideal. Here, again, the manufacturers show great concern. They are not satisfied that the "Art Tone" Horn should merely look well, but they make absolutely sure that they will wear well. These horns, after being decorated, have their colors "baked on" by a special process that makes the finish almost indestructible.

It is gratifying to the manufacturers to know that this new product has met with such strong indorsement from the trade. Scores of congratulatory letters have been received praising their work and expressing the opinion that "Art Tone" horns are bound to appeal to the most exacting class of buyers. The Tea Tray Co. have just issued in connection with this "Art Tone" product a new brochure which is charmingly illustrated in four colors and will be sent to any address free for the asking. The little illustration shown herewith is a reproduction of the cover, which is also printed in colors. The booklet is a very pleasing contribution to talking machine trade literature.

DENHAM CO.'S EXCHANGE PROPOSITION.

With the object of taking off the market all old and antiquated models of the small imported machines generally known as Lyra phonographs, the Denham Co. have made to the trade an offer which will undoubtedly induce a very large number of phonograph dealers to exchange old stock for new. The Denham Co. offer to accept from June 15 to July 31, inclusive, Lyra phonographs of any style and any make, no matter how old or out of date, in exchange for the company's latest model (known as the No. 6 model), on the same "5-to-1" basis, on which one of the leading manufacturers of records accept old records in exchange for new. Five of the new and up-to-date No. 6 models will be supplied at the price of four to every dealer who has sent into the Denham Co. a Lyra phonograph of any description. One hundred old Lyra phonographs pays for 100 brand-new ones, provided, of course, that 400 of the brand-new ones are ordered in addition at the time the hundred old machines are sent in. The price of the Denham Lyra, which was recently materially reduced, is not affected by this exchange proposition.

It is expected that the trade will avail themselves of this opportunity of getting rid of old stock without loss. On the other hand, the Denham Co. feel that this move will result in making the Lyra more popular than ever. There is no denying that when the Lyra phonograph business was in its infancy very large numbers of poorly constructed machines were put on the market, and that this has acted as a hindrance, with some dealers, to placing orders for the new and improved Denham machines.

The Denham Co. say that the more of the "old junk" that they can get off the market between now and the end of July the better pleased they will be, for it will mean a greatly increased market for the fall trade, which will make for the expense involved in accepting old machines in payment for new at present. "If we can persuade the trade to handle Denham No. 6 Lyras exclusively," said Mr. Denham the other day, "it will be a good long time before we will feel called upon to renew our exchange proposition."

The Pathe Freres Co. was incorporated in New Jersey this week with a capital of $1,000,000, for the purpose of doing a storage business.

E. D. Easton, president of the American Graphophone Co., accompanied by his family, left for Europe June 12.

W. P. Thompson, representing Pathe Freres, of London, passed through New York on Wednesday on his way to Canada on a business trip for his house.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The **Lynn Record Cases and Peg Boxes** are another of our products.

We also manufacture the **Wentworth and No. 10 Horn Stands.**

Special Lines and Special Prices on Flower Horns.

We solicit a trial order.

Boston Cycle & Sundry Co.,

J. M. Linscott, Manager

48 Hanover Street, Boston, Mass.

GOOD REPORTS FROM CINCINNATI.

Chat With Mr. Dittrich of the Wurlitzer Co.—Columbia Report—Van Co. Doing Well—Co-operation Necessary—Groene Co.'s Large Line—Device to Frighten Burglars—Ilsen & Co. in New Quarters—Smith & Nixon and the Reginaphone—McGreal's New Store.

(Special to The Talking Machine World.)

Cincinnati, O., June 9, 1907.

Cincinnati, as an entirety, has had an exceptionally good month in everything pertaining to talking machines and accompanying lines. Almost without exception every house in the city reports record-breaking business during the month just closed, and can see nothing to prevent its continuing, with further increase. All of which is very gratifying.

Mr. Dittrich, of the Rudolph Wurlitzer Co., was extremely enthusiastic, and declared that May, 1907, was the greatest month they ever had, except, of course, last December with the holiday demands, which naturally gives that month first place. "For example," he says, "the sales of the 'Victrola' are enormous, the supply entirely inadequate, and the demand is such that it is impossible to retain even a sample a great part of the time. The concerts giveu by Wurlitzers in Steinway Hall, on the Victor Auxetophone, are popular and effective. The Victor exchange proposition has proved its merits and has been a great stimulant to trade.

The Columbia Phonograph Co. report a rushing business, every department showing a wonderful increase over the business of last year. The retail and commercial business has outgrown present quarters, and plans are being perfected to take care of the great demand for Columbia goods at this store. The best goods, the best service, and courteous attention to every wish of the trade, does the trick.

The Van Phonograph Co., incorporated, and conducted by J. Salm—of the Salm Talking Machine Co., 639 Vine street—has launched out into a very prosperous business at 1225 Vine street. The territory heretofore has seemed to have few inducements to offer this line of trade, but the very gratifying results of the initial four weeks of this concern show conclusively that as much depends upon persistent business push as upon location. The machines handled are the Edison, Victor and Zonophone. If the present is an earnest of the future to any extent, the success of the new coucern is assured.

The persistency and comparative ease with which some characters take unfair advantage of credit concerns, to the detriment of dealers and patrons alike, calls for some concerted action on the part of talking machine dealers to prevent persons with neither desire nor ability to meet their payments from working their game upon more thau one dealer. Replevin suits are expensive and undesirable, while the experience serves only the one dealer involved. Co-operation on the part of credit dealers would stop the practice.

The Groene Music Publishing Co., at Race and the Arcade, are doing a fine and constantly increasing business in Edison, Victor and Zonophone machines and records, of which they carry a complete stock in seven lines. Mr. Groene is justly proud of this department of their business, and expresses his belief that the improvements recently made in the leading machines, the "degree of perfection" to which the record has been brought, insure a consideration by the public of the importance of the talking machine never dreamed of by its best friends a few years ago. Mr. Groene related au incident to the point: A musical friend who was impatiently awaiting the appearance of Caruso, the famous tenor, at Music Hall, decided to familiarize himself as much as possible with the wonders of that voice. He obtained the records of everything "Caruso," and finally went to hear the singer. His disappointment was genuine, and he assured Mr. Groene the next morning that the talker had left no worlds for the original to conquer. In fact, he'd rather hear the talking machine, whose records are made under the most favorable conditions, than to listen to the original, surrounded by the uncertain and often disagreeable accompaniments of a crowded auditorium.

It is not generally known, for obvious reasons, but one of our prosperous downtown merchants, residing in the East End, who has an abnormal antipathy for burglars, has arranged a device to thwart any designs they might have on him or his, which, so far as he is concerned, is original. In addition to the regulation electric connections with doors and windows, and an automatic station house call, he has arranged a talking machine of abnormal sound-making capacity in an appropriate spot on the first floor. Upon the slightest provocation on the part of a trespasser the said meddler's ears will be assailed, from some uncanny source, by something along these lines: "No!" (in an angry man's voice) "I will not shoot 'im in the foot; I'll shoot to kill, and I can do it." In a woman's loud but steady treble: "But think of his wife and—little ones." "He can thank nobody but himself—he ought to be home with 'em." Whereupon the burglar is supposed to take at one time a tumble and his departure. The thing will "work," no doubt; in fact, it has; for on one occasion when he was detained down town "on business," and had 'phoned his wife not to look for him, the possibly confused condition that prompted him to go home later resulted in numerous shocks to his jaded nerves and explanations hard to make to an over-inquisitive neighborhood and a patrol crew devoid of all sentiment or sympathy. Our genius confided this much for the benefit of those who would enlarge the talking machine's sphere of usefulness, that the record for this purpose was by himself and wife, immediately after she had gotten a new hat and he had received the bill for it. He says that the tones of such records of any man's voice will surprise that man when he hears it again, under certain uncertain conditions.

After thirty years in their former location, 25-27 W. Sixth street, Ilsen & Co. are now located in their new quarters at 615 Vine street, which they feel has numerous advantages over the old place, among them being greatly added wall

Central States Edison Dealers

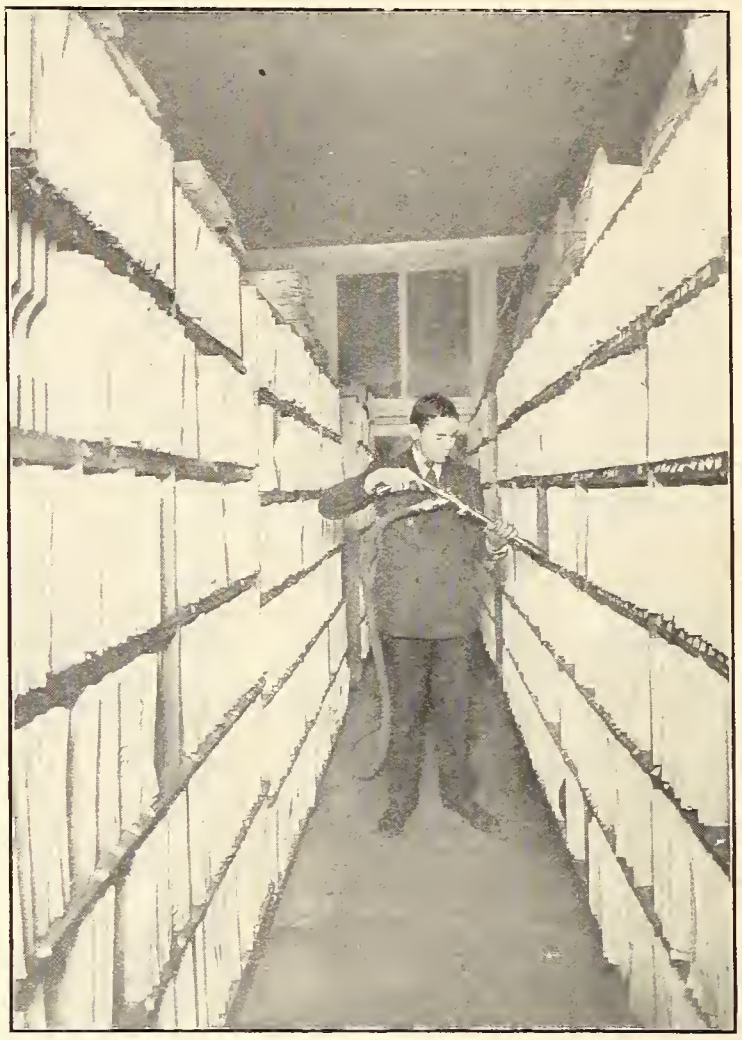
¶ AM ready to look after your Phonograph needs from my Cincinnati wholesale place. My stock from beginning to end is new and fresh and my aim shall be to give dealers not only good service, but aid them in every way to make money with the line by giving them every assistance possible, and ten years' experience, first as road salesman for the National Phonograph Co., and four years of jobbing Edison goods exclusively in Milwaukee, should fit me for the successful work of middleman.

I MOST RESPECTFULLY SOLICIT YOUR VALUED PATRONAGE :: WRITE FOR CONTRACTS

LAWRENCE McGREAL, Cincinnati, Ohio

29 East 5th Street

Removing Grit with Pneumatic Brush.



Daily Cleaning of Shelves.

VITAL IMPORTANCE

Do you know that the GRIT, which gathers in a Record groove chokes the reproduction, eliminates the finer notes entirely, shortens the life of the record by one-half, cuts your profit by damaging your stock and losing Machine Sales ?

Pneumatically Cleaned Records in Envelopes

Our entire stock is cleaned by subjecting the surface of each Record to the action of a Pneumatic Brush, which has a suction power of twenty-five (25) pounds, cleaning out the minute grooves, which no cloth can reach. After being cleaned the Record is placed in an envelope and reaches the Dealer in perfect condition.

WE STAND IN A CLASS BY OURSELVES. THE ONLY JOBBERS IN THE UNITED STATES WITH PNEUMATIC CLEANING APPARATUS

When you consider the immense value that clean, bright salable stock has, when compared with the damaged article—ordinarily carried by Distributors, and the complete shipments that we make, you will feel that you are getting 50% more for your money than when you buy from other sources.

It will pay you to buy from us, no matter where you are located. Send us your orders for Machines and Records.

Our Stock of Victor, Edison and Zonophone Machines and Records is the Largest in the West

THE RUDOLPH WURLITZER CO.

CINCINNATI CHICACO

space, so necessary for the accommodation of the large stocks of records and music which they carry.

The Smith & Nixon Piano Co., 10-12 East Fourth street, are handling the Reginaphone in a manner characteristic of the house, resulting in great difficulty in keeping the available supply in excess of the demand for these machines.

Lawrence McGreal, formerly member of the firm of McGreal Bros., of Milwaukee, and present sole proprietor, has opened an exclusive phonograph store at 29 East Fifth street, this city. A jobber of the Edison, he will retail the Edison and Victor machines with a complete line of records for each. "The goods," practical experience, business sagacity, and the judicious use of printers' ink, are the combination employed to win.

NEWARK TINWARE AND METAL WORKS.

A number of new designs of flower horns have been brought out during the past six months by the Newark Tinware & Metal Works, Newark, N. J., but their latest, the wood-finish sheet-metal horn, has won especial praise for its many excellent qualities of design, finish and acoustic worth. It is gotten up in oak and mahogany finish in different shades to match cabinets of talking machines. It is needless to say that horns of this kind do much to lend an harmonious effect to the talker, and make it a more æsthetic proposition. They are very proud of the prominent jobbers who handle their line, and always make it a point to make shipments promptly. They cordially invite visitors to New York to run over to their works.

To repeated requests that he make some records of his voice to be preserved by his admirers Thos. A. Edison has always turned a deaf ear. It is to be hoped that he will change his mind before long, so that the whole world may hear through the medium of the talking machine, the voice of the man who played such an important role in its creation.

NEWS FROM ALL POINTS OF THE COMPASS.

That tremendous sign at the junction of Broadway and Fifth avenue, New York, running the full width of the building on the roof, and ten or fifteen feet high, with "It Looks Good to Me—Edison Phonograph," and a reproduction of the listening old man and woman bent over the horn, is one of the most striking objects in that conspicuous neighborhood. Coming up Broadway no one can escape the bold lettering or the significance of its meaning.

Tom Murray, an attache of the Columbia Phonograph Co.'s traveling force in the wholesale department, with territory stretching from Cincinnati, O., to Bangor, Me., dropped into the New York headquarters early in the month. He added the Osgood Co., Boston, Mass., to the jobbing list, and laid the foundation for a number of excellent prospects in the same branch. Tom will make one more trip West before returning to his chateau for the summer vacation.

J. W. Scott, who covers New England for the National Phonograph Co., bagged a $10,000 order in Manchester, N. H., recently. The goods have already been shipped to the happy Edison jobber.

Justice De Witt, proprietor of the Byrnes Phonograph Co., with three stores in New York City, is reaping the benefit of a strong business gained by up-to-date methods and adequate stock. He handles Victor, Edison, Columbia and Zonophone lines, and has special facilities for high-grade repairing. He also handles the Edison kinetoscope and films.

J. Victor Castaran, of Castaran Hermanos, Buenos Ayres, A. R., S. A., is regarded as one of the best informed men in the business in the Republic. As an active mercantile man in New York for five years, he absorbed the great American spirit of progressiveness, and is putting it in practice down in the wonderfully expanding Argentines. The firm handle the Zonophone line, with which they have scored a remarkable success.

Landay Bros., Victor distributers, New York, have started a campaign of daily newspaper advertising that is to be commended. The ads. are prepared by a specialist under the expert supervision of this highly successful firm, and are changed regularly. The style of display and crisp letter-press attract more than usual attention.

The following firms were added to the list of Edison jobbers during May: John B. Varick Co., Manchester, N. H., who placed an initial order of $10,000; McGreal Bros., Cincinnati, O. (branch). These firms were placed on the suspended list: J. Raymond Smith, San Francisco, Cal.; Guy Furniture Co., Worcester, Mass.; E. & J. Tierney, Bay City, Mich.

The J. Frank Walker Music Co., Joplin, Mo., have sold out to the J. W. Jenkins' Sons Music Co., Kansas City, and the latter will hereafter conduct a branch talking machine store there under the management of J. O. Adams. The building in Joplin will be remodeled and a passenger elevator installed. Four men will travel out of the Joplin jobbing branch.

J. G. Piper, manager of the Magruder Talking Machine Co., Nashville, Tenn., has opened a branch house for that company in Grand Rapids, Mich. Mr. Piper will remain in Grand Rapids for about two months and will visit his old home near that city.

Koehler & Hinrichs, Edison and Victor job-

NEW EXCHANGE PROPOSITION

From June 15th to July 31st, inclusive, ***we will accept "Lyra" Phonographs of any make or any model*** (no matter how old or out-of-date) ***in exchange for our Improved No. 6 Lyra,*** which is our latest 1907 model and is the best Lyra Phonograph ever manufactured.

A splendid opportunity to make room on your shelves for the Denham No. 6 Lyra and to get rid, ***without loss,*** of all antiquated, out-of-date and inferior types.

We stake the reputation of the Lyra Phonograph on our new No. 6 Lyra. We wish to clear the market of all inferior models. Therefore ***full credit*** will be accorded for ***every*** Lyra Phonograph sent in to us up to and including July 31st, whether purchased from us or not.

Write TO-DAY for full particulars.

Have you seen our new large-sized Denham Grand Opera Reproducer—the one with the curved neck and indestructible dome?

Have you seen our new dome or cap, with sapphire-colored reproducing point, and so constructed that the reproducing point can neither fall out nor be pushed in?

THE EDWIN A. DENHAM COMPANY, Incorporated

Main Offices: 498-500 BROADWAY, NEW YORK Telephone { 7721 / 7722 } Spring

bers, St. Paul, Minn., are enlarging their stock rooms so as to carry 100,000 records.

J. F. Schmelzer & Sons Arms Co., Victor and Edison jobbers, Kansas City, Mo., observed the semi-centennial anniversary of the establishment of their business on April 30. When they began in Leavenworth the talking machine had never been heard of, and the telegraph was just coming into commercial use.

Previous to the arrival in Belfast, Ireland, of the Zancigs, the wonderful telepathists, T. Edens Osborne, the well-known and progressive talking machine factor of that city, gave talking machine demonstrations of their performance, the actual voices of the Zancigs being reproduced clearly and distinctly. The demonstrations were unique and attracted a great deal of attention, being given for ten days.

The commercial department of the National Phonograph Co. has recently opened three new branch offices. These are located at Newark, Cleveland and Washington, D. C. The Newark office is located at 321 Union Building, and is in charge of N. R. Compton, formerly connected with the New York branch. The Cleveland office is located at 511 Schofield Building, and is in charge of J. O. Hanna. The Washington branch is in charge of C. T. Wilber, also connected with E. F. Droop & Sons Co., 925 Pennsylvania avenue, N. W.

Unless something unexpected occurs within the next month, there will be no exhibition of Edison Phonographs at the Jamestown Exposition. C. B. Haynes & Co., Edison jobbers at Richmond, who expected to have an exhibit of Edison goods at the Exposition, was compelled by circumstances to abandon the plan. None will be made by this company direct.—Edison Phonograph Monthly.

A new five-story concrete factory building will be erected on property recently acquired by the Edison companies in Orange, N. J., and which completes their ownership of the entire block. The structures under way are being pushed rapidly to completion.

The National Phonograph Co. have made arrangements whereby they will allow twenty-five per cent. discount on all commercial outfits purchased by schools or will rent same at the rate of $20 yearly. The special contract provides, however, that the outfits must be used solely for instruction purposes. The offer comes in response to the demand among teachers for phonographic dictation outfits to assist students in increasing their speed in both stenography and typewriting.

It looks as though Star disc records have come on the market to stay, acording to the reports of increasing business received from Hawthorne & Sheble Manufacturing Co. This phenomenal success can be summed up in a few words, making popular selection, rejecting everything that has not a clear, natural tone, and using the best selected material to insure perfect wearing qualities.

In a fire which destroyed three buildings on North Eighth street recently the Northeastern Phonograph Co. suffered the loss of their entire stock. The blaze began in a pile of rubbish in the basement of the phonograph store.

Nahum Stetson, secretary of Steinway & Sons, one of the world-famous firms in that line, has a Victor talking machine in his private office in Steinway Hall, New York, for his personal entertainment and diversion.

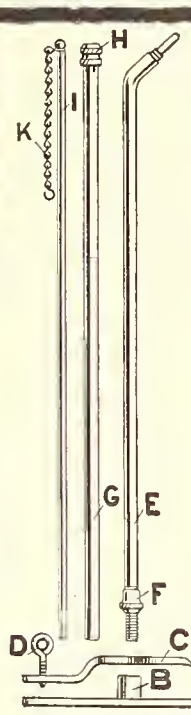
C. H. Rose, informs us that contrary to the report recently published he has not bought out the talking machine department of Kohler & Chase in Seattle, Wash., that department being still owned by the latter firm. H. P. Rothermel is the manager, and an excellent business is done in both the wholesale and retail ends. Mr. Rose has, however, purchased the Kohler & Chase stock of small goods and sheet music, and conducts the business as sole proprietor in their quarters at 710 Pike street. When the new "Temple of Music," now being built for the firm, is completed Mr. Rose will have a liberal space on the ground floor, and will greatly increase his line.

SYSTEM AND THE SALE OF RECORDS.

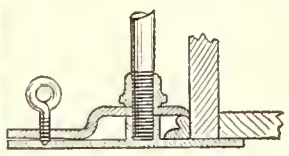
How many dealers and jobbers realize the importance of using the best system for carrying a stock of cylinder records? The tray system; whereby the Rapke label with number and title is plainly shown on the front of each tray, acts as a wall catalog, enabling record customers to point out the record wanted, and the boxes themselves act as a silent salesman. Dealers who have adopted this system have almost immediately doubled their record sales, and there is no chance of the customer becoming discouraged by a long hunt for a certain record wanted, which after considerable delay is reported as not in stock.

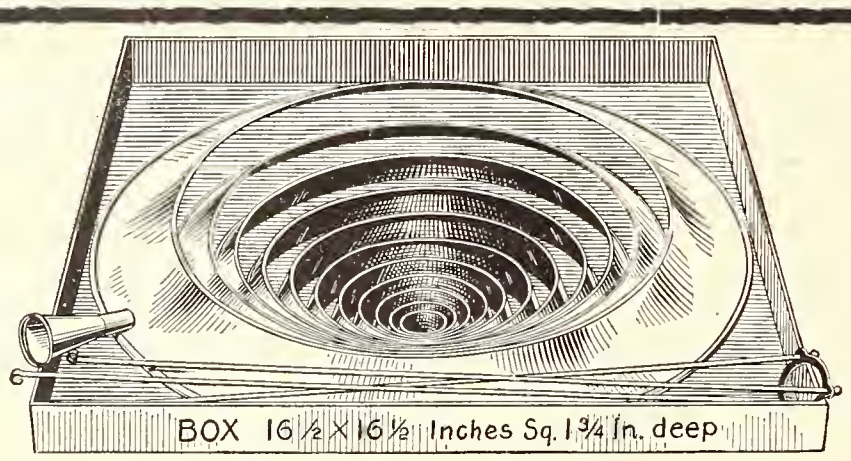
The up-to-date dealer sells records just as cheap and therefore gets the business. The Blackman Talking Machine Co. are selling a folding tray for cylinder records, which are shipped flat anywhere at very little expense and at prices whereby a complete record tray with Rapke label costs the dealer less than one cent. Jobbers are offered very liberal discounts, and through a special arrangement the Blackman Co. is enabled to sell jobbers the Rapke labels at the regular jobbing discount. Dealers can obtain these goods from their jobbers, but either jobbers and dealers will receive free samples of the tray and label upon request, as per the Blackman Co.'s advertisement in this issue.

The National Phonograph Co. are constantly adding to their catalog of foreign records, a list recently sent out containing 90 German, 45 French, and 14 Italian selections.

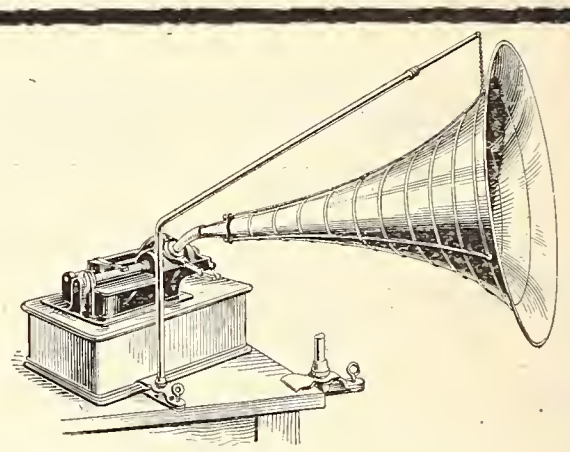


Parts of Crane
Patented June 4, 1907


Crane Clamping Device



The RAPKE Horn as packed


The RAPKE Collapsible Horn and Crane in Position

RAPKE'S HIGH GRADE SPECIALTIES

ARE THE TALK OF THE TRADE

RAPKE'S COLLAPSIBLE — HORNS, CRANES, TRAYS

RAPKE'S LABELS — For Cylinder and Disc Records

RAPKE'S LATEST — Collapsible Cylinder Record Trays — Ready for Immediate Shipment

PRICES F. O. B. NEW YORK

No. 2—(Two Record Trays)	- - -	$6.00 per thousand
No. 3—(Three " ")	- - -	7.50 "
No. 4—(Four " ")	- - -	9.00 "

VICTOR H. RAPKE CO., MANUFACTURERS, 255 E. 86th St. New York City

TALKERS IN THE SOUTHWEST.

The Musical Critic of a Los Angeles Paper Dilates on the Growing Popularity of the Talking Machine in That Section of the Country —Notable Personalities Who Are Talker Enthusiasts—Some of Their Favorites.

The editor of the musical department of the Los Angeles (Cal.) Sunday Times is greatly impressed with the musical possibilities of the talking machine, and the growth of sales in the leading makes of machines and records. In a recent issue of that paper appeared the following article regarding those popular music makers:

Southern California now beats the world for "canned music"—the music which Sousa complains about, and which he patronizes so faithfully, both to the continued edification of his many admirers and his own financial profit.

The talking machine trade, which represents all grades of music, from such perpetrations as "Dearie" to Wagnerian music drama, has grown in this city to gigantic proportions.

A prominent dealer said yesterday that without exception, the enthusiasm of the Southwest over "records" was not equaled in any other part of the United States. Trade journals are taking it up. Eastern manufacturers are paying their best attention to Southern California business.

Several weeks ago a single house in this city received one shipment amounting to five carloads.

Not long ago a single consignment of records here amounted to 450,000 records.

The purchase of new records by patrons, not counting the introduction of new customers, amounts in the big local music stores to many hundreds of dollars each day.

These facts are significant, and are as novel in the musical field as was the sudden rise and enormous gain in popularity of the automobile in the realm of outdoor pastimes.

A remarkable epidemic of talking machine fever has developed among men who are locally prominent.

Fred Eaton, for example, has toted an investment of half a thousand dollars to Inyo, and with it he has suddenly become a convert to fine art. His personal favorites are the stars of the Metropolitan opera company, though he says he has taken "a little foolish stuff" to amuse a certain coterie of his country auditors.

Arthur Letts has turned into a Caruso crank. His beautiful machine plays nothing else, practically, and every preserved specimen of the great Italian tenor's voice has found a niche in his private musical laboratory.

Howard Huntington has turned impresario, and gives talking machine concerts at the Jonathan Club. Recently he had an audience of 200 men at one of his "affairs." His list of records is declared to be selected with a connoisseur's taste.

Nat Goodwin has developed a fad for classical music. His contraction of the disease came during his recent visit to Los Angeles, and he also has an unusually good bunch of records.

Colonel G. Wiley Wells, of Santa Monica, who is confined to his house by invalidism a great deal of the time, is credited with possessing the most valuable collection of all, valued at several thousand dollars, and representing practically every high-class record that has been turned out by the leading companies.

Mrs. T. S. C. Lowe is another enthusiast, and has in her collection more than 1,500 choice records.

Dr. H. Bert Ellis is a devotee of the "old-time" music, and has an unusually good representation of this, besides possessing a very good grand opera repertoire.

William Richardson, one of the best-known salesmen, tells of many queer tastes. A prominent physician here bought a $200 machine for nothing, but records in Russian and ancient Hebrew. Later he came back mysteriously for fifty blank discs—presumably to try his own tongue in these strange pronunciations.

A pretty young woman, just a debutante, owns an extensive set of Chinese records—and nothing else.

One musician has a fine list of men's voices and instrumental numbers, but will not listen to a woman's voice in any machine.

Another man buys nothing but women's voices.

One retired capitalist will never depend upon his own judgment in buying records for use in his own library. His specimens are all selected by other people.

And so the diversion goes.

RECORD REPRODUCTION PERFECTED

By Means of the Phonometer, the Latest Contribution to the Development of the Talking Machine, Commands Attention.

With the growth of the talking machine business many and invaluable are the inventions and improvements made for the development and enhancement of sound reproduction. Few, indeed, besides the experts possibly, give but passing attention to the speed of the machine. There is a fixed number of revolutions of the disc that develops the actual quality and pitch of the voice or instrument recorded. It is seldom, however, so it is claimed, that the regulation speed is maintained. As any arrangement or device possible to invent that operates on the governor; or, in other words, the present speed indicators and regulators used cannot remain accurate, it is claimed, the wearing of the parts through friction, etc., naturally causes the device to become inaccurate. To remedy this defect is the object of the Phonometer, a device illustrated and described on another page of The World. This speed meter, the first and only one of its kind, made on the principle of centrifugal force, and therefore accurate, when attached, instantly indicates the number of revolutions per minute that the machine is running, and the connection on the dial of the machine can be made accordingly before playing the record. This little instrument is spoken of as indispensable if the true individuality, lifelike realism and peculiar quality of the record is to be had. The Phonometer goes a great way toward making records more salable through the perfect attainment in voice reproduction, and should become an invaluable article to every dealer and talking machine enthusiast. It is manufactured by the Phonographic Music Co., 39 South Ninth street, Brooklyn, N. Y.

James S. Boyd, the Columbia Phonograph Co.'s agent in Janesville, Wis., claims to have been presented by various corporations, including the Standard Oil Co. and the Southern Pacific Railroad, and is endeavoring to interest government officials in his cause.

In "The Spoilers," now playing on the road, the villain, pursuing the heroine to a dance hall, hisses:

"To the Victor belongs"——

"Yes," interrupted the comedian, "to the Victor belongs his master's voice—and they've got it copyrighted."

The Frog Book

"RANIDAE" gives you the practical knowledge how to breed, feed and raise Frogs. The book is interesting and tells you of a new industry that returns large profits. Price, postpaid, 25 cents (Coin).

Meadow Brook Farm Co.

Box 16 **Allendale, New Jersey**

ENTHUSIASM

Create the right kind in your customers and your sales will be made easier.

BY WAY OF ILLUSTRATION:—

"We have given close study to all other style Flower Horns along with the 'Mega,' and find that it is impossible for us to work up the same amount of enthusiasm while demonstrating Edison Phonographs with any other horn attached to them. Would add, too, that our Dealers have followed our lead, and judging from the small number of other styles ordered, they are extremely partial to the fibre horn."

"We have been for some time pushing both sizes of the 'Mega' Flower Horn whenever we show an Edison machine in our salesroom, and it is a rare thing that we fail to impress on the customer's mind that it is the best horn made."

The Mega

is without a peer as an ideal sales medium.

Perfect In Timbre

Built on the Principle of the Sounding Board.

That principle should mean to you *more* and *better* sales of machines and records.

If you have not as yet made the acquaintance of our product it will pay you to order samples from your jobber. Any one of our regular models will prove to you The Mega can be relied upon to produce

RESULTS

Colored plate sets of the Mega free upon request.

Designation—Senior Flower
Decorated—Royal Blue

PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN

E. A. & A. G. SCHOETTEL

MAKERS

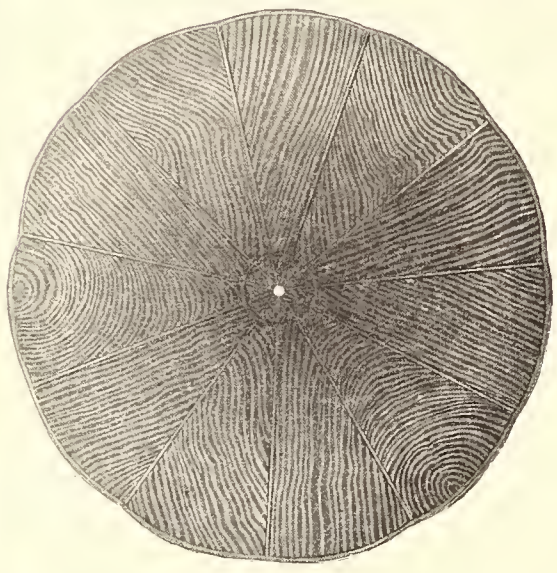
Broad St., Maspeth, Queens Co., N. Y.

Horns Which Bear

THE STANDARD TRADE MARK

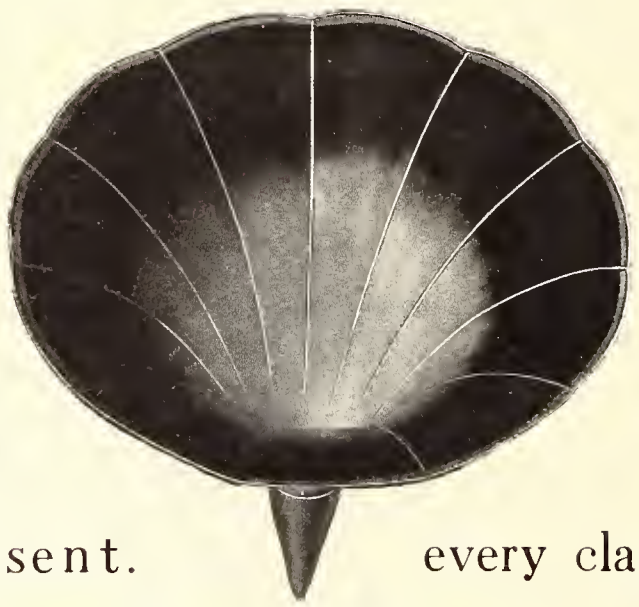
TRADE STANDARD MARK

Have Proven Most Satisfactory In Every Respect



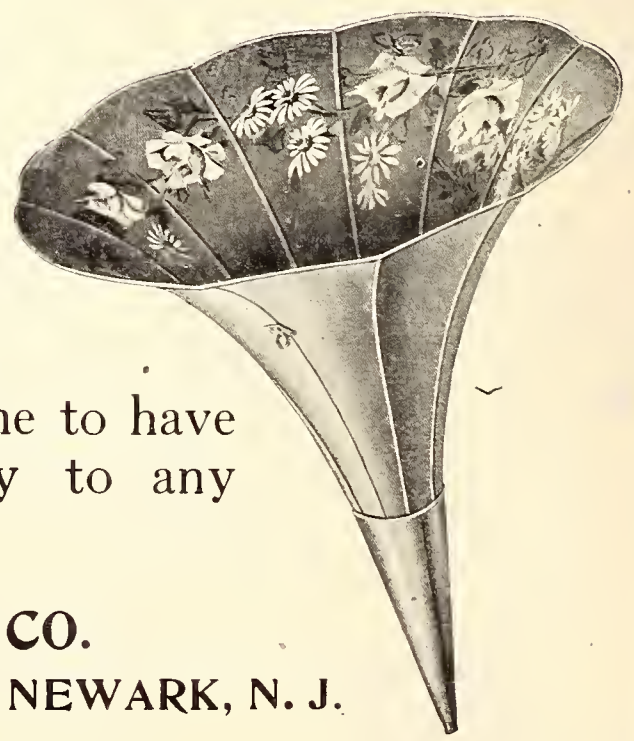
Dealers and jobbers who have sold them have not hesitated to express themselves in terms of warmest satisfaction regarding the results obtained from the Standard products. We have made the manufacture of horns for many years the object of study and careful experiment and we know of nothing higher in workmanship and material obtainable in any product.

It is the grade that counts. With the Standard there is no fading, cracking or flaking off. Our new wood finish horns are perfect reproductions of the various fancy woods which they represent.



They have proven excellent sellers. You will be convinced upon examination that the Standard horns are unsurpassed in appearance. They are exquisitely finished, and will live up to every claim made for them.

It has been our aim to protect jobbers to the fullest extent. We are always producing something new and novel in the horn line. Watch our announcement next month for something entirely original in the horn line. We issue a brochure in which our various horns are reproduced in colors. It is a very handy little volume to have at hand and we will gladly mail a copy to any dealer free for the asking.



STANDARD METAL MFG. CO.

Factory Address, Jefferson, Chestnut and Melbourne Streets NEWARK, N. J.

Office and Salesroom at 10 Warren Street, NEW YORK, N. Y.

During the Convention in Chicago our Mr. W. A. Lawrence will make his headquarters, at the Auditorium Annex, and will have a new horn which has never been on the market to offer to the trade. It will pay dealers to step in and look it over.

TRADE NOTES FROM PACIFIC COAST.

Kohler & Chase Activity—Bacigalupi Pleased With Edison Records—Columbia Co. Doing Well With the Marconi Records—A Talk-o-Phone—Eilers Suit—Street Car Strike Has Hurt Business Somewhat—Mauzy's New Demonstrating Rooms—Other Items.

(Special to The Talking Machine World.)

San Francisco, Cal., June 5, 1907.

Kohler & Chase uow have the arraugement and fixtures of their talking machiue room about completed, and the department is keeping busier than was expected. Many records are still being sold to people who were given old Peerless machines last year, on conditiou that they should buy $35 worth of records. This deal, they say, is paying for itself handsomely.

Peter Bacigalupi has just received his Edisou records for June, which have been forty-one days en route. They are a particularly good lot, and the demand for them is good, but collectious are fouud to be rather slow at present.

The new Victor records have also arrived, and are being advertised by Sherman, Clay & Co., and Clark, Wise & Co. R. A. Wise says that talking machines are the most profitable part of the business at present.

The Columbia agency is doing a big business in Marcoui records, which have already gained great popularity in this city, though the uumber of selections is limited, and the stock is short. These Marconi records are also taking a good hold in Portland, where the Eilers brauch at Spokane, Wash., is having difficulty with the Talk-o-phene Co. Charles H. Calder, of the latter company, has brought suit against the Eilers house for $1,680.70, alleged to be due on shipments of talk-o-phones.

George A. Heidinger, manager of Eilers piano house, said last night: "The Talk-o-phone Co. has not lived up to its coutract, and when it does we are willing and ready to settle. Until that time we propose to fight. This is an old case and we have beaten them in San Francisco and Portland, and we will beat them here. It is a case that in no way interests the public."

The street car strike has hurt the talking machine business materially in some of the stores, but at others it has not been felt to a very great extent. During the first few days after the strike began little or no business was doue, but during the past week there has been a considerable revival at some of the stores where business is now declared to be almost normal. The sales of records seem to have been hurt less than the sales of machines. This is probably due to the advent of a number of new things in records.

The new store of the T. S. McKinley Co., at Reno, Nev., has been provided with suitable talking machine quarters and a good stock of Victor, Columbia and Edison machines is being put in.

Byron Mauzy has just completed the installation of four glass trying-out rooms for his talking machine department. These are of the latest sound proof pattern and have put the Mauzy talking machine department on a par with the best in the West. Manager E. H. Youse, of this department, reports that the Allen horn for talking machines contiuues to meet with great favor and the demand calls for larger importations.

Kohler & Chase have been enlarging and improving the talking machine department at their Oakland branch store until it is now up to the requirements of their growing trade. This week the iustallation of a lot of new racks was completed.

DETROIT JOBBERS WILL ATTEND.

Annual Meeting of the Central States Talking Machine Jobbers' Associatiou to be Held in Chicago—Columbia Business Ahead of Last Year—Other Notes of Interest.

(Special to The Talking Machine World.)

Detroit, Mich., June 10, 1907.

E. Percy Ashton, manager of the American Phonograph Co.'s store in this city, who is secretary of the Ceutral Talking Machine Jobbers' Associatiou, says that he expects that about sixty to seventy-five jobbers in Central United States will attend the annual meetiug of the association at the Auditorium Hotel, in Chicago, on June 17 and 18. Mr. Ashton said that mauy important thiugs would be considered by the association, the nature of which he declined to divulge, however, as at the last convention a press committee was appoiuted to have charge of all publicity. The association expects to extend its scope so that talking machine jobbers from the Rocky Mountains east to Buffalo may be taken in as members. The American Phonograph Co.'s store, Manager Ashtou says, is doing a good business, and the outlook for the summer is excelleut.

The Columbia Phonograph Co.'s Detroit stores have received shipments of the new toue arm cylinder talking machines, which are a vast improvement over the old statiouary arm machine. The manager of the Woodward avenue store says the May business in Detroit was 10 per cent. ahead of the corresponding month that year.

Grinnell Bros. will be represented at the Central Talking Machine Jobbers' Association in Chicago, probably by C. A. Grinnell.

DEVELOPING SUMMER TRADE.

Some Excellent Remarks by Editor McChesney.

Though the appended is written to exploit the phonograph, and is taken from Edison Phonograph Monthly, the sound advice of Editor McChesney applies to every line of talkiug machine, as well as the incidental essentials:

"There was a time when the phonograph was looked upon as a winter entertainer, to be used when the evenings were long and people had to stay indoors. This is still perfectly true, but it is just as much an entertainer in 'the good old summer time' when the evenings are warm and too fine to waste iu sleep, and the dealer who believes this, and talks his belief to his customers, will find no falling off in his sales during what is supposed to be the dull season of the months. People take vacations to find amusement and rest; and as the amused holiday seeker is the rested one, the Edison phonograph and records cannot be left behind. From what other source can the family at some lonely lake shore or mountain resort obtain dance music or songs with choruses at an instaut's notice?

"Dealers should not regard the good record customer as lost because he or she happens to be staying at a distance. The owner of an Edison phonograph is certain to acquire the Edison record appetite and it must be gratified as much in summer as in winter. Seud the monthly list of records to your customers and see that they carry away a good stock of them before they go. They will be bought from some dealer somewhere, and, as the popular song has it, 'it might as well be you.' Every night of the summer the voice of the phonograph is heard making melody for all sorts and conditious of men. It is certain that the sale of records does not stop in summer, and if it does not, some enterprising man is makiug money, while his fellows are waiting for winter profits."

LAWRENCE McGREAL NOW SOLE OWNER.

(Special to The Talking Machine World.)

Milwaukee, Wis., June 8, 1907.

On May 14, Lawrence McGreal bought out the interest of his brother, H. J. McGreal, in the firm of McGreal Bros., Milwaukee, together with goodwill, etc. It is understood that for some time Mr. McGreal will continue to use the name McGreal Bros., at Milwaukee, but eventually adopt his own instead.

Lawreuce McGreal is an old-time talking machine man, having been identified with this business for about ten years, first as manager of the talking machine department of Conroy Co., of St. Louis, and for four years previous to opening at Milwaukee, western salesman for the National Phonograph Co. Mr. McGreal recently opened a wholesale and retail branch at Cincinnati, O.

Charles P. Young & Co., a firm of law reporters, who have been using Columbia commercial graphophones in their work for some time past, have done away with typewritten copy entirely, the linotype operators putting the matter in type direct from the machine.

THE ACME DIAFRAM

combines all the qualities required of the perfect one without the objectionable features.

NO { Blast, Rattle, Wear, Squeak } MORE { Volume, Range, Natural, Sweetness } EMBODYING { Depth of Tone, Indestructibility, Clearness, Uniformity }

Will fit either the Columbia or Edison reproducer, and give a volume and naturalness of tone never before attained. Has proven a repeater from the start. *Price 25 cts. or $1.00 per dozen.*

Will furnish dealers free sample if requested on business letterhead.

O. J. JUNGE, The Talking Machine Man, 1317 O Street LINCOLN, NEBRASKA

DO YOU WANT PHOTOGRAPHS OF THE Talking Machine Artists ?

CONSULT YOUR JOBBER

PUBLISHED BY

The Channell Studio

ORANGE, N. J.

PUCCINI STILL DISCUSSING

The Copyright Question—Says He Is Writing an Opera That Will Deal With the Life of Marie Antoinette.

(Special to The Talking Machine World.)

London, England, June 7, 1907.

Giacoma Puccini, the well-known operatic composer who has been spending a short vacation in this city, states that he is writing an opera which he expects to finish next year, dealing with certain incidents in the life of Marie Antoinette. The subject is a good one, and doubtless will afford inspiration to this remarkable writer. In speaking with the reporters here he dwelt upon the reproductions of his music by talking machine record manufacturers pretty much along the same lines as in his talk which appeared in The Talking Machine World prior to his departure from New York for Europe. These views, by the way, were successfully refuted by Messrs. Cromelin, of the Columbia Co., and Pettit, of the Victor Co.

In the course of his remarks, Signor Puccini said: "My music has been played and recorded on paper and plates, but I have not benefited a sou. Now, if I were to make a copy of one of these films bearing a record of my music, for which, mark you, I have given no permission for transcription, I could be sued for damages. This is rather a humorous view of the injustice of the copyright laws which I consider very unfair to musicians who have to make a living from the products of their brains. You can hear selections from 'Madame Butterfly' and 'La Boheme' on these instruments, but I, who composed the works, do not receive a penny from their reproduction."

BLACKMAN GIVING AWAY FREE SAMPLES.

Almost every jobber and hundreds of dealers are handling the Blackman Talking Machine Co.'s line of "Place" Automatic Record Brushes. It is the desire of this company, however, to have dealers and jobbers sell them, and in order that they may first become acquainted with the merits of same, they are making a special offer, as per their advertisement in this issue, whereby dealers or jobbers who fill in and return the coupon will receive a sample brush, free of charge This is a very liberal offer and the trade should take advantage of it.

F. K. DOLBEER TO ADDRESS

The National Piano Dealers' Association During Its Convention in Chicago—Will Read a Paper on "The One Price System"—Also Attended Convention of Credit Men.

On June 6 F. K. Dolbeer, manager of the National Phonograph Co.'s credit department, left New York to attend the 12th annual meeting of

F. K. DOLBEER.

the National Association of Credit Men, held in Chicago, June 12, 13 and 14, at the Auditorium Hotel. Mr. Dolbeer went as a delegate from the New York association. After spending a few days in Iowa subsequently he returned to Chicago to attend the convention of the National Piano Manufacturers' Association and the National Piano Dealers' Association, June 19 and 20, when he will make an address before the meeting of the dealers on the "One Price System in Kindred Lines; Its Benefits to the Manufacturer, Dealer and the Body Politic."

OFFICIATED AT HIS WIFE'S BIER.

Preached the Sermon, Read the Scriptures and Offered Prayer.

(Special to The Talking Machine World)

Omaha, Neb., June 10, 1907.

William T. Leaman, a wealthy retired carriage manufacturer of Omaha, preached the sermon, read the Scriptures and offered prayer at the funeral of his wife at his country home, six miles east of Council Bluffs, to-day, while a phonograph sang "Nearer, My God, to Thee," "One Sweetly Solemn Thought" and "I Shall Meet Him Face to Face."

The service at the bier of his dead wife was conducted entirely by Mr. Leaman, with the help of the phonograph, neither minister nor singer being permitted to assist. The husband's sermon was an impressive eulogy and a biography of his dead wife.

Howard Wurlitzer, of the Rudolph Wurlitzer Co., Cincinnati, O., who has been abroad with his wife, returned via the "Deutschland," of the Hamburg-American Line Thursday, May 23.

An official memorandum has been gazetted that the National Phonograph Co. will increase their traveling force fully twenty men, making thirty as the total. No appointments have yet been made.

Be Sure and See the Announcement of the

VITAK

in Next Month's Issue of the Talking Machine World

PRACTICAL SUGGESTIONS AND COMMENTS.

RECORD USED SEVEN THOUSAND TIMES.

A subscriber to The World in the Lone Star State writes as follows: "It may interest you to know that I have a customer in this city who has used an X P record for over 7,000 times, and he claims that it is still satisfactory after four years of use. Of course he has taken the greatest care of his records; kept them under cover, and always dusted them before using. Moreover, he is somewhat of an enthusiast, and believes not only in getting the best effects possible out of the records, but in keeping the machine in first-class condition."

This is certainly an excellent showing, and furnishes ample proof that where care is taken of records, whether disc or cylinder, they will last much longer than the average person supposes. The trouble is that the majority of users of talking machines do not become interested enough in them, and expect both machine and record to last without care or consideration. The result is a poor running machine, and a reproduction that does much to injure the reputation of the talking machine and the business, as a whole. We would be glad to learn if any dealer can report a record as long in use as that mentioned by our Texan friend.

VOCAL EXPRESSION AND CHARACTER.

A talking machine expert connected with one of the leading laboratories in a chat with the editor of this department the other day had something interesting to say upon character as revealed by people's voices. When asked which vocal expression was the surest guide to character, he replied promptly, "the laugh," and added: "It is as absolutely impossible for a bad man or woman to laugh the laugh of a good one as it would be to assume an entirely similar facial appearance. Laughs may be cultivated, but so delicate is the ear in the perception of tones that a false note, which is always present, is instantly detected. The voice and manner of the honest man can be counterfeited by the rogue with perfect success, but the moment he laughs any decently educated ear detects the counterfeit. Those who do not laugh naturally and pleasautly, and without producing a discord or a false note, should never be trusted, no matter what their position or how much evidence there may be in the favor of their assumed honesty. Such a person will infallibly betray the moment that betrayal is easy and profitable."

PIANO AND HARP RECORDS.

F. C. Walsh writes: "Recently I have had quite a few calls from customers for harp records, and also for piano records. Do you know if any of them are listed?"

It would be best to write the National Phonograph Co. and the Columbia Phonograph Co. for specific numbers of their piano and harp records. Off-hand we may say that the Columbia Co. some time ago listed a very excellent violin and harp duet made on a ten-inch disc record, while the National Phonograph Co. have some piano records that are admirable, notably one to which we referred before, "Believe Me, If All These Endearing Young Charms," that beautiful Irish air of Moore's, which has won admirers the world over. It is splendidly played, the melody being well sustained despite some intricate variations.

MOTORS SHOULD BE WATCHED.

The motors in talking machines should be carefully watched, because among the first things to show signs of wear is the little pinion that works in the gear attached to the drum or spring. This matter, by the way, was referred to in part very clearly in the London department of last month's World, in the course of a contribution by Philip Neale. It is a well-knowu fact that this small cog wheel gets the full pressure of the spring and communicates it to the other gears and pinions that form the motor. Usually it is made of brass, but even then the cogs wear down after a time. First they wear thin, then they become little more than knife edges, until no longer able to withstand the severe pressure of the spring they "strip" or bend over flat and the motor "races" like a propeller out of water. The first intermediate pinion should be watched more closely than any other part of the motor. The teeth and the axle should be kept well lubricated, and its life be lengthened. As Mr. Neale says, a faulty governor is more often responsible for an irregular motor than any other cause. If the records are not being reproduced in proper time and pitch, it is always best to examine the governor, as it is the all-important factor, inasmuch as it exercises complete control of the main spring, and the duties of the main spring are to drive the motor or moving parts. To dealers having trouble in this connection it would be very well to study Mr. Neale's article, as he dilates most interestingly on the especial functions of the governor and the danger of loose pinions.

ADJUSTMENT OF SOUND BOX.

Many of the complaints regarding records wearing quickly will be obviated if the sound-box be looked after. Invariably when records wear out too rapidly, the trouble is that the sound-box is too heavy. It ploughs into the sound-wave channels, and ruins the records. It is best that the sound-box should give only a light pressure on the needle. Moreover, it will be found that it gives forth a sound quite as loud as if a heavy sound-box had been used, thus adding to the durability of the record, and the pleasure it gives the user. There is no question that the lighter the weight on the needle the longer must the record wear, and to achieve this without diminishing the volume of sound, the needle arm springs would require to be finely tempered and adjusted.

Whenever complaints are made to dealers regarding the wearing out of records, it will be well, in case the dealer is not competent to pass judgment upon the trouble, to communicate with the manufacturers, who will be willing to suggest

Temporary Office and Factory

387 E. 158th St.

Tel. 2104 Melrose

HERM. SCHRODER, Pres.
C. WIESAND, Vice-Pres.
L. JOSEPH, Sec.
M. VON DER OSTEN, Treas.
HUGO SCHRODER, Supt.

An Opportunity is herewith offered to the Talking Machine Trade to Invest in the Stock of a Corporation which will Revolutionize the Phonograph Business.

Mr. Schroder's invention does away entirely and absolutely with the horn.

The New Phonograph consists of the usual cabinet. With the exception of the sound arm the entire instrument will be made of wood. As a result, the brassy sound now heard in even the most expensive Phonographs is entirely eliminated. The human voice and musical sounds from the new instrument are heard with remarkable clearness and purity.

Owing to the absence of a horn the disc will be covered, this eliminates the scratching sound, now so plainly heard.

The Company intends to build two machines, one disc, the other cylinder.

The disc and cylinder records now supplied by dealers can be used on these instruments. Owing to the construction, the machines can be packed for transportation much more economically than the present one. With all these advantages there is no doubt that Schroder's HORNLESS will be preferred by the public.

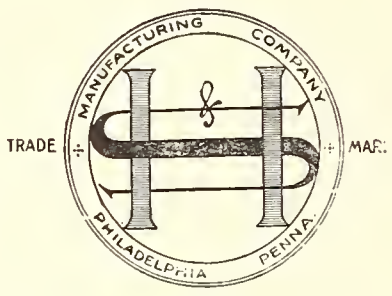
The Company is incorporated for $500,000, and starts in business absolutely untrammeled and free from debt. A limited amount of stock is herewith offered to this trade at par, $100 per share.

TALKING MACHINE MEN are earnestly requested to investigate this proposition, and to come and listen to the new machines if possible.

THE H. SCHRODER HORNLESS PHONOGRAPH MFG. CO., New York City

WHEN you purchase Horns, Cranes, Horn Stands, Cases or any other Talking Machine Supplies, be sure they bear this trade mark.

It refers to goods manufactured by
HAWTHORNE & SHEBLE MFG. CO.



It Means High Standard of Quality.

STAR DISC RECORDS

Represent the same High Standard of quality as we have always employed in our product.

We believe that every dealer purchasing a sample dozen Star Records will stock the records at once.

THE SELECTIONS ARE CHOICE. THE TONE IS CLEAR AND NATURAL.

THE WEARING QUALITIES ARE UNEXCELLED.

Hawthorne & Sheble Mfg. Co.

PHILADELPHIA, PENNA.

a remedy for the trouble. It is obvious that it is to the interest of manufacturers of both machines and records that their products should be absolntely satisfactory, inasmuch as it adds to the prestige of their wares. It means a larger sale for themselves and for the dealers, hence the importance of noting reasonable complaints and transmitting them to headquarters. Of course there will always be complaints made by "cranks" which must be received conrteously, but they should require little further consideration.

REGARDING SPEED REGULATION.

In answer to several inquiries from widely separated sections of the country regarding speed regulation of talking machines, we may say that we have in previous issues of The World given several suggestions as to how speed may be regulated. They are worth looking up. The latest improvement in this connection, however, is the phonometer, which is referred to elsewhere in this issne. The manufacturers properly claim that the voices, or at least the individual characteristics of the singers, cannot be faithfully reproduced unless the talking machine on which the records are reproduced are regulated exactly as when the singer made the record. This, it is claimed, the phonometer will accomplish. The device has been highly praised by those who have examined it.

PLAYING FOR TELEPHONE TRANSMISSION.

In the West, particularly among the farmers, some evenings are very enjoyably passed by attaching the talking machine to the telephone and giving an impromptu concert for the benefit of the neighbors. A writer in The New Phonogram explains how he arranged the phonograph for telephone transmission as follows: "I made a horn out of very heavy cardboard, thirty-one inches long, with a twelve-inch bell, which I fasten, or, rather, let rest in the mouthpiece of the telephone transmitter. I support the same by means of strings fastened from each side of bell to the top of the telephone. By this means I can adjust the position of the horn to suit that of the horn on the phonograph. I find that the distance (as regards the clearness and loudness of the selection played, as heard at the other end of telephone line) between the bells of the two horns, which, of course, point toward each other, depends on the strength of battery of telephone, and, in fact, the efficiency of the telephone in general. In my case I place the horns from three to four feet apart for very best results, although the selection can be heard by those at the other end of the line perfectly plain when I place the phonograph across the room, about 20 feet away, but still pointing the horns at each other."

THE MATTER OF NEEDLES.

In this department, in the issue of April 15, reference was made to the needle question, and it was impressed on dealers that they should advise their customers not to use a cheap needle more than once. Some pertinent remarks in this connection followed, winding up with the statement that damage was impossible when a certain make of needle was used. It is only necessary to read the context to comprehend that the latter sentence was absolutely uncalled for, inasmuch as the arguments adduced were so contradictory as to make it clear that the writer's intention was not properly expressed. J. Newcomb Blackman, of the Blackman Talking Machine Co., has called our attention to the matter, for which we thank him. In this counection we may say that it has not at any time been the policy of this paper to recommend the use of any particular brand of goods. We believe in a square deal to all, and endeavor to practice what we preach. There are times, however, when the "Knights of the Quill" makes mistakes like other mortals, notwithstanding their efforts to walk the straight and narrow path of righteousness.

ODD EXPERIMENTS WITH PHONOGRAPH.

J. B. Horn, Edgerton, Kan., has derived added pleasure from the possession of a phonograph by a series of experiments, which he relates as follows: "By means of a thread running from the starting lever of my Edison to a door or a rocking chair, I have often surprised callers who themselves started the machine to running at very unexpected times. I once had a vocal record break so that about one-half of it at the end where the bore is largest remained intact. This can be reversed end for end on the mandrel and played backward with ludicrous results. One day, with the aid of a friend's machine, I played this selection backward and recorded it thus on a blank. Then I turned the newly recorded cylinder and reproduced the song forward perfectly. The achievement, however, seemingly most wonderful, especially when one does not know how they were made, is a duet and a quartet each sung by a single individual. I made these by having a friend first sing the selection with piano accompaniment. The other parts were added as the recorder was successively run over the cylinder while the performer sang in unison with the previously recorded tones. In both these records the singer's voice (or voices) is so natural that his friends recognize every tone as his in every part. Many other interesting and entertaining experiments might be carried on. Those mentioned are but a few of the most interesting of many I have attempted."

THE TALKER AS HISTORIAN.

In Future We Can Hear the Views of Great Personages and What They Said—If We Could Only be Able to Hear the Voices of the Mighty Ancient!

The arrival in this country of phonographic records of the voice of the German Emperor, to be preserved at the Congressional Library and at Harvard University, calls attention to the possibilities of the phonograph as a historical witness, says the Louisville Journal. If they had such things as phonographs when Demosthenes lived, we of the twentieth century should be able now to hear the voice of the mighty ancient whose oratory has come down to us as tradition. We could compare him with the orators of our time and discover for ourselves whether he was, after all, so great. Think what a queer sensation we should feel to hear the voice of Julius Cæsar addressing the Romans; to hear the Emperor Nero playing a solo upon his lute or reciting one of his verses; to hear the voice of St. John preaching in the wilderness; to hear William Shakespeare speaking Hamlet's soliloquy or Abraham Lincoln delivering his Gettysburg address.

Hereafter, however, it will be the privilege of mankind to hear the voices of men after they are dead. When they themselves have turned to dust, Theodore Roosevelt, Emperor William, Edward VII., Marcella Sembrich, Enrico Caruso, Mark Twain and others of the great constellation of to-day will give their messages of politics or song or philosophy to the races of earth.

SPACIOUS "TALKER" DEPARTMENT.

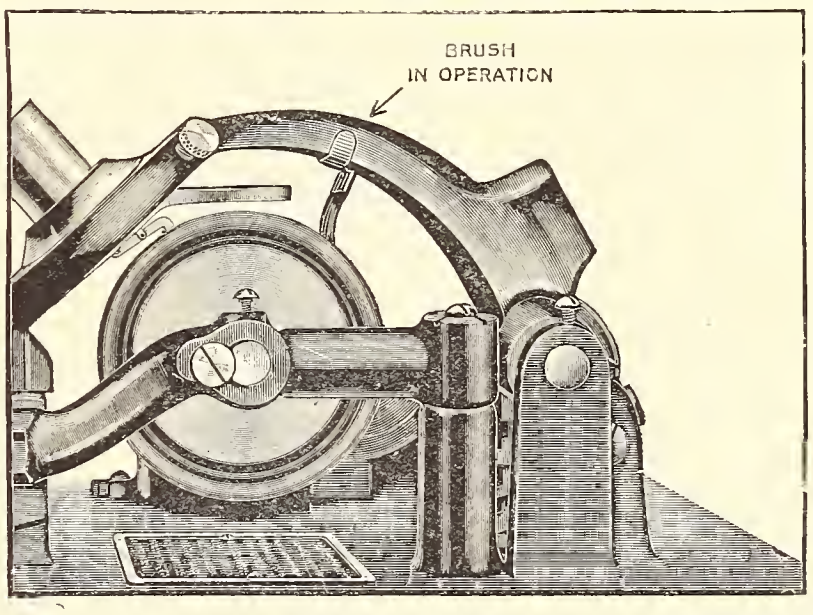
A Feature of the New Ditson Building—Three Large Demonstrating Rooms and a Recital Hall—Fine Record Equipment—Will Carry Large Stock.

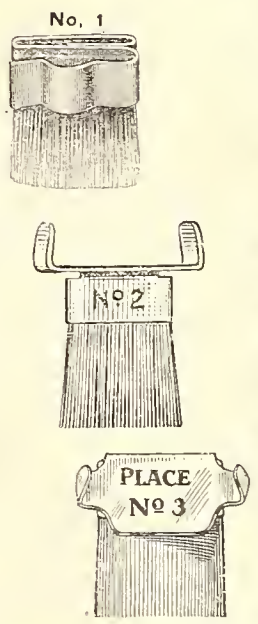
The talking machine department of Chas. H. Ditson & Co., New York, expanded many fold over the space allotted it in their old place, will be on a scale in point of furnishing and floor room quite new in the East. Three large demonstrating rooms, running the width of the building and facing 34th street, are finished in solid mahogany. Each one of these compartments are about 25 feet deep, making a good sized recital hall in themselves. Racks for disc records are on the side walls, each compartment holding a single, new record for the buyer. The regular stock is contained in rooms to the rear. The company have been placing orders with the Victor Talking Machine Co., Camden, N. J., for some time, anticipating their wants, so that they are fully prepared to supply any demand immediately from the premises.

The Victor Talking Machine Co. have asked estimates for the erection of two additional stories to their new laboratory and office building in Camden, N. J., which at present is only four stories high. The addition will conform with the style of the rest of the building.

THE "PLACE" AUTOMATIC RECORD BRUSH

PATENTED SEPT. 25TH AND OCT. 2ND, 1906
PRICE 15 CENTS EACH





CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sounds. 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.

Big Profits for Dealers and Jobbers, also Free Advertising Matter

"SPECIAL OFFER" Let us show you a good thing at our expense. If you do not handle these brushes, fill in and return coupon below.

"FREE SAMPLE"

BLACKMAN TALKING MACHINE CO.
97 Chambers St., New York

Date,..... 1907

GENTLEMEN:—

As per your "Special Offer" please send FREE SAMPLE of "PLACE" Brush for phonographs. I am a..... handling Edison, Victor, Columbia.

☞Fill in Jobber or dealer ☞Cross out those you don't handle

Yours truly

Name .....Address .....

EDISON DISCUSSES FUTURE.

Speaks of the Union of the Phonograph With the Kinetoscope—Defines the Difference Between Discovery and Invention.

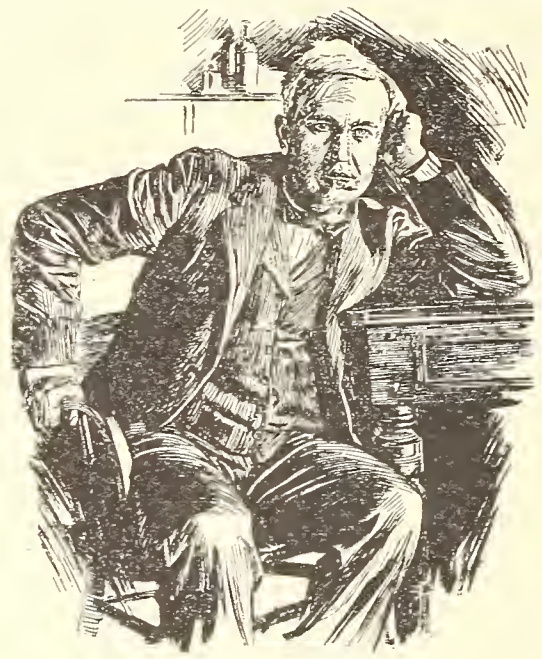
In the course of an interesting chat with Thomas A. Edison recently he expressed himself enthusiastically about wireless telegraphy, and said: "It is not more than about four years old, and yet by means of it we are able to communicate with ships for a distance of 1,500 miles. It is entirely conceivable, considering such a rapid development in so short a space of time, that in half a century it will be possible to communicate with a vessel wherever it may be, from the furthest region of the Pacific to the most remote waters that surround either pole."

Then turning his thoughts to his old-time favorite, he said: "As for the phonograph, taking it in connection with the kinetoscope, I believe that it will be perfected to such an extent in another fifty years that people in New York will be able to attend an entire theatrical performance or listen to an opera from beginning to end, where there is not an actor or a singer present—and yet every gesture, every syllable, every note, will be there with the most perfect illusion that art could demand.

"But all this has to do with inventions—and inventions form a past chapter in my life. I have turned the leaf down there, I have done with that set of experiences from now on. * * * In my forty-five years' work as an inventor I have run across many queer things that seemed to lead off into undiscovered worlds of thought. Now I am going back to pick up the threads that I left on the way, and see where they will take me. There is no end of possibilities for the man who starts out on this road and who is entirely indifferent to the monetary value of his work. I calculate that we know one-seven-billionth of 1 per cent. about anything—so I have given myself a good margin to work on. I am going to give nature a show, and if I don't strike something now it won't be my fault.

"There is a great difference between discovery and invention. The latter is generally attained by a process of pure cold reasoning from ascertained laws of science. A discovery, on the other hand, is often the result of pure accident.

"I have taken out, I suppose, about a thousand patents, representing various inventions, during



THOMAS A. EDISON.

my career as an inventor. I don't expect to take out another patent in this new field of discovery that I have chosen—but it may be that I will find things that will bring the necessity of patents to many an inventor who comes after me.

"Science has some tremendous problems before it that, for the benefit of the human race, must be solved in the near future."

Mr. Edison states that the coal supply of the United States, according to the best authorities, will be exhausted within a hundred years, and the problem of providing a substitute is destined to engage his attention in the near future. He is evidently seeking to solve this wonderful problem of trying to find a new fuel, and it is an investigator, a lover of pure science, not an inventor who is needed to fathom it.

THE AJAX HORN

SAVES YOU TIME AND MONEY :: All Danger in Shipping and Handling ELIMINATED :: ::

ASK YOUR JOBBER TO SHIP YOU SAMPLE

We manufacture the only practical Sheet Metal Flower Horn which anybody can put together inside of one minute.

THE KOMPAKT HORN

Write for Particulars and Illustrated Catalogue

NEW JERSEY SHEET METAL CO.

NEWARK, N. J., U. S. A.

"PLATOL" IS A WINNER.

All Who Have Tested This Specialty Find That It Is All the Manufacturers Claim It is.

Nothing that has heretofore been placed on the market has been so entirely revolutionary or so extremely useful as "Platol," an article for which one will have constant and repeated demand. "Platol" is a guaranteed silver plating compound that replates and cleans in one operation. It is made in two forms, No. 1 for soft metals, silver, brass, bronze and copper, and all articles which generally have these metals for a foundation, such as talking machine horns, musical instruments, sign plates, automobile and carriage fittings, spoons, forks, etc.; No. 2, for hard metals, iron, steel, white metal alloys and all articles which generally have these metals for a foundation, such as horn cranes, the plates and other metal parts of a talking machine, etc. This new preparation is meeting with a large demand, and many of the largest jobbers in the country are preparing to push it. That it will not only be a big seller from a retail standpoint, but will prove a boon to the dealer in keeping his stock in shipshape order, is conceded by all who have tried this remarkable article. The Steinreich Manufacturing & Import Co. deserve congratulations for having placed a preparation so valuable on this market.

THE KAISER AND THE PHONOGRAPH.

Br-r—kek-kek-br-r-r-r-r—Monologue by His Imperial Majesty Wilhelm, German Emperor and King of Prussia, entitled, "Your Master's Voice." International Phonograph Co., New York, Paris and Berlin. Br-r-r—kek-kek—Br-r-r-r-r—

Eternity—or, as it better clinks
In dulcet German, Zeit und Ewigkeit—
Receive the Voice of one who never shrinks
From the white calcium's glare, however bright.
Absorb, ye pliant wax, Our Voice! (The "Our"
Refers to Him who jointly shares with me—
While trivial nations tremble at Our power—
Dominion over German land and sea.)
Imperial Cæsar's voice, like Cæsar's clay,
Is gone beyond recall; no replica
Was handed down the ages. Stilled for aye
The tones of Hannibal, of Attila,
For want of phonographs—which, I regret,
Are not among things "made in Germany."
But Germans, happily, need not forget,
While hearing holds a place, the Voice of Me.
As Kubla Khan in Xanadu could hear
Ancestral voices prophesying war,
Turn but a crank—your Kaiser speaks—give ear!
His Voice shall rouse you as it roused of yore.
Receive, Posterity, Our awful Voice!
Sons of the Fatherland, rejoice, rejoice!—Puck.

NOT TO PLAY TALKERS ON SUNDAYS.

(Special to The Talking Machine World.)

Kansas City, Kan., June 6, 1907.

Since the closing of the saloons in this city recently three of them have been converted into nickel theaters, with loud "talker" out in front and all the usual "fixings" to the great indignation of the crusading ministers of the city. Not long ago a delegation of preachers called upon Chief Bowden in a body and entered a protest against the moving picture shows and the graphophones that accompany them.

Chief Bowden explained that it was not within his jurisdiction to put the shows out of business, and as far as he knew he had no right to stop the playing of a graphophone within the city limits. After a lengthy debate a compromise was perfected, temporarily at least, whereby the management of the three show houses are to stop the playing of their graphophones on Sunday.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, are now manufacturing two hundred different style and size horns for talking machines. With such an assortment to select from a dealer should be able to satisfy the most particular customer.

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Despite Unfavorable Weather Conditions Dealers Report an Increase of from 30 to 35 Per Cent. as Compared With a Year Ago—Columbia Phonograph Co. Lease Large Warehouse—Manager Long of the St. Louis Talking Machine Co. Makes Splendid Report—Notable Sales Recorded—Silverstone Talking Machine Co. Expansion—Good Call for Reginaphones at Thiebes-Stierlin Co.'s—Recent Visitors to tthe City—P. E. Conroy's Cheering Report.

(Special to The Talking Machine World.)

St. Louis, Mo., June 8, 1907.

With weather conditions that have been decidedly abominable for the last month the talking machine business is in an extremely good condition, and every house that is pushing its trade in an aggressive way reports splendid results, which show an increase of from 30 to 35 per cent. for the month of May over a year ago. The demand for the high-class line of goods is far the best, and the sales of records is very large.

P. E. Conroy, president of the Conroy Piano Co., and the father of the talking machine business in this city, states that business in their talking machine department of the month of May, both retail and jobbing, has been very good, and that more people in other lines of business are taking on the talking machine as a side line than ever before.

T. P. Clancy, manager of the Columbia Phonograph Co., reports that their trade shows about a 35 per cent. increase for the month of May over the same month a year ago. This firm has leased the second floor of 1001 Olive street for their warehouse purposes, which contains 5,000 square feet. They report a big demand for their Twentieth Century machines, and also for their new Marconi records. Mr. Clancy returned recently from a several days' trip to Chicago.

C. W. Long, manager of the St. Louis Talking Machine Co., states "that the month of May was a very large one for us, being about 40 per cent. ahead of the same period last year." This concern has adopted a new method of getting the monthly records to the dealers, and it has scored a great success. They have invited each dealer to name the maximum quantity of records he can use, and the highest amount of any one high-class selection he might have sale for. They also make a selection of records and send to him instead of sending him a standing order of one each.

George W. McElhiney, who, with a party of friends, passed through St. Louis one day recently on his private car "Kymyami,' en route to San Luis Potosi, telegraphed ahead to the St. Louis Talking Machine Co. for one of the Victor latest improved Victrolas and a large selection of grand opera records. The sale amounted to about $400.

C. W. Long, manager of the St. Louis Talking Machine Co., recently returned from a several days' trip to Chicago.

On Sunday, June 2, the St. Louis Talking Machine Co.'s baseball club won from the Ellendale baseball, one of the prominent semi-professional teams in this territory, by a score of 9 to 6. The winners have now played seven games so far, and in each contest they have proved to be victors.

The Silverstone Talking Machine Co. report a large volume of activity with a big increase in trade for the month of May over that of the same month a year ago. They have just put in two more record bins, which give them a capacity for 50,000. Max Stein has accepted a position with this firm as traveling salesman, and will represent through Illinois and Missouri. Mr. Carr, formerly with the Columbia Phonograph Co., has accepted a position as floor salesman with the Silverstone Talking Machine Co. Marks Silverstone, president of the company, recently returned from a business trip through Illinois.

S. R. Brewer, manager of the talking machine department of the Thiebes-Stierlin Music Co., reports business very good for May, and that they have had a very large demand for the Reginaphone machine.

J. P. Booker, manager of the talking machine department of the O. K. Houck Piano Co., reports trade very good, and a very nice increase since they got into their new parlors.

Among the visiting talking machine dealers who recently called at the St. Louis Talking Machine Co. quarter were: Charles Tate, Flora News Co., Flora, Ill.; Mr. Krug and Mr. White, of the Krug-White Jewelry Co., Staunton, Ill.; John W. Strain, Charleston, Mo.; William Dorsett, Alton, Ill.; H. D. Carter, Astoria, Ill.; Mr. Mendenhall and Mr. Matthews, of the Olney Music Co., Hannibal, Mo.; Mr. Parks, of Parks Music House Co., Louisana, Mo.; Mr. Young, of Parks Music House Co., Hannibal, Mo.

D. S. Ramsdell, formerly local manager of the St. Louis Talking Machine Co. here, is reported to be doing very well in the photography trade in Chicago.

SIGNED CONTRACTS TO SING.

Noted Artists Will Make Records for the National Phonograph Co.

Billy Murray, Byran G. Harlan, Steve Porter and Spencer (Len) & Jones (Ada) have signed contracts to sing and recite for the National Phonograph Co., though this arrangement does not bar them from being on the artists' lists of the other recording laboratories. The step was taken to prevent this "bunch of talent" from being tied up by any other company to the exclusion of themselves. Messrs. Murray, Collins, Harlan and Porter form a quartet doing independent work at club banquets and similar entertainments and occasions. Their dates are closed for the season, to be resumed again in the fall.

GERMANY'S OUTPUT OF "TALKERS."

It has been estimated that the total production of talking machines of all makes in Germany during 1906 averaged 250,000 machines per month, while about 1,500,000 records were turned out. This estimate includes talkers for both the domestic and export trade.

Reg. U. S. Pat. Off.

The expressions of complete satisfaction from those who are now using our new method of getting their monthly records (naming the quantity they can use, and the number of one selection they would have sale for, providing it was strictly first class, and allowing us to do the rest) convinces us that this method is far in advance of any other yet tried, and in asking you as a special favor to allow us to ship your next monthly supply by this method, we do so feeling positive that you will be fully satisfied and that your record sales will improve and increase in a way that will astonish you. In calling your attention again to the fact that we are exclusively wholesale at our new location, we do so, with the idea of impressing upon you the fact that the three qualities, which you require of your jobber are those that we have studied most carefully, namely, filling orders completely, because our stock is complete, shipping facilities perfect, and promptness guaranteed.

Is your name on our list for specialties? If not, drop us a postal to-day.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

The Only Exclusive Victor Distributors in Missouri

QUICK SHIPMENTS FROM ST. LOUIS

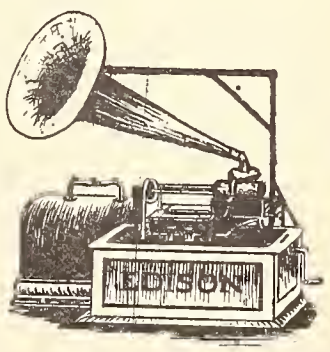
TO THE SOUTHWEST.

OF

Edison Machines, Records

AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.



CONROY PIANO CO.

1100 Olive Street ST. LOUIS, MO.

ITALIANS GOOD CUSTOMERS

Of the Talking Machine Dealer—Always Buy Expensive Records—Sooner Hear the Talker Than Eat.

Italian laborers, the man with the hoe and the shovel, the industrious cleaners of city streets, are buying thousands of dollars' worth of talking machines, records and other music supplies, and are thereby enriching dealers in every large city where they congregate; in fact, it has become a truism that they are in many cases the dealers' best customers, apparently spending every spare cent of their meager, hard-earned wages in costly records.

"You would be surprised to know that some of these fellows, whom you would think had scarcely a cent and could barely afford to pay their living expenses, buy more records than some of our millionaires," said a well-known dealer recently. "Why, there is one man who comes in here regularly every week—he works on the street sweeping gang—and buys an opera record. And you know these come high. I am almost ashamed to take the man's money, for I feel he ought to give it to his family. He tells me he would rather hear music than eat, and judging from the money he blows in on his talking machine, it must be so. He is only one of the hundreds throughout the two cities. These Italians spend thousands of dollars a year in records; in fact, they spend $10 to the other customers' one. Why, some of our millionaires who have talkers and music boxes that cost hundreds of dollars, are not in their class at all when it comes to blowing in money."

The Italian demands the best and highest class of music, barring Wagner, for it is proverbial that the Italian has not a veneration for the great German composer. "Lohengrin" and "Tristan" grate on his delicately attuned nerves, and he sees nothing to enthuse over or worship in the Nibelungen, as his more profound Teuton and English brother does. Neither does he go in much for ragtime or the more light, popular melodies. But he is in his element when he has Verdi or Mascagni, and to him there is nothing so fine or fascinating as "Il Trovatore" or "Cavalleria Rusticana." He buys records that contain the gems of these operas, and after his day's work in the ditch is over, he goes to his humble abode and while he dines on macaroni, spaghetti or bologna, soothes his ear with the delightful airs of the Italian masters of the divine art.

Many of these Italians have method in their madness in spending all their savings for records and machines. Thus many of them invite their friends and others to the house, and explain that for 5 cents the latest records of a favorite opera will be put on the talker. If there are 20 guests present the owner of the much-prized machine takes in $1. Often 10 cents a head is collected for the whole evening's entertainment. In this ingenious way the white wing and the man behind the pick adds to his worldly wealth and pays for his expensive machine, and its more expensive pile of records.

JUDGE TOWNSEND'S DEATH.

Passing of a Great Jurist and Expert on "Talker" Cases—Judge Wallace's Retirement Marks the Departure of Another 'Phono Expert.

The death of Judge W. K. Townseud, of the United States Circuit Court of Appeals, second circuit, which occurred Saturday, June 1, at his home in New Haven, Conn., chronicles the departure from the bench of a jurist whose name is familiar to the trade from his various decisions in the apparently endless litigation over talking machine devices. Next to Judge Lacombe, Judge Townsend has heard more arguments on patents of this kind than any other Federal justice in the country. He was a well-known writer on legal subjects, and his work, "History of American Law of Patents, Trade-Marks, Copyright," etc., is considered an authority. Judge Townsend was also professor of the law of contracts at Yale University.

Judge Wallace's retirement last month, the presiding justice of the Circuit Court of Appeals bench, also removes another well-known figure in talking machine patent adjudication. His recent dissenting opinion in the case of the Leeds & Catlin Co. against the Victor Talking Machine Co. was the means of taking this celebrated action to the United States Supreme Court for the final decree.

MULLEN WITH McGREAL.

The Well-Known Talking Machine Man Takes Charge of McGreal Bros.' New Wholesale Branch at Cincinnati.

McGreal Bros., the well-known Edison and Victor jobbers of Milwaukee, have secured the services of W. A. Mullen as manager of their new wholesale branch they are opening at Cincinnati.

W. A. MULLEN.

Mr. Mullen, whose pleasant features are reproduced in this connection, is a talking machine man of experience and accomplishment. Part of his road experience was with the Universal Talking Machine Co., for whom he traveled for several years.

On June 1 he severed his connection with the National Phonograph Co., regretfully resigning his position as manager of detached Western districts for their commercial department in order to go with McGreal Bros. The latter chose Mr. Mullen from among ten applicants for the Cincinnati position, in itself a tribute to his ability and his impression-making power. He will devote most of his time during the first three or four months to lining up dealers in the territory to be covered by McGreal Bros.' Cincinnati house.

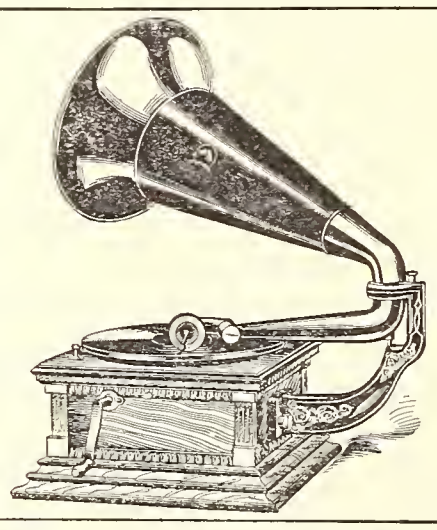
ROBERTS' NEW SPECIALTIES.

A Cylinder Record Basket and a Flexible Tube Holder, Which Are Worthy of Attention.

H. P. Roberts, dealer in commercial talking machines, at 320 Broadway, has just placed two specialties on the market, which are destined to win a large measure of favor. The first is a cylinder record basket to take the place of the old wood rack, which is cumbersome, and which has many drawbacks. The Roberts basket is just what the trade has been looking for, and as an office requisite will fill a long-felt want. The basket holds six cylinder cartons and is made of strong wire (tinned). It is compact, strong, durable and takes up one-third less space on a desk than the old wooden rack, besides matching the wire letter baskets now in general use. Another feature, each cylinder is kept in a cotton lined carton and protects them from any injury while being carried from one department to another. The second specialty referred to is Roberts' flexible tube holder, and it has the following points of merit that should appeal to every dealer. It supports the mouthpiece of the speaking tube in any position desired, leaving the hands free for handliug papers during dictation. The carriage of the talking machine is free to move without reference to the position of the mouthpiece of the speaking tube, which remains stationary, and when dictation is finished the tube may be pushed back and out of the way, or may be instantly removed from the machine. The vision of the dictator is furthermore not obscured as where a horn is used, and the holder being flexible allows of the tube's adjustment to suit the convenience of the dictator.

The holder also removes all strain from the carriage of the machine, insuring perfect records and prolonging the life of the mechanism.

The New Jersey Sheet Metal Co., Newark, N. J., are making quite a hit with their new "Ajax" horn. This is constructed in seventeen pieces of carefully selected, rust-proof sheet metal, thus giving it surprising strength and eliminating all danger in shipping and handling. "The Ajax" is finished in light enamel and Japan colors, baked in special ovens, and is fade-proof. Herman Ringel, one of the partners, has just returned from an extensive western trip, having called upon all the leading jobbers through that territory. He booked many large orders and reports business exceptionally brisk.



Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL,

541 Fifth Avenue, N. Y.

DEALERS — Be Up to Date

Stop clinging to traditions and buying inferior **RECORDS** because they have a name.

Order the **IMPERIAL** and get the latest and best on the market at most advantageous prices to yourself.

SEND FOR LISTS AND PRICES

LEEDS & CATLIN COMPANY - - New York

AN IMPORTANT DECISION

Just Handed Down Which Has a Direct Bearing on Repaired or Second-Hand Patented Machines—Establishes Precedent.

A suit recently decided by the United States Circuit Court of Appeals, second district, relative to the sale of repaired or second-hand patented machines at less than the contract price, will interest talking machine distributers, jobbers and dealers. The case is that of the National Cash Register Co., Dayton, O., against Grobert & Bauman, New York City, who repair and sell second-hand cash registers. These second-hand dealers have been buying second-hand machines and have repaired and altered them to suit the needs of their customers. In making the changes complained of the Circuit Court of Appeals has decided that these second-hand dealers have infringed the patent rights of the National Cash Register Co.

This is a very important decision not only to this company, but also to manufacturers whose talking machines fall into the hands of second-hand dealers. This decision clearly establishes a new and very important principle of patent law. Under this opinion it is not only an infringement for second-hand dealers to reconstruct patented machines, but it is also an infringement to use them.

MR. REYNOLDS ENTERTAINS AD-MEN'S CLUB.

(Special to The Talking Machine World.)

Springfield, Ill., June 9, 1907.

At a meeting of the Ad. Men's Club, held in this city recently for the purpose of planning a celebration in honor of Lincoln's one hundredth birthday anniversary on February 12, 1908, O. A. Reynolds entertained the club members with an excellent talking machine concert. An interesting and varied program was rendered, and the beauty of the music called forth words of praise from all present. A very neatly printed program was distributed by Mr. Reynolds, having on the flyleaf an excellent reproduction of the famous Edison picture, showing an old couple enjoying the music of a phonograph.

DENHOLM & McKAY CO.'S

Talking Machine Department in Worcester One of the Finest in the State.

(Special to The Talking Machine World.)

Worcester, Mass., June 12, 1907.

The Denholm & McKay Co. here have just completed one of the handsomest talking machine departments in the State. For the past year there has been continuous and steady development of this department, which is under the management of Mr. Gorham. Mr. Gorham has shown in his management the good effect of a policy of geniality, courtesy and good generalship, in all of which he is past master. He is one of the pioneer talking machine men in New England and is probably the only man in the country who can boast of being able to call by name any record in the Columbia catalog by the mere mention of its number. The Denholm & McKay Co. carry a complete line of Columbia disc and cylinder goods, and in the new department they will carry all lines.

TAKING CLERKS INTO CONFIDENCE.

How the Manager of the Talking Machine Department Stimulated the Interest of His Employes by Treating Them as Thinking Beings—An Example Worth Following.

The manager of the talking machine department of a prominent music house recently gave us some facts to which he attributed the success of his department, and which are well worth the attention not only of managers, but of merchants generally. This buyer stated that, on taking charge of his department he found the clerks lacking to a woful degree alike in interest in its success or failure and in knowledge of the merchandise. He determined to change all this. To a certain extent he took the clerks into his confidence, asking their advice and opinion before ordering stock, and giving them pointers about the value and character of the line. In a word, he got down from the high stool which his predecessor had occupied, and while placing himself nearer the clerks' level raised them to a higher one by treating them as reasoning and thinking beings. The result was a great increase in their sales and efficiency.

This is an example which may well be followed by department manager and merchant alike. In far too many cases the former holds himself aloof from the salespeople as if he belonged to a superior caste, whereas by mixing with them he would stimulate and encourage them, and would in turn obtain from them ideas tending greatly to his own success. The merchant who buys all or a portion of his own stock pursues a similar policy, though actuated by different motives. He fears to "let his clerks know too much" lest they give private information to his competitor. But he may rest assured that his competitor, if he wants this kind of knowledge, will obtain it in one way or another, while the risk of its being imparted is of far less importance to himself than is an efficient and ambitious staff.

J. E. SMITH WITH CHAS. H. DITSON & CO.

J. E. Smith, formerly with H. R. Eisenbrandt's Sons, Baltimore, Md., an experienced man, has been appointed sales manager of Charles H. Ditson & Co.'s greatly enlarged and handsomely equipped talking machine department, under the supervision of the Chesterfieldian H. L. Hunt.

EASTERN ASSOCIATION MEETS JULY 22.

By an oversight the Philadelphia convention of the Eastern Talking Machine Jobbers' Association, in April, named July 29 for their annual meeting, when the election for officers will be held. The date has been officially changed to a week earlier, namely, Monday, July 22, in New York City. Secretary Jacot will notify the members at the regular time.

YOU CANNOT REPAIR A TALKING MACHINE WITH POOR PARTS

We have given special attention to all our Repair Parts, and we Guarantee every part we sell.

You take no chance when you send us your order

SEND FOR CATALOGUE

Nunca podra Ud. componer una maquina parlante con partes de reparacion malas

Hemos dodo especial atencion a todos nuestros accesorios de reparacion, garantizando toda pieza de refaccion que vendemos.

En lo absoluto lleva Ud. peligre al ordenar sus pedidos a nuestra casa

PIDASE EL CATALOGO

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager. 400 Fifth Avenue, New York, U. S. A.

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., June 8, 1907.

The figures showing the exports of talking machines for the past four weeks from the port of New York will doubtless prove of interest to manufacturers and dealers in this and foreign countries:

MAY 14.

Berlin, 124 pkgs., $954; Bombay, 5 pkgs., $780; 72 pkgs., $2,222; Buenos Ayres, 3 pkgs., $513; 427 pkgs., $8,026; Callao, 2 pkgs., $106; Calcutta, 4 pkgs., $196; Colon, 4 pkgs., $400; Genoa, 25 pkgs., $298; Hamburg, 3 pkgs., $501; Havana, 15 pkgs., $696; 9 pkgs., $852; 23 pkgs., $1,575; Havre, 9 pkgs., $300; Laguaira, 9 pkgs., $985; Limon, 4 pkgs., $193; Liverpool, 1 pkg., $100; London, 2 pkgs., $256; 94 pkgs., $4,029; Manchester, 6 pkgs., $236; Manila, 6 pkgs., $399; St. Petersburg, 35 pkgs., $1,880; Valparaiso, 3 pkgs., $183; 6 pkgs., $477; 1 pkg., $243; Vera Cruz, 15 pkgs., $582; 50 pkgs., $679; Vienna, 10 pkgs., $593.

MAY 21.

Auckland, 2 pkgs., $313; Berlin, 212 pkgs., $1,221; Calcutta, 8 pkgs., $456; Colon, 8 pkgs., $120; Havana, 24 pkgs., $1,990; London, 57 pkgs., $2,957; 5 pkgs., $284; 2 pkgs., $114; Montevideo, 2 pkgs., $300; Rio de Janeiro, 17 pkgs., $1,907; Santiago, 7 pkgs., $139; Tampico, 7 pkgs., $252; Vienna, 12 pkgs., $194.

MAY 28.

Alexandria, 4 pkgs., $104; Berlin, 24 pkgs., $1,641; 101 pkgs., $460; Bristol, 29 pkgs., $163; Callao, 6 pkgs., $2,904; Guayaquil, 7 pkgs., $531; Havana, 6 pkgs., $603; 45 pkgs., $993; Havre, 53 pkgs., $875; La Guaira, 9 pkgs., $1,278; London, 45 pkgs., $1,945; 522 pkgs., $9,530; Manchester, 11 pkgs., $458; Savanilla, 4 pkgs., $126; Valparaiso, 6 pkgs., $859; 4 pkgs., $139; Vienna, 7 pkgs., $261.

JUNE 4.

Bombay, 33 pkgs., $531; Colon, 9 pkgs., $233; Havana, 13 pkgs., $493; 3 pkgs., $100; Havre, 154 pkgs., $801; 18 pkgs., $630; Iquitos, 3 pkgs., $207; Nassau, 4 pkgs., $108; Para, 6 pkgs., $335; Savanilla, 5 pkgs., $463; Vera Cruz, 121 pkgs., $3,059.

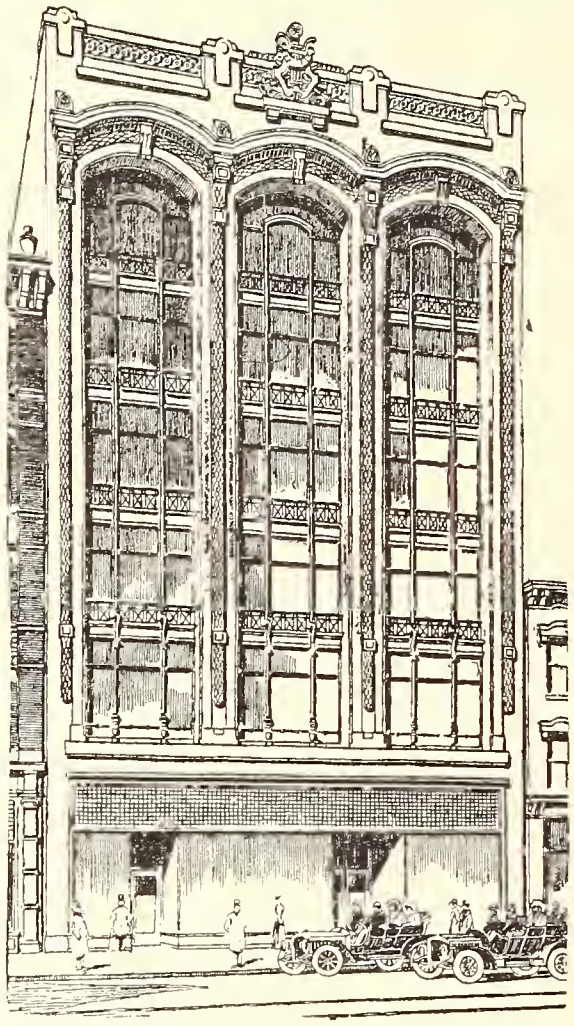
GRINNELL BROS.' NEW BUILDING

Will be One of the Finest Structures Devoted in Part to Talking Machines in the West.

(Special to The Talking Machine World.)

Detroit, Mich., June 10, 1907.

The excavating for the foundations of the new Grinnell Bros. building on Woodward avenue, near Clifford street, is practically completed, and contracts for the building itself have been let. The structure will be one of the handsomest in the city, ideally located for business, and will cost in the neighborhood of $150,000. The real estate



THE NEW GRINNELL BUILDING.

is valued at $300,000. The building will be 60 by 100 feet, six stories high, and the front will be almost entirely of plate glass.

The Woodward avenue front will present a striking appearance. A white-glazed terra cotta will be used in combination with green metal window frames and plate glass. The stories will be of unusual height, to make the building the more imposing.

The construction will be of steel and fireproof concrete, and among the many up-to date features to be incorporated is a handsome recital hall.

A high basement will accommodate additional showroom space. The interior will be fitted up in a thoroughly artistic manner. A careful study is being made of the music stores throughout the country to insure the most up to date and attractive establishment of the kind in the country.

The elevator, cleaning and ventilating system will be of the most modern type. The building is expected to be finished in ten months.

As is well known, Grinnell Bros. are successful jobbers of both the Edison and Victor lines.

A. E. LOBLEY A RECENT VISITOR.

A. E. Lobley, Auxetophone expert and traveling repairman for the Victor Talking Machine Co., Camden, N. J., who was in New York recently, is now in the New England territory. Later he will visit the Western trade and then go South. Mr. Lobley is quietly observing for the company how the jobbing trade looks after the repair end of their business, and especially how the Victor Auxetophone is being handled from a mechanical point of view. He is ready to offer his expert advice and assistance whenever solicited by Victor dealers and distributers. It will probably be August before Mr. Lobley reaches the factory again.

SHOWED HOW HE VALUED THE MACHINE.

When an article is so precious that the struggle for its possession leads to murder, that is the final test of value, and a talking machine has passed the test of blood. On the northwest side of Chicago recently two men quarreled over the possession of a "talker." Michael Casey was the owner of a "Master's Voice" machine. His brother John came to call on him. For a while the brothers listened to Caruso and Scotti, and the Italian operas, until John, deciding to take the instrument home with him, arose to go. "You will leave that talking machine here," shouted the other. Hot words followed, and Michael, seizing a razor, slashed his brother's throat. The murderer was captured a few minutes later, as, blood-stained and disheveled, he was attempting to board a street car in Grand avenue.

PETITIONED INTO BANKRUPTCY.

The Winchell Co., dealers in small musical instruments and talking machines, who made an assignment last October for the benefit of their creditors to James M. Linscott, have been petitioned into voluntary bankruptcy at the instance of Nelson C. Rand, whose claim is for $574 rent due on lease executed by the petitioner to the Winchell Co. for $2,300 a year last October.

Howard Guey has bought out the business of H. E. Damon, dealer in Edison phonographs in Shushan, N. Y.

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

HOW TO PRESERVE YOUR Talking Machine Worlds

For some time past we have received numerous requests from subscribers for binders to hold the files of the paper, so that they would be convenient for reference purposes.

To supply this demand we have had a number of "Common Sense Binders" made, which will accommodate the Talking Machine World readers.

If you wish your Worlds filed always within reach, order a binder.

These binders are full cloth, with the title of the publication on the front in gold.

These will be supplied to subscribers, delivered to any part of the country for $1.25.

BUSINESS DEPARTMENT

The Talking Machine World
1 Madison Avenue
NEW YORK

HORNS!

Our new colors and decorations are ready for your inspection and orders.

Searchlight Horn Co.

753-755 Lexington Avenue

Borough of Brooklyn NEW YORK CITY

EPOCH-MAKING ROMANCE.

Introduction, Engagement and Courtship of a Los Angeles Girl by Phonograph.

What do you say to introductions, engagements and courtship, all by talking machine? "Her Lover's Voice" should be the title of this romance, for until weeks after she had learned to love him his voice was the only loved feature she could have recognized.

All this time they were three thousand miles apart—on opposite sides of the North American continent. She had never seen him, nor he her. Her photograph had never met his gaze, nor hers his. Up to the minute that she first heard "Her Lover's Voice" she didn't know that he existed.

That moment deserves to go down in the history of epoch-making romances, says a writer in the American. To her home in Los Angeles, Cal., came an express package from Washington, D. C. She opened the package and found a phonograph record—nothing else, nothing even to show who had sent it.

"I wonder who it is from?" she said, inspecting it from all points of view, as women frequently inspect envelopes addressed in a strange handwriting, oblivious for the moment to the obvious expedient of inquiring of the contents.

It suddenly occurred to her that phonograph records were to be interpreted through the medium of the phonograph mechanism, so she promptly put this one to the test.

"Gr-r-r, sc-r-ratch, sque-e-k, rattle," and then, in clear, familiar tones:

"Dear Idella—Permit me to present to you Mr. Seth Cabell Halsey, a nephew of United States Senator Daniel, of Virginia. He's a dear friend of ours, and awfully nice. Ever yours, Maud."

Then a pause, and then, in manly, resonant tones:

"I am happy to meet you, Miss Dotter."

With these manly tones ringing in her ears, Miss Idella Dotter went right out and talked into a phonograph:

"Dear Maud—If Mr. Seth Cabell Halsey is within hearing, this is for him: Very pleased to make your acquaintance, Mr. Halsey."

"Marked confidential," there followed a lot of questions about the owner of the manly tones, etc., etc. And when the record was ready, Miss Dotter sent it by express to Miss Maud Hunter, Washington, D. C.

That was the beginning. Mr. Halsey confided to Miss Hunter that Miss Dotter had the sweetest voice that had ever fallen on his ears. Sentiments of the same sort he also confided to a phonograph record, which he expressed to Miss Dotter's address in Los Angeles.

Miss Dotter, in a record addressed to Mr. Halsey, made admissions of a similar character. This launched a rapid fire phonograph correspondence, supplemented by another through the mails which facilitated an exchange of photographs.

But it was one of Mr. Halsey's phonograph records which contained his proposal of marriage. After due reflection, stimulated favorably by a frequent hearing of Mr. Halsey's phonograph love-making, Miss Dotter forwarded by phonograph the sweet-voiced "yes" that was little more than a whisper. Four days later she received a telegram from Mr. Halsey:

"Leave to-morrow for Los Angeles."

For Miss Idella Dotter the "law of compensation," so long dormant, was at last in full operation. On the very day that her lover's telegram came announcing his departure from Washington to join her in Los Angeles, the contest by relatives of the will of her mother leaving her $100,000, was decided in her favor. After four years of dutiful self-sacrifice her reward, full and complete, was at hand.

There is as yet no formal announcement of the engagement of Miss Idella Dotter and Mr. Seth Cabell Halsey. In view of the startling novelty of a courtship by phonograph, the young woman has preferred to defer that detail until they have had opportunity for a little good old-fashioned courting.

THE NEW YORK PHONOGRAPH CO.

Elect Officers at Tarrytown on June 4—No Decision in Case Recently Argued.

The annual meeting and election of officers of the New York Phonograph Co. was held at Tarrytown, N. Y., their legal home office, June 4, resulting in the retention of the present staff. It will be remembered this is the concern who are now suing S. Davega, New York City, and several hundred other Edison jobbers and dealers in the state to enforce an alleged contract with the National Phonograph Co. relative to territorial selling rights. This case was argued before Judge Keogh, Supreme Court, special term, Westchester county, May 18, at the rooms of the New York City Bar Association. Decision was reserved and is now looked for daily. Judge E. M. Hatch and C. L. Buckingham appeared for the defense, and S. F. Heyman and State Senator Cohalan for the complainants. Progress was therefore reported to the N. Y. P. Co. on this case at the foregoing meeting.

A HANDSOME "MEGA" BOOKLET.

E. A. & A. G. Schoettel, makers of fibre specialties, Maspeth, Queens County, N. Y., are sending out a very pretty folder containing illustrations and descriptions of their Mega flower horn in crimson, magenta, old rose, violet, royal blue, and a decorated flower Mega in the same color. The fact that the illustrations are virtually facsimiles of the horns themselves makes this folder of especial interest to dealers, particularly to outside men who reach customers on the road.

MARCONI PHONOGRAPH CO. FORMED.

The Marconi Phonograph Co., Portland, Me., have incorporated, with a capital of $10,000 for the purpose of engaging in the manufacture and sale of talking machines. Incorporators: President, W. P. Carr, treasurer; J. W. Dunn; clerk, W. E. Chapman, all of Portland, Me.

Northwestern Dealers

TRY US

WE ARE

JOBBERS and DISTRIBUTERS

EXCLUSIVELY OF

EDISON VICTOR

Phonographs Talking Machines

and Supplies

MINNESOTA PHONOGRAPH CO.

LAURENCE H. LUCKER

505-7-9-11 Washington Ave., So., MINNEAPOLIS, MINN.

FAVORABLE REPORTS FROM CLEVELAND.

Regarding the Business for the Past Four Weeks—The Gaumont Chronophone Exhibited—Wm. McArthur a Visitor—The Eclipse Music Co. "At Home" in Their New Quarters—Roberts, Gulley and Buescher Report a Big Call for Red Seal Records—The Usefulness and Importance of the Commercial Graphophone Discussed by Manager Jones.

(Special to The Talking Machine World.)

Cleveland, O., June 9, 1907.

Notwithstanding the unusual, unseasonable, disagreeable weather throughout the entire month of May the talking machine business was good, and generally compared favorably with that of the same month a year ago. Trade has been satisfactory, and a growing demaud for higher grade instruments and records is a noticeable fact. The June records are highly spoken of both by dealers and customers.

It is quite natural to blame something or some one if a man or boy goes wrong. Moving picture shows are blamed by the father of a sixteen-year-old boy for his alleged downfall. The father sent him to the bank with $250, since which time he has neither seen nor heard of him. The mother of another boy, thirteen years old, has reported him missing, with $60, alleging that he was a frequenter of the moviug picture theaters.

The Gaumont chronophone, of which much had been written and expected, has had its premier in America at the Family Theater. The little playhouse has been beautifully decorated aud fitted up for the accommodation of patrons who wish to witness its uuique performances. The simultaneous operation of moving pictures and the talking machine is marvelous. After witnessing the chronophone one is impressed with the belief that the day is not far distant when complete automatic records of great operatic and dramatic performances will be available. The theater is proving an immense attraction.

William McArdle, representative of the Hawthorne & Sheble Manufacturing Co., Philadelphia, was a visitor to the city May 30, leaving here June 1 for Detroit. He secured several good orders for horns and talking machine supplies.

The Eclipse Musical Co. are getting settled in their new quarters in the Erie Building. Moving the stock from the old place, putting in place thousands of shelves, and placing the new stock comiug in by the carload, was quite an undertaking, but order is coming out of the chaotic conditions, and there will be a place for everything and everything in its place. The company now have in a large stock of machines, cabinets, records and horns; in fact, an entire line of talking machine supplies. Mr. Towell, president, said the wholesale business during the past month had been very satisfactory.

The Columbia Phonograph Co. report business as exceptionally good for this time of the year. Mr. Probeck, manager, said the May trade was fine, better than tbe month a year ago. Records and the better grade of machines, he stated, were selling well, and that the prospects were excellent.

"Business is good, and May has averaged up with any month this year," said W. J. Roberts, Jr. "During the past week we made sales of two Victrolas, which was pretty good, considering the unfavorable weather. My fiscal year closed June 6, and I am well satisfied with results, which surpassed expectations. Judging the future by the past, my second year's business will prove all that one could hope for. The June records, especially Red Seal, are selling well, and everybody is pleased with them."

Collister & Sayle are giving more attention to bicycle and sporting goods than to the talking machine trade. Except in the sale of records they said business was rather dull, as usual, at this season. They handle the Victor machines and records.

Trade during the past month was reported fairly good by Hugh Gulley. "Sales of machines," said Mr. Gulley, "have been rather slow, but the large increase in sales of Red Seal records has more than made up for the falling off in sales of machines. The backward season has undoubtedly affected trade, but when the weather gets settled I look for a good summer's trade."

W. H. Buescher & Son are very busy in both the Victor and Edison departments of their store, though Mr. Buescher stated business was a little quiet, as is usual at this season of the year. Sales of machines, he said, were averaging well, and that there was a big demand for the new Victor Red Seal records.

Flesheim & Smith report an excellent demand for Zonophones, and say trade continues very fair, considering the season and unpropitious weather. "We are selling a good many machines," said Mr. Smith, "and the sales of records is large and constantly iucreasing, and what is especially gratifying to us is that purchasers are all pleased with the Zonophone."

Discussing the usefulness of the commercial graphophone, H. E. Jones, manager of that department of the Columbia Phonograph Co., said: "The commercial graphophone continues to forge ahead. During last month a number of additional business houses tried out and purchased our equipment and system of handling correspondence, and it is the universal experience that those houses and business men who try the machines very soon come around to the point of wondering how they have for so many years got along without this convenient time-saving method. May produced the largest month's business since the establishment of this department, over a year ago, and the present outlook for Juue is quite favorable for outdoing even this remarkable record. If it were not for that conservatism which is so universally fouud among established business houses, which makes them cling persistently to old methods, as against those that are possible, the commercial graphophone would hardly require the services of a salesman to successfully introduce it. However, most of the enterprising, progressive business houses in this locality are investigating and adopting the system, satisfied it is the modern way of transacting business."

It is rumored that a wedding, the parties to which are identified with the talking machine trade, is soon to take place, and is the result of a rather romantic meeting. The young people are well known in musical circles, and the gentleman claims he has an unbroken record of records.

MUSIC PUBLISHERS HELPED

Through the Use of Talking Machines by the General Public—Publications Become Popularized, Hence Are Big Sellers.

"The talking machine trade is greatly helping our business," said a large publisher and importer of sheet music to The Talking Machine World recently. "The owners of these instruments are continually hearing new songs and compositions which they desire to own, and reproduce on their pianos. They go to the nearest dealer and buy it if he has it, which ofttimes he has not. Some of the selections called for are very hard to find on the American market, and it is not unusual for us to import some piece of music to which a phonograph owner has taken a special fancy. I now secure all the catalogs and monthly bulletins published by the various companies, and if we do not carry them in stock locate them so as to be able to secure them at the shortest possible notice. The talking machine is doing more to create a love for music than any instrument ever invented, and I know of several professional singers who have them so that they can study the methods of the great singers secured to make the records."

ECKHARDT TO ATTEND CONVENTION.

The Wholesale Manager of the Columbia Co. Will Attend Jobbers Reunion at Chicago—Messrs. Lyle and Eckhardt to Europe.

General Manager Lyle and W. L. Eckhardt, of the wholesale end of the Columbia Phonograph Co., General, who was to have gone to Europe June 25, were obliged to defer his trip until later, owing to the departure of President Easton on the 12th. Mr. Eckhardt will be present in Chicago at the meeting of the Central States Talking Machine Jobbers' Association on the 17th and 18th inst., and will also stay over for the conventions of piano manufacturers and dealers the latter part of the same week. At the Columbia store, 88 Wabash avenue, there will be displayed during this streuuous period the company's piano and upright hornless cabinet machines, and also the new tone horn cylinder machiue.

The following are late additions to the jobbing list: Southern Vitascope Co., Atlanta, Ga.; Osgood Co., Boston, Mass.

Though the National Phonograph Co. have a number of crack salesmen in the Middle West. J. W. Scott, who travels New England, is said to top them all in the number of new Edison dealers created.

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THE WALLACE BARNES COMPANY

BRISTOL, CONN.

JOKE WAS ON JONES.

A Humorous Incident in Connection With an Outing of a Party of San Francisco's Smart Set—A Story Worth Reading as It Is Now Going the Rounds of the Pacific Coast Clubs.

An amusing incident took place recently on one of the houseboats anchored off Belvedere, a town situated on the Bay of San Francisco. The owner of the ark, a wealthy member of San Francisco's smart set, had invited a number of his male cronies to participate in a jinks to be held on board.

The night selected for the jinks was ideal in every respect. The moon shone over the waters in splashes of silver, and the houseboat rose and fell on the bosom of the tide with a gentle swaying motion that was soothing to the tired senses.

It was a typical gathering of congenial spirits—artists, musicians and men-about-town. Some had won local prominence in the realm of song and story. Others were there who lead a more prosaic existence; models in the community, of dignity and prudence. They, however, like their fellows, dearly love a good time; away from the vulgar gaze of an unappreciative public, forgetful of the cares that infest the day. Clubmen all, with that dash of bohemianism in their make-up that keeps one ever young.

Such a man was Jones, for so we will call him—a portly bachelor of mature age, with a "heart as big as a mountain." He was a prince of good fellows, and on this occasion entered heartily into the spirit of the hour, gamboling about the deck with all the abandon of a youth of twenty.

It was a revelous night, not soon to be forgotten. At two bells the fun was at its height. At four it still continued. Song followed story and story song, punctuated anon by the popping of corks and the sizz of sparkling Cliquot. There were cold bottles galore and hot birds a-plenty. Baptiste was an admirable chef. He certainly was a wonder.

The gray of the approaching morning was tipping the Berkeley Hills as the host, calling his friends around him, thus addressed them:

"Gentlemen, as many of you are aware, it has been my custom for years, on occasions such as the present, to retain some memento that may be preserved for all time and be to me in the winter of my life a pleasant reminder of many happy hours spent in old Bohemia. Here is a phonograph that has been a faithful companion at many jolly gatherings, voicing the songs and stories of absent friends, several of whom have passed to 'The Great Beyond.' In the seclusion of my abode, I often turn to it for consolation, and it never fails me. Upon the virgin surface of this cylinder, which I hold in my hand, no sound has ever left its impression. Its waxen face, responding to the vibrant pulse of life, will record the very thought expressed in song that has brought us all together. And now, gentlemen, that I may secure a reminder of this pleasant hour, I call upon one whom we love and admire, one whose heart never falters at the call of good fellowship, to breathe forth the melody of his voice into this horn that ope's to receive it even as does the flower it portrays extends its graceful petals at morn to drink in the crystal dew. A toast to Brother Jones, for he's a jolly good fellow."

Although the response was somewhat inarticulate, the vehemence with which it was given left no doubt of Jones' popularity. He was then escorted with due solemnity to the phonograph.

"Boys, you overpower me with the ardor of your greeting. I am indeed too full for utterance. I am no nightingale, as you know, but I will do my best to sing one verse of that good old song, dear to the hearts of true Bohemians—'Auld Lang Syne.'"

Amid a silence broken only by the whirr of the revolving cylinder, Jones placed his mouth close to the horn, and commenced to sing. So earnest was he in his effort to record every word of the song, that he almost snapped his vocal cords asunder while his face assumed a ruddier hue. For a while he seemed threatened with convulsions.

When he had finished the silence that ensued was painful in the extreme. Not one of his hearers lifted his voice in approval, not one clapped hands in applause. The whirring, scratching, grind of the cylinder was all that broke the solemn stillness. For a moment he paused, then turning to his audience with embarrassment and chagrin plainly stamped upon his countenance, he started to move away. Suddenly from the bowels of the phonograph a deep, sepulchral voice, burdened with pain and remorse, and embodying in its tone the agony of the lost, groaned forth in anguish: "Is that the best you can do? Oh, Lord! That's rotten!"

Amid the yells that greeted this sally it is said Jones fainted. The renewed sounds of popping corks, however, quickly revived him.

And now the story is going the rounds of the clubs. It was too good to keep. Jones was the victim, but he took his medicine like a little major. He has already arranged for dinners for the crowd at the "Poodle Dog." How could he do otherwise? The joke was on him, but he swears he'll get even, and who would blame him. Would you? EUGENE J. DAVIS.

J. N. BLACKMAN'S NEW AUTOMOBILE.

J. Newcomb Blackman, the popular president of the Blackman Talking Machine Co., is nothing if not progressive. Always an admirer of the "benzine buggy," he has recently purchased a brand-new touring car, in which to visit the trade in the vicinity of New York. It is said that the car has such speed that it takes two men to watch it pass—one to say, "Here it comes," and the other, "There it goes." However, it enables Mr. Blackman to avoid the uncertain and comfortless railroad trains and combine the pleasures of motoring with the more serious business of capturing the dealers' orders. Following the lead of other business houses the Blackman Co. will close up shop at 1 p. m. on Saturdays during the summer months.

VICTOR SOUVENIR PIN.

The Victor Talking Machine Co. are distributing, through their dealers, a neat souvenir pin with the picture of the Victor dog in the well-known "master's voice" pose. The face of the pin is of celluloid, and the picture is reproduced in colors.

W. A. Lawrence, of the Standard Metal Manufacturing Co., 10 Warren street, New York, will be in Chicago during the Jobbers' Convention, making his headquarters at the Auditorium Annex. It is said that he has something entirely new in horns to offer the trade.

TO REVIEW LITIGATION.

United States Supreme Court Grant Request of Leeds & Catlin Co. in Suit of Victor Talking Machine Co., to Pass Upon Rulings of Lower Courts Anent the Validity of the Berliner Patent.

(Special to The Talking Machine World.)

Washington, D. C., May 28, 1907.

Before adjourning until Oct. 14, the United States Supreme Court to-day granted the writs of certiorari, submitted by Leeds & Catlin Co., New York, through their attorney, Louis Hicks, on May 13. The motions, on which argument may be heard, as they now have a standing in the court, before the close of the year, are to review the validity of the Berliner patent, as adjudicated by the United States Circuit Court of Appeals, second circuit, and also the contempt of court order originally granted by Judge Lacombe in the Circuit Court and subsequently sustained by the Court of Appeals, Judge Wallace, the presiding justice, dissenting, and in which they were fined $1,000 for violating an injunction. The Victor Talking Machine Company, Camden, N. J., the owners of the Berliner patent, are the defendants in error, and are represented by Horace Pettit, Philadelphia, Pa. The foregoing action of the highest court in the land is regarded by their counsel as a distinct victory for the Leeds & Catlin Co., plaintiffs in error. At any rate, it represents the final step in the bitterly contested litigation that is fraught with interest to the entire trade.

MR. MILLER WILL TAKE REST CURE.

H. K. Miller, who for some time past has been representative for the National Phonograph Co. on the Pacific Coast, has been compelled to retire from business on account of nervous breakdown. He will retire for the summer to some small town in New York state where he can get close to nature and will not consider a business proposition for some months.

At an auction sale of securities held in New York recently two bonds of the Edison United Phonograph Co., having a face value of $36,000, were sold for $100.

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SOME STRIKING PUBLICITY

Originated by the Chattanooga Phonograph Co. During the Elks Carnival Recently Held in That City—Wide Notice Attracted.

(Special to The Talking Machine World.)

Chattanooga, Tenn., June 7, 1907

The Chattanooga Phonograph Co., 929 Market street, took advantage of the Elks' carnival recently held in this city to advertise the Columbia graphophones in an original and striking manner. In the parade they were represented by a handsome trap bearing a mahogany graphophone with a big flower horn and drawn by four white horses. F. H. Atlee, president of the company, was in charge of the turnout, and saw that the music of the latest and finest records was dispersed to the crowds. The newspaper advertising of the company during the carnival called attention that the B. P. O. E. of the Elks also stood for the Best Talker On Earth! and that is the Columbia Graphophone.

Although starting business only six months ago the hustling proclivities of the staff have forced the company on to success and the future is full of promise.

DOUGLAS BASEBALL CLUB

Cutting a Swath on The Diamond This Season.

Owing to the deep interest taken in the Douglas Baseball Club, representing the Douglas Phonograph Co., 89 Chambers street, New York, by Charles V. Henkel, president of the company, and the liberal manner in which the firm has treated the club, and through the untiring efforts of Charles Kelly, their manager, who is at the head of the shipping department, the team this season made its appearance in brand new uniforms of Yale gray with maroon trimmings and with coats of the same shade, but with bright red trimming.

The following is the schedule of games played and booked up to the present time: April 7, at Dexter Park, Douglas Baseball Club, 9; Highland, A. C., 2. April 14, at Dexter Park, Douglas Baseball Club, 5; Highland A. C., 5 (ten innings). April 21, at Ridgewood, Douglas Baseball Club vs. Seminole, forfeited. April 28, at Hicksville, L. I., Douglas Baseball Club, 9; Hicksville A. C., 6. May 5, at Marion, N. J., Douglas Baseball Club, 7; Marion Field Club, 10. May 12, at Cedarhurst, Douglas B. B. Club, 7; Cedarhurst F. C., 4. The following games are to be played: May 19, Hawthorne A. C., at Flatbush, L. I.; May 26, Hicksville A. C., at Hicksville, L. I.; May 30, Cold Spring A. C., at Cold Spring Harbor, L. I.; June 1, Parkway A. A., at Orange, N. J.; June 2, Colonial A. C., at Flatbush, L. I.; June 8, Greenport A. C., at Greenport, L. I.; June 23, Independent F. C., at East Rutherford, N. J.; June 29, Northport A. C., at Northport, L. I.; June 30, Manhasset A. C., at Manhasset, L. I.; July 4, Cedarhurst F. C., at Cedarhurst, L. I.; July 6, Seminole A. C., at Springfield, L. I.; July 7, Hatters' A. C., at Peekskill, N. Y.; July 13, Oyster Bay A. C., at Oyster Bay, L. I.; July 21, Hicksville A. C., at Hicksville, L. I.; August 10, Village Club, at Sayville, L. I.; August 24, Seminole A. C. at Springfield, L. I.; September 2, a. m. and p. m., Silver Lake A. A., at Silver Lake, N. J.

An interesting feature of the Douglas games is that they print a very neat folder for the score card, showing the batting order of both teams, giving the teams at whose ground they play a notice thereon of their next game; also an advertising notice of their nearest dealer to the place they play; likewise showing a large cut of the interior of their store at 89 Chambers street. These cards are distributed at all grounds wherever the Douglas team play their interesting games.

The ever popular John Kaiser, the sales manager of the house, is now a converted rooter for the team. It seems he owns a deed for a plot in a cemetery at Hicksville, and when he learned the boys were to open up the season there, and knowing the reputation of the strong Hicksville bunch, whenever the opportunity arose, he flourished the deed for the plot and vowed he was going to bury the boys up there if they lost; but

THE DOUGLAS BASEBALL TEAM.

at the end of the game, with the final score of 9 to 6 in favor of the Douglas boys, "Poor John's" manly form could be seen down the road making a straight line for the hotel with the Hicksville deed in one hand, and wiping his lips with his other hand in "anticipation." Since then "Our John" swears by the "Douglas bunch."

The club have a few more dates open and would be pleased to hear from all strong uniformed out-of-town teams, particularly in the music trade. For any information regarding games, etc., communicate with **Charles Kelly, manager, 89 Chambers street, New York City.**

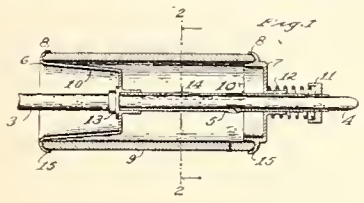
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., June 7, 1907.

PHONOGRAPH RECORD HOLDER. Thomas V. Skelly, Chicago, Ill. Patent No. 854,002.

The main objects of this invention are to provide an improved holder for the record cylinders of phonographs and other devices for recording and reproducing vibrations; to provide a holder which will permit the record to be freely handled without touching the recording surface, and which will serve as a protector for the record when it is removed from the machine; to provide a holder of this class on which a record may be permanently mounted and which may be readily slipped upon the record supporting mandrel

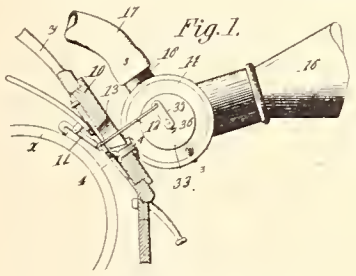


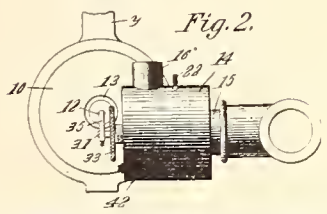
of the machine and will then serve as a drum for supporting the record in the machine; and to provide a holder which will permit the record to freely contract or expand through temperature changes without danger of breakage either when the record is on the machine or when it is removed therefrom, thus avoiding the cause of most of the breakage of phonograph records. Phonograph records are usually broken through being forced too tightly upon the supporting drum, or from contraction when chilled while on the drum or from accidental blows during the handling of the records. These objects are accomplished by the device shown in the accompanying drawings, in which

Fig. 1 is a longitudinal section of a phonograph record holder constructed according to this invention, and showing a cylindrical record in position thereon. Fig. 2 is a transverse section of the same on the line 2—2 of Fig. 1.

SOUND-WAVE INTENSIFIER. Harlie Ogden Putt, Millbury, O. Patent No. 852,615.

This invention relates to sound reproducing apparatus, and has for its principal object to provide means whereby comparatively weak sound waves may be magnified, the invention being applicable to sound reproducing machines of the phonograph, graphophone or gramophone type,





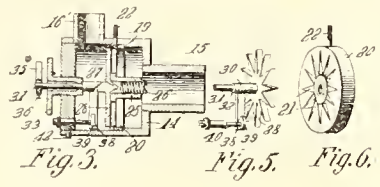
as well as to different forms of sound transmitting devices, such, for instance, of megaphones, speaking trumpets and the like.

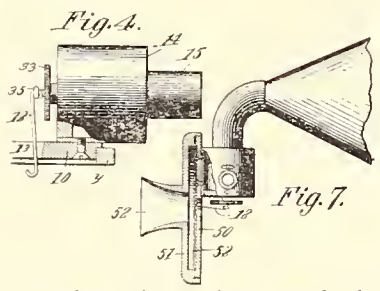
A further object of the invention is to provide a mechanism whereby the comparatively feeble vibratory movement of a reproducing stylus or diaphragm may be employed to control the flow of a fluid under pressure in such manner that the fluid will follow precisely the movements of the stylus or diaphragm and produce sound waves of much greater intensity than would be possible where the reproducing means acts directly on atmospheric air at normal pressure.

A still further object of the invention is to provide a mechanism in which the flow of a body of fluid under pressure is controlled through the action of a sound wave record or directly by a diaphragm or other body receiving motion from sound waves.

A still further object of the invention is to provide a sound wave magnifying apparatus in which numerous short blasts of a fluid under pressure may be directed against the atmospheric air, the duration and intensity of the blast being under the control of the reproducing stylus of a phonograph or like machine, or under the control of a diaphragm or other body that is operated by sound waves.

In the accompanying drawings Fig. 1 is an elevation, partly in section, of a sound reproducing and magnifying apparatus constructed in accordance with the invention, showing the application of the same to a cylindrical record sound reproducing machine. Fig. 2 is a front elevation of the same. Fig. 3 is a sectional elevation of the device on the line 3—3 of Fig. 1. Fig. 4 is an elevation of the device, partly in section on the line 4—4 of Fig. 1. Fig. 5 is a detail perspective view of the valve which is actuated by the reproducing stylus. Fig. 6 is a similar view of the



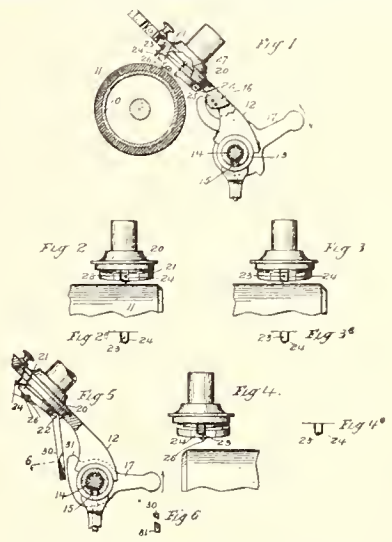


valve seat. Fig. 7 is a view, partly in section, illustrating the application of the invention to a megaphone or trumpet.

Similar numerals of reference are employed to indicate corresponding parts throughout the several figures of the drawings.

PHONOGRAPH. William W. Rosenfield, New York, N. Y. Patent No. 849,086.

This invention relates to improvements in phonograph reproducers. It is well known that in phonographs in which the reproducing point is moved laterally of the record by means of a feed-screw or other means other than the record groove itself, as in the common type of cylinder machines, difficulty has been encountered herctofore by reason of the existence of more or less lost motion in the driving means or connections by which the reproducer is given its movement laterally of the record groove or longitudinally of the record mandrel. In such machines the connection between the reproducing point and the diaphragm of the reproducer is usually such as to permit some lateral movement of the reproducing point independently of and relatively to the diaphragm, so that the reproducing point may automatically adjust its position with relation to the record groove, and in order



to avoid any difficulty due to irregularity of the record surface the reproducing point in a well-known type of reproducers is carried by a lever connected with the diaphragm and pivotally mounted on a weighted or spring-pressed member or device which is capable of moving toward and from the diaphragm and acts as a retarding device, the inertia of which will not be overcome by quick vibrations corresponding to the sound-waves to be reproduced, but which will be moved by and take up the slower movements of the reproducing point due to irregularities in the record surface. Such retarding device is also usually mounted so as to be capable of some lateral movement relatively to the diaphragm, being usually pivoted at one side of the diaphragm and its lateral movement, which is then a swinging movement about its pivot, limited by means of a pin extending into a loop at the other side of the diaphragm, which loop also forms a supporting means for the retarding device when the reproducer is moved to carry the reproducing point

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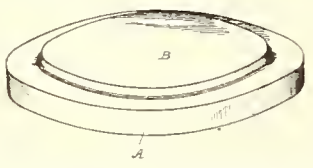
off the record. By reason of the lost motion above referred to in the means for feeding the reproducer over the record in starting the machine after the reproducing point has been brought into engagement with the record the rotation of the record cylinder will cause the reproducing point to be moved forward somewhat before the forward movement of the carrier begins, and in making such independent lateral movement the reproducing point will cause a corresponding movement of the retarding device relatively to the diaphragm. Such independent lateral movement of the reproducing point and of the retarding device will be more or less according to the amount of lost motion in the reproducer driving means and according to the position of the driving devices and connections before starting and will always be a relatively small amount; but any such movement whereby the reproducing point is moved out of its normal position relatively to the diaphragm is undesirable, aud frequently such movement will be sufficient to cause the pin on the retarding device to come into engagement with the side of the supporting loop, thus interfering with the free movement of the retarding device.

The object of the present invention is to avoid the above difficulty due to lateral movement of the reproducing point and of the retarding device relatively to the diaphragm in starting, and this difficulty is avoided in accordance with the invention by providing means whereby the reproducing point and retarding device, when such device is used, is shifted slightly backward relatively to the diaphragm when the reproducing point is off the record, so that when the reproducing point is brought into engagement witb the record while in this slightly shifted position the prelimiuary iudependent movement of the reproducing point above referred to will merely result in moving it back to its normal position relatively to the diaphragm. For this purpose, in the construction above referred to, in which a pivoted retarding device is employed which is supported at one side of the diaphragm by means of a pin extending into a loop or other means for limiting the lateral swinging movement of the retarding device and for supporting the same when the reproducing point is off the record, the supporting portion of the loop is inclined, so that when the retarding device is supported thereby it will be thrown slightly backward from its normal position. Fig. 1 is a sectional view through the record maudrel and feed shaft of a well-known form of phonograph, and showing the reproducer carrier with a reproducer in position, the reproducer being partly broken away. Fig. 2 is a view of the reproducer and a portion of the record cylinder, looking in the direction of the arrow, 2, of Fig. 1. Figs 3 and 4 are views similar to Fig. 2. showing the reproducer in different positions. Figs. 2a, 3a and 4a are detail views corresponding to Figs. 2, 3 and 4, and illustrating a construction not embodying the present invention. Fig. 5 is a side view, partly in section, showing an application of the invention to a slightly different form of phonograph from that shown in Fig. 1. Fig. 6 is a detail section on line 6 of Fig. 5.

COMPOSITION OF MATTER FOR SOUND RECORDS. George K. Cheney, New York, N. Y., assignor by mesne assignments, to Victor Talking Machine Co., Camden, N. J. Patent No. 854,801.

This invention relates generally to sound record tablets and is more specifically designed to produce a composition of matter for use as a recording surface or record tablet for talking machines. For this purpose, it is desirable that such a material should be perfectly amorphous and sufficiently hard and tough to permit ordinary handling and resist changes in temperature. At the same time, it must not be too brittle, as this property tends to cause it to crack, chip and break unevenly under the action of the cutting stylus, which results in mutilating the record and gives rise to harsh unpleasant sounds on reproduction. The material should furthermore be of such texture and possess sufficient coherence to permit a sharp, cleau cut to be made in the surface thereof and the shavings as formed to be readily removed without any tendency to become sticky and adhere to the record, recorder, etc.

A composition is obtained possessing the various essential properties and characteristics above pointed out, by combining equal parts of ozocerite and paraffin. Such a composition is found to be tough and smooth in texture. The shaving formed by the recording point is continuous and does not break into bits and stick to the surface of the record or clog the point of the stylus. The record groove is clean cut and the walls or surface thereof are smooth and entirely free of inequalities.

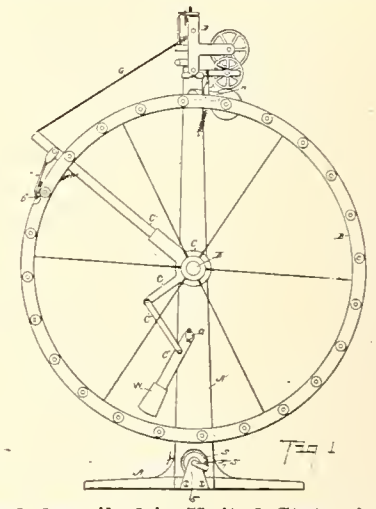


The accompanying drawing illustrates a common form of record tablet, such as is ordinarily employed in practice. The tablet may be formed throughout of the composition or the body A, thereof may be of a different material and coated to a suitable depth with the composition to form a record surface B.

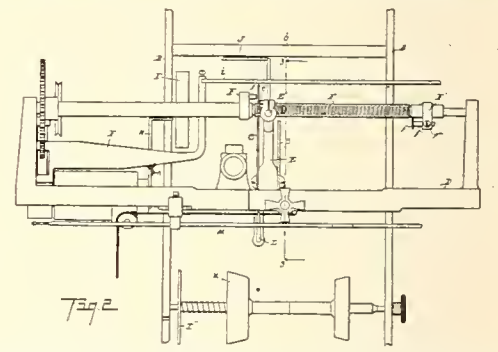
In carrying out this invention the inventor has taken ozocerite and paraffin in suitable proportions, preferably about equal parts, and reduce or concentrate the same by the application of heat. As the material melts, the temperature is gradually increased, until the boiling point is reached and it is thereafter raised to 350 or 400 degs. Fahr., and continued for an hour or more, or until, on test, it exhibits the required degree of hardness, toughness, etc. It is then poured into molds conforming to the desired shape of the record blanks or tablets and allowed to cool and harden. Upon being removed from the molds the surface B of the blank is trued up to receive the sound record.

PHONOGRAPH. Corneil Ridderhof, Grand Rapids, Mich., assignor to Multiphonograph Co., Winona, Minn. Patent No. 848,687.

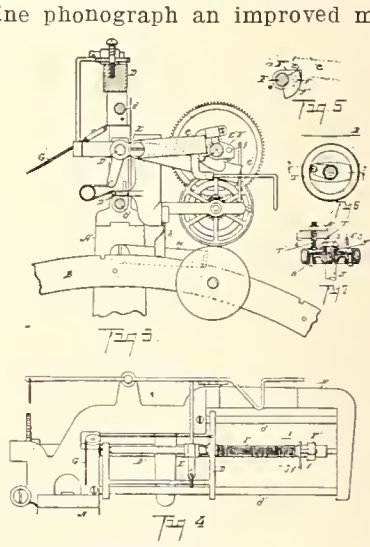
This invention relates particularly to improvements in magazine phonographs such as is illus-



trated and described in United States letters patents issued to Cyrus C. Shigley, May 5, 1903, No. 727,002, and October 25, 1904, No. 773,164, and is



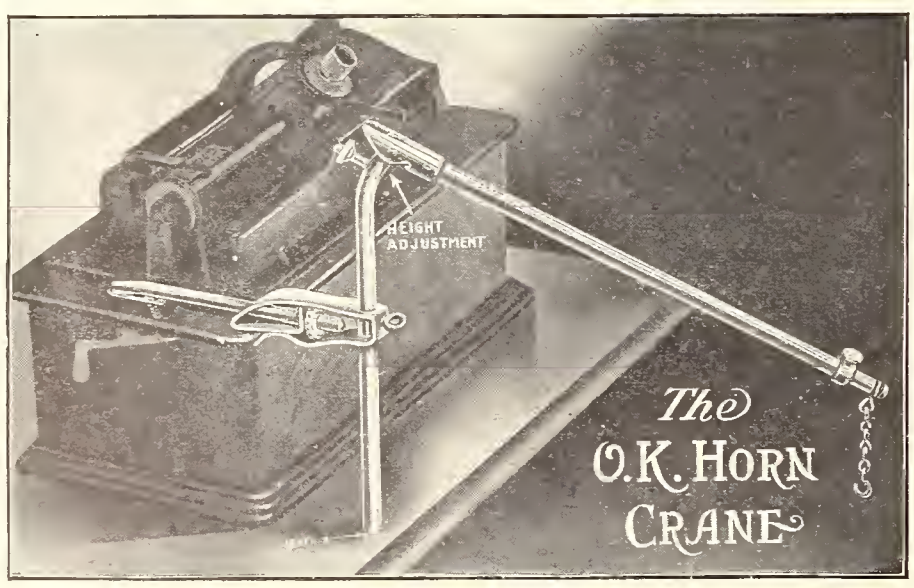
a modification and an improvement thereon. The objects of this invention are, first, to provide in a magazine phonograph an improved means for



automatically bringing the records into proper position for the reproduction thereof; second, to provide in a phonograph improved means for bringing the reproducer into and out of engagement with the record rolls.

TALKING MACHINE. Thomas Kraemer and Horace Sheble, of Philadelphia, Pa., assignors to Hawthorne & Sheble Manufacturing Co., same place. Patent No. 852,725.

The object of our invention is to provide simple and effective means for so mounting and controlling the hollow arm carrying the sound-box of a disc record talking machine, that said arm can be swung in any desired direction without restraint because of pressure exerted upon a pivotal portion of the arm by the amplifying horn used in connection with the machine, and can be caused to follow the spiral groove of the



(Patented March 12, 1907.)

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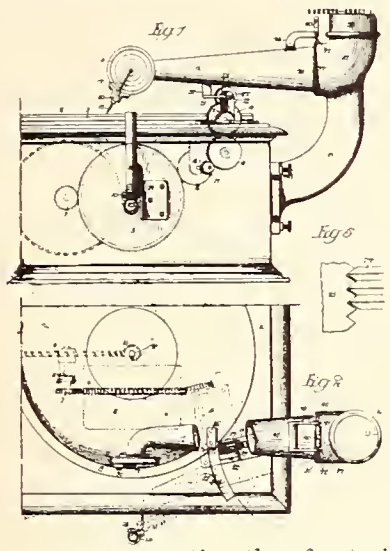
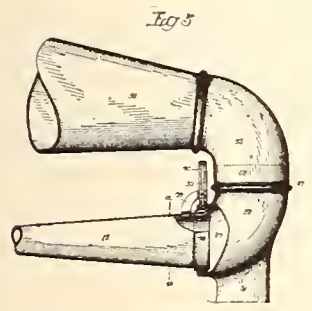
record without wear upon the walls of said groove.

In the accompanying drawing Fig. 1 is a side elevation of sufficient of the motor box of a disc record talking machine and of the sound-box



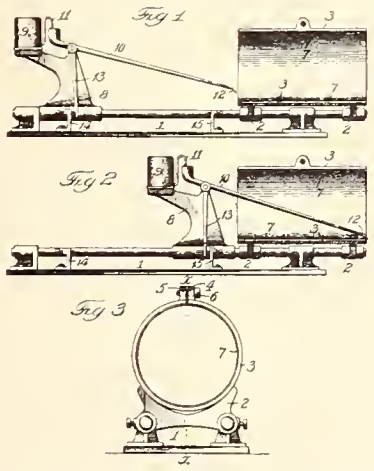
carrying arm and mounting therefor to illustrate the present invention; Fig. 2 is a plan view of the same with part of the sound-box carrying arm broken away, parts of some of the convolutions of the spiral groove of the record being also shown; Fig. 3 is a view, partly in elevation and partly in vertical section, of the mounting for the sound-box carrying arm, this view showing also part of the amplifying horn and its mounting; Fig. 4 is a transverse section on the line a—a, Fig. 3, and Fig. 5 is an enlarged view of part of the device.



Manufacture of Cylindrical Phonograph Record Blanks. Virian M. Harris, Chicago, Ill. Patent No. 854,886.

This invention relates to means for forming cylindrical phonograph record blanks from sheets of celluloid, and has for its object to provide a simple and efficient structural arrangement and combination of parts whereby the sheet of material bent into a cylindrical form is securely held and united by a longitudinally extending cemented seam to form a cylindrical blank equal in all respects to the drawn tubes or cylinders heretofore used in the manufacture of phonograph records.

In the accompanying drawings Fig. 1 is a longitudinal sectional elevation, on line x—x, Fig.

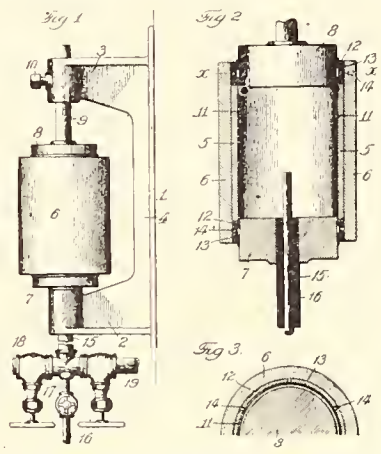


3, of an apparatus embodying the present invention, and showing the parts in the position in which the carriage has completed an active stroke. Fig. 2 is a similar view showing the parts in the position for the commencement of an active stroke. Fig. 3 is an enlarged end elevation.

Molding Phonograph Records. Varian M. Harris, Chicago, Ill. Patent No. 854,887.

This invention relates to that class of molding apparatus for cylindrical phonograph records, in which a blank cylinder of celluloid or the like is expanded by elastic fluid pressure and in the presence of heat into the interior of a properly formed cylindrical matrix; and the present improvement has for its object to provide a simple and efficient structural formation and combination of parts whereby a very effective sealing is attained at the respective ends of the cylindrical blank during the molding operation, all as will hereinafter more fully appear.

In the acompanying drawings Fig. 1 is a side elevation illustrating the general arrangement of



parts of the present molding apparatus. Fig. 2 is an enlarged central detail section of the mold portion, having the present invention applied. Fig. 3 is a detail transverse section of the same, on line x—x, Fig. 2.

Talking Machine Attachment. Charles M. Miller, Alameda, Cal. Patent No. 855,116.

This invention relates to an attachment for talking machines, in which the records are of the disc class, and it is intended to protect the discs from injury after the finish of the piece.

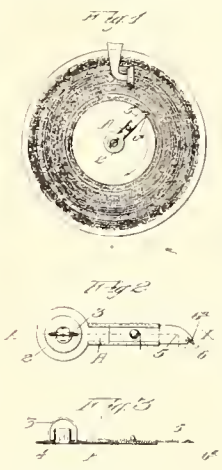
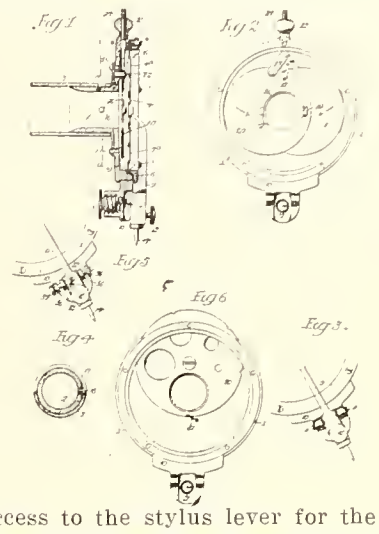


Fig. 1 is a partial plan view of a machine showing the attachment of this device. Fig. 2 is a plan view of same. Fig. 3 is a section on line X—X of Fig. 2.

In the operation of machines of this class, the disc having the record upon it is revolved beneath a point which is held with relation to the disc so as to follow the lines of the record. It is necessary to attend to the machine and lift the arm which carries the point out of contact with the disc as soon as possible after the finish of the piece that is being played, otherwise the points will sometimes jump and be thrown back on to the lines of the record so as to injure it.

Sound-Box for Talking Machine. Edwin H. Mobley, Rutledge, Pa. Patent No. 855,326.

The object of this invention is to so construct a sound-box for talking machines as to insure a good reproduction of the record, to vary the area of outlet from the chamber beneath the diaphragm to accord with the character of the record which is being reproduced, and to permit



ready access to the stylus lever for the purpose of removing and replacing the stylus. This object is attained in the manner hereinafter set forth, reference being had to the accompanying drawing, in which Fig. 1 is a transverse section of a sound box for talking machines constructed in accordance with the invention; Fig. 2 is a front view of the same with the diaphragm and stylus lever removed; Fig. 3 is a front view of the stylus lever mounting; Fig. 4 is a transverse section on the line a—a, Fig. 1; Fig. 5 is a view illustrating a special form of stylus lever mounting, and Fig. 6 is a view illustrating a modification of one of the features of the invention.

A dispatch from Paris says that war has been declared upon the cinematograph by the Author's Society. All animated views and picture machines are included in this war. They declare the abuse is bad enough in Paris, but that it is worse in the provinces. The society claims that legitimate tours are ruined by the cinematograph, which is flickering away in all quarters, reproducing operas, melodramas, fairy plays, and even comedies, all drawn from regular theater successes. This causes great harm to the authors and actors. Directors of the leading theaters and the Author's Society are now studying to find some means to fight with their illuminated enemy.

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RECORD BULLETINS FOR JULY, 1907.

NEW COLUMBIA 10-INCH DISC RECORDS.

TENOR SOLO, ORCH. ACCOMP.
3641 Nestle By My Side (Gustave Luders)..... Billy Murray
3642 Happy Sammy (F. C. Schmitt)..... Prince's Military Band
3643 Medley of Vesta Victoria's Songs (Arranged by C. A. Prince). Introducing "Waiting at the Church," "It's All Right in the Summer Time," "All About Town," "Poor John" ..... Prince's Orchestra
BANJO SOLO, PIANO ACCOMP.
3644 Florida Rag (Characteristic March and Two-step) (Geo. L. Lowry)....Vess L. Ossman
VIOLONCELLO SOLO, PIANO ACCOMP.
3645 Ave Maria (Gounod)..... Victor Sorlin
ORCHESTRA BELLS, ORCH. ACCOMP.
3646 Love's Menu (Menu d' Amour) Intermezzo (Wm. H. Tyers)..... Thomas Mills
PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
3647 The Humming Bird—Polka (E. Demare).. Marshall P. Lufsky
VOCAL QUARTET, MALE VOICES, PIANO ACCOMP.
3648 In the Wildwood Where the Bluebells Grew (H. H. Taylor)..... Columbia Quartet
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3649 And a Little Bit More (Fred Fisher)..... Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3650 That Welcome on the Mat Ain't Meant for Me. (Gus Edwards)..... Collins and Harlan
3651 The Merry Farmer Boy (Joe Fulton)..... Belmont and Harlan
SOPRANO AND TENOR DUET, ORCH. ACCOMP.
3652 Kiss, Kiss, Kiss (If You Want to Learn to Kiss) (Smith and Hoffmann)..... Ada Jones and Billy Murray
BARITONE SOLO, ORCH. ACCOMP.
3653 All Hail the Power of Jesus' Name—Sacred (O. Holden) ..... George Alexander
BARITONE SOLO, ORCH. ACCOMP.
3654 Just As I Am—Sacred (Carl Gotze)..... George Alexander
BARITONE SOLO, ORCH. ACCOMP.
3655 Hot Corn—Coon song (John P. Hogan)..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
3656 Ta, Ta, Au Revoir (Choo! Choo!) I'm Going to Go—Coon song (John B. Lowitz) ..... Arthur Collins
BARITONE SOLO, ORGAN ACCOMP.
3657 Shepherd, Show Me How to Go—Christian Science Hymn (Mary Baker G. Eddy).. ..... Frederick Weld
BARITONE SOLO, ORCH. ACCOMP.
3658 A Friend of Mine Told a Friend of Mine (Kendis and Paley)..... Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
3659 No Wedding Bells for Me—Comic (Moran and Furth)..... Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
3660 You'll Have to Wait 'Till My Ship Comes In (Shields and Evans)..... Bob Roberts
TENOR SOLO, ORCH. ACCOMP.
3661 With You in Eternity (Lamb and Solman) ..... Henry Burr
TENOR SOLO, ORCH. ACCOMP.
3662 You'll Have to Get Off and Walk (Dave Reed, Jr.)..... Will F. Denny
TENOR SOLO, ORCH. ACCOMP.
3663 In Washington (Gertrude Hoffmann)..... Billy Murray
CHARACTER SKETCH, ORCH. ACCOMP.
3664 Becky and Izzy—A Yiddish Courtship (Len Spencer)..... Ada Jones and Len Spencer
IRISH CHARACTER SKETCH, ORCH. ACCOMP.
3665 Meet Me Down at the Corner (Harry Hoyt) ..... Ada Jones and Len Spencer
CHARACTER SKETCH, ORCH. ACCOMP.
3666 Blondy (Bryan and Meyer)..... Ada Jones and Len Spencer
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
3667 Uncle Josh at the Bug House (Cal Stewart) ..... Cal Stewart
5699 Petite Tonkinoise (Scotto)..... Banda Espanola

NEW COLUMBIA 12-INCH DISC RECORDS.

5703 Overture—"Morning, Noon and Night in Vienna" (Suppe)..... Banda Espanola
5704 Grand selection—"Rigoletto" (Verdi)..... Banda Espanola
5706 Selection "Tosca" (Puccini)... Banda Espanola
DANCE MUSIC.
30071 San Antonio Medley (March and Two-step) (Arranged by C. A. Prince). Introducing "San Antonio," "So Long, Jo," "I'd Like to See a Little More of You".. ..... Prince's Orchestra
BARITONE SOLO, ORGAN ACCOMP.
30072 Communion Hymn—"Saw Ye My Savior?" —Christian Science Hymn (Mary Baker G. Eddy)..... Frederick Weld
BARITONE SOLO, ORGAN ACCOMP.
30073 O'er Waiting Harpstrings of the Mind— Christian Science Hymn—(Mary Baker G. Eddy)..... Frederick Weld

NEW COLUMBIA XP (CYL.) RECORDS.

33145 Andulko safarova—Pichod (Kmoch)..... Prince's Military Band
33146 Muziky, Muziky—Pochod (Kmoch)..... Prince's Military Band
BANJO SOLO, ORCH. ACCOMP.
33147 Florida Rag (Characteristic March and Two-step) (Geo. L. Lowry)..Vess L. Ossman
ORCHESTRA BELLS, ORCH. ACCOMP.
33148 Love's Menu (Menu d'Amour) Intermezzo (Wm. H. Tyers)..... Thomas Mills
PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
33149 Polka Caprice (Aug. Damm)..... Marshall P. Lufsky
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33150 And a Little Bit More (Fred Fischer).... Collins and Harlan
33151 Ta, Ta, Au Revoir (Choo! Choo!) I'm Going To Go (John B. Lowitz..Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33152 You'll Have To Wait 'Till My Ship Comes In (Shields and Evans)..... Bob Roberts
BARITONE SOLO, ORCH. ACCOMP.
33153 I Have Songht and I Have Found—Sacred (M. Keller)..... Frank C. Stanley
BARITONE SOLO, ORCH. ACCOMP.
33154 O Eyes That Are Weary—Sacred (F. H. Brackett)..... Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
33155 With You in Eternity (Lamb and Solman) ..... Henry Burr
TENOR SOLO, ORCH. ACCOMP.
33156 Love Dreams (Harry O. Sutton)..... Albert Campbell
TENOR SOLO, ORCH. ACCOMP.
33157 You'll Have to Get Off and Walk (Dave Reed, Jr.)..... Will F. Denny
TENOR SOLO, ORCH. ACCOMP.
33158 In Washington (Gertrude Hoffmann)..... Billy Murray
37284 Valse Printaniere (Ad. Ganwin)..... Columbia Orchestra
40553 Petite Tonkinoise (Scotto)..... Banda Espanola
TENOR SOLO IN HEBREW, PIANO ACCOMP.
65052 Pleasure (H. Komopott)..... Sol Smulewitz
TENOR SOLO IN HEBREW, PIANO ACCOMP.
65053 Col Israel chaverim (D. Meyerowitz).... Sol Smulewitz
ACCORDEON SOLO, ORGAN ACCOMP.
..... A. Greenberg
65061 Russian Camarinskaja (A. Greenherg)....

NEW COLUMBIA BC (CYL.) RECORDS.

85125 Oriental Serenade (Albert Chaiffarelli).... Prince's Military Band
85126 Overture to "Samiramide" (Rossini)..... Prince's Military Band
BARITONE SOLO, ORCH. ACCOMP.
85127 O Loving Father (Sacred) (Teresa Del Riego)..... George Alexander
CHARACTER SKETCH, ORCH. ACCOMP.
85128 Blondy (Bryan and Meyer)..... Ada Jones and Len Spencer
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
85129 Uncle Josh in a Chinese Laundry (Cal Stewart) ..... Cal Stewart

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in standard sizes. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.
9578 Ballet Music from Faust—Part 3 (Gounod) ..... Edison Concert Band
9579 Ta, Ta, Au Revoir, I'm Goin' to Go (Lowitz) ..... Ada Jones
9580 I Want You for My All Time Girl (de Koven) ..... Irving Gillette
9581 Kimmble March (Kimmble)..... John Kimmble
9582 And a Little Bit More (Fischer) Arthur Collins
9583 While the Birds Are Singing to Me (Fulton) ..... Harlan and Belmont
9584 I'd Live or I Would Die for You (Ball).... ..... Harry Anthony
9585 Dream of the Rarebit Fiend (Thurban)..... Edison Military Band
9586 Because I'm Married Now (Ingraham)..... Billy Murray
9587 Speed Away (Woodbury)..Edison Mixed Quartet
9588 You'll Not Be Forgotten, Lady Lou (Meyer) ..... Frederick H. Potter
9589 The Broken-Hearted Sparrow (Bendix).... ..... Edison Symphony Orchestra
9590 You'll Have to Wait Till My Ship Comes In (Evans) ..... Bob Roberts
9591 I Know Dat I'll Be Happy Till I Die (Rogers) ..... Collins and Harlan
9592 Hymns of the Old Church Choir (Solman).. ..... Frank C. Stanley
9593 Anvil Polka (Parlow)..... Edison Concert Band
9594 Flanagan and His Servant Girl (Original).. ..... Steve Porter
9595 Sweet Jessie Dear (Fontelle)..... ..... Edison Male Quartet
9596 Save a Little Money for a Rainy Day (Silver) ..... Edward Meeker
9597 The Chorus Lady—March (Kingsbury). A Benzler
9598 Tale of the Bucket (Bald)..... Will F. Denny
9599 Blondy and Johnny (Original)..... Ada Jones and Len Spencer
9600 It's Great to Be a Soldier Man (Morse)... ..... Byron G. Harlan
9601 Shoulder Arms March (Rose)..... Edison Military Band

NEW ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.
776 Col. Donovan, 9th Regiment Massachusetts Volunteer Militia March.....
800 Glory of Jamestown March (The Exposition March) .....
777 Reed Bird—The Indian's Bride.....
778 Salome—Intermezzo .....
HAGER'S ORCHESTRA.
791 Chorns Lady—March and Two-Step.....
779 Paree—Motion Medley.....
780 Skaters' Waltz .....
781 U. S. A. Patrol.....
ZON-O-PHONE ORCHESTRA.
782 Pretzel Pete .....
ACCORDION SOLO BY J. J. KIMMEL.
783 Irish Jigs and Reels Medley.....
BELL SOLO BY ED. KING, WITH ORCH. ACCOMP.
784 In Moonland—Intermezzo.....
VOCAL SELECTIONS WITH ORCH. ACCOMP.
785 A Dream.....Frank C. Stanley
786 He Goes to Church on Sunday.....Billy Murray
792 I'd Like to Know Your Address and Your Name.....Miss Ada Jones and William Murray
787 If With All Your Hearts Ye Truly Seek Me— Tenor Aria from the Oratorio ("Elijah").. ..... Henry Burr
793 In the Wildwood Where the Blue Bells Grew .....Byron G. Harlan
794 Life Boat Crew.....Peerless Quartette
788 Nestle by My Side.....Billy Murray
795 Old Brigade....Frank C. Stanley and Henry Burr
789 Rambler Minstrels No. 3..... .....Collins, Harlan, Murray and Porter
790 Rambler Minstrels No. 4..... .....Collins, Harlan, Murray and Porter
796 Stop Yer Tickling, Jock.....Miss Helen Trix
797 Story of a Clothes Line—Another Pair of Stockings on the Line.....Miss Helen Trix
798 That Welcome on the Mat Ain't Meant for Me .....Collins and Harlan
799 The Last Rose of Summer is the Sweetest Song of All.....Frank C. Stanley

NEW ZON-O-PHONE 12-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.
7037 Beautiful Galatea—Overture.....
7038 Hallelujah Chorns—From the Oratorio "The Messiah" .....
7039 Old Church Organ—Serenade.....
7040 Uncle Sam—March.....
ACCORDEON SOLO PLAYED BY J. J. KIMMEL.
7026 Marche de Concert.....
FLUTE AND SAXOPHONE DUET BY FRANK MAZZIOTTA AND STEPHEN PORFORA, WITH ORCH. ACCOMP.
7027 Voice of Love.....
VOCAL SELECTIONS, WITH ORCH. ACCOMP.
7028 From the Depths.....Frank C. Stanley
7029 Good Night, Little Girl, Good Night..Henry Burr
7030 I'm Praying for You.....Frank C. Stanley
7031 My Faith Looks Up to Thee..... .....Frank C. Stanley and Henry Burr
7032 New Parson at the Darktown Church (Descriptive) .....Peerless Quartet
7034 Sally in Our Alley.....Peerless Quartet
7035 Shine On, Oh Stars.....Henry Burr
7036 The Last Rose of Summer..Miss Roberta Glanville
DESCRIPTIVE SELECTION BY ADA JONES AND LEN SPENCER, WITH ORCH. ACCOMP.
7033 Rudolph and Rosie at the Skating Rink.....

NEW VICTOR RECORDS.

ARTHUR PRYOR'S BAND.
5125 Ole Virginny Days March.....Rollinson 10
31636 Das Modell Overture .....Von Suppe 12
31637 The Dance of the Serpents.....Boccalari 12
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
5138 Marche Turque Patrol.....Eilenberg 10
5145 The Mill in the Forest.....Eilenberg 10
5150 Silver Sleigh-Bells March.....Panl 10

UDELL CABINETS TALK

The "LANGUAGE" is unmistakable.

CABINETS FOR BOTH DISC AND CYLINDER RECORDS

A postal brings the booklets.

No. 501 Cylinder Record Cabinet

We are making new "Records" in our Sales Department

Your help is earnestly solicited.

THE UDELL WORKS, Indianapolis, Ind., U. S. A.

VICTOR DANCE ORCHESTRA.
31638 On the Dreamy Hudson Waltzes....Eugelman 12
31639 Red Mill Two-Step (Medley from "The Red Mill") .....Herbert 12
HARP-ZITHER SOLO BY MME. KITTY BERGER.
5128 Lorelei (with an original introduction by Mme. Berger).....Folk-melody 10
TWO RECORDS BY MAY IRWIN, WITH ORCH.
31641 Moses Audrew Jackson Good-Bye .....Snyder 12
31642 The Bully (May Irwin's "Bully" Song).... Trevathan 12
TENOR SOLO BY HARRY TALLY, WITH ORCH.
5130 Roll Around. .....Hoffman 10
5139 Deutschland .....Kendis-Paley 10
TENOR SOLOS BY FREDERIC C. FREEMANTEL, WITH ORCH.
5141 My Mother's Prayer .....Weeden 10
5142 Softly and Tenderly .....Thompson 10
TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
5146 Since You Called Me Dearie.....Durand 10
5147 Nobody's Little Girl.....Morse 10
COMIC SONGS BY BILLY MURRAY, WITH ORCH.
5115 Because I'm Married Now..... 10
5140 Handsome Brave Life Saver.....Gumble 10
"COON" SONGS BY ARTHUR COLLINS, WITH ORCH.
5131 So Long, So Long (No More Sunshine, Nothing but Rain).....Clark 10
5132 Dinner Time.....Addison-Burkhardt 10
YODEL SONG BY GEORGE P. WATSON, WITH ORCH.
5129 Sour Krout is Bully. 10
DUET BY MISS STEVENSON AND MR. MACDONOUGH, WITH ORCH.
31640 I Will Magnify Thee, O God.....Mosenthal 12
DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
5137 It's Nice to Have a Sweetheart.....Kerker. 10
DUET BY COLLINS AND HARLAN, WITH ORCH.
5148 Since Arrah Wanna Married Barney Carney. Morse 10
DESCRIPTIVE SPECIALTIES BY MISS JONES AND MR. SPENCER, WITH ORCH.
5133 Blondy and Her Johnny..... 10
5134 Henry's Return 10
LAUGHING SONG BY CAL STEWART, WITH ORCH.
5144 Monkey on a String..... 10
MALE QUARTETS BY THE HAYDN QUARTET.
5136 Stein Song .....Bullard 10
5149 My Wild Irish Rose.....Olcott 10
ARTHUR PRYOR'S BAND.
5126 New Colonial March.....Hall 8
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
5143 Buck and Wing Dance..... 8
HYMN BY FREDERIC C. FREEMANTEL, WITH ORCH.
5142 Softly and Tenderly .....Thompson 8
COMIC SONG BY BILLY MURRAY, WITH ORCH.
5123 No Wedding Bells for Me.....Moran-Heelan 8
SPECIALTY BY COLLINS AND HARLAN.
2,118 The Cat and the Fly Paper..... 8
LAUGHING SONG BY CAL STEWART, WITH ORCH.
5101 And Then I Laughed. 8

NEW RED SEAL RECORDS.

A NEW RECORD OF CARUSO'S "PAGLIACCI" AIR.
ENRICO CARUSO, TENOR.
88061 Pagliacci—Vesti la giubba (On With the Play) ..... Leoncavallo 12
THREE NEW ANCONA RECORDS.
MARIO ANCONA, BARITONE.
88062 Ernani—O de' verd' anni miei (O Bright and Fleeting Shadows).....Verdi 12
88063 Favorita—A tanto amor (Thou Flow'r Beloved) ..... Donizetti 12
88081 Ballo in Maschera—Eri tu (Is it Thou?) Verdi 12
THREE RECORDS BY GILIBERT.
CHARLES GILIBERT, BARITONE.
81090 Malgre Moi .....Pfeiffer 10
85118 Plaisir d'Amour .....Martini 12
85120 Bergerete de Wekerlin—Margoton (Chanson Populaire) 12

FRED. SHERTON ASSUMES CONTROL.

Fred Shenton, of Pittsburg, Pa., has assumed control of the Fort Wayne Phonograph Co., Fort Wayne, Ind., having purchased that business from H. D. Sims. On July 1 Mr. Shenton will add considerably to the size of his showroom, taking in the adjoining store now occupied by a piano company.

William Faust has opened a talking machine store in Doylestown, Pa.

THE PHONOGRAPH DISCUSSED

By the Celebrated Jarr Family—Mrs. Jarr Has Much to Say With Her Neighbor Mrs. Rangle on the Merits of the Phonograph—A Discussion Which Will Interest the Readers of The World.

"The Jarr Family's Daily Jars" is an attractive feature of that department of the Evening World, controlled by that funnyologist, Roy L. McCardell. Lately the Jarr family have been cultivating æsthetic tastes, and their aspirations and jealousies are interestingly pictured by Mr. McCardell, as follows:

"I hear you have a phonograph," said Mrs. Rangle, who had dropped in for a friendly call during which she intended to say a few things that maybe Mrs. Jarr would feel.

"Yes; since Melba and Caruso and all the grand opera stars are singing in them, really, one must have them," said Mrs. Jarr in a grandiose manner; "but such song records are so dear that many people of modest means (this was a "dig" at Mrs. Rangle) cannot afford them."

"Oh, that is simply done to attempt to dignify the squeaky things," said Mrs. Rangle, whose tightened lips acknowledged the stroke. "I do not say that they are not amusing, but"——

"Let me put on one of the Caruso songs," said Mrs. Jarr, "they cost $5 apiece, and we are getting several dozen. They are just grand."

"You won't mind if I say 'No' frankly, will you, my dear?" asked Mrs. Rangle. "The fact is, I go to the opera so much—a costly pleasure, but then I want the real thing or nothing—that it seems a desecration to me to hear those grand voices sounding tinny.

"I'd prefer to be in the next block," said Mrs. Rangle, acidly.

"Oh, you are prejudiced, my dear," said Mrs. Jarr.

"I'll admit I am," said Mrs. Rangle. "I never hear one of the screechy things but what I think of those penny arcade places filled with all sorts of impossible people."

"Of course I never frequent such places," said Mrs. Jarr; "but you should not let the fact that you have heard those prejudice you. Why, dear Mrs. Rangle, you might as well say you couldn't appreciate a pipe organ obligato because you have listened so much to street organs!" (In her own mind Mrs. Jarr thought this a crusher for the envious thing.)

"I hear the horrid things as I hurry past those penny amusement places," said Mrs. Rangle, biting her lips, "and I feel—but, no, I shouldn't say it."

"Oh, go ahead, dear, say it. You are so provincial, my dear, that really you are amusing," said Mrs. Jarr, wondering where she'd get the knife next, but prepared to meet it heroically without a sign.

"Well," said Mrs. Rangle, tugging at her gloves, "I was going to say that I come from one of the fine old Southern families, and anything vulgar"——

"Now don't mind me," interrupted Mrs. Jarr quickly, "if one is raised to like vulgar things, why, they can be excused, if not forgiven, you know."

"It wasn't my own vulgar taste I was deprecating," said Mrs. Rangle, warming up. "I have none, except that I am impulsive and condescending and make friends of people I should keep at a distance."

"Never mind that, dear," said Mrs. Jarr, with a bitter smile, "I will show you who to avoid. But, as the subject must be embarrassing to you, we'll change the subject. As I was saying before, the best people, the most cultured people—royalty, in fact—have phonographs. Let me put on the sextet from 'Lucia' for you—now, where is that record?"

"We intend getting a pianola," said Mrs. Rangle. "Of course you can get ten of those talking machines for what a pianola costs, but then you have somethiug worth while, you know."

"But, my dear," said Mrs. Jarr, "I must tell you that a pianola doesn't make music of itself. And since your piano was taken away—I mean since you sent it away"——

"We are going to get a baby grand," said Mrs. Rangle, hoarsely. "I believe in real, not canned music!"

Then they drifted from the dangerous ground, as women will, kissed each other good-bye, begged for more calls and "come agains," and parted with mutual satisfaction at having given as good as was sent them.

The visitor being gone, Mrs. Jarr started up the phonograph, and the children's higher art in music aspiratious were greatly encouraged by the strains of "My Marriuccia, She Take a Steamboat" and "I'm All Iu, Down and Out!"

MAY MANUFACTURE IN NASHVILLE.

The Multiplex Phonograph Co., which was organized in Nashville, Tenn., recently, is considering a plan to erect a factory in Nashville and manufacture its iustruments here. The article was patented by H. E. Markel, who organized the company. It is said that several local financiers have promised to put up the money, and it may be that the company will get into shape to do business by the coming fall.

Sid D. Thompson, a jeweler of Shepherd, Mich., has put in a full line of Edisou phonographs and records, and is advertising the fact quite liberally.

This Show Case and 50 per cent. Cash Profits are yours

Hohner Harmonica Display

SHOW CASE and HARMONICA ASSORTMENT

This offer consists of an excellent assortment of the best selling HOHNER Harmonicas, to retail at prices ranging from 25c. to $1.00, and a first-class show case, made of the best material and perfect in every respect. The assortment is made up of seventeen different styles, with not a dead seller among them. Each style comes in a separate package which is labeled to show at what price its contents can be retailed for and contains an assortment of keys. The case is made of solid quarter-sawed oak, plate glass, and is specially designed for displaying Harmonicas. The instruments appear on an elevated platform, under which there is room to store a small stock. With every case a number of price-tickets are given which can be placed on each instrument to display its retail value.

THIS IS WHAT YOU RECEIVE:

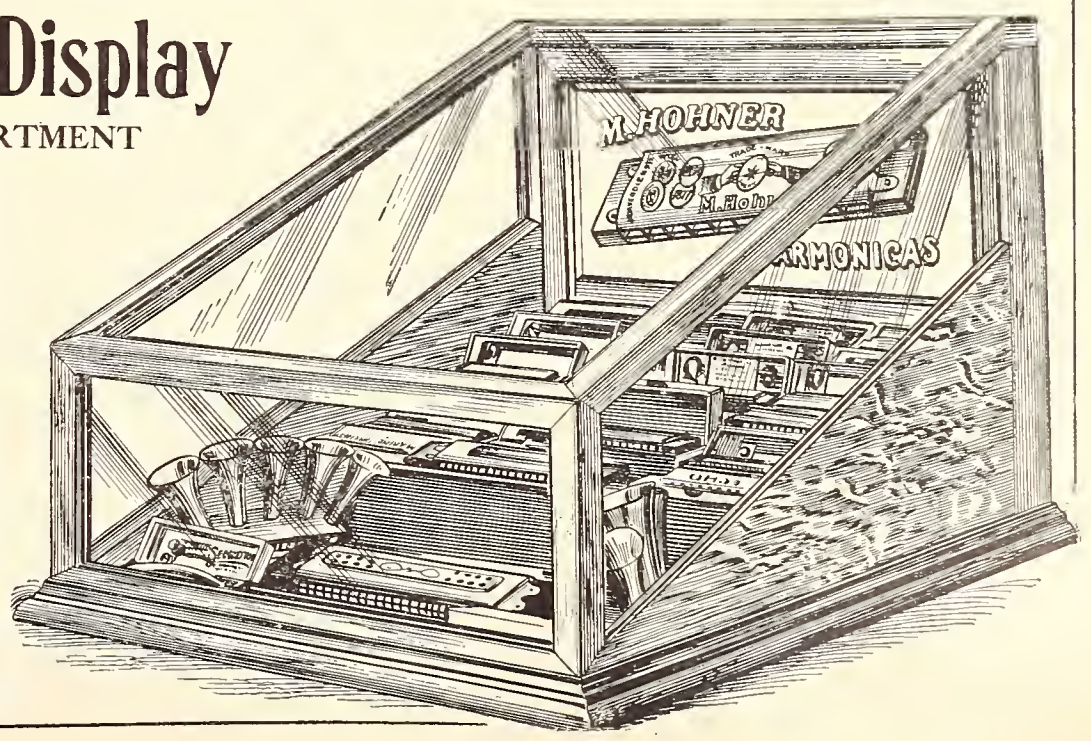
4 dozen Assorted Harmonicas, to retail at 25c. each	$12.00
2½ dozen Assorted Harmonicas, to retail at 35c. each	10.50
2 dozen Assorted Harmonicas, to retail at 50c. each	12.00
½ dozen Assorted Harmonicas, to retail at 75c. each	4.50
½ dozen Assorted Harmonicas, to retail at $1.00 each	6.00
Total retail value of Harmonicas	$45.00
Value of Show Case, at least	12.00
Total Value	$57.00

Your Gain A Show Case which will last indefinitely 50 per cent. Cash Profit on your investment.

Size of case: 20¾ inches wide, 24¼ inches long, 14 inches high.

Ask Your Jobber

M. HOHNER 475 Broadway, NEW YORK
Canadian Office, 76 York St., Toronto



With the Makers and Sellers of Automatic Specialties

REVIEW OF TRADE CONDITIONS.

Unfavorable Weather Has Interfered With Business—Some Remarks on the Attacks Made on the Conductors of Automatic Parlors—Supervision All Right, But They Cannot be Eliminated—Foreign Trade Steadily Increasing—What the Automatic Piano Men Have Accomplished—How Big Profits Are Made—Ample Proof of the Money-Making Qualities of Automatic Specialties.

Since early in March arcade and nickelodian managers have been looking forward to the warm and balmy days of spring which always bring a harvest of pennies to their pockets, but the unfavorable and unseasonable weather which has prevailed for the past few months, has kept New Yorkers in anything but good humor, and hindered the realization of their expectations. Coupled with the above discouraging condition of affairs, the proprietors of these amusement enterprises have been forced to take issue with the legal authorities, who, for a number of real and imaginary reasons, have been trying, by their exactions, to injure if not kill this industry. This, however, has proved to be a difficult undertaking, and though a number of the smaller places in this city have been refused new licenses and therefore were compelled to shut up, the agitation is having little if any effect on the general trade. In the city of New York alone, according to statistics, there are some four hundred of these amusement places in operation. These attractive resorts have caught the fancy of the multitude. They may be supervised or restricted to certain lines, but they will never be stamped out. In truth, they have come to stay. And why should these theaters, if properly conducted, be frowned upon?

* * * *

It is true that some unprincipled operators give the public what they like—what, if the truth were told so many—we regret to say—prefer, and with the movement to kill this despicable practice we are in sympathy with the authorities. But they do not stop here, for they know only too well that while they can, and should, prohibit the showing of obscene and suggestive pictures, this alone does not give them grounds for closing up decent, well conducted places. They therefore have trumped up other charges, such as the breaking of health and fire laws, the allowing of children under a certain age to enter, etc. Just at the present time the child question seems to be attracting the most notice, and moralists are, like the soothsayer and his ides, going about crying out against what they call the "wholesale corruptor of public morals." We may ask in what way do the arcades or nickelodians harm a child, providing that all objectionable pictures are removed? Is music, or moving pictures, or any of the other amusements to be found in these places degenerating? If so, indeed, the paths of righteousness are dull and unattractive. No; the fault cannot be laid at the doors of these places, but rather at those of the mothers who for various reasons take too little interest in their young and let them wander without protection through the streets.

* * * *

Foreign trade has increased wonderfully during the past month. Europe, Australia and South America have caught the fever, and there is an enormous demand for machines of American manufacture. The talking machine trade is fast taking up agencies for the various slot machines manufactured in this country. The first device to tempt them was undoubtedly the automatic piano. This was due to the progressiveness of the manufacturers who never let an opportunity pass by to impress on the trade the easy money to be made by their use. They didn t go fishing for business with one publicity worm, but carried on an extensive advertising campaign. Their argument was money, their proof, facts. They knew that they were after a trade comprised greatly of shrewd business men, and that talk alone would not go, they therefore made use of a liberal amount of space to show in detail where and how the talking machine man cou'd handle profitably their instruments as a side line and they have been rewarded.

* * * *

There is, however, another and important side of this business that the talking machine people have overlooked, namely, that of operating. Here is where the real money is made. No matter where one may be located, in a city the size of Chicago, or in a small town in Texas, there always will be found locations where these devices can be placed to advantage. For general outdoor use the soda, chocolate, chewing gum and weighing machines have proven the best money getters. Any place where people pass or gather, these silent salesmen will always give a good account of themselves. Vending machines are comparatively cheap. There is absolutely nothing to get out of order, as the mechanism is very simple, the only real expenditure being for gum, candy, etc. But inasmuch as the profit made on each sale is from 300 to 800 per cent. (according to the quality of your machine) there is little fault to be found. For inside locations, such as cafes, dance halls, pavilions or other public places, the automatic piano, talking machines, harps, banjos, orchestrions, card printers, drink machines, etc., are preferable. These, unlike the outdoor devices, can often be constructed to operate with a nickel instead of pennies, for, for some reason, machines on the street never pay on the five-cent basis.

* * * *

Now, in every walk in life, there is always a percentage of doubting Thomases, and in order that these gentlemen may not think we are overenthusiastic we would suggest that they go out of their way some time just to watch a collector at work removing the week's earnings from some of these machines, and if this doesn't change their opinions—well, their chance of ever getting wise to a good thing is pretty slim. For the sake of demonstrating the extent of the operating business in this city we will quote from an article that appeared in this paper about a year ago: "The firm that has the concession for the elevated and subway station slot machines in New York City, operates four or five thousand of them, and in order to keep these supplied, it has twenty-five enormous machines going all the time, which wrap from fifteen to eighteen thousand pieces of gum and chocolate a day. A corps of men are kept constantly at work filling the machines. Every day they are refilled and examined to see that they are in working order, for when a penny gets lodged in a machine and refuses to bring forth the desired piece of gum, the owner of the penny begins to have a feeling against slot machines in general as snares and delusions. The companies know this, and on that account look out carefully for disorders in their instruments. The newest improvement in these machines provides that the penny will drop right through if the wares have given out." There is plenty of money to be made in this automatic field by men who understand the requirements of the business—men who can feel the public pulse, so to speak. It is no calling for sluggards or men who are not always up and doing.

THE AUTOMATIC ORCHESTRA

Is Found at Lyon & Healy's in the Shape of an Orchestra Which is a Marvelous Creation and Destined to Win Wide Popularity—The Band Organ Also Supplies a Brass Band of Any Size Required, While the Other Line of Automatic Creations Shown by This House Give an Idea of Their Development.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,
Chicago, Ill., June 8, 1907.

Perhaps no American firm is better qualified than Lyon & Healy to report on the present status of mechanical instruments. A Talking Machine World man, after looking through the new Lyon & Healy catalog of automatic and mechanical instruments, concluded to make a visit of inspection to this department of the Chicago firm.

His visit, first of all, gave him the impression that there is a large and growing demand for such instruments as nickel-in-the-slot pianos, military band organs and orchestrions. Heretofore, the dealers' attention has been chiefly directed to the self-playing piano, and this instrument is now being pushed successfully in every section of the country. The band organ and orchestrion are newer propositions, but are receiving due attention at the hands of a great many dealers. The band organs represent brass bands of any complement desired, from the smallest to those of the fullest instrumentation, the music

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Prints your name on five cards for one cent. It is the best slot machine ever produced.

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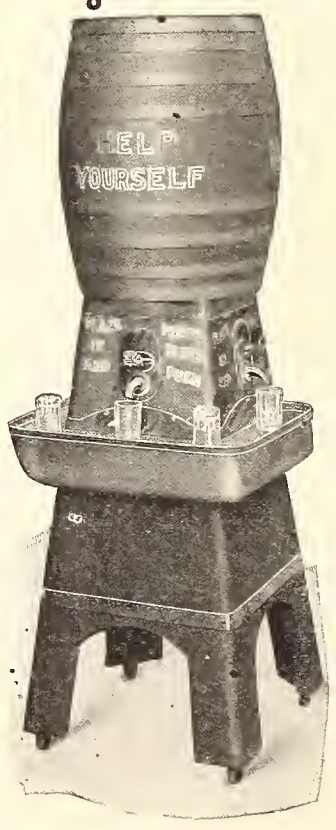
The Only Practical Automatic Drinking Fountains Manufactured



We are the only manufacturers of Automatic Drinking Fountains whose machines are in actual operation.

Our machines are being used exclusively by the Jamestown Exposition management.

REFERENCES.

We can give you the names of many people in all parts of the country who are using and are delighted with the success of our Automatic fountains.

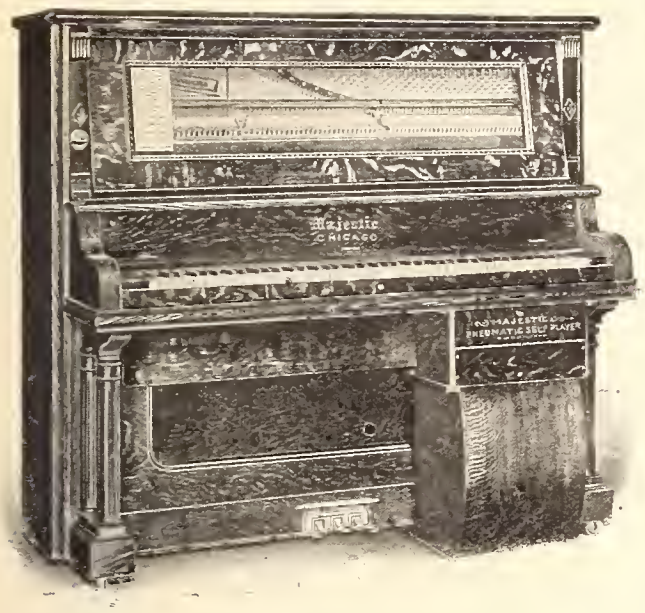
Write us for terms and any information you desire.

Automatic Drink Machine Co.

415 Broadway, NEW YORK CITY

being produced by a pinned cylinder, each of which carries eight tunes. New tunes may be secured at low cost. They are used chiefly by merry-go-rounds, skating rinks, dance halls, fair entertainments, traveling shows and various kinds of amusement resorts.

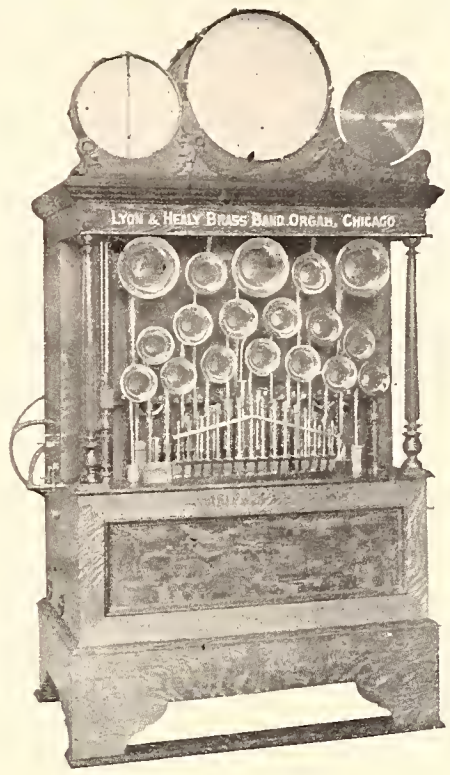
The orchestrions consist of several distinctly different types. Some represent a full brass band and others a band in accompaniment with a piano. The most widely-used type of orchestrion, however, is the concert instrument which represents an orchestra. They are played by means of perforated paper rolls, and are especially adapted to restaurants, cafes, hotel dining-rooms, skating



MAJESTIC AUTOMATIC PIANO.

rinks, dance halls, excursion boats, private residences, etc.

The usual plan of selling both band organs and orchestrions is a very favorable one from the dealer's standpoint, as he is only asked to find a purchaser and is thus able to earn a nice commission for his trouble without having to carry the account of the purchaser. Fourteen different models of band organs and orchestrions were heard and the instrumentation of each was ex-



BRASS BAND ORGAN.

cellent. There was none of the confusion of trumpets, piccolos, bases, trombones and various other instruments, but each group of instruments sounded clearly and distinctly from the rest; in fact, the bringing out of the tone of the individual instruments was accomplished with remarkable precision, while the most difficult numbers requiring skilful blending of units, were handled in splendid style. So much for the orchestrion and band organ which seem to offer the dealer excellent opportunity for turning an occasional sale.

Messrs. Lyon & Healy state that a large part of their business in nickel-in-the-slot pianos is being done by operators who make a practice of placing a number of self-players on the commission basis. A great many dealers have been so successful in this practice that it has grown to be one of the best paying departments in their business. The idea is to secure self-players in lots of from five to fifteen, and distribute them among desirable restaurants, cafes, etc., sharing the returns with the proprietor. Occasionally a cafe will not ask a commission even, as the playing of the instrument naturally causes a large increase in their sales. However, when the commission arrangement is entered into, the allowance to the resort varies from 10 to 20 per cent.

A great many proprietors who accept self-players on this basis quickly realize the value of the instruments as money makers, and purchase them outright, their reason for not doing so in the first place being that they prefer to know positively that the self-player will pay them, which it invariably does.

As a matter of fact, the initial cash payment is often all the purchaser is ever required to invest, because of the large amount taken in by the instrument from the very start.

A DRAWBACK ALLOWED

By the Treasury Department in Connection With the Exportation of Combined Projecting Moving-Picture Machines.

(Special to The Talking Machine World.)

Washington, D. C., May 31, 1907.

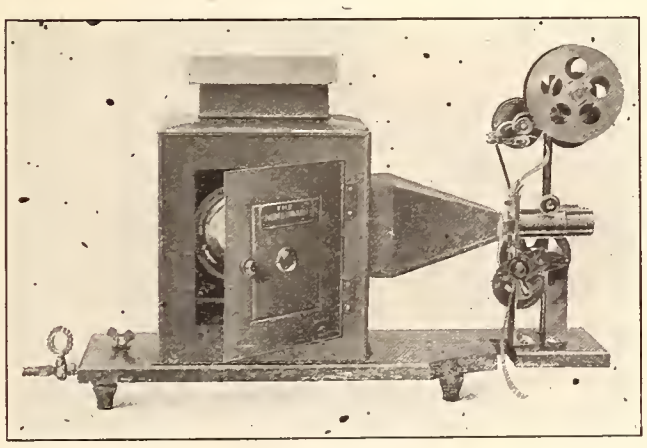
Replying to an inquiry of the Selig Polyscope Co., Chicago, Ill., for drawback on the exportation of a combination moving-picture made with the use of imported mounted lenses, the Treasury Department, on May 7, addressed the subjoined letter of instructions to the Collector at that port:

"On the exportation of combined projecting moving-picture and stereopticon machines manufactured by the Selig Polyscope Co., of Chicago, Ill., with the use of imported mounted lenses, a drawback will be allowed equal in amount to the duty paid on the lenses so used, less the legal deduction of 1 per cent. The preliminary entry must show the marks and numbers of the shipping packages and the contents of each package separately and in the aggregate.

THE PROBLEM SOLVED AT LAST!

A PERFECT MOVING PICTURE MACHINE FOR THE HOME

AN INSTANTANEOUS SUCCESS



The IKONOGRAPH

It can be operated by a child.

The IKONOGRAPH is to the eye what the talking machine is to the ear. **It is not a toy,** but a practical machine, giving results in every way comparable with those of any high priced moving picture machine.

You Sell Phonographs, Why Not Moving Picture Machines?

Of Highest Educational Value, and In Demand for Church, Sunday School, Lodge and Home Entertainments.

Write for Pamphlet **Retail Price, $40.00**

IKONOGRAPH COMMERCIAL CO. 36 East 23d Street NEW YORK

We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and your investment will net you 150 per cent. to 300 per cent. per annum.

LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of $600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success.*

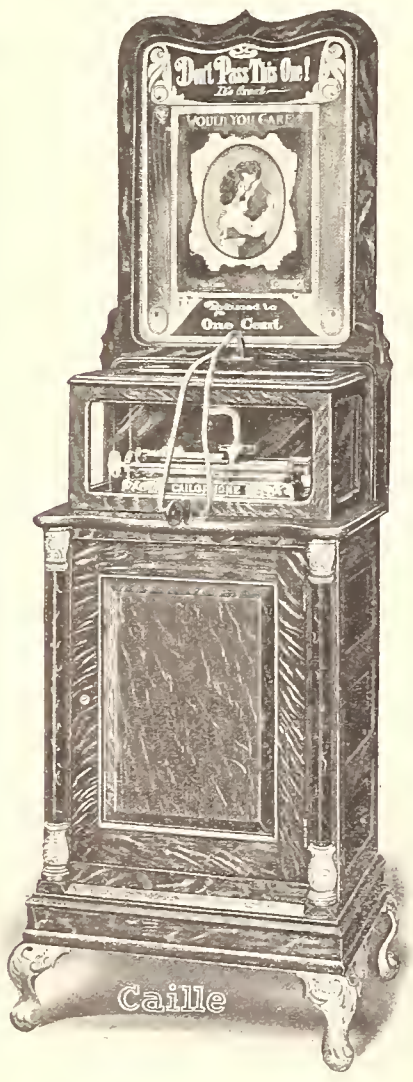
Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!



The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

WRITE TO-DAY and be
First on the Ground.

The Caille Bros. Co.
DETROIT, MICH.

Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago

"The drawback entry must show the total number of projecting moving-picture and stereopticon machines exported, and the number, kinds and sizes of imported mounted lenses contained therein, describing the same as they are described in the import invoice or invoices, and, in addition to the usual averments, that the merchandise was manufactured of materials and in the manner set forth in the manufacturer's sworn statement, dated March 15, 1907, transmitted herewith for filing in your office. In liquidation, the imported mounted lenses of various kinds and sizes which may by taken as the bases for the allowance of drawback entry, provided it shall not exceed two mounted lenses for each complete machine."

MOVING PICTURE SHOWS IN MUNCIE.

(Special to The Talking Machine World.)

Muncie, Ind., June 4, 1907.

As in many other cities at the present time the moving picture shows in Muncie are having their own troubles with the neighbors. In response to a petition signed by a number of merchants the city council attempted to frame up an ordinance prohibiting the use of loud-talking machines in front of the theaters. The ordinance was, however, laid over for a month, for, although some of the councilmen were in favor of putting the taboo on the machines, other members believing the owners of the theaters to be fair minded business men, insisted that the proprietors be given a chance.

The visit of the committee to the proprietors the other day met with approval, for all of the owners agreed to muffle the machines during the afternoon, while most business houses and offices are open.

Even though considerable complaint has been made against the music that issues from the talking machines, there are many who enjoyed it. Some said the noise did not bother any more than a passing street car. Clerks in various establishments said it broke the monotony of the working hours and are sorry that the machines are not allowed to play as of old.

A RIVAL OF THE PHONOGRAPH.

The strong hold which the moving pictures have taken on the minds of all classes of the public has been acknowledged for some time past, and has lent no little stimulant to the active mind of the inventor, intent upon producing a machine which should satisfy this demand in a practical manner, eliminating the prohibitive cost and complication of the best machines of the day.

The Ikonograph Commercial Co., at 36 East 23d street, New York, have recently put upon the market its "Ikonograph," a machine which has effectively solved the problem. It is so simple that even a child can operate it, and as its weight is but five pounds, may be easily transported. It is the ideal home entertainer.

"What the phonograph is to the ear the Ikonograph is to the eye," aptly characterizes the machine. Its reproductions are as clear in effect as those of the most expensive machines, and without the flickering so annoying to the eyes. It is "fool proof," fireproof and accident proof.

The necesasry light is furnished either by an electric light, connected by a flexible cord to an electric fixture, or by a gas light connected by a rubber tube to a gas fixture, or by a safe and simple self-sustaining acetylene gas lamp. Either method produces most satisfactory results.

For professional use in theaters or large halls the same machine with an oxy-hydrogen light or electric arc light produces a picture 12 by 18 feet in size, which in clearness of definition and absence of flickering equals those of the most expensive machines.

For the use of the family at home, the merchant with goods to advertise, the teacher with lectures on geography, history or literature to illustrate, the enterprising young man looking for a clean and profitable business, no extended arguments to demonstrate the wide possibilities of the Ikonograph are needed.

The low retail cost of $40 for the machine complete and ready for operation brings it well within the reach of all.

Picture films in lengths of from 15 to 150 feet are supplied in great variety of subjects at a cost approximating that of disc records. Once the merits of this machine are illustrated, the demand will unquestionably be very great, and should prove an extremely profitable adjunct to the stock of talking machine dealers throughout the world.

ARCADE MEN INCORPORATE

To Fight the Crusade Being Waged Against Them by the Municipal Authorities—Demand a Square Deal and Will Fight for It.

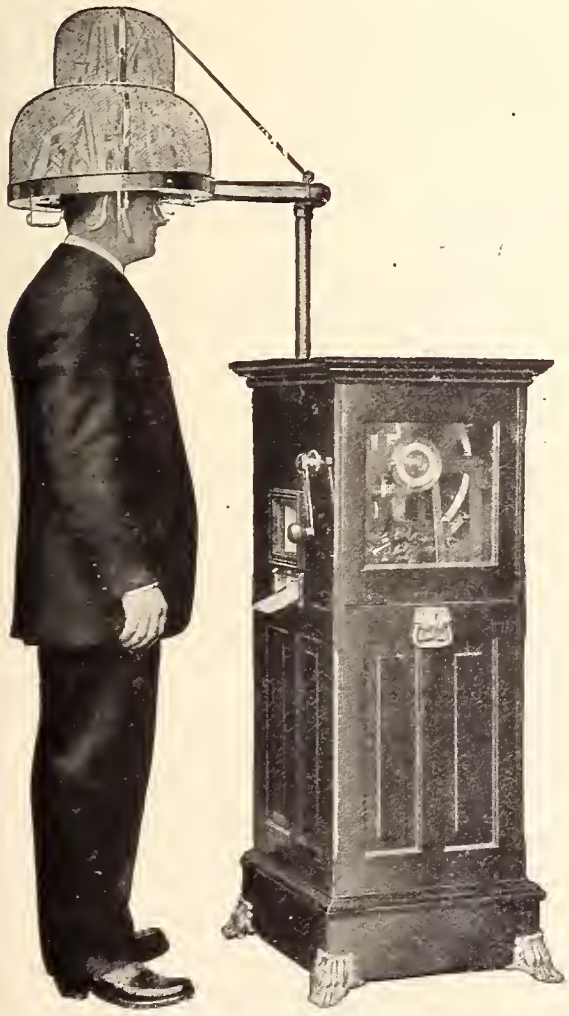
The activity of the authorities against the moving picture shows, the "nickel arcades," "penny vaudeville" and "dime varieties" has caused the owners of these enterprises to combine for common defence. A certificate of incorporation of "the Moving Picture Exhibitors' Association" was filed by their counsel, Florence J. Sullivan, in the County Clerk's office to-day.

"There are about 350 of these places, generally in ordinary stores, now running in Greater New York," said Mr. Sullivan. "They are nearly all nickel and penny exhibitions, and they represent an aggregate investment of nearly $7,000,000. They employ 3,000 persons—cashiers, 'barkers,' lecturers, cleaners, ushers and the like, and it goes without saying that a wholesale condemnation of these exhibitions is wrong. The raid of the authorities upon them, manifesting itself in the attempt to arbitrarily revoke the licenses of sixty of them without a hearing, must be met. That is why this association was formed."

The moving picture show people suspect that the men who run the more pretentious amusements of the city, the theaters, roof gardens and the like, are back of the crusade against them.

NOVELTY MONEY-MAKERS

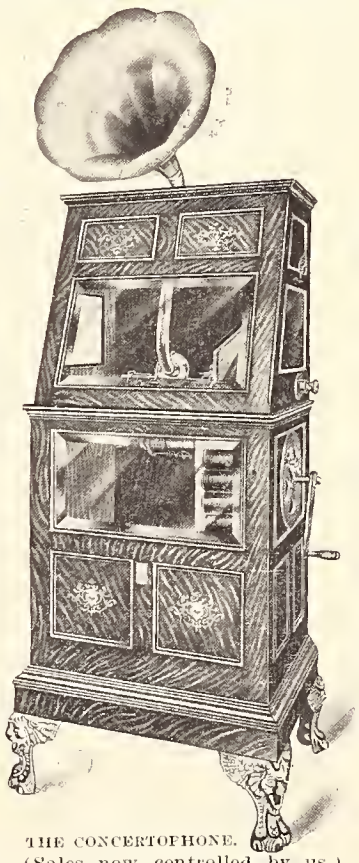
SEE THESE AND MANY OTHERS
When in Chicago for
THE CONVENTIONS
Held at the Auditorium June 17th - 22d
Show Rooms, 9th Floor, 209 State Street, Chicago, Ill.



Lavery Phrenometer in Use.

This marvelous invention scientifically measures, delineates, prints and delivers on a sheet of paper the degree of development of every faculty of the Brain. Write for particulars.

Harp-Pianos
Electric Pianos
Mandolin Pianos
Cabinet Pianos
Shooting Galleries
Merry-Go-Rounds
Miniature Railroads
Loop-the-Loop Bowling Alleys
Doll-Racks



THE CONCERTOPHONE.
(Sales now controlled by us.) A Nickel-in-the-Slot Graphophone. Extra loud and clear. Selection of 25 Records. Spring Motor. Rejects slugs.

Amusement Ideas
Penny-Arcades and Machines
Moving Pictures and Films
Slot Machines
Trade Stimulators
Circle Swings
Ferris Wheels
Striking Machines

TUG-OF-WAR AMUSEMENT.
One of 200 Penny-Arcade machines we carry in stock. Send for complete catalog.

H. C. KIBBEY & CO., 209 State Street (Cor. Adams), Chicago, Illinois
Telephone, Harrison 1744

LYON & HEALY'S NEW CATALOG

Just Issued, and Devoted Exclusively to Automatic and Mechanical Musical Instruments, Is an Admirable Publication in Every Way.

That Messrs. Lyon & Healy, of Chicago, are decidedly "au fait" in the matter of catalog making, is fully evidenced by their new catalog of automatic and mechanical musical instruments just to hand. It is noteworthy alike for its artistic appearance as well as for the completeness of the line of goods exploited and the interesting manner in which they are illustrated and described. The volume consists of 32 9 by 12 inch pages, printed on pure white enamel paper, with an attractive cover of gray deckle edge stock printed in two colors, with embossed title. The instruments shown include about everything that is employed for "public music" in such places as amusement parks, skating riuks, cafes, soda fountains, tent shows, excursion boats, dance halls and carnivals, merry-go-rounds, fair entertainments and other public places where people "most do congregate for amusement and recreation."

The completeuess of the line is well described in the introcuction, which says: "There is no character of place to which the public would be attracted that we cannot equip with satisfactory music." Then follows full-page illustrations and descriptions of the instruments, beginning with the Lyon & Healy pianette, an inexpensive 39-note nickel-in the-slot piano, which uses a spring motor for power and for which no electric current is needed.

A 44-note self-playing piano comes next, then a full-size self-player. After these a varied line of popular military band organs (six different models of varying instrumentation), for which the claim is made that "their instrumentation stands unapproached by that of any similar instruments." There is a wide price range from $350 to $1,500 on these popular sellers.

Piano orchestrions are next. These are handsome appearing instruments which represent a band in accompaniment with a piano and are played by means of music rolls. There are also special skating rink orchestrions which replace a full brass band, and Lyon & Healy are general distributers for these famous instruments made by M. Welte & Sons, as well as for their beautiful pneumatic concert orchestrions which use a perforated paper roll and afford a perfect imitation of a full orchestra. The last are being adopted by restaurants, cafes, candy kitchens, hotels and such places.

Altogether the catalog is an extremely useful thing for the music dealer to have on his shelves, for while the demand for this class of instruments is not so common as that for pianos and talking machines, a good deal of business is to be picked up in every city and town, and a catalog like this one is the next best thing to having the goods to show; in fact, it may be the means of landing many a sale that otherwise would get by. Messrs. Lyon & Healy state that they will be glad to send their handsome catalog to dealers who are interested enough to ask for a copy.

MOVING PICTURES AN INFLUENCE

In Causing a Feeling of Unrest Among the Natives of India With Their Government.

The unrest of the uative population of India, marifested recently in disorders, has occasioned much uneasiness in England. The trouble had its origin in the attempt of the Hindoos to boycott British goods. While the present ferment is in a sense a manifestation of perennial unrest, the cause of many explosions in the past, it has its particular sentimental genesis, and this is the success of Japan over Russia. It is the first cousin of "The Orient for the Orientals," "China for the Chinese," and similar catch-phrase doctrines.

Dense as the mass in India is, the victory of Japan has penetrated its inner consciousness; in fact, many pains were taken to see that it did. Within the last year the whole East has been plastered with cheap motion picture shows, almost invariably managed by itinerant Japanese.

A Chinese or Indian coolie cannot be reached by literature, as a rule, except indirectly; but he is absolutely open to impressions from pictures which show the white race he has so long respected and feared beaten at war by a dark-skinned brother.

In this way has the message which Japan's victory carries to the East been communicated to the masses in China and India. One of these exhibitions was stopped in Singapore, and while the police gave as their reason some alleged obscenities, the real reason was the pseudo-political character of some of the pictures. The government is considering the propriety of expurgating some of these shows.

While the present disorder in India can hardly be taken as seriously presaging another mutiny, the government regards the situation as one calling for tact coupled with firmness. Prominent British officials in India have not felt at ease for several months past, nor will they until the agitation entirely subsides.

ARCADE MEN SECURE INJUNCTION.

McCahn & Weissman, who conduct a moving picture business at 555 Eighth avenue, have obtained from Justice Davis in the Supreme Court an ex-parte injunction restraining Police Commissioner Bingham, Captain Stephen O'Brien and the police generally from entering the premises in question without a warrant or other legal process or from interfering in any way with their business.

Gustavus A. Rogers, counsel for the plaintiff, said that Captain O'Brien had threatened to close up the place. Rogers also got a similar injunction for William Fox, whose place of business is 1498 Third avenue.

Assemblyman Prentice's bill, which was designed to put out of business the arcade and moving picture places in New York City, was killed by the Senate on June 4. The fate is a deserved one, as the bill was entirely unnecessary.

TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY

PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

Do you want more Profit?

Get THE NICKLIN The best Coin Operated Piano in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by

Neola Piano & Player Company

General Offices, 201-203 East 49th Street, New York

THE PIANOVA COMPANY,

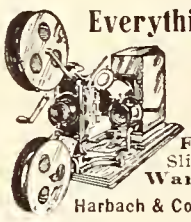
Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.



Everything in NEW and S. H. Motion Picture Machines

Films, Stereopticons, Song Slides and Supplies. Same Wanted. Catalogues free.

Harbach & Co., 809 Filbert St., Phila., Pa.

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFIELD MFG. CO.

591 HUDSON STREET, N. Y. CITY

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

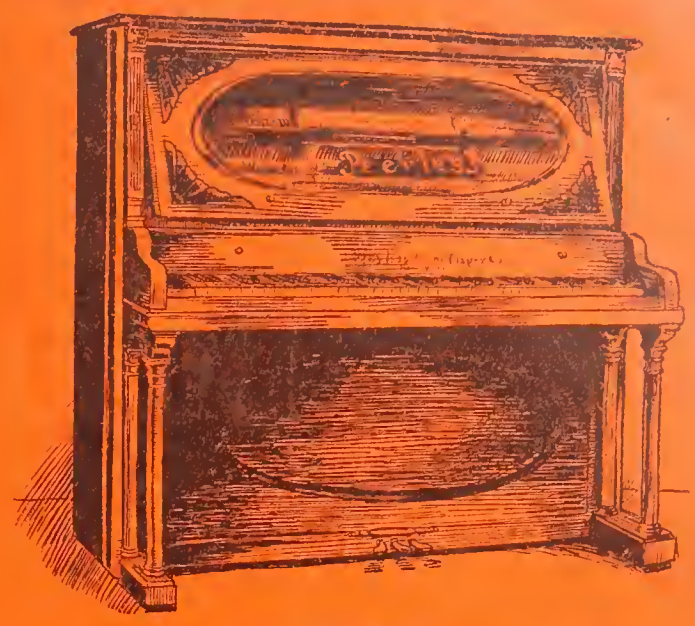
Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York

Branch Office, 625 F St., Washington, D. C.

Evolution of the PEERLESS Coin-Operated Piano



These Pictures show how the PEERLESS COIN-OPERATED PIANO will turn into MONEY

There is no medium on earth to compare with these instruments as real money getters for every one who handles or owns them.

One PEERLESS took in a little over ONE THOUSAND DOLLARS from the 27th of June until the 27th of November last year—five dull months. Of course, this particular Piano was equipped with a 25 cent slot, but that only goes to show the high appreciation of the public — PEERLESS quality always brings a high rate of profit.

The PEERLESS COIN-OPERATED PIANOS do not stop running when ONE BARREL is filled with MONEY, they keep right on working while you rest.

ROTH & ENGELHARDT

PROPRIETORS OF

OFFICES: 2 E. 42th St., New York

Peerless Piano Player Co.

FACTORIES: St. Johnsville, N. Y.

For Business' Sake!

Be sure you don't miss the plain signs of the times. Any man can start a business *going*. It takes a wide-awake man to keep it *growing*.

It's the *growing business* that pays.

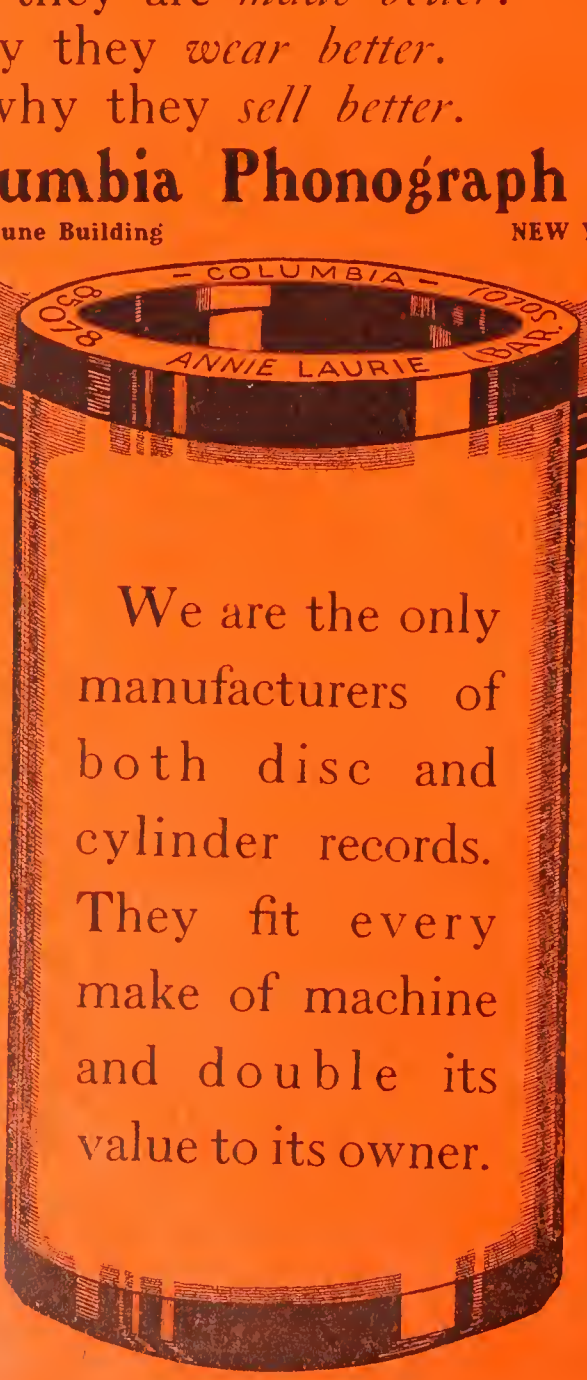
There is a constantly *growing demand* for Columbia Records. The dealers who supply that demand are *bound* to have a *growing business*.

COLUMBIA Disc and Cylinder RECORDS

are made of a special material and under the original basic patents, which we control.

That's why they are *made better*.
That's why they *wear better*.
That's why they *sell better*.

Columbia Phonograph Co.,
Tribune Building NEW YORK.



We are the only manufacturers of both disc and cylinder records. They fit every make of machine and double its value to its owner.

COLUMBIA GRAPHOPHONE

GRAND PRIX, PARIS, 1900
DOUBLE GRAND PRIZE, ST. LOUIS, 1904
GRAND PRIZE, MILAN, 1906

COLUMBIA GRAPHOPHONE

STORES IN ALL PRINCIPAL CITIES
DEALERS WANTED WHEREVER WE ARE NOT NOW REPRESENTED

VOL. III. No. 7. SEVENTY-TWO PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, July 15, 1907

Four Points of Perfection 4

that are found in

"TEA TRAY" HORN CRANES

SIMPLICITY

"Tea Tray" Cranes are the simplest and most practical in construction that can be devised. They have no complicated or unhandy mechanism to adjust; no clumsy or awkward parts to detract from or to mar the appearance of the machine or cabinet. Every part is so simple in operation that it assures quick, easy and secure adjustment. These cranes are adapted for use on all kinds of Phonographs and cylinder Graphophones.

STRENGTH

"Tea Tray" Cranes have no parts to become bent, broken or lost. The greatest strength is given where the greatest strain comes, thereby assuring a perfectly rigid and firm adjustment.

DURABILITY

"Tea Tray" Cranes are constructed of the best materials, conscientiously put together by expert mechanics so as to give the best and longest service possible.

BEAUTY

"Tea Tray" Cranes have a "quality" appearance. They are finished throughout with a heavy coating of the best nickel plate which is burnished to a high, brilliant mirror finish.

Write for Handsome Catalog

THE TEA TRAY CO. OF NEWARK, N. J.

FOUNDED 1867.

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

Mr. Talking Machine Dealer:

Did you ever stop to think how many **more** machines you could sell if the manufacturers would reduce the **retail** price on the **best style** of machine to **$25.00?** Isn't it a fact that you could sell two or three times as many as you do now?

Wouldn't you **act quickly** if you were offered a first class talking machine (we don't mean a toy) that you could sell at retail for $25 on the same margin of profit you are making now? If your answer to these questions is "YES," then the only reason you are not handling Reginaphones is that you do not understand our proposition.

THIS IS WHAT WE OFFER:—A talking machine attachment of the highest grade, that is giving universal satisfaction, and that is equipped with all improvements, including tapering tone arm, at a price which enables you to sell the **complete instrument,** the "Reginaphone," at an advance of $25 above the price of the "Regina" alone —and you still make your usual percentage of profit.

How can we do it? Well, for one reason, because the same **motor** and the same **case** answer for both the music box and the talking machine.

The Reginaphone is **as good** in tone quality as any talking machine costing $100 or more and **superior** mechanically because of the **long running Regina motor.**

We have several styles of Reginaphones but only **one type, one size** and **one grade** of talking machine attachment. It is of the highest grade and is the same on all Reginaphones.

If you have any doubt whatever about the Reginaphone being a satisfactory talking machine and also a satisfactory music box, a demonstration will convince you. To show our confidence in Reginaphones, we will, for a limited time, send a sample on approval for ten days to any responsible dealer and pay the return charges if not purchased.

We want to hear from the "show me" dealers.

THE REGINA CO.

Main Office and Factory, Rahway, N. J.

BRANCHES:

Broadway & 17th Street, New York **259 Wabash Avenue, Chicago**

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks and Regina Sublima Pianos.
Distributors of Victor Talking Machines and Edison Phonographs.

The Talking Machine World

Vol. 3. No. 7. New York, July 15, 1907. Price Ten Cents

ADVERTISING POINTERS FOR THE DEALERS.

How Much Should be Spent for Publicity—Most Successful Merchants Spend from 2 to 5 Per Cent. of Total Sales—Newspapers the Best Mediums—Program and Souvenirs Issued by Churches, Lodges, as Well as the Usual Fakes and Schemes Which Are Before Every Dealer, Should be Avoided as They do Not Pay—Apportioning the Publicity Fund.

How much money should a dealer spend in advertising and what mediums should he use? These questions are very much like asking "How much ought I to eat and where ought I to get it?" Yet these very questions more or less bother nearly every advertiser in the world. The answer, of course, is that circumstances and conditions alter cases. The exact volume of a dealer's advertising expenditure ought to depeud upon the possibilities of trade in his locality; upon the competition he has; upon the correctness of his store methods; upon the values he offers to his customers, and perhaps to a certain extent upon his personal popularity if he live in a town or small city; and last, but not least, upon the character of the advertising he does—whether it is good or indifferent.

* * * *

So, then, the question of how much to spend depends on so many circumstances that it is unsafe to lay down any kind of a rule. Many successful advertisers follow the practice of increasing their advertising as their profits increase, independent of what competition they may experience. The experience of the big department stores in our large cities goes to show that the more money they spend in publicity the greater the business that comes to them and the bigger the additions they have to make to their establishments.

* * * *

Indeed, it is safe to say that without the modern newspaper press these great establishments could not exist. It is advertising, then, conducted in the moderu way, that has built up these great businesses, and what advertising has done in the past it can do again. It appears to us that a dealer or jobber, if he must err at all, should err on the side of a too liberal advertising expenditure. But he must do it right. Quality of advertising is of more consequence than quantity.

* * * *

One of the most successful merchants in the Union spends aoout 3 per cent. of his total sales; another well-known dealer spends 2 per cent., and others all the way up to 5 per cent. But the amount should never exceed this percentage for the average retail business. It is also of the greatest importance that a dealer should place his announcements in the right mediums, and this brings us to the second of the two questions heading this article.

* * * *

Of course, very few advertisers have to search for mediums. It is usually the mediums that search for the advertiser. Indeed, the multiplicity of advertising mediums looking for advertisers is almost bewildering to the novice. And the larger the town or city the larger the number. In a large city like New York no sooner does a new advertiser put out his modest announcement, perhaps in one newspaper only, than he is almost overwhelmed with advertising solicitors of all kinds. Many of these solicitors represent good mediums and mediums suitable to our advertiser's purpose, but the majority will probably be fakirs and schemers of all kinds. And this is also probably true to a certain extent of nearly every community in the country.

* * * *

In addition to the fakes and schemes, the advertiser, if he is not careful, will find himself the victim of promoters of all sorts of programs and souvenirs, advertising promoted by churches, Sunday-schools, lodges, societies and what not. The pressure to use some of these mediums is so great that the merchant often succumbs from mere weariness of the flesh, knowing in his heart that he is throwing his money away, so far as advertising is concerned, and that he is probably throwing it away entirely. The mediums that most press themselves upon him are pretty sure to be the least good. It is a nervy as well as a wise merchant who has sufficient backbone to stick to his guns when he is under the fire of two or three pairs of pretty eyes and bewitching smiles. And the owners of the pretty eyes and the bewitching smiles want his advertisement so very much, and it will only cost him $5 or $10, or whatever it is, and the committee are so sure, too, that all the church members will see his advertisement and appreciate his kindness, and so on and so on. A man who advertises out of kindness is on the wrong track. Such expenditures, if he persists in making them, should not be charged to advertising account, but to charity; indeed, they should not be looked upon as for advertising purposes at all.

* * * *

When a merchant has to face the probable loss of trade a refusal would cause his best place is doubtless to make a donation in money or its equivalent in goods to the church or lodge or other society that solicits him, and keep his advertisements out of the medium suggested for his use. Every time his advertisement appears in one of these mediums it is an encouragement to others to swoop down on him.

* * * *

Assuming, then, that a merchant has sufficient experience and knowledge to teach him the incomparable value of the newspaper press for advertising purposes, the question remains as to how he shall apportion the amount he has appropriated for his advertising department. If located in a town that has, say, five daily papers, morning and evening, two or perhaps three of these five will probably be good and the balance not of much account. If the place have three papers, one will probably be a first-rate medium, one fairly good and one of but little or no use. In cases like these it is the best plan to pick out the best paper (or perhaps the two best papers, if there are three of them) and put three-fourths of one's advertising appropriation in it or them. Spreading the advertising around among a number of papers when one or two will do the business is the rock on which many an adventure makes shipwreck.

MUSIC FROM ELECTRICITY

The Experiments of Dr. Dupont of Special Interest Following the Labors of Dr. Cahill Who Gave Us the Telharmonium.

A successful attempt, as is well known, has recently been made to produce music immediately from electricity by means of the telharmonium of Dr. Cahill, without the aid of any musical instrument. In this connection it will be interesting to learn that a French scientist, Dr. M. Dupont, a short time ago succeeded in converting music into electricity by reproducing in the shape of an alternating current the series of vibrations corresponding with a series of musical sounds. This alternating current affords a picture of the sound vibrations that constitute a musical performance, and is able to produce physiological effects similar to the hearing of music. The alternating current in question is made up of periods, the frequency of which corresponds with the number of vibrations of the sound—that is, with the pitch—a high sound yielding a rapidly vibrating current and a low one a current with long periods. The ratios between the various phases of the current periods are identical with the ratios between the sound intervals. The alternating current corresponding with a scale thus comprises a series of periods, the number and ratios of which are equivalent to the frequency and ratios of the sounds of the scale.

In reproducing these musical currents, Dr. Dupont uses a phonograph, to which a microphone is fitted. After recording a musical scale on the phonograph cylinder, the apparatus is made to work, when the microphone will yield an alternating current as above described. The microphone circuit comprises the primary of an induction coil without its interrupter. By means of this transformer the alternating currents obtained are controlled at will before being applied to the organism.

If in the place of a scale a piece of music be chosen, the alternating current, on passing through the human body, will produce the physiological effects of that piece. After some practice it will doubtless be possible to tell a piece of music by the corresponding currents traversing the tissues of the body in the same way as by hearing it. This process might prove especially valuable in the case of deaf mutes.

Dr. Dupont has undertaken exteusive researches on the physiological effects produced by these rythmical currents on the nervous system. A writer in the Scientific American says it is hoped to ascertain the kind of current corresponding with each given condition of the mind, so as to be able at will to exert an exciting or calming action.

In this connection it should be remembered that Dr. Leduc some years ago investigated the calming and anesthetizing effects of rapidly intermittent direct currents of low intensity.

TALKERS TO REPLACE ORCHESTRAS.

Poor Orchestras in Theatres a Nuisance—Managers Talking of Replacing With High Priced Talking Machines.

It is predicted in some quarters that before many years the orchestras in many local theatres will be done away with and their places taken by powerful talking machines. This move will be due largely to the fact that in the majority of cases the ochestra music is of rather poor quality and annoying to those of the audience who appreciate good music. Managers say the playing of the orchestra between the acts is seldom listened to, and that they have so much trouble with the players that they favor dropping them entirely. This would hardly be so favored by the public, however. It has grown so accustomed to expecting music during the waits, even though it does not listen attentively, that it would be sure to rebel at its total discontinuance, so good talking machines have been suggested as a substitute for indifferent orchestras.

SHE HAD A TALKING MACHINE!

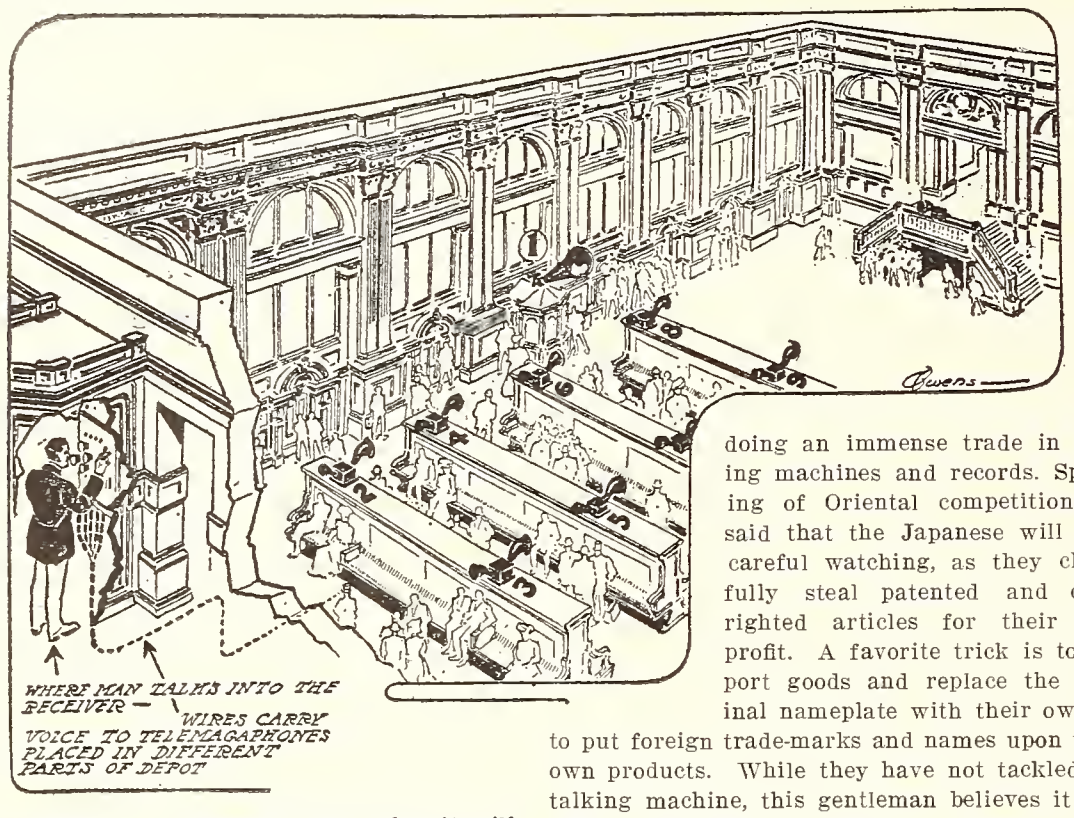
The pride with which many people regard their talking machines is well illustrated in a story told by a salesman for a prominent piano house. It seems he was putting in all his fine work in an effort to land a prospect, the lady of the house in this instance, being much annoyed by another woman, a neighbor, who was continually chiming in and offering arguments and suggestions. Finally, she said, "Why, yes, Mrs. Blank, you certainly ought to get a piano." The exasperated salesman immediately turned around aud asked, "Have you got a piano yourself madam?" to which she replied, drawing herself up and assuming a proud and haughty air: "No, indeed; I've got a talking machine!"

NOW THE TELMAGAPHONE.

Tried With Decided Success at the Grand Central Depot for Making Announcement—An Old Talking Machine Idea.

The telmagaphone was tried recently at the Grand Central Station. It is owned by the American Callaphone Co., and is an instrument for magnifying and distributing sounds injected into the main tube. Mounted on the benches in the station were open-mouthed tubes resembling the horn of a talking machine. These are connected with a main instrument, into which the sounds to be distributed are spoken.

The Grand Central Station people are testing



the new device. Its backers believe that it will solve, among other problems, that of announcing trains so that everybody will hear and understand the announcements. The announcer stands in a little box in the concourse. He makes his announcements into a small receiver, and what he says is repeated through mouthpieces in the waiting room, the restaurant, the barber shop, and wherever else they have been installed. The announcement may be repeated by all the mouthpieces at once, or singly, according to the desire of the announcer. The announcements are not loud; they are intended to be in the tone of ordinary conversation only.

The American Callaphone Co. also own the detectophone, which works on the opposite principle. It is a collector of sounds for the ear of whoever is listening at the main instrument. The management says that a small receiver of the detectophone may be laid in a drawer of a desk in an office and a conversation carried on in that office will be repeated to one who is listening at the detectophone. This is designed for use against blackmailers, and in general to reproduce remarks to unseen witnesses.

AN INTERNATIONAL MIX-UP.

The employment of music on talking machines by two retail fruit dealers at 47th and Halsted Sts., Chicago, nearly led to the wrecking of the stores of Pete Gapolis, a Greek, and George Bosinger, a German, whose places of business adjoin at 845 and 847 West 47th street the other day. Both gentlemen, who have for a month employed mechanical musical devices to get trade, narrowly escaped rough usage by a mob of Irish residents who resented the use of their national airs and promptly wrecked the machines. All went well until a few days ago. The fruit venders were allowed to annoy the neighborhood with such classics as "The Bird on Nellie's Hat," "There's a Rainbow in the Sky." In a moment of weakness the Greek inserted a record of "The Boyne Water." In a moment there was an angry crowd in the street, and in two minutes both the Greek's talking machine and that of his rival were out of business.

The police stopped the riot, and now, while there is still war between the fruiterers, there is peace in the neighborhood and talking machines are barred for all time.

JAPANESE WILL BEAR WATCHING.

Visitor from the Orient Says They Cheerfully Steal Patents and Copyrighted Articles—May Soon be Making Talkers and Records.

A recent visitor to The World sanctum was a gentleman who controls a large music trade business in three of the largest cities in China, doing an immense trade in talking machines and records. Speaking of Oriental competition, he said that the Japanese will bear careful watching, as they cheerfully steal patented and copyrighted articles for their own profit. A favorite trick is to import goods and replace the original nameplate with their own or to put foreign trade-marks and names upon their own products. While they have not tackled the talking machine, this gentleman believes it will not be long before they will be attracted by its possibilities and follow their usual course.

THE BARBER SHOULD FOLLOW SUIT.

A cigar and newsdealer in one of New York's busiest hotels has adopted a new scheme for alleviating at least one of the annoyances of the summer season. He became so much exasperated by strangers informing him in interrogative accents regarding the state of the weather, and bombarding him with such sentences as: "Nice day, ain't it?" "Going to rain, d'yer think?" "Ever felt anything like this tarnation heat?" that he had cards printed containing a series of stereotyped answers, and placed them in plain view. This plan did not remain long effective, so he finally purchased a large electrical operated model of the ever useful talking machines, which he placed on the counter. He filled a record with replies relative to the weather, state of crops, policy of the Government, ability of Governor Hughes and other topics of the day, which are reeled off in a bunch upon the pressing of a button at his desk. The dealer says that since the new system has been working he feels like a "ringer" for the Sphinx.

NOVEL STENOGRAPHIC MACHINE.

The greatest drawback inherent in shorthand writing machines has been the fact that the records were obtained in conventional signs of figures, and that a considerable training was required to master them. This inconvenience is avoided in the machine invented a short time ago by Bivort, of Paris, and to which the name of "stenophile" has been given.

This is based on the use of plain printing types, the alphabet being so ingeniously combined that a syllable, and in some cases even two or three syllables, may be printed at a time by simultaneously striking several keys, says the Scientific American. Some letters of related sound have, however, been combined, as, for instance, D T, thus reducing to twenty the number of keys contained in Bivort's keyboard. Phonetic spelling is obviously employed to facilitate the use of the machine, which can be adapted to most of the European languages by exchanging the type-supporting carriage.

As the names of the types are written plainly on each, the handling of the machine does not entail any apprenticeship worth mentioning, a few days' training being sufficient to write fifty words per minute, while the normal speed of 125 to 150 words is attained after less than two months. Speeds of 200 words and upward are obviously quite practicable.

FRED BABSON A HUSTLER.

Fred Babson, of Babson Bros., the big Chicago jobbers, made a record breaking trip to New York recently when he arrived on a fast train one morning, visited the offices of the National Phonograph Co., called upon several friends and caught the Twentieth Century Limited for Chicago that same afternoon, his whole trip occupying less than forty-eight hours.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

Your share
You deserve what you get

The biggest and most successful *Victor* dealers got big and successful by advertising—to get the local benefit of our advertising. Some are now spending as much as $1000 to $3000 a month, and making it pay big.

How about you? Are you *getting* your share? Are you *doing* your share?

You can grow as they grow. They go beyond their natural territory. Do you ever get a quarter of what's *in* your territory?

Our orders are five times greater than they were this time last year. That means two things: 1. The public is demanding more *Victors*. 2. The dealers are waking up.

How about you?

Victor Talking Machine Company
Camden, N. J.

Full information and prices can be obtained of any of the Victor Distributors as follows:

Altoona, Pa.....W. H. & L. C. Wolfe.
Atlanta, Ga.....Alexander-Elyea Co.
Phillips & Crew Co.
Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenhrandt Sons.
Wm. McCallister.
Birmingham, Ala.....E. E. Forbes Piano Co.
Boston, Mass.....Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y.....American Talking Machine Co.
Buffalo, N. Y.....W. D. Andrews.
Canton, O.....The Klein & Heffelman Co.
Charlotte, N. C.....Stone & Barringer Co.
Chicago, Ill.....Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....W. H. Buescher & Sons.
Collister & Sayle.
Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Thos. Goggan & Bro.
Dayton, O.....The John A. Fetterly Co.
Denver, Colo.....Knight-Campbell Music Co.
Des Moines, Iowa.....Edward H. Jones & Son.
Detroit, Mich.....Grinnell Bros.
Dubuque, Iowa.....Harger & Blish.
Duluth, Minn.....Freneb & Bassett.
El Paso, Texas.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Grand Rapids, Mich..J. A. J. Friedrich.

Harrisburg, Pa.....S. A. Floyd.
Honolulu, T. H.....Bergstrom Music Co.
Indianapolis, Ind.....C. Koehring & Bro.
Jacksonville, Fla.....Metropolitan Talking Machine Co.
Kansas City, Mo.....J. W. Jenkins Sons Music Co.
J. F. Schmelzer & Sons Arms Co.
Little Rock, Ark.....O. K. Houck Piano Co.
Los Angeles, Cal.....Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.
E. E. Forbes Piano Co.
Milwaukee, Wis.....McGreal Bros.
The Boston Store.
Minneapolis, Minn...Minnesota Phonograph Co.
Mobile, Ala.....Wm. H. Reynalds.
Montreal, Canada.....Berliner Gramophone Co., Ltd.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, N. J.....Price Phono. Co.
Newark, O.....Ball-Fintze Co.
New Haven, Conn.....Henry Horton.
New Orleans, La.....Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y.....Bettini Phonograph Co., Ltd.
Blackman Talking Machine Co.
Sol. Bloom.
C. Bruno & Son.
I. Davega, Jr.
S. B. Davega.
Chas. H. Ditson & Co.
The Jacot Music Box Co.
Landay Brothers.
The Regina Music Box Co.
Stanley & Pearsall.
Benj. Switky.
Victor Distributing & Export Co.
Omaha, Neb.....A. Hospe Co.
Nehraska Cycle Co.
Piano Player Co.

Peoria Ill.....Chas. C. Adams & Co.
Philadelphia, Pa.....C. J. Heppe & Son.
Musical Echo Company.
Penn Phonograph Co., Inc.
Louis Buehn & Brother.
Western Talking Machine Co.
H. A. Weymann & Son.
Pittsburg, Pa.....Pittshurg Phonograph Co.
Powers & Henry Co.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore.....Sherman, Clay & Co.
Providence, R. I.....J. Samuels & Bro.
Richmond, Va.....The Cahle Co.
W. D. Moses & Co.
Rochester, N. Y.....The Talking Machine Co.
Rock Island, Ill.....Totten's Music House.
Salt Lake City, Utah..Carstensen & Anson Music Co.
San Antonio, Tex....Thos. Goggan & Bro.
San Francisco, Cal....Sherman, Clay & Co.
Savannah, Ga.....Youmans & Leete.
Seattle, Wash.....Sherman, Clay & Co.
Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Spokane, Wash.....Eiler's Piano House.
St. Louis, Mo.....O. K. Houck Piano Co.
Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn.....W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y.....W. D. Andrews.
Toledo, O.....The Hayes Music Co.
A. J. Rummel Arms Co.
Whitney & Currier Co.
Washington, D. C....John F. Ellis & Co.
S. Kann & Sons Co.

F.

TRADE HAPPENINGS IN PHILADELPHIA.

Business Viewed Broadly May be Termed Satisfactory—Firmness in Prices Has Proven to be the Trade's Salvation—Why Dealers Should Brace Up—Commercial Graphophones in Great Demand—Penn Co. Have Ikonograph Agency—Lewis Co. in New Quarters—Phono-Vita Oil in Demand—Musical Echo Co.'s Handsome Window Display—Heppe's Concerts for Elks' Convention—The Excelsior Drum Works—Weiss Wants Novelties—The News of the Month in Detail—Columbia Display at the Convention of Penn Shorthand Reporters.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 9, 1907.

Taken on a whole the talking machine business in this city for the month of June was very satisfactory. We say "taken on the whole," because trade was very uneveu, one day being excellent and the next poor. Taking into consideration the time of year and the fact that the figures show that last month was ahead, even if slightly, of June, 1906, affords grounds for being somewhat optimistic iu regard to the outlook for July and August. Collections have dropped considerably below the level, and jobbers in this locality are kept hustling in order to bring accounts up to date. This state of affairs has been undoubtedly brought about through the upward trend of prices on all commercial products, and the tightness in the money market.

In perhaps no other city in this country has the firmness in prices on talking machines and records proven so great a salvation to the small dealer as in Philadelphia. For there is a great tendency showu, especially among the women of this city, and they are invariably the largest retail purchasers, when they wish to buy auything they jump on a car and come into the department and other stores located in the section bordered by Broad and Eighth, Chestnut and Arch streets. This aversion to local trading has done more than anything else toward demoralizing suburban trade. The wholesale system of price cutting carried on by the big stores has undoubtedly brought this about, and though this cannot be carried iuto the "talker" line except in supplies, such as horns, horn cranes, etc., the habit of buying centrally has become so strong that the small dealer finds he must fight hard to overcome it. While there are a large number of dealers scattered throughout the city jobbers find local wholesale trade far from what it should be.

There is but one way in which this condition of affairs can be alleviated, namely, jobbers should lay as much stress as possible on the necessity of dealers carrying a full line of records, and machines for no two words hurt a dealer's business so much as "all out." Another thing, dealers should make every effort to keep their stores attractive and neglect no opportunity for publicity. Windows should always be kept clean and well lighted, and care should be taken in their dressing. This latter art is not cultivated to any extent, and we believe it would pay jobbers to employ a man to go around and assist their dealers iu getting up showy and tasteful displays.

Reports given out at the Columbia headquarters on Chestnut street, show a slight falling off in both wholesale and retail departments for the month of June; that is, business as not quite up to May. This company are laying a great deal of stress on their commercial department, and these machines are rapidly leaping into popularity among the large business houses. They have arranged to display these machines at the convention of the Penn Shorthand Reporters, and hope to book some good orders. Walter L. Eckhardt was a recent visitor here on his way back from Chicago.

The "talker" business for June has been very satisfactory with the Penn Phonograph Co., and was on a par with the corresponding month in 1906. This company have just obtained the jobbing rights for the Ikonograph moving picture machines and films. Their line of post cards are going well, and prove a good filler for the summer months.

The Lewis Talkiug Machine Co. are now well established in their handsome new quarters at 33 South Niuth street. Here they occupy the main floor and basement, having a floor space of 3,600 square feet, and are in a better position to haudle their increasing business. Mr. Lewis reports trade as good for this time of the year, but rather jerky.

L. Mendel, the manufacturer of "Phono Vita," is pushing this oil, which is made, as its name implies, especially for talking machines, rapidly to the front. "Phono Vita" is not only a lubricant but is a rust preventive, and can also be used to restore and retain the polish on wood and enamel work. By adding powdered chalk users will also find it a first-class polisher for the metal parts of machines, etc. It is put up in full two-ounce bottles to retail at 10 cents, and jobbers and dealers are allowed a good margin of profit. Mr. Mendel has obtained the exclusive right to use the design of a talking machine as a trade-mark for lubricating oils and grease under the new trade-mark law of February 20, 1905. This is a very important feature as purchsers will naturally turn to this oil, being attracted by the design.

The Musical Echo Co., 1217 Chestnut street, experienced a brisk retail trade during the past month. Wholesale, however, was rather quiet. This they lay to the fact that at this time of year dealers work off their accumulated surplus, and only order such things as are called for. This company are doing some of the most artistic window dressing in this trade, and for their purpose have secured the services of an expert. A recent display that attracted especial notice was a vacation window filled with sporting and outing goods, with wax figures attractively ar-

The unscrupulous man will buy repair parts because they are cheap and not even consider quality.

When you buy our repair parts, you are buying the very best and the very cheapest repair parts made.

We particularly call your attention to our **sapphires, belts,** and **needles.**

We have the entire output of the best belt manufacturer in the country.

We are the sole agents for the famous **Schwabacher Needle Factory** the largest and best needle manufacturer in Europe.

Send for sample and catalogue.

La persona inescropulosa compra partes de refaccion porque son baratas y sin considerar su calidad.

Cuando Ud. compra nuestras partes de refaccion, este Ud. seguro que compra las mejores en todo respecto y las mas baratas.

Muy particularmente llamamos su atencion a nuestros **safiros, bandas,** y **agujas.**

Tenemos la produccion completa de los manufactureros de bandas de este pais.

Somos los unicos agentes de la famosa **fabrica de agujas Schwabacher,** la mas grande y mejor en Europa.

Pidase muestra y catalogo.

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager. 400 Fifth Avenue, New York, U. S. A.

ranged. They have also made plans to obtain the winning car in the Glidden touring race, and will display this in their window with the Victor as "The two winners."

C. J. Heppe & Son, of this city, report business for June as a little better than the corresponding month in last year, but not quite up to May. During the Elks' convention to be held here through the week of July 15 they will give Auxetophone concerts, a feature of which will be the use of a pipe organ and Pianola as accompanists. While this has been done before with the ordinary piano, an instrument operated strictly automatically, has never been tried. Beautifully printed invitations will be sent out.

"As good as could be expected for this time of year" is what Adolf Weiss, of the Western Talking Machine Co. said of trade during the past month. In speaking of the outlook for the coming fall he laid stress on the necessity for something radically new in "talkers" to stir up a new interest in the trade.

For years it has been the custom with the Bauer Co., manufacturers of banjos, mandolins, guitars and other kindred instruments to shut down during the first two weeks in July in order to take stock, but this year they are compelled to cut this down to one week on account of the large number of orders which they are behind hand in filling. The call for these instruments in the talking machine field has had much to do with this state of affairs, for dealers are finding small goods a big paying side line.

The Excelsior Drum Works, 1109-1111 Locust street, this city, are working overtime in order to keep up to the large demand for their excellent product. Drums always have and always will be a good standard article, and one for which there is a demand. Talking machine men will find that they can handle them in connection with their regular line with much profit to themselves.

Weyman & Son are now established in their new quarters on Chestnut street, and extend a hearty invitation to the trade to visit them when in the city.

In speaking of the time allowed dealers by L. Buehn & Bro., in last month's World, the types stated 90 days, when it should have been 30 days. The error was obviously typographical, and is now set right. This company have been appointed jobbers for Pennsylvania by the Ikonograph Co., of New York, and will carry a complete line of these moving picture machines and films.

James W. Cooper Co., manufacturers of record cabinets, are experiencing a large demand for their goods. They are working on a complete new line, a catalog of which has just been issued.

A general announcement is being made by the Hawthorne & Sheble Manufacturing Co., of this city, that the Star line of records is a licensed product, and the trade guaranteed protection from action or damages due to patent litigation.

TEXAS PHONOGRAPH CO. EXPANSION.

The Texas Phonograph Co., of Houston, Tex., who, as recorded in The World from time to time, have built up a splendid business under the presidency of H. M. Holleman, continue to branch out. In addition to their large store on Capital avenue, they utilize the entire second floor of the Mitchell Building for their wholesale department. They are jobbers for the Edison, Victor and Zonophone in Texas, and handle a tremendous line of horns, cranes and talking machine accessories. Last week they opened a new retail branch at 612 Main street, which is operated under the name of the Texas Piano & Phonograph Co. Here, in addition to talking machines, they are carrying a full line of pianos—instruments by some of the leading makers of the United States. They also handle piano players and other requirements found in a first-class piano store. The piano branch is under the management of E. I. Conkling, the secretary of the company, who has been identified with the piano business in Houston for many years. The success of this company is a tribute to tireless and intelligent activity.

ADVERTISING SIGNS

Will Greatly Facilitate the Sale of Records During the Summer Months—Advantageously Placed and Attractively Made, They Offer Snappy Publicity to Thousands Daily.

Do you not own a lot somewhere, Mr. Dealer, out iu the suburbs—a little piece of real estate you have purchased for speculation, or upon which at some time in the zenith of your prosperity you hope to build a summer home? If you have such a diminutive property or know a man who has, you should get busy at once and have a sign prepared and displayed there.

As the warm weather approaches and the

trains, trolleys and automobiles pass on their way to and from the metropolis, their passengers will be sure to see your sign, and if it appeals to them they will absorb its good points and eventually become your customers.

Suppose the latest comic opera has just finished a long run at the Criterion Theatre, and Mr. Suburbanite, who has been striving all winter to take his family to hear it, has failed to do so because of business cares.

He is a very energetic man and consequently considers business before pleasure always, which, by the way, is a very bad thing to do, as it sooner or later means a nervous breakdown which in time often ends in suicide or the madhouse. However, that is Mr. Suburbanite's business and not ours.

What interests us most is the fact that he gazes from his car window at a sign painted just outside the railroad company's right of way, and is immediately seized with an inspiration. He slaps his knee with much satisfaction; his family shall not miss the show after all. He goes the very next day and purchases the twenty records that comprise the complete operatic score, together with a machine of good quality upon which to play them.

When that outfit arrives in Cedar Crest and Mrs. Suburbanite and all the little Suburbanites realize what is coming to them in the way of a good musical treat, there will surely be "something doing" in the enjoyment line.

Advertising signs have brought millions of dollars into the coffers of innumerable companies who depend upon the demand of the public for something new and good, and there is no reason, Mr. Dealer, why you should not reap a share of the harvest of shekels through the same channel.

If you cannot gain access to an advantageous site without cost, it will pay you to rent from some one about to build. The few feet of ground you will occupy with your sign should not in any way interfere with the construction of the house, and even if carried on for a few weeks only will prove of very great advantage.

This method of advertising is of greater benefit to the jobber than to the small retailer, but any one in the "talker" trade, whether he be great or small, who has the facilities for sign display, should take advantage of them, as he cannot but be benefited at a very modest financial outlay.

HOWARD TAYLOR MIDDLETON.

PATHE FRERES IN CANADA.

Big Montreal House Receives Agency for Province of Quebec.

Walter P. Thompson, representative of Pathe Freres, London, England, left New York on the 3d inst. on his return trip to Europe. While here Mr. Thompson closed a very important business contract with Hurteau & Co., of Montreal, Canada, by which arrangement this concern have secured the agency for the Pathe products for the entire Province of Quebec.

RATHER RASH PROMISE.

The following example of a Liverpool tradesman's style of advertising is given by Music, of London, with the comment that he at least makes a rather rash promise. The advertisement reads as follows: "The King and Queen of Spain have the two chief ingredients to complete happiness, viz., a baby and a genuine gramophone, with records by Patti, Melba, Caruso, etc. I can supply you with the same."

A New Adjunct in the Trade

BEST in quality
MOST in quantity
LEAST in price
and an
EASY SELLER
Why?
BECAUSE it is made Exclusively for
TALKING MACHINES
Including such machines which are built with spring valves and wheels—
Music Boxes
Moving Picture Machines, &c.

PHONO - VITA

This wonderful oil, the result of careful study by an authority in matters of oil compositions, rightly bases his experience on the fact that lubricants must be of such consistency as to be congenial to the character of the machine. Now as to Talking Machines, which are built with valve springs and wheels, a particular kind of oil is required, one possessing sufficient viscosity to be lasting, but not too thin to endanger the graphite packing by penetration.

PHONO-VITA is made just right

It's for Talking Machines

PHONO-VITA is a Rust Preventative. Can also be used with profit to restore and retain the polish on the wood and enamel work. Put up in a full two-ounce bottle, encased in a carton, to be sold at 10 cents.

I desire to give notice to the public that I have obtained the right to use a design of a Talking Machine as a Trade Mark for lubricating oils and greases under the New Trade Mark Law of Feb. 20, 1905. Warning is given that anybody using such a design in any manner or form on bottles or advertising matter will be prosecuted by law.

I respectfully solicit correspondence from all parts of the country with a view of obtaining exclusive agencies. Address

L. MENDEL
314 North Fifth St., Philadelphia, Pa.

Do You Carry the Instrument She Wants?

Do you carry the instrument that all thinking, discriminating people want—the one that stands first in its reproducing powers, its sweet, clear records and its mechanical excellence? In other words, do you carry

Edison Phonographs

Don't mistake the demand for Edison Phonographs for a demand for talking machines generally. Put your time and energy back of the Phonograph, the one that Edison himself has perfected and the one that needs no arguments or explanations to sell it.

Our advertising is sending people to you for Edison Phonographs and Edison Records. Do not work against it for when you do you are working against your own best interests.

If you do not carry Edison Phonographs and Edison Gold Moulded Records you are missing the best trade. Write us for information and prices and the name of a nearby Edison jobber.

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

DO NICKELODEONS HURT TRADE?

H. C. Faber Says the Abuse of the Records in the Machines Which They Use Disgust the Public With Talking Machines Generally.

Monongah, W. Va., June 24, 1907.

Editor Talking Machine World, New York:

Dear Sir—The saying, be sure and hit a man in a right way if you want to down him, comes to light now as we all have a kick coming in some way or another. I have reference to rate cutters or price butchers in our line of the trade, i. e., "talkers," or as one fellow calls it, canned music.

As soon as a jobber, distributor or dealer cuts price on a record or machine his name is Dennis with his superiors, etc. That's all well and good. We have to be and act honest to get good legitimate trade, and to try and hold same. Now, why not change the thing around some so as to help us poor underlings some. I have reference to the numerous Nickelodeons that are strung all over the country.

For instance, I had four or five prospective customers, and they all wanted to purchase a "talker." Well, along comes the 5-cent fellow with his machine and a few records, and sets up and calls it a high-class entertainment, and a lot of other rot. He plays the same thing over and over, and the public get tired of it, and condemn the talker in every way that lies in their power by referring to Mr. Five-Cent Man making a nuisance of it. And that did the job for them, as they would not tolerate such a thing in their homes at any price or as a gift. All the talk that you can give them don't amount to a fiddler's damn.

I had occasion to go to a nearby town about a month ago, and, as I got off of the "keers" I heard a record played in one of the above-named institutions. The record proved to be a new one, and was played only a few times. It sounded good enough. Last week I made another trip to the same town, and as sure as sin I heard that same record played again, but what a change had come over the thing! Not one-third of it was plain enough to be uuderstood, and they called it a form of amusement. I only hope that the owners of such outfits will have to take the same pieces with them to the lower regions when they go and have to listen to them for about two or three centuries. While these places may amuse for a while, they soon get to be a public nuisance, and the sooner they are put out the better for all coucerned. They buy a few records, and the whole public hear them, and then won't buy from the dealer simply because they have heard them and can hear them again for nothing by simply standing out on the sidewalk and listening, etc. With these thiugs put away, more homes would have a talker and keep the young ones at home instead of letting them roam the streets with any one and anybody and getting the germs of future deviltry sowed into their innocent brains. Yours for a halt,

H. C. Faber.

DEVELOPMENT OF SALESMANSHIP.

The Foundation Stones on Which Salesmanship Rests Are Intelligence, Integrity and a Knowledge of the Goods Shown.

I do not believe there is any man but who can develop into a first-class salesman. The foundation stones on which salesmanship rests are intelligence, integrity and the knowledge of goods which you are showing, and any one of those three qualities can be developed. I have always thought that the man who went after his customer with some kind of system was far more successful than he who struck him haphazard. The good salesman, in my mind, is not only a good talker, but a good listener. It is necessary that you, when selling an article to your customer, should know as well when to stop talking as when to talk. You know there is nothing that flatters a man more than to induce him to talk. The personal pronoun "I" is agreeable to you, but not to the other fellow. If you can get your customer to asking questions about the articles you are attempting to sell him, you have put him on the defensive and you have that double advantage over him. Whenever I had a customer come into my store to purchase an article, it is obvious that he or she intended to when they came in, and I did not succeed in selling them, I analyzed the entire conversation. The fault was mine; I was willing to admit it. You have got to admit it yourself; it is your own fault if you do not make a sale. I went all over the talk and endeavored to find out where the weak spot in my argument was, and if I found it I corrected it. We kept prospects of every prospective sale. We had cards with a space for the name, address of party, the article that they came in to see, the price we quoted them and any other information. This was in the event of their not buying. These cards were all properly made out and placed upon my desk, and in about a day or two I usually wrote the party something like this: "When you were in the store yesterday to look at that stove, we neglected to call your attention to one of the most important parts, etc." We had three letters to follow this one to our customers.

If you find a dealer who is not satisfied with his vocation to-day, it is very often caused by reason of his still continuing the schemes which he has used for the past year or so. You know there is but very little difference between a grave and a rut. The only difference is in the length and depth, and you might just as well be in one as the other, in my opinion. I always told the men in my store that there was only two times when I expected them to hustle for business. One was when business was good and one when business was dull. George Ellington.

The Charles Wild Music House, Baraboo, Wis., recently gave an Auxetophone concert to a crowded house in the A. O. U. W. The selections ranged from grand opera to ragtime, and provoked much enthusiasm among the listeners. The concert was a great success, and received long and favorable comments in the local papers.

MANY A MAN

is prejudiced by a first statement about anything. Dozens of dealers have written us that "some needle man" has told them the Petmecky Multitone Self-Sharpening needle was no good—but after giving Petmecky samples a thorough trial have sent us large orders, and many say they will keep no other needle in stock. The tone tells, and the supremacy of this marvelous little needle is due to its purity of tone. To compare the Petmecky to any other needle is drawing a comparison between the electric light and the old tallow-dip.

If you know of a better needle than the Petmecky don't buy Petmecky's, for we will concede that you want your store to rank as one of the best in your city—and it will never be so if you handle goods you cannot guarantee.

A one cent postal will bring you Petmecky Samples and needle booklet telling you all about needles. It is really surprising how few people know of the great importance of the little needle.

CAREFULLY NOTE OUR ADDRESS

PETMECKY COMPANY

New York Life Bldg. KANSAS CITY, MO.

?

¶ Do you like this issue of the World?

¶ Is it not worth something to you in your business?

¶ Do you receive it regularly?

¶ If not, why not?

¶ The fault is your own, for we've done our part in supplying you with a sample copy.

¶ Subscribe for it.

¶ That's the only way to get it.

¶ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

¶ Be progressive and read the World. Your competitor takes it and he knows its value.

¶ It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

¶ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and, of course, cash.

THE

Talking Machine World

SUBSCRIPTION DEPARTMENT

1 Madison Avenue, New York

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. H. Dykes, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin.

Boston Office: Ernest L. Waitt, 278A Tremont St.

Chicago Office: E. P. Van Harlingen, 195-197 Wabasb Ave.

Telephones: Central, 414; Automatic, 8643.

Philadelohia Office: H. F. Thompson.

Minneapolis and St. Paul: Adolf Epsten.

St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

Berlin, Germany, Chas. Robinson, Breitestrasse 5.

Published the 15th of every month at 1 Madison Ave. N.Y.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all otber countries, $1.25. England and her colonies, five sbillings.

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

REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

Long Distance Telephones—Numbers 1745 and 1761 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, JULY 15, 1907.

NATURALLY trade during the summer mouths is somewhat depressed, as the warm weather has a teudency to reduce vitality. But, as a matter of fact, have we not fallen into the habit of saying trade is dull in the summer weather, and cousequently slow up in our efforts, thus aiding materially the dulness? Why not turn about and change the business tactics a trifle, and instil salesmen with the idea that there should be no slowing up in summer, that all energies should be bent toward increasing the business when the usual period of alleged stagnancy comes around?

THERE are so many features which can be introduced in the talkiug machine business to help it along during the summer months that it would pay to place added energy upon the selling end of the business, and by so doing beneficial results would be accomplished. Open air concerts could be given in the various parks throughout the country, thus advertising the talking machines to hundreds of thousands of people whose attention perhaps would not otherwise be drawn to their wonderful powers of entertainment. Then they could be used at lawn parties and on porches. We know of plenty of yachtsmen who consider it just as necessary to their equipment to have a "talker" aboard as to have a stock of liquids to be used in case of seasickness. In camps, too, the "talker" has won a fair position, so that a good camping outfit requires a "talker" iu the same way that it does an antidote for snake bites.

TALK business—advertise—that is the way to produce results, but to sit down and say that just because it is summer there should be no business is simply aiding trade stagnancy. No use for that! It is a good time to stir up the minds of your old customers, and sell them new records. The big record concerns are turning out a line of records each month that is simply bewildering. If dealers keep up the line of publicity which they should, their record business would be enormous during the summer months.

IT is a good thing to spend money for postage. Get out plenty of booklets showing what you are doing, what you have got to sell. Don't be afraid of spending a penny for advertising if it is midsummer. Get out good literature. When there is auy reasonable excuse for a booklet, it will pay if it is properly distributed; but make it attractive. Cheap printing may possibly do sometimes, but the chances are that the expensive work will pay very much better in proportion.

ONE of tne strange things in advertising and in printing is that a man will start out with the intention of having the best that he can get, but he will begin to lop off here and there, taking five dollars off the first price, and, of course, out of the quality, and as a result, when he gets through it is like taking the edge off a knife. A dull knife will cut some things, but it will not cut as keenly, quickly, smoothly and as thoroughly as will a sharp one. Advertising ought to have a sharp edge in order to cut through the greatest resistance.

IT is the last few dollars that are spent on advertising that will give it value. It is the last kind of power that lifts a weight. If it takes a strain of one thousand pounds to break a chain, nine hundred and ninety-nine pounds won't do any good. You can spend nine hundred and ninety-nine pounds on it and leave off just where you start. If you want to break that chain you will have to spend that nine hundred and ninety-nine pounds over again and add the other pound to do it after all.

IT may be the same about money that you spend for advertising. It is the last bit that counts. If a dealer thinks that it is advisable to get out any sort of printed matter he ought to spend money enough to get it nicely printed on good paper, and try and make it of such a character as will ensure preservation for a time at least. We have had some literature that has been sent in to this office which amounted to mere dodgers, and when these were thrown into the yard or doorway they are generally more of a nuisance than anything else, and their distribution hurts more than it helps business along.

THE proper distribution of advertising matter costs money. Sufficient money should be spent to do the job in an attractive form. There is plenty to do in every trade, and there is a whole lot to do in the talking machine trade—not only to try and capture the trade of to-day, but to lay plans to bag business in the largest kind of manner for the early fall. Fortunately a more cheerful tone has been imparted to trade by the encouraging reports from the great agricultural States. Much more optimistic views are now apparent than existed a few weeks ago in regard to the prospects for the harvest. This induces a more hopeful feeling. The crops, after all, may be fair, and certainly will command good prices, thus laying a basis for continued prosperity in the farming communities which will naturally contribute ultimately to the commercial and industrial interests of the couutry at large.

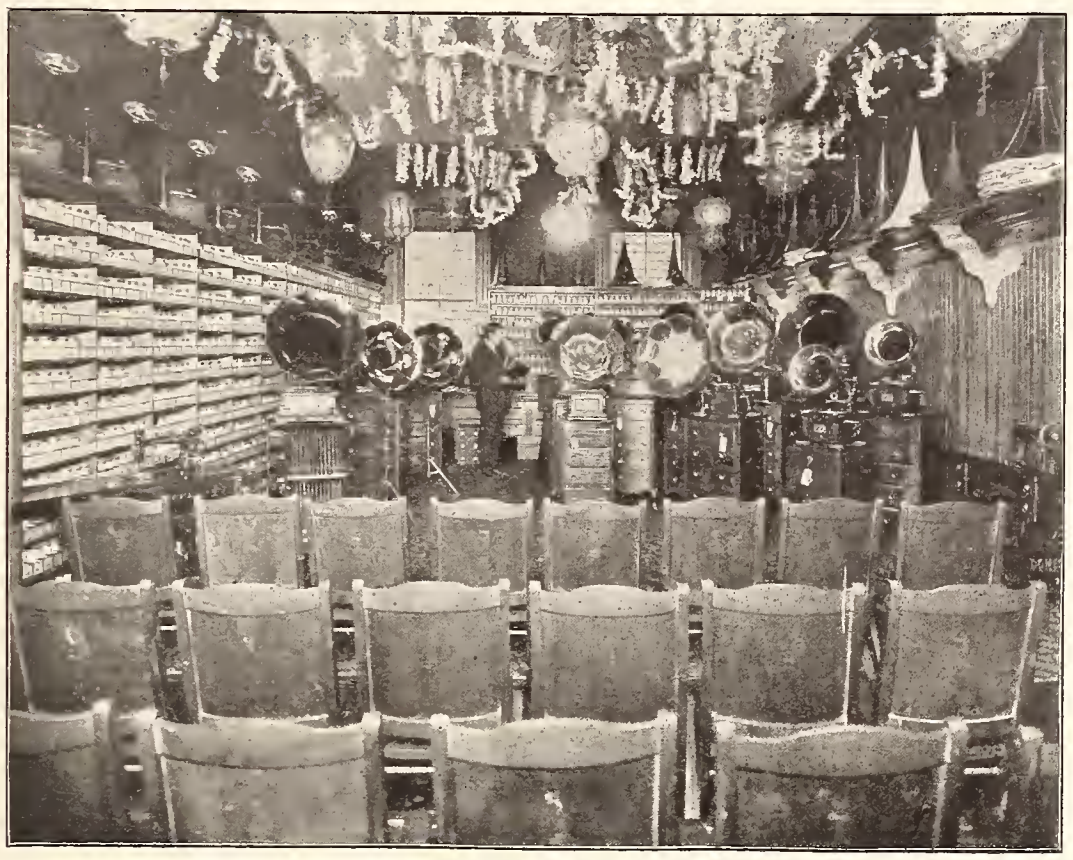
THERE is a big trade in talking machines in the agricultural regions throughout the great West, and there is no doubt that the talk about crops, and the apprehension of more or less shortage in yield, together with their influence tended to check somewhat the courage of the trade during the last two months. It has held up capital, and has prevented it from entering in upon new ventures. Even in the talking machine trade there has been evidence of more conservative purchasing on the part of merchants generally.

PRICES in some lines are very steadily upheld, and in a good many trades the present cost of material and of manufacture would justify higher prices. Manufacturers, however, are generally reluctant to make advances at this juncture, realizing that high prices are something of a menace to the market, and tend to discourage enterprise and investment. On the whole, the first half of the year closed with a very good record, aud many manufacturers have agreed that their business was not only up to last year, but in some cases has largely surpassed it. In fact, we know of one talking machine company—one of the greatest producing houses in the world—whose business shows an increase of 50 per cent. over that of the preceding months of last year. Think of it! Fifty per ceut. advance! And still we find men talking dull times. Men who spend their time crying dull times are the ones usually who are neglecting opportunities. The times are all right. It is the men, the methods. That is what counts in winning the elusive trade dollar.

FROM private sources of information we learn that important developments may come about within the near future which will interest the eutire talking machine industry of this country. Iuventive minds have been at work upon new projects which, when announced, will help to create new conditions. There is no industry in the world, save, perhaps, that of electricity, wherein more brilliant minds are seeking developments and improvements than in this particular industry, and as a result of this concentrated inventive energy new principles will be evolved. It is true that some of these contemplated ventures may infringe upon patents held by the older companies, but all those matters will probably be threshed out in the courts. Any poaching upon the patent preserves of corporations, or individuals is likely to be fought with vigor, and it looks as if we would have some warm times still to come in the legal department of the industry. Anyway, the talking machine trade is going ahead. It can't help it, because there is a power behind it which is pushing it steadily on.

IT is believed that there will be some interestiug developments in the horn manufacturing department of the industry. The making of horns has grown to be an important adjunct to the talkiug machine business, and there are a number of manufacturers who to-day are turning out products of a character which shows material advance over the product of three years ago. Innovations, too, are in order in this field, for, according to our patent reports, there are a number of new creatious in this particular line which will be manufactured in quantities to suit trade demands in the early fall, and then there is talk of combinations. One thing is certain, the legitimate horn trade has suffered on account of itinerant competition, which comes through men who cannot be classed as legitimate manufacturers.

ENTERPRISING NEW ENGLAND JOBBERS OF TALKING MACHINES.



The view of the talking machine department of the Household Furnishing Co., New Bedford, Mass., shows a decidedly effective arrangement of the floor stock. The space occupied is 40 x 75 feet, and takes on the appearance of a miniature recital hall. This portion of the company's store is beautifully decorated a la Japanese, and the brilliant color effects are pleasingly and tastefully distributed. They carry the Columbia and Edison lines, and are not only the sole jobbers in their section of the State, but are hustlers of the aggressive type. Walter H. Bassett, the president and general manager, is a model business man.

ADVERTISING BY TELEGRAPHY.

How a Wideawake Talking Machine Man Aroused Curiosity, Got a Crowd Together, Pleased Them and Made Some Sales.

Advertisers have adopted almost every possible means of placing their goods before the public in such a manner that they will buy. They have used signs, space in publications, canvassers, personal letters, premiums and countless other means. But not one of them, so far as I know, has yet developed the practicability of the telegram as an advertisement.

Advertising by telegraph would be a novel and certain method of making sales. It would not be expensive, and would bring better results than the methods now employed. In selling goods, the advertiser realizes that the absolute attention of the possible buyer is the thing most to be desired, and this is what a telegram gets. A telegram is not thrown aside and forgotten, as is an advertisement of any other kind, even a personal letter.

Think, for a moment, what passes through your mind when you receive a telegram! First, you think of an accident, then of an important business proposition—bad luck, good news, or most anything; but the main idea is that you do think. While your trembling fingers are tearing off the corner of that envelope you are thinking of it, intently, exclusively—all other things are out of your mind. The telegram receives your absolute attention.

Now, anything to which you give your absolute attention leaves an indelible impression on your mind for days. Thus the telegram answers the greatest need of the advertiser.

Furthermore, the excitement of curiosity has been found a most profitable means of advertising. What could excite your curiosity more than to receive the following telegram while spending a quiet evening at home?

"Jones—Do you like good music? Is there any at home? PHINNEY."

You would look at it fifty times and laugh, and puzzle and wonder what on earth it meant.

Then, the next night, if you were to receive another at about the same time:

"Jones—Home could be happier; some doctors prescribe music for health. PHINNEY."

You would show it to your friends the next day. You would tell them about the other one, and puzzle your head over it continually. Mystery excites curiosity, curiosity commands attention; the advertiser knows all this, and he pays for attention.

The next night you receive another message at the same time:

"Jones—Will call at eight to-morrow night to explain and entertain. Invite your friends.

"PHINNEY."

That begins to sound interesting.

The next day you invite a few friends for the surprise, you think about it, you excite your friends' curiosity, too.

That night your friends come, everybody is expectant. The bell rings, and in walks a gentleman with a talking machine.

"I am representing the Phinney Phonograph Co.," he explains simply, and sets about to entertain the company.

Everybody is delighted, the novelty is appreciated, the mystery is solved, a most enjoyable evening is spent, and the chances, says the Saturday Evening Post, are that a sale or two will be made.

TO MAKE REPEATING ATTACHMENTS.

H. E. Markle, of Nashville, Tenn., is preparing a plant for the manufacture of repeating attachments for cylinder and disc talking machines. He will also make other novelties.

The National Phonograph Co. have purchased two lots 25 x 130 and 30 x 133, adjoining their factory buildings in Orange, N. J., and now own the entire block bounded by Valley road, Lakeside avenue, Golden street and Watchung avenue. A five-story concrete building will be erected on the site at an early date.

Sign your Declaration of Independence

Cut yourself loose from the jobber who holds you back by his poor service. Make yourself free from delays that vex you and disgruntle your customers. Get rid of every obstacle that stands in the way of progress and money-making.

We're ready to help you help yourself. We have everything that any dealer needs, and always have it when it's wanted. The very newest specialties and all kinds of accessories such as record cabinets, trumpet horns, fiber cases and English needles, as well as Victor talkingmachines and records. A stock so large and so complete that all shipments are made the same day the orders reach us.

That's a regular thing with us, and it's worth a good deal to you. It saves you worries and disappointments. It gives you the confidence of your customers; they know you're almost sure to have what they want, or that you'll get it for them and tell them the exact day they can have it—and live up to your word.

A nice way to do business! Take the preliminary steps to-day by sending for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street New York

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

Something New

Zon=o=phone Tapering Arm Machine—$20

We consider this instrument the best cheap Tapering Arm Talking Machine on the market to-day, and we want you to be the judge. Machines are now ready to ship, and we would like to send you a sample. If not perfectly satisfactory, you can return for full credit.

Other Zon=o=phone Tapering Arm Machines ranging in price from $30.00 to $75.00.

Our new complete line of instruments is considered the best that money and brains can furnish.

Zon=o=phone Records

12=inch Records, $1.00 | 10=inch Records, 60 cents.

The finest disk records made. They play longer, last longer, are loud, clear and sweet, without a trace of harsh or scratchy noises.

Dealers wanted in every city. Write for catalogues and discounts

Universal Talking Machine Mfg. Co.
369 Mulberry Street, Newark, N. J.

Names of firms where you can purchase the Zon=o=phone product

CALIFORNIA
San Francisco..Kohler & Chase, 1329 Sutter St.
San Francisco..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
Los Angeles ...So. California Mus. Co., 332 S. B'way.
Oakland.....Kohler & Chase, 917 Wood St.

ILLINOIS
Chicago .....Butler Brothers, Randolph Bridge.
Chicago .....Lyon & Healy, Wabash Ave. & Adam St.
Chicago .....A. C. McClurg & Co., 215 Wabash Ave.
Chicago .... .. Benj. Allen & Co., 131 Wabash Ave.
Waukegan.....Alden, Bidinger & Co., 209 N. Genesee St.

INDIANA
Indianapolis....C. Koehring & Bro., 878 Virginia Ave.

IOWA
Davenport.....Robert R. Smallfield, 313-315 W. 2d St.
Ottumwa.....Arnold Jewelry & Music Co., 117 E. Main St.

KANSAS
Leavenworth...The Ditzell Music Co., 504-506 Delaware St.

LOUISIANA
New Orleans....Ashton Music Co., 143 Baronne St.

MAINE
Portland.....W. H. Ross & Son, 207 Commercial St.

MARYLAND
Baltimore .....C. S. Smith & Co., 649 W. Baltimore St.
Baltimore .....Baltimore Bargain House, 204 W. Baltimore St.
Baltimore .....Louis Mazor, 1423 E. Pratt St.
Baltimore .....Butler Bros.

MASSACHUSETTS
Boston.....Boston Cycle & Sundry Co., 48 Hanover St.
Boston.....Pike Talking Machine Co., 41 Washington St.
Boston.....Read & Read, 13 Essex St.

MINNESOTA
Minneapolis ..Butler Bros.

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

MISSOURI
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 712 N. 2d St.
Springfield .....Morton Lines, 325 Boonville St.
St. Louis .....Butler Brothers, 1221 Washington Ave.

NEW JERSEY
Newark.... ....Douglas Phono. Co., 20 New St.
Newark.....Oliver Phono. Co., 16 New St.

NEW YORK
New York City..J. F. Blackman & Son, 2737 Third Ave.
New York City..Douglas Phono. Co., 89 Chambers St.
New York City..Butler Brothers, 495 Broadway.
Brooklyn .....F. W. Rous & Co., 435 Fifth Ave.
Buffalo.....Neal, Clark & Neal Co., 643 Main St.
Rochester.....A. J. Deninger, 347 North St.

NORTH DAKOTA
Fargo.....Stone Music House, 614 First Ave., N.

OHIO
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.

OHIO (Continued)
Cincinnati..... J. E. Poorman, Jr., 31 W. 5th St.
Cincinnati.....Salm Talking Machine Co., 639 Vine St.
Cincinnati.....Rudolph Wurlitzer Co., 121 E. 4th St.
Cleveland.....Flesheim & Smith, 161 Ontario St.
Newark.....Ball-Fintze Co., 12 Canal St.
Akron .....Geo. S. Dales Co., 128 S. Main St.

PENNSYLVANIA
Alleghany.....H. A. Becker, 601 Ohio St., E.
Philadelphia...Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh.....C. C. Mellor & Co., 319 Fifth Ave.

RHODE ISLAND
Providence. . .J. Samuels & Bro., Weybosset St.

SOUTH DAKOTA
Aberdeen.....McArthur Piano Co.

TEXAS
Houston.....Texas Phono. Co., 1019 Capitol Ave.

VIRGINIA
Richmond. ...Hopkins Furn. Co., 7-9 W. Broad St.

WISCONSIN
Kenosha.....Alden Bidinger & Co.

WASHINGTON
Seattle.....Kohler & Chase, 710 Pike St.

CANADA
St. Johns, N.F...Chelsey Wood.
Toronto..... .. Whaley, Royce & Co., 158 Yonge St.
Winnipeg, Man..Whaley, Royce & Co.
Nova Scotia.....Yarmouth Cycle Co., Yarmouth.

PRACTICAL SUGGESTIONS AND COMMENTS.

EXPERIENCE IN MAKING RECORDS.

A prominent singer in the West who is averse to having his name published, states in a communication that in a visit to one of the leading music trade establishments in Chicago he picked up a copy of The Talking Machine World, and, as a result, became much interested in the development of the talking machine, and particularly in the making of records. He says: "I have a tenor voice of unusual excellence, at least all my friends tell me so—one that is certainly as good as many I have heard on the records, and believing there was quite an opening, applied to several companies for a trial as a singer of operatic, classical or popular songs. At the laboratories of two of the leading concerns I was received very kindly, and while they admitted my voice was one of great breadth and purity, yet they stated that it lacked the essential 'something' which insures the making of a successful record. Now, what I want to know, was this a polite way of 'turning me down?'"

No, we do not believe so. We know of several singers who stand in the front rank in the concert field who have been unable to make good records, and this is also true of even the very great operatic artists. It is difficult, even under favorable conditions, to make a perfect talking machine record, and when the singer is inexperienced in the work the expert's difficulties are appreciably increased. As a usual thing the new singer sings his song in the same manner that he is accustomed to on the stage, and, the result, when heard on the record, is anything but satisfactory to either the singer or manufacturer.

SPECIAL QUALITY OF VOICE REQUIRED.

It requires a special quality of voice and much experience in the making of records to turn out a product that will prove an enduring success. That is why so few new singers are employed in the making of records. They have not the patience to learn the tricks of the trade and cannot understand why their voice, which is claimed by the critics as being of unusual excellence, should not reproduce as well as the voice of Caruso or of Melba. The fact is, the singers regularly making records have only learned after long experience. Compare the Caruso or Melba records of to-day with those they first made, and the difference is quite marked. The experienced record singers understand how to accent sounds and syllables difficult to record. They minimize those that are explosive and apt to cause trouble to the diaphragm. They take care of full chest tones and shrill head tones. They lean forward into the horn when singing low, soft notes, and draw away during the vigorous passages. Altogether apart from these essentials, there must be a voice, as stated before, of individual character to make a first-class record. If it were as easy to make records as our friend thinks, why there would be no art in it; they could he made at home just as well as at a laboratory. But it must not be overlooked that the making of a high-class record is a profession that requires great care, skill and patience.

DEVICE TO CHANGE PITCH OR KEY.

A simple device which controls the revolutions of the talking machine, whereby the pitch or key in which the song or musical composition can be changed, as desired, has been patented by Theodore Zoebl, of Chicago. The inventor, who is a musician, and not a scientist, has worked out a perfect principle of vibrations, and by the use of a screw and a small lever with a pin stole which drops into indentations made on a circular plane marked according to the different keys, he is able to increase or decrease the motion of the machinery of the instrument and thereby change the pitch of the voice or instrument in the record. With this device the user of the talking machine can enjoy the singer's voice in any key, the transition from two sharps to three flats being made with accuracy by the simple turn of a screw.

MAKING DISC RECORDS AT HOME.

In reply to an inquiry from a subscriber, asking if there was not a machine made with which one could make disc records at home, we have to say that the Landaphone Co., of New York, have about perfected a machine which they will shortly place on the market, and which will enable the amateur to make his own disc records. Full details of this device will be announced by the manufacturers at a very early date.

MATTER OF HEARING TUBES AND HORNS.

Notwithstanding the wonderful improvements made in horns and their great value as tone augmenters, by reason of their construction along acoustic lines, yet every talking machine enthusiast should make hearing tubes a part of his equipment when using the talker. For the purpose of general entertainment nothing can equal the horn; in fact, it is indispensable. For obtaining the maximum of individual enjoyment from a record hearing tubes are absolutely unrivaled. Every user can enjoy records even in the dead of night without the risk of annoying neighbors, and the full value of the tone quality is enjoyed to a very great degree. Indeed, so full and perfect is the rendering as heard through the tubes that it seems as though one were actually in the presence of the singer or the band. As a matter of fact, dealers who are particular in serving special customers make it a point to test all the records by use of hearing tubes. They are thus able to discern the flaws and imperfections of the record. There are very few talking machine "cranks" who do not employ the rubber tubes for their own personal use, although admitting that the horn is the thing when entertaining a larger company. By the way, a tremendous development has been made in the perfection of the horn. It is not merely a device to guide the sound from the machine, but it is so perfected constructively that it augments the tone, and in many instances helps its quality materially. Of course, this applies only to the best class of horns—those which are well made and fit correctly.

MAKING RECORDS AT HOME.

F. S. Bach, a subscriber and dealer, writes The World as follows: "Within the past six months a numher of my customers have asked me to give them pointers upon how to make records at home in a satisfactory way. While I have given them all the aid I possibly could, yet it seems to me that if you printed some directions in this connection which would be helpful to dealers in giving pointers to their customers it would be greatly appreciated. Can you help us?"

This is one of several letters received within a recent date, in which a similar suggestion has heen made regarding giving pointers on the making of records at home. We may say in this connection that either in the August or September issue of The World we hope to publish an article giving the required information.

HOT SHOT FOR CERTAIN CUSTOMERS.

In view of the many idiotic complaints that dealers have to suffer from customers, a writer in the Talking Machine News recently suggested drawing up a card of simple instruction for customers, something in this line:

1. Customers are requested to bring their repairs to us before they have tried to do them personally with a coke hammer.

2. After 211 reproductions a record is apt to get slightly worn. It is not advisable when using one such to tie the meat weight to the reproducer.

3. When using a disc record for a dish mat, it is advisable to cover it with a cloth, as a hot pie dish is likely to spoil the cut for the needle.

4. It is usually advisahle to wind the spring in the proper direction. Turning it backward will not make it run longer.

5. When fitting the horn on to a machine it is better to let the ruhber connection be joined to the reproducer tuhe. Lack of this causes a loss of sound from the horn and an increased collection of expletive sound waves from the exhihitor.

6. Records should not be kept in any place where the temperature exceeds 370 degrees.

7. Machines are better lifted from a table to the floor. Throwing them down is apt to dent the cover.

And there are dozens of others that any dealer can add at his leisure.

DON'T BE AFRAID TO IMPART.

Don't be afraid to impart what you know to others, when it is something that may help them without hurting you. Pointers that are kept to one's self get rusty like the gold pieces that a miser stows away in a dark crevice. Gold was brought into the honest daylight and minted for the express purpose that it should circulate for the benefit of all—and the same is true about the facts that men dig from the mines of experience.

To Dealers in Northern Ohio, Northern Indiana and Michigan

We earnestly solicit your trade on the straight, solid basis of giving you a prompt, money-saving service.

There are many advantages in business apart from price. It is these particular advantages we offer you, combined with every benefit and possibility in low price.

There is nothing of the "haphazard" or "trust-to-luck" in our business methods. We carry in every line the largest volume of stock between New York and Chicago, and so are instantly able to fill your orders the hour they are received.

We are never out of goods when you want them. Then the question of quality and value which comes from large practical experience and is a safeguard to you and your trade—this we place at the service of our customers.

You are just as anxious to increase your trade and profits as we can be. Now, be fair to yourself and test our claims. Ask for anything in Phonographs and accessories, and see how promptly we will supply the demand.

Edison Jobbers

AMERICAN PHONOGRAPH CO.
106 Woodward Avenue
Detroit, Mich.

A GLANCE INTO THE PAST.

Some Interesting Correspondence Which Emphasizes the Tremendous Growth of the Talking Machine Business During the Past Eighteen Years.

The following memo. addressed to Mr. Edison just eighteen years ago, and preserved accidentally among some old correspondence, will bring very vividly to mind the phenomenal growth of the business of manufacturing Edison phonographs and records since May, 1889. At that time Edison records were being made in Mr. Edison's own laboratory by his own assistants. Mr. Batchelor, writer of the memorandum, was then superintendent of the Edison Phonograph Works, which manufactured Edison phonographs: "Memo. to Mr. Edison:

"We have had enormous orders for musical cylinders, some of them dating as far as two months back. Can you not make some arrangements so that we can have our orders filled up there, as in many cases it prevents shipments of goods until we get them? We have now with you orders for one-half dozen for Nebraska, one dozen for Washington, two dozen for Nashville, Tenn., all dated back to March 28; five dozen for North American of April 1, one dozen for Japan, May 8; one-half dozen for Ohio, May 13, and a few yesterday for Dakota. If you can give Wangemann orders to furnish us what we want it will help us considerably in getting off our shipments more promptly.

"CHARLES BATCHELOR."

To this Mr. Edison replied a few days later, as follows:

"We are making about 50 per day, and I am rigging up to furnish 300 daily. Please send orders (written) to laboratory. We will book them, fill the orders by sending them to Phonograph Co. and make charges, so that we will not be out of pocket. E."

As we have manufactured as many as 110,000 records in a single day recently, it follows that for every one produced when this memo. was written, 2,200 have since been turned out in the same space of time! And it is just as impossible for us to put a limitation on the future sales of Edison phonographs and records as it was for those pioneers in 1889, who thought their orders were enormous.—Edison Phonograph Monthly.

"THE MILL ON SPRING STREET."

"The Mill on Spring Street" is the odd and withal romantic title by which James W. Mill designates his talking machine store on Spring street, Elgin, Ill. To further carry out the idea of the name, Mr. Mill has placed in his window a large papier-mache mill, the eight-foot wheel of which is operated by an electric motor, and a monogram, embodying the same idea, appears on all his stationery and in his advertising matter. Mr. Mill purchased the business from the Victor Talking Machine Co., and has a large and growing trade in the Victor, Edison and Columbia lines.

MR. PHILLIPS DINES P. V. DE GRAW.

An elaborate dinner was given P. V. De Graw, Fourth Assistant Postmaster-General, by Walter P. Phillips, of the Columbia Phonograph Co., at the Algonquin, Bridgeport, Conn. Among the guests were: J. W. Binder, of the Columbia commercial department; Thomas H. McDonald, factory manager, and W. H. Marigold, postmaster at Bridgeport. Mr. De Graw formerly had charge of the Philadelphia office of the Columbia Co.

E. L. Hinton, connected with the S. Mutrie Co., who control establishments in Shanghai and three other cities in China, was in New York recently, and besides calling on The Talking Machine World, visited the Victor Distributing & Export Co., his firm handling the Victor goods exclusively. A large assortment of Chinese records is carried, which is being rapidly increased.

Charles Eabold, formerly with the Clark Music Co., Syracuse, N. Y., has been made manager of the Victor talking machine department for the Andrew J. Speich Co., 414 South Salina street, that city.

THE PHONOMETER

(PATENT APPLIED FOR)

The Only Talking Machine Speed Meter

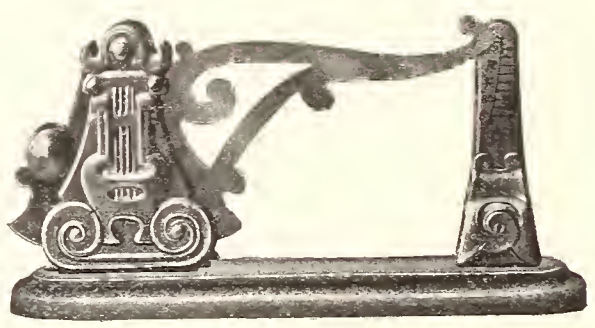
Instantaneous in Action. Permanently Effective. Absolutely Accurate.
FOR USE ON ALL DISC MACHINES

REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

I. BECAUSE it is **absolutely accurate.**

II. BECAUSE it indicates the speed of all disc machines **instantly.**

III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) **reproduced in the same musical key (or pitch)** that the artists originally sang or played the selections.



RETAIL, ONE DOLLAR.

IV. BECAUSE the **voices** of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., **cannot be faithfully reproduced** from records and thus bring forth the individuality of the artists or instruments, the tone quality and life-like realism required, **if the machine is not accurately and properly regulated.**

V. BECAUSE you can sell a **Phonometer** to every machine or record customer upon demonstration.

VI. BECAUSE it becomes an **absolute necessity!**

VII. BECAUSE **the Phonometer** is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:

BLACKMAN TALKING MACHINE CO., 97 Chambers St., New York.
DOUGLAS PHONOGRAPH CO., 89 Chambers St., New York.
S. B. DAVEGA, 32 East 14th St., New York.
I. DAVEGA, JR., 125 West 125th St., New York.
JACOT MUSIC BOX CO., 39 Union Square, New York.
LANDAY BROS., 400 Fifth Ave., New York.
VICTOR H. RAPKE, 1661 Second Ave., New York.
REGINA MUSIC BOX CO., 41 Union Square, New York..
STANLEY & PEARSALL, 541 Fifth Ave., New York.
ALFRED WEISS, 1525 First Ave., New York.
C. KOEHRING & BRO., 878 Virginia Ave., Indianapolis, Ind.
POWERS & HENRY, Sixth St. and Duquesne Way, Pittsburg, Pa.
METROPOLITAN TALKING MACHINE CO., Jacksonville, Fla.
VICTOR DISTRIBUTING AND EXPORT CO., 77 Chambers St., New York.
FRIEDRICH'S MUSIC HOUSE, 30-32 Canal St., Grand Rapids, Mich.
STONE & BARRINGER CO., Charlotte, N. C.
CRESSEY & ALLEN, Portland, Me.
SOL. BLOOM, 3 East 42d St., New York.
MARITIME PHONOGRAPH CO., 32 Dock St., St. John, N. B.
LOUIS BUEHN & BRO., 43 North 9th St., Philadelphia, Pa.

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.

39 South Ninth Street = = Brooklyn, N. Y.

TRADE NOTES FROM INDIANAPOLIS.

Talkers for Summer Camps—Novel Method of Testing One's Sanity—Lesley Doing Well With Instalment Sales—20th Century Columbia in Great Demand—President Easton's Pamphlet Appreciated—Sixteen Thousand Edison Records for the Craig Co.—Kipp-Link Co. to Move Next Month—Some Arcade News.

(Special to The Talking Machine World.)

Indianapolis, Ind., July 7, 1907.

Talking machine men are happy because talking machines are in great demand. Hot weather and outdoor amusements do not seem to cut down the sales perceptibly, and the dealers are hoping that this state of affairs will continue.

The Columbia Phonograph Co., Thomas Devine manager, is profiting from the summer season, and is selling many Columbia graphophones to those who have summer camps along White River north of the city. These campers delight in furnishing music for those who go up and down the river in canoes and launches. Among the campers is the Hon. S. K. Ruick, former member of the Indiana House of Representatives, who has a very pretty camp, his tents being decorated with the flags of all of the colleges. Other flags are suspended between the trees. Mr. Ruick has a Columbia graphophone.

In the trial of George Rhodius, the Indianapolis millionaire said to have been kidnapped and wedded, a talking machine was used. The trial attracted a great deal of attention, and the object was to determine the sanity of Rhodius, and whether his wife should have charge of his property, or whether a guardian should be appointed. The talking machine was brought into use to determine whether or not Rhodius could distinguish between the different selections of music, and whether or not he had any appreciation of music. When the machine was started he called for one classical selection after another. A guardian was appointed, however. The trial of Rhodius so far has cost about $20,000, and it has not ended yet.

Albert E. Sterne, a noted alienist in charge of Sterne's sanatorium, is steppiug along with the times. He has a Columbia B. D. graphophone at his sanatorium. It is held that music is good for patients whose minds are affected, different selections being adapted to different kinds of mental diseases. Mr. Sterne, who is abreast of the times along this line, has one of the largest private sanatoriums in Indianapolis.

Edward E. Hill, who sells Edison machines on Massachusetts avenue, says that his business is keeping up far better than he had expected for the summer season.

Frank Lesley, who sells Edison machines and disc machines of different kinds, has started something new. Recently he inserted an advertisement iu a daily announcing that for a certain length of time he would sell phonographs dollar down and dollar a week. That night his store was crowded, and as he had employed no extra clerks he had some difficulty in taking care of the business. He is selling standard Edisons on these terms, and the business is continuing with excellent sales. He believes the plan is a success. He says he has no trouble in collecting the instalments.

Thomas W. Devine, of the Columbia Co., says that the Twentieth Century Columbia is still in great demand for the five-cent vaudeville houses. This is not caused so much, he says, from the fact that new houses are being started, because almost every town in the State is supplied. It is due to the fact that the theater managers began by putting in smaller machines. It was a good while before they came to believe that they could not do without the large machine, but they are about all convinced now, and Mr. Devine is selling the large Columbia machines so rapidly that he can scarcely keep one in the store for a trade sample.

Senator Beveridge, who will be wedded in Paris soon, has rented a beautiful place on Washington Boulevard. The place is elegantly furnished, and is surrounded by huge forest trees, though it is in the edge of the city. One possession which Senator Beveridge prizes highly is a talking machine.

Employes of the Columbia Co. here have received copies of a little pamphlet written by Edward D. Easton, head of the Columbia Co. In this pamphlet Mr. Easton advises his employes to save their money. "Do not try to get rich quick," he says, "but always save something." The employes here are well pleased with the suggestion coming from their "Big Chief."

The Craig Co., who handle Edisou machines, have ordered 16,000 stock records. Mr. Craig believes that as there are more talking machines among the people of the country now than ever before, there will be a great demand for records. Acting on this theory he has ordered extensively. Mr. Craig says that his June business this year was 25 per cent. better than it was last year. The outlook for future business, he says, is excellent.

The Kipp-Liuk Co., who handle Edison and Victor machines, will be ready to move into their new place of business on Washington street within the next mouth. This will be a much more desirable location especially for the retail business, and will be as close to the tractiou and terminal station as is the present location. The Kipp-Link Co. are having a good jobbing business now.

Business is a little slack just now among the five-cent vaudeville houses and penny arcades. However, it is not what would be called dull, and dealers are not complaining. One dealer estimates that on an average the year round the people of Indianapolis spend about $300 a day at the five-cent theaters. There are now eight five-cent theaters here.

Manager Sutherland, of the Bijou and the Bijou Dream theaters, is well pleased with the hot weather business, as he calls it.

The Vaudette Theater, which was redecorated recently, will put up a number of new and attractive signs within a short time. This company are enjoying a good business despite the hot weather.

The five-cent theaters received quite a boost recently when all of them were visited one night by the eutire membership of the Adscript Club. The Adscript Club is a unique organization among the advertising men of the city. The Adscript Club is always doing "stunts." They held a meeting and decided that the best "stunt" would be to visit all of the five-cent theaters of the city. Not oue was omitted. They went into each and sang songs about themselves, and the song invariably was, "They Walked Right in and Walked Right Out," etc.

PLEASURES OF LIFE IN SALEM.

Because he played "I Like Your Style" on his talking machine with the horn of the instrument directed out of the window toward his neighbor's house, George E. Symond, of Salem, was thrashed by Frank H. Wayland a couple of weeks ago, and in the District Court the latter was found guilty and fined $50 for assault and battery. This was the climax, according to Wayland, of some social differences. A civil suit, it is understood, will be brought by Symonds to recover damages for personal injuries sustained.

During the centennial celebration recently held in Orange, N. J., and referred to briefly last month, the plant of the National Phonograph Co. closed down for a day, and the company had four elaborate floats in the parade, displaying their various styles of machines. One float held an enormous phonograph, in which was concealed the Edison Military Band. An immense norn lent volume to the music.

THE Playrite TRADE MARK DIAPHRAGM

"The Name Tells What They Do"

RECORDS PLAY RIGHT

WITH THIS DIAPHRAGM

PRODUCES FULL VOLUME

Playrite TRADE MARK DIAPHRAGM "THE NAME TELLS WHAT THEY DO"

THE TONE IS NATURAL

A NEEDED IMPROVEMENT.

¶ Great improvements have been made in Talking Machine Records, resulting in more volume and better tone.

You cannot get the full benefit of these improvements unless the **Throat** of your Talking Machine is perfect. It it therefore important to improve the **Throat** of the Talking Machine as much as possible. The **Throat** is the **Diaphragm.**

THE IMPROVEMENT ACCOMPLISHED.

¶ After careful experiments a specially prepared Fibre Diaphragm has been produced that gives the desired Volume and Tone combined.

THE "PLAYRITE" DIAPHRAGM.

¶ Records Play Right when this fibre diaphragm is fitted in the speaker, and it is therefore known as the "Playrite" diaphragm for "The Name Tells What They Do."

¶ The Playrite TRADE MARK Diaphragm **Plays Right**, for it produces a **Loud, Clear, Natural Tone** without blasting or smothering the lighter tones. Vocal Records sound like the natural voice, and Instrumental Records have that round, mellow tone that has been sought.

¶ To hear a Record played with the "Playrite" diaphragm means you will want one in your speaker, and that you will get all the music on the Record hereafter.

ANY DEALER CAN SUPPLY IT.

¶ Any competent dealer can fit the "Playrite" Diaphragm in a speaker, and satisfaction is guaranteed or money refunded.

Each "Playrite" Diaphragm has a crosshead riveted to it, and therefore does away with loose crossheads. **"Playrite" Diaphragm** complete with crosshead, 25c. each.

The "PLAYRITE" Diaphragm is made in two sizes to fit Phonograph Reproducers and Victor Exhibition Sound Boxes. State which size is wanted. Other sizes will be ready soon.

PRICES ARE RESTRICTED. 25c. each with crosshead attached.

FREE SAMPLE To Dealers or Jobbers who write on business letter head and specify what machines they handle.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop'r.

97 Chambers Street **NEW YORK**

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH
SERVIAN
CROATIAN
BOSNIAN
POLISH
HEBREW

CHINESE:

SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH
EGYPTIAN
SYRIAN
PERSIAN

HINDUSTANEE:

AFGHANISTAN
URDU
MARATHI
CUJARATHI
HINDI
TARSI
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CANARESE
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TAMIL
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INTERNATIONAL CATALOGUE (224 Pages) GRATIS

UP-TO-DATE SUPPLEMENTS

CORRESPONDENCE INVITED

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

Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya, Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business Conditions Anything But Satisfactory—Unfavorable Weather Has Hurt Trade—Suit Which Shows the Earnings of a Talking Machine—Henry Seymour on Price Maintenance—Why Australia Should be Patronized—Columbia Exhibit in Sydney—Russell Hunting Co. Remove This Week to Their New Premises—Columbia Men Vacationizing—New Pathe Freres Records in Great Demand—K. M. Twiner's New Telephone—The Suit of Kessing vs. The Idler—Gen. Booth and the Far East—New Japanese Tariff on Records—The British Sonogram Co. Making Handsome Display—National Phonograph Co. Reduce Price of Edison Records—Hope Bros. Entertain—News from All Points of the Compass.

(Special to The Talking Machine World.)

London, England, July 6, 1907.

The talking machine trade in the United Kingdom is still anything but satisfactory, and while there are strong manifestations of good things ahead with the manufacturers and factors, the blowing up of business must be laid at the door of the retailer, who is unfortunately a very hard-headed man to move. He will not do his share to revive things, and so long as the warm weather lasts is content to abide in the general belief that it is waste of energy to try and make a deal. The stability of the trade cannot be assured while this condition lasts, and it is only necessary to point out that the shopkeeper who pushes any goods spasmodically will never gain a substantial good will, no matter where he be located. Apart from all this the very unsettled weather condition of late is perhaps partly responsible for this trade depression; but with the new moon we shall expect a better state of things. A strong feature worth noting this year is the extraordinary advance of disc record sales. Several new records of merit have appeared in the past few months, and the consequent competition increase has resulted in additional and effective publicity, which has brought about a wider and more persistent call for flat records, without lessening the average cylinder sales.

A Rather Peculiar Happening.

Charles Liddaman recently sued Henry Marsh for damages for injuries to a talking machine, and compensation while the machine was held by the defendant. Plaintiff was a waiter, and added to his income by playing a talking machine at street corners and concerts. He estimated that he took at least four pounds a week in this way, and so abandoned the apron and hired a horse and trolley from the defendant on which to carry the instrument from place to place. As his payments for the horse and trolley were in arrears, Marsh one day interrupted a performance by jumping on the trolley and driving away with the machine, accessories and certain moneys which the plaintiff had collected. On plaintiff personally applying for the return of his goods defendant told him to clear out, using forcible language. The Magistrate—"What did yo udo?" Witness—"I was glad to go." (Laughter.) "Did you go again?" "Yes; next day, with my wife." The Magistrate—"Eh! that was better." In cross-examination, plaintiff said he owed defendant 30 shillings, and on the night of the seizure there was 30 shillings in coppers on the trolley, and had defendant waited he could have been paid there and then. On hospital Saturday plaintiff gathered money for certain hospitals. His instrument was a big one, and it was his intention to visit country villages, where such a thing had never been seen before. Defendant gave the jury his candid opinion upon plantiff's business. It was better than selling cabbages, cauliflowers or 'taters (laughter). It was much better than work, and he was going to try it. In cross-examination defendant persisted in answering questions by asking others. Counsel—"You must not ask me questions." Defendant—"What am I to do here—stand and do nothing?" Counsel—"No; answer my questions." Defendant—"Well, I will say 'yes' to everything you say" (laughter). As the goods had been returned judgment was entered for plaintiff with £6 damages.

Price Maintenance.

We present some further view hereunder upon the above question. Publicity in our columns does not necessarily mean that we indorse any one opinion, but we present both sides of the question, believing that in this way only will the way be paved for united action.

Henry Seymour writes The World as follows on this subject: "The subject of price maintenance is one which, among certain manufacturers and dealers, has occupied pre-eminent attention during the last year or two in England, with not very fruitful results. It is a pity that these gentlemen have sought to remedy the alleged evil of 'cutting' without reference to the fundamental principles of political economy. This absurd war against competition in the interest of monopoly prices would only operate, if successful, in the restraint of trade and consequent diminished returns. It would defeat its own object.

"I contend that it is no part of a manufacturer's business to stipulate the dealer's selling price of goods, and it is little short of an outrage to visit penalties upon him for any breach of such stipulation. The payment of money for goods purchased in the open market carries with it the right of the purchaser 'to do what he likes with his own.' But this right, based on traditional common sense, appears to have no place in the political economy of the talking machine.

"The inconsistency of the idea is so apparent also. The competition among manufacturers is to go on unimpeded, the result of which is the 'cutting' of the dealers' profits. The fact of the whole matter is that the fullest possible competition among distributive dealers is always an advantage to the manufacturer, who is mainly interested in increasing his output, and the cheaper the goods are offered to the public the greater will be the demand for them."

Price Not Yet Decided Upon.

The General Phonograph Co. ask me to correct a misstatement in our last issue, wherein the price of their "phono disc record" was given as two shillings and sixpence. Mr. White writes that the price has not yet been fully decided upon.

Mr. Edison's Philosophy.

Mr. Edison's philosophy is as simple as the multiplication table. Be you weary, disappointed, grief-stricken, discouraged, disgusted, broken or busted, find relief and solace in work. Whatever your trouble, work. It is not a new philosophy, but it is more impressively stated by Mr. Edison than by any of those who have expounded it before him.

Good Argument for Australia.

Sir William Lyns (Minister of State for Trade and Customs of the Commonwealth of Australia) before a general meeting of members of the London Chamber of Commerce of the 15th of May, stated: "Many persons in England have an utterly erroneous idea of the effect of the present Australian tariff, and in supporting the refusal of any consideration of the colonial preference

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

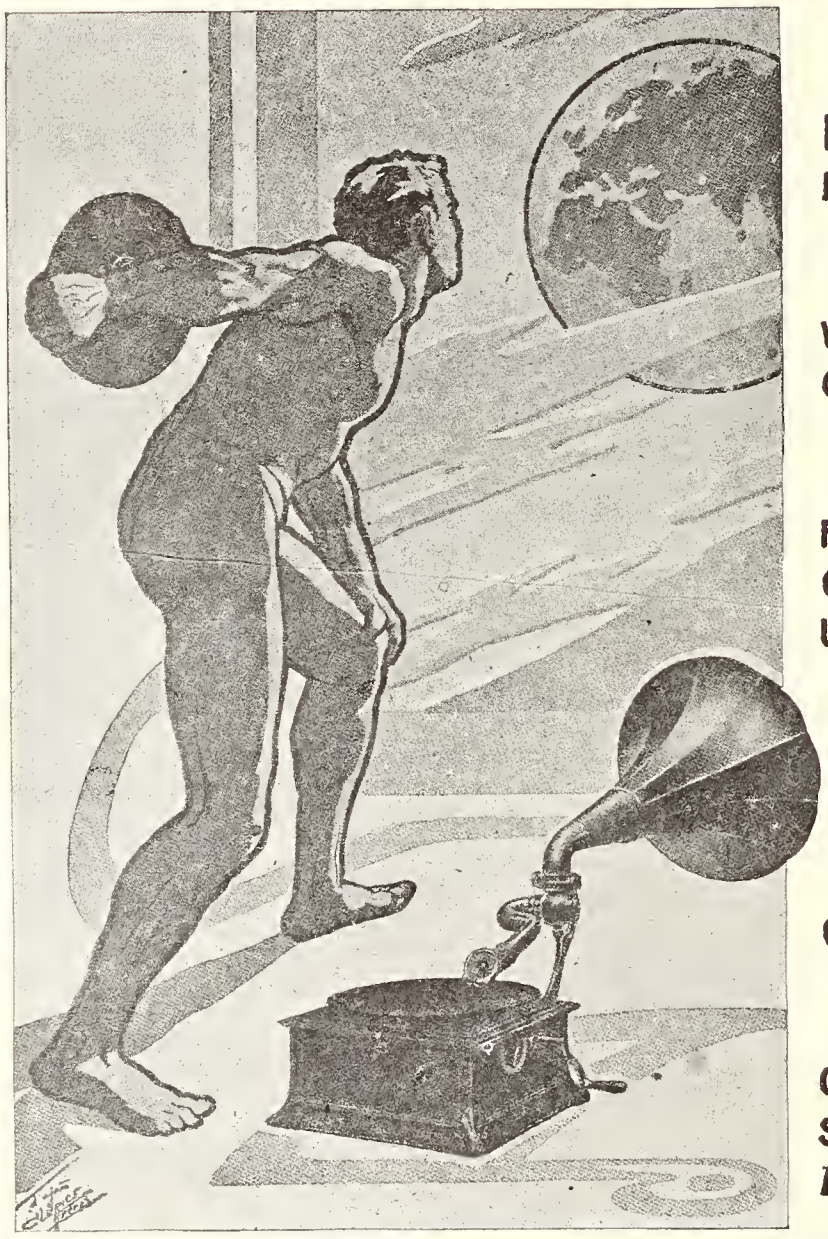
PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC



ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued).

proposals more than one had stated that Australia blocked British goods by an exorbitant tariff. Yet, what is the fact? Russia has a tariff of 131 per cent. against British goods; the United States, 73 per cent.; Canada, 17 per cent. (even with the preference), while Australia's actual tariff was only 6 per cent. (narcotics and stimulants are excluded from the above). Let the people of the United Kingdom say they prefer to trade with the foreigner who taxes them 130 per cent. to the brother who only taxes them 6 per cent."

Columbia Display in Sydney.

At the Sydney Royal Show recently held in the capital of New South Wales, a splendid display was made by the Columbia Phonograph Co.'s Australasian manager, Charles Wortley. Indeed so striking was the arrangement of all types of disc and cylinder graphophones and the instrument for correspondence—the dictaphone—that the big Sydney six-penny illustrated weekly, "Town and Country," published a special photograph and description of it.

An Improved Reproducer.

Messrs. Simpson & Co., of Shoreditch, advise me that for the coming season they will shortly have ready an improved reproducer and other accessories of quality at competitive prices.

President Easton a Motorist.

President E. D. Easton, of the Columbia Phonograph Co., is an enthusiastic motorist. When in Europe this month on his annual tour of inspection he proposes making at least two extended motor tours, one in Italy and the other in England.

A Few Columbia Notes.

The Columbia's Vienna manager, Mr. R. E. Thallmayer, visited London headquarters last month. Another visitor to London was Paul H. Cromelin, vice-president of the Columbia Phonograph Co., New York.

The highlands of Scotland have enticed the Columbia's jovial London manager, James P. Bradt, away from business for a fortnight.

The staff and friends, numbering 42, of the Scottish branch of the Columbia Phonograph Co., sojourned on Victoria day to Whittlefield for their first picnic. They spent a very enjoyable outing with sports, boating, etc., till 5 o'clock, when they adjourned for tea and engaged in dancing to music supplied by their handsome "Regal" graphophone.

From the Russell Hunting Co.

Mr. Mauson reports that they have fixed the first week in July definite for removal to their new premises at 13, 15 and 17 City Road, but it will be fully a month before they get straight, as some alterations have had to be made at the last moment on account of recent developments in the business. Average trade is good. So many music warehouses now handle records, and such a number of dealers now devote themselves entirely to the talking machine trade that the falling off of business during the summer months, which has been such a trial in former years, has largely been done away with. Orders from the colonies and foreign countries are coming in bigger than ever this year, so that there is not an idle moment either in the office or factory. For the autumn they are preparing some novelties which will startle the trade, and altogether it is expected next winter will show an immense expansion in "Sterling" record business. At the time of my call Louis Sterling was away on the continent in the interests of his company's ever increasing business there.

Barnett Samuel & Sons Are Busy.

Unlike the quiet state of trade in London the report from Messrs. Barnett Samuel & Sons was in the nature of a pleasant contrast. This firm, with their world-wide reputation, are at the present time making stronger efforts than ever in support of their English and foreign dealers. In this respect they have recently introduced several new lines, which will provide a good incentive to increased trade for those customers of theirs, who have shown the necessary forethought to take these products up. I may say that the new brass and aluminum spun horns are of an unique pattern, and which are claimed to throw out the sounds in a more mellow yet none the less distinct manner. Other new lines include improved disc machines, a series of beautifully gotten up albums for disc records and dulcephone needles, which are of English manufacture, etc., etc. The coming season is expected to outrival all others, and in order to insure prompt dispatch they will increase their facilities for handling all orders received.

Pathe Freres' Success.

One of the principal features in the trade this year has been the introduction of quite a number of new disc records. One of the best successes in this direction has been the popularity of the Pathe Freres products. But with this firm "success" should be written in capital letters, for they are still ahead of the times in the introduction of a new 8½-inch disc record, double sided, at the extraordinary low figure of 1s. 6d. In conversation Mr. Courant stated that the decision to fix this low price had been well thought out, and they had more than good reason to believe that it will prove a great boon to the trade and the public alike. Messrs. Pathe Freres' representative is now out on an extensive selling trip in Canada, and his reports and orders to date are very satisfactory. He is not expected back yet a while, as, of late, the Canadian trade has shown such a marked increase that it will be necessary for a systematic working of the ground. Among other items of interest mentioned by Mr. Courant was the ever increasing demand for band and orchestral selections, and more especially were they kept busy in supplying topical pieces.

Telephone That Talks.

K. M. Twiner, of New York, is the inventor of a wonderful little instrument which was recently on view at the Savoy Hotel. It has the sin-

HAVE THE BEST

Canadian dealers and jobbers should bear in mind,

The "White" Record

IS

BRITISH MADE

and by purchasing this record they benefit by the preferential tariff.

Stock this record and increase your sales.

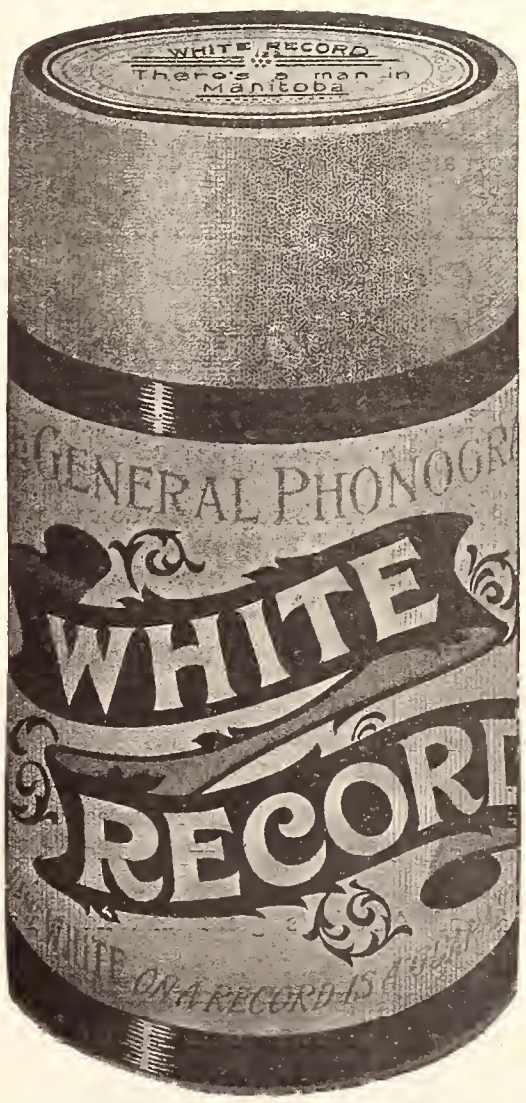
The "White" Record has merit, and the large sales are the best evidence of this.

JAS. ANDERSON

255-257-259 Clarendon Street

SO. MELBOURNE

SOLE SELLING AGENT FOR AUSTRALIA



Retail Price 1/- Each

LATEST TITLES

ALL GOOD SELLERS

192 **Always Keep Your Eyes Wide Open** JOE ARCHER

193 **You Look All Wrong Because You're Bandy** JOE ARCHER

194 **Popper's Gavotte, No. 2.** *Cello Solo* JACQUES RENARD

195 **Funny Little Place to Have One** JOHNNY WAKEFIELD

196 **The Holy City** HAROLD WILDE

197 **It Varies the Monotony** JOHNNY WAKEFIELD

198 **Where the North Road Leaves the Minster City** PETER DAWSON

199 **Exce'sior** *Duet* WALTER HYDE AND PETER DAWSON

Send your name and address for prices and terms and all particulars.

THE GENERAL PHONOGRAPH COMPANY, Ltd.,

26 Euston Building, Euston Road
LONDON, N. W., ENGLAND

Edison Bell New Phonographs

Genuine British Manufacture

BETTER than Americans *CHEAPER* than Germans

British Prices
The "ELF", £1.15.0—2 Records
" "IMP", 2.10.0—4 "

at each wind

British Prices
The "ERA", £3.15.0—6 Records
" "DON", 4.15.0—10 Records

ILLUSTRATIONS OF
"ELF" and "IMP"

ILLUSTRATIONS OF
"ERA" and "DON"

POINTS.—No Ratchet and Pawl—No Feed Nut—Feed Screw. ***Shaft*** driven direct by motor without belt. ***Right Hand Wind, Key Always Fixed,*** and machine can be wound whilst playing. ***Diaphragm*** on eccentric shaft, cannot be dropped suddenly. ***Noiseless,*** being mounted on compressed rubber cushions.

THESE PHONOGRAPHS are undoubtedly the simplest, most durable and best in the market. The belt has only the Mandrel to turn. The Diaphragm and Trumpet are carried direct by the motor. So the reproductions are perfectly steady, and every one will do all we claim for it—and more.

"ELF" better than any ***"Gem"***
"IMP" better than any ***"Standard"***
"ERA" better than ***"Home"***
"DON" beats ***"Triumph"*** hollow

THE "RECORD" SITUATION:

The Edison Bell Records have at last brought ***all*** down to one level price in Great Britain and Colonies.

In Great Britain, ***the Free Market,***

EDISON BELL, 1/- EDISON, 1/- ALL OTHERS, 1/-

"How are the mighty fallen!!!"

What price in the Tariff-Ridden United States?

No reason why Records should be made in the States and sold at home for 35 cents, and carriage paid, warehoused and distributed in England for 24 cents.

ANY HOW—If there is a dealer or factor in the United States with pluck enough to handle ***Edison Bell Products*** we'll help him to pay duties and sell better Records—particularly for a large number of British residents—and better Phonographs than America knows.

You experts, just consider—America and America's great man have not improved the Phonograph one iota in twelve years.

STILL AT THE OLD ADDRESS:

EDISON BELL, 39 Charing Cross Road, London

Representatives: AYERS, HENRY & CO., 27 Swanston St., Melbourne; Queen Victoria Market Bldg., Sydney; Queen St., Perth, W. A.; 232 Albert St., Brisbane, Queensland; 24 Fort Street, Auckland, N. Z.

gular property of catching and transmitting every whisper within a radius of fifteen feet, and at the same time can make its own voice heard over a considerably greater distance. To illustrate the uses of the instrument, which he calls a "dictograph," Mr. Twiner connected it with a telephone wire communicating with an operator in another room. Having moved one of ten switches to call the attention of the operator he stood as far from the instrument as the size of the room would allow, and began to talk in ordinary tones. To every question he asked the instrument, a small box about 11 inches long and 5 deep, replied loudly and clearly. He dictated a business letter, and then asked for it to be repeated. The letter came back word for word with almost startling rapidity. By means of the "dictograph" a busy man, sitting in his office, can talk to any number of managers or clerks in turn, or, by depressing all the switches, to the whole of them together. He has no need to hold a receiver in his hands. He can whisper at a distance of fifteen feet with his back turned to the instrument and his words will be heard quite plainly at the other end of the wire even if that end is a hundred miles away.

Robert Barr and a Gramophone Scheme.

There was a curiously mixed story of gramophones and literature in the action of "Keesing vs. the Idler." The action arose out of a scheme instituted by the "Idler" for the supply of gramophones, acting with the makers of the instruments. Plaintiff, Mr. J. Keesing, was engaged to work the scheme, and he was to receive twenty pounds per week and commission. The scheme was to supply gramophones to the public on the instalment plan, but it failed, said plaintiff, because the defendants had not largely advertised it, as they had agreed to do. As plaintiff was dismissed he claimed three hundred and sixty pounds. Robert Barr, in his evidence, said he was part proprietor of the "Idler." Both the gramophone scheme and the man to work it were introduced to him. Keesing is the most remarkable man in England," said Mr. Barr, smiling. "In fifteen minutes' walking along the street he had got me so that I wanted to have him in my employment, and would give anything for him. He showed me his scheme, and I saw he knew his business down to the ground." (Laughter.) Mr. Barr complained of some advertisements as being too flamboyant and there was a quarrel. Eventually witness had to terminate the engagement, no good having resulted from it, he offering to pay Keesing forty pounds and twenty pounds for his fare to America. Subsequently plaintiff offered to accept the sum of three hundred and sixty pounds, and to stop any action from the gramophone people who were prepared to deliver 5,000 of the machines, and to enforce their contract. Witness refused, and told plaintiff to leave the office. In the end the jury found for one hundred pounds for plaintiff, but judgment was entered for the defendants, as they had paid one hundred and fifty pounds into court.

New Prices on Genuine Edison Records.

J. R. Schermerhorn, chairman of directors of the National Phonograph Co., Ltd., has sent out the following announcement to Edison factors:

"We have pleasure in informing you that we have now completed an arrangement whereby we shall be able hereafter to produce and supply our patent standard genuine Edison records at such a price as will permit of their being sold to the public at 1 shilling each instead of at the price hitherto stipulated, viz., 1s. 6d. The prices for genuine Edison phonographs will remain unaltered.

"In accordance with the terms of our agreement, we hereby give you notice that at the expiration of 60 days from June 10, 1907 (that is, on and after August 8, 1907), our price for records will be reduced, and that the retail price for our records from that date will be 1s. each.

"We desire to obviate as far as possible the inconvenience that will thus arise by making a gratuitous allowance to all of our factors in the form of a credit or rebate of 2d. (twopence) each upon the net quantity of Edison records that they have purchased from us from December 1, 1906, to June 8, 1907, inclusive, and this sum, or credit, will be allocated toward the future purchases to be made from us, whether for phonographs or records, during only the next five months ending October 31, 1907.

"Owing to congestion at our works it will be necessary for factors desiring to avail themselves of this gratuitous allowance to place orders well in advance of the end of October so as to ensure shipment within the period above mentioned.

"All records ordered or delivered from this date will be invoiced at the new reduced rates as indicated below, although the reduced selling price to the public must not come into effect before August 8, 1907.

"In order to facilitate business between factors and dealers we are announcing to the dealers that our factors will be permitted by us to allow, as a portion of the rebate we are gratuitously extending to them, a credit of one penny each upon all records purchased by their dealers from them from March 1, 1907, to June 8, 1907, inclusive.

"This allowance which will be borne by the factors must be in the form of a credit in the factor's books, which will be placed to the accounts of the dealers toward their future purchases of the goods of the National Phonograph Co., Ltd.

"The directors trust that by reason of this gratuitous allowance made alike to our factors and dealers, the very friendly relations hitherto subsisting between the trade and the National Phonograph Co., Ltd., will be maintained, and that the business transactions may be increasingly and mutually satisfactory.

"New prices to factors and dealers effective June 10, 1907: Factors, 6d. each; dealers, 8d. each."

Hope Bros. Enterprise.

Hope Bros., of Cheapside, attracted a great deal of attentiou recently during the visit of Prince Fushimi. While the Japanese dignitary, with the Prince of Wales, was going to Guildhall to lunch with the Lord Mayor, Hope Bros. placed an auxetophone in one of the first floor windows, and when the Prince of Wales passed greeted him with the strains of "God Bless the Prince of Wales," as played by the Coldstream Guards' band. The Prince and members of his suite were highly pleased with the compliment. When Prince Fushimi went by the auxetophone played the national anthem of Japan, the record being made by a well-known Geisha band, and as he passed the Prince saluted.

Gen. Booth Extols the Far East.

Gen. Booth, who has just returned from an extensive world trip, makes some very pertinent remarks anent the advance of the Eastern nations. He states: "The Western world must look to Japan as a new and powerful competitor in trade and commerce. She is no longer trammeled by old ideas as to the degrading character of trade. It is only a question of time when her industries will be tutored with the most expert direction and packed with the finest machinery taken from all the nations of the world. I do not see what can prevent her from producing the finest articles at the cheapest possible price."

Japanese Tariff on Records.

It will also be interesting to note the following Japanese customs decision which came into force recently. On phonographic records (as parts of phonographic instruments) (No. 446 of tariff) a duty of 50 per cent. ad valorem will be levied.

Talking Machine Men's Outing.

Saturday, June 22, saw the staff outings of the Gramophone & Typewriter Co., Ltd., and the Edison Bell Co.'s factory employes. The former went to Brighton and the latter to Hastings. The weather was not particularly promising at the

CARL LINDSTRÖM, G. m. b. H.
BERLIN
LARGEST Continental Manufacturer of All Kinds of
TALKING MACHINES
Best Quality **Best Workmanship** **Best Value**
Agent for England and Colonies:
O. RÜHL, 6 and 7 Red Cross St. London, E. C., England
To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued).

start, but on arrival it was found His Majesty the sun was shining brilliantly. After dinner the respective holiday makers sought the various attractions of each town, and the return journey about 8 o'clock marked the close of a very happy and successful outing.

Issue Two New Machines.

I notice that the British Zonophone Co. have just issued two new machines. The "Zono Champion," which is really the Victor model gramophone, and the "Gibson No. II.," which is fitted with the exhibition sound-box. Both are licensed for sale by the Gramophone & Typewriter Co.

British Sonogram Co.'s Exhibits.

In their advertisement this month the British Sonogram Co. draw special attention to the fact that they are exhibiting at the Ironmongers' exhibition which will be held at the Agricultural Hall, July 9, to the 19th. Mr. Mellerio stated in the course of a short chat with The World's representative that they are one of only two firms exhibiting, and their stall will display effectively their latest style of machines and records. This perhaps is rather an exceptional form of publicity for talking machine manufacturers, but there is not the slightest doubt of its value, as these are products which need only introduction to find favor in many and varied quarters. Certainly it would be hard to find an industry or profession to which the talking machine is not a valuable fillip. The British Sonogram Co. evidently mean business, for no time has been lost in securing a building which will afford the best possible facilities for coping with the large demand their goods have created. Lofty and commodious premises at 77 City Road have been in the hands of workmen for some time past, and before these lines appear the company will have been comfortably settled therein. I hope next month to be in a position to print an illustration, and to tell our readers more about this capitally adapted warehouse.

New Records by Tom Childs.

Gilbert, Kimpton & Co. announce a series of new records by the celebrated vocalist, Tom Child. This artist is too well known to need further tribute here, and it therefore is no matter for surprise to learn that his records have met with much favor generally. I learn also from Sales Manager Howard that the demand for Ian Colquhoun records has exceeded their most sanguine anticipations. We may expect shortly to hear of some remarkable developments in connection with this company.

Edison Bell's Offer to the Trade.

Edison Bell have issued an announcement to the trade in which they state: "We will give every dealer two records for every eight Edison records he has bought between March 1 aud June 10, 1907. This is better than one penny, and the dealer may choose his own records from our catalog. We have no stale stock to unload. This is not charity or a gratuity, it is business. There is one condition the dealer who accepts this offer must not accept any other concession on account of the same records. He will be at perfect liberty to trade where he likes and in whatever goods he pleases, and he may have his concession records either direct from us or from his own factor, at his convenience. Transaction to be completed by July 15. Our desire is that he will in future push Edison Bell products. The Edison Bell may be relied on to act and deal fairly and squarely with their customers under all circumstances. This circular withdraws the one C No. 113 issued in error offering 'One in Seven.' The old address, Edison Bell, 39 Charing Cross Road, London."

The Edison Gem Machine.

The reported alteration in the Edison Gem machine amounts to an improvement in the interior machinery, and as far as the outward appearance is concerned remains the same.

Gilbert, Kimpton & Co. Publicity.

Gilbert, Kimpton & Co. are issuing neat bills for display in their dealers' windows. The particular artist's photo appears thereon together with a list of selections made for Imperial records.

Mark Twain's Views.

Mark Twain stated on his arrival in London that he had not yet spoken into a gramophone. We are, however, in hopes of his doing so before that funeral of his comes off!

Fr. Rauth's New Lines.

Fr. Rauth has introduced some very cheap lines to this market of late, and one that calls for special mention is a splendid line of disc talker. The motor of this machine is wonderfully strong, and is cased in an attractive wood.

Words Fraught With Meaning

TO YOU

Our catalogue is not the most expensive, but it is the most COMPREHENSIVE, and therefore the one of most use to you.

It contains illustrations and full particulars of every machine, record and accessory of merit now on the British market.

We buy in enormous quantities, therefore you can be sure of having the best prices.

FREE– Export Catalogue on receipt of Trade Card.

AMERICAN TALKING MACHINE CO.
31 Tabernacle St., London, Eng.

WORTH A GUINEA A BOX

Registered in many countries

GREAT ADVERTISING LINE

Sapphires Guaranteed Genuine

Record Albums

Flexible Nickel End Connections Flower Horn Rubber Connections

WRITE FOR SPECIALTIES

FR. RAUTH, 9 Christopher St., London, E.C.

See my previous advertisements 10 & 12 inch FLOWER HORNS

THE BRITISH BOOM OF THE YEAR!

THE RECORD THAT'S HALF AN INCH LONGER !

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s. **Liberal Discount for Export** **25 CENTS**

MANUFACTURED By

THE RUSSELL HUNTING RECORD CO., Ltd.

13, 15, 17 City Road LONDON, E. C., ENGLAND

Australasian Representative: **H. A. PARKER, 19 Hunter Street, SYDNEY**

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. **LONDON, N. W.**

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

An artistic flower horn is fitted, and the machiue, as a whole, presents splendid value at the low price of $5.

Handsome Lindstrom Catalog.

A new catalog is to hand from Carl Lindstrom, Berlin. It is most expensively gotten up on fine art paper, and contaius illustrations of the various machines, motors and sound boxes manufactured by this up-to-date firm. The whole is printed in four languages, which conveys some idea of Messrs. Carl Lindstrom's world-wide connections. In conversation with Mr. Ruhl (London agent) I learned that this company is expanding all the time, even during the so-called quiet season they employ no less than two hundred and fifty hands, so that their trade all the year round must be enormous. A splendid season is expected next, and the company are now making all necessary arrangements to fully cope with the situation.

Latest Theatre Novelty.

Early-door patrons of several London theaters are now being treated to gramophone performances from the stage, and needless to say it is much appreciated.

Printing the Speed of Records.

Sterling & Hunting Ltd., announce that in deference to the wishes of a large number of requests they will in future print the speeds at which "Odeon" records should be run on the records themselves, wherever possible, and in all future supplements. The speeds appear for the first time on the July list of "Odeon" records.

The "Sterling Recorder."

The July number of the "Sterling Recorder," the educative little house organ of the Russell Hunting Record Co., contains an article by Frank Arthur, one of the English artistes at Covent Garden, on "My Impressions of the Gala Performance at Covent Garden," which describes the function from the standpoint of the stage instead of from the stalls. Another article is on "How to Become a Successful Salesman."

Kubelik's Tour of the United States.

Kubelik, records of whose work are exclusive to the "Fouotipia" list, has been booked, it is said, for over one hundred engagements in the United States. This master of the violin starts his English provincial tour at Weymouth on August 3.

An Important Event in Phonoland.

It will doubtless come as a complete surprise to the trade to know that The General Phonograph Co., Ltd., manufacturers of the now famous White gold moulded record, have acquired the stock, plant and business of Neophone, Ltd., which concern were the first to place upon the market the now well-established phonograph cut disc record.

As previously announced in The World The General Phonograph Co., Ltd., have been for several months engaged in the perfection of a disc record with phonograph cut by means of the gold moulding process. These efforts have been crowned with success and The General are now producing a gold moulded phonograph cut disc which has all the volume and depth of tone of any disc record, while all the beauties of the musical qualities of the gold moulded cylinders are preserved. This system will now be applied to the well-established Neophone product. The General Phonograph Co. announce that the office and recording staffs will be transferred to No. 1 Worship street, City Road, E. C., at an early date, and that all business in connection with the manufacture of the White gold moulded cylinder record and the new Neophone gold moulded disc will be transacted at this address. In addition to the large and varied stock of sapphire disc machines now carried The General Co. will offer three new types of machines, embodying the latest and most up-to-date improvements.

A Good Suggestion.

As it is becoming the practice—and a very good idea, too—with dealers to devote an evening each month to a concert, at which the month's "Odeou" records form the program, those who are willing to do this are invited to communicate with Sterling & Hunting, Ltd., 14 Hamsell street, E. C., and arrangements will be made for the supply of quantities of an attractive circular letter, bearing the dealer's name and address for sending out as invitations to these "Odeon" recitals.

EMERALD ISLE JOTTINGS.

Inclement and Unseasonable Weather Has Injured the Talking Machine Trade in the North of Ireland—Yankees Have Not a Monopoly of Original Ideas as Instanced in Selling Records by 'Phone—The Gaumont-Chrono-Megaphone Heard—The Auxetophone Demonstration at Ulster Hall—Columbia 12-inch Discs Admired—Operas Heard Through the Talker—R. G. Smith a Visitor—Other Items from the Little Green Isle.

(Special to The Talking Machine World.)

Belfast, Ireland, June 30, 1907.

The continued spell of inclement and unseasonable weather in Ireland has militated considerably against sales of "talkers," especially for out-of-door functions; indeed, it looks as though there will be no summer in this year of grace—A. D. 1907—and that "the clerk of the weather" has abdicated in favor of Jupiter Pluvius and Aeolus, who conjointly hold their sway over the elements.

Adverting to an article in last impression of The Talking Machine World (page 53), entitled "Playing for Telephone Transmission," it may be mentioned that the local jobber, T. Edens Osborne, has been using the telephone for many years in giving his customers opportunities of having the latest disc aud cylinder selections as they arrive each month from manufacturers: furthermore, he often entertains friends in a similar manner, even when separated from him by distances of twenty-five miles and upward,

THE POPULAR RECORD is now the "SOVEREIGN" Double-sided, Unbreakable Disc Record

(WILL NOT WEAR OUT)

THE BEST RECORD FOR THE SUMMER TRADE THE BEST RECORD FOR THE SHIPPING TRADE

THE BEST RECORD FOR THE MILLION

LIST No. 1, now issued, contains 160 Titles (80 Sovereigns). The most Popular Selections and Standard Songs.

New, Up-to-Date, and Original Titles will be a striking feature of our LIST No. 2.

A catalogue of Foreign Titles is in course of preparation.

THE "SONOGRAM" Standard Machine

RETAIL PRICE, £5

SPECIFICATION.—Sound-tight Ball and Socket Joint, 10-in. Turntable, Silent Side-wind, Silent Movement, Double Spring, "Sovereign" Sound Box, Handsome Oak Cabinet (our own design), Flower Horn (22-in. x 22-in.)

The *"Sovereign"* is the Record *most suitable* for use in *Tropical countries*, as the process of manufacture enables it to withstand the heat better than any other record in existence.

Retail Price, 2/-

Watch the papers, as our Exhibition at the Agricultural Hall, 9th to 19th July, will be a surprise to all.

THE POPULAR 30s.
THE DE LUXE £10
SONOGRAMS
Are also coming on the market shortly

WRITE FOR LISTS AND FULL PARTICULARS TO

ALL SONOGRAM GOODS ARE BRITISH MADE

The BRITISH SONOGRAM CO., Ltd.

Cable Address: EBNOLOID, LONDON 77, City Road, LONDON, E. C.

FROM OUR LONDON HEADQUARTERS—(Continued).

and has been assured that selections, and especially those rendered by the Auxetophone, are clearly and distinctly transmitted by telephone.

During the week ending June 22 the habitues of the Belfast Empire Theatre had the advantage of enjoying a most unique exhibition of the Gaumont Chrono-Megaphone—a combination of disc "talker" and cinematograph. The selections were of Harry Lauder's songs exclusively, and as the living picture of this popular artist synchronized absolutely with the talking machine, the audiences were quite carried away by the combination of light and sound. Judging from the loud applause with which each item was greeted, it was concluded that Lauder could not have been better received had he been there in propriâ personâ.

An interesting demonstration of the Auxetophone took place at Ulster Hall, Belfast, on June 19. No charge was made for admission, the general public and over four hundred delegates of the Young Men's Christian Associations from all parts of the world were present. The meeting was held under the auspices of the British Conference of Young Men's Christian Associations, and the arrangements for the Auxetophone concert were entrusted to Mr. Osborne by D. A. Black, the Belfast secretary of the Young Men's Christian Association. The Auxetophone was never heard to better advantage, the immense cosmopolitan gathering were most enthusiastic; indeed, the programme of Gramophone masterpieces had to be curtailed on account of some of the selections—especially songs by Mesdames Melba and Patti—having called forth encores.

The new issue of twelve-inch Columbia discs (which are sold at 4s. each) are excellent, and have proven quick sellers, and it is hoped that the manufacturers will eschew all common-type or comic selections and only issue high-class operatic and classical music.

The Gramophone Co. (London) deserve great credit for their enterprise in placing so many complete sets of important records on the market. For example, "The Mikado," "Messiah," "Il Trovatore," "Elijah" and quite recently the "Yeoman of the Guard." Some of these discs are of very exceptional merit.

The Irish and Scotch representative of The Gramophone Co. (R. G. Smyth) is now touring in Ireland in the interest of his principals on a magnificent motor car and looked as elated as did Achilles when dragging the dead body of Hector around the walls of Troy, when in this city.

The Edison grand opera records are rapidly gaining popularity; undoubtedly they are the most delightful and perfect cylinder records extant.

CONCERT FOR THE LEGISLATURE.

J. Wilson Gibson, who opened a talking machine store in Columbia, S. C., about six months ago, gave a Victor concert at the closing session of the South Carolina Legislature, which fact was duly entered upon the minutes of the day.

JAMES B. LANDAY RETURNS

From His European Trip and Chats Interestingly of Conditions in Europe as Compared With Those Existing in This Country.

On the 6th inst., James B. Landay, of Landay Bros., Victor distributers exclusively, New York, in from a trip to Europe on the American liner "St. Louis," was met at the pier on landing by his brother, Max, of the firm, and A. P. Petit, general manager of the Talking Machine Supply Co. Monday following he was back "on the job" at their Fifth avenue store looking and feeling as if every moment of his journey had been one of enjoyment and doubtless of profit as well, the combination trip yielding both. Going over, on the "New Amsterdam," and coming back, Mr. Landay took a prominent part in the ship's concert for the benefit jointly of the widows' fund of American and British seamen, realizing handsome amounts in both instances through the instrumentality of the Victor machine and red seal and popular records. He was aided by a number of artists, who will appear next season at the Metropolitan Opera House, New York. The Victor repertoire, under the skilful operation of Mr. Landay, evoked thunders of applause.

JAMES B. LANDAY.

Chatting informally of conditions abroad, Mr. Landay said to The World: "One of the most surprising things is the vast difference between the European, or rather the English and American dealer. Why, we are in clover over here as compared to them. Our goods are protected as to price and other phases of the business, while in Great Britain and on the Continent everything is wide open, and as a choice give me the American plan. A dealer abroad is compelled to carry a dozen different makes of records and as many if not more of machines—a sample lot of each as it were. When I told our dealer in London that we had a stock of over $50,000 in records alone, he fairly gasped. The cheap machines and records are ruining the business over there, reducing it to a piker's basis.

"I took a lot of Victor records with me, and in comparing them with the famous Gramophone product they were not in it. This is generally admitted in England, their claim is that the superiority of the Victor records is due to the water here. How's that for an explanation? The people in Europe have not got the money, and this means cheapness all around. The long credits also have a tendency to weaken the trade. Were the American business system introduced in Europe there would soon be a vast difference in the mercantile standing of the talking machine manufacturers, distributers and dealers. I visited Berlin, Leipzig, Rotterdam, The Hague, Paris and London, and had a most enjoyable time. Of talking machine goods? That will come later." Then "Jim" detached his boutonniere and took a leisurely survey of its hidden beauty at close range.

NEW MACHINE FOR CUTTING MUSIC ROLLS

(Special to The Talking Machine World.)

Chicago, Ill., July 10, 1907.

The Kibbey Mfg. Co., of this city, who recently incorporated with a capital of $300,000, will shortly begin the manufacture of perforated music rolls, utilizing a new and wonderful machine which has recently been exhibited in the offices of H. C. Kibbey & Co. in this city. It may be attached to any piano of conventional type, doing the cutting cleanly and accurately, while the pianist is rendering the selection, so that all that remains to be done to prepare the roll for the market is to roll it on its spindle.

H. C. Kibbey, the moving spirit of the enterprise, is building up a business of immense proportions, having organized three separate concerns to handle different portions of the business. H. C. Kibbey & Co., the parent organization, to act as sales agents; the Kibbey Manufacturing Co. to manufacture perforated music rolls by the new process, and probably the Concertophone and Guardian Coin Detector, two other Kibbey specialties, and the Commercial Trust Co. to finance the business. Several prominent and influential business men are back of the latter venture.

INCORPORATED.

The Colonial Phonograph Co., New York City, have been incorporated with a capital of $10,000, to manufacture talking machines. Incorporators: Anthony Perrolta and Henry Cinzlo.

FIRE DAMAGES RECORD STOCK.

The record stock of the Fulton Music Co., Waterbury, Conn., dealers in talking machines, was damaged by water to the extent of $3,000 last week, due to a fire which destroyed the adjoining building.

Dulcephone

DISK SPECIALITIES

BARNETT SAMUEL & SONS

Limited

Manufacturers and Wholesalers of Phonograph Merchandise

Worship St. LONDON, England.

Complete Catalogues sent on enquiry, including particulars of

DISK MACHINES

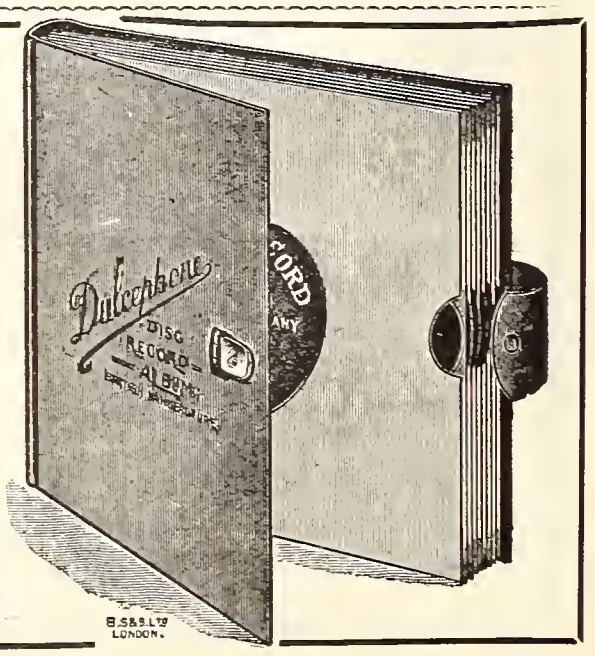
ART PEDESTALS

NEEDLES

(Dulcephone Brand—British Made)

ALBUMS

(British Manufacture—Best Value obtainable)



DECISION HAS BEEN APPEALED.

The Suit Decided in Favor of the New York Phonograph Co. Will be Taken to Higher Court—Appeal Stays Present Action—National Phonograph Co. Say Dealers Need Not be Alarmed—Latest Phase of Case Celebre.

Judge Keogh, Supreme Court, Special Term, Westchester County, N. Y., on June 25, gave judgment for the plaintiffs in the suit of the New York Phonograph Co. against S. B. Davega, Edison jobber and dealer, the nominal defendant, as a test case brought against every one in New York State handling the product of the National Phonograph Co. This is another step reached in the famous litigation originally instituted against the National Phonograph Co., Edison Phonograph Works, Thomas A. Edison and others for alleged infringement of contract. The suit has been in the courts a number of years, the United States Circuit Court, New York, upholding the agreement in part, this opinion being subsequently sustained on review by the United States Court of Appeals. About a year ago the case was transferred to the Supreme Court of Westchester County, New York, Judge Keogh hearing argument on various motions, which have been reported in The World from time to time. In the present instance the New York Phonograph Co. directly sued S. B. Davega, who was agreed upon by both sides to figure as the defendant. Judge Keogh's brief decision follows:

"The opinion and judgments of the United States Courts rendered in causes growing out of the same transactions as are set forth in the complaint in this action, and on nearly all the vital questions presented for decision in this case, compel a judgment in favor of the plaintiff."

Referring to the above memorandum the National Phonograph Co. said to The World, after the decision became known: "Steps will be taken immediately to carry the decision up for review to the Appellate Division of the Supreme Court, and then to the Court of Appeals. These appeals will act as a stay or arrest of judgment until passed upon by the final tribunal. The dealers have no reason whatever to be alarmed."

Steps were at once taken by the defense to stay the judgment pending an appeal, and Judge Keogh, after hearing elaborate arguments by the attorneys for and against, on July 3 granted the motion, under stipulated conditions, which were readily accepted. Responding to The World's inquiry for authoritative information on the last move in this cause celebre, counsel for the defense said: "Last week we appeared before Judge Keogh and argued for an arrest of judgment pending the adjudication of the case. The court suspended the order, providing we would file a bond for $150,000 and an undertaking accepting liability for all damages that may be assessed on an accounting should we lose, which is altogether improbable. We have complied with the requirements of the court order, and will be prepared to argue the case in the Appellate Division of the New York Supreme Court. By the time the hearing comes on in the Court of Appeals, probably a couple of years will elapse, and all proceedings will be suspended during that period. The distorted and misleading reports published in the New York daily papers of recent date and elsewhere, are veritable poppycock from beginning to end, a fact the trade know only too well. Their object is only too obvious, the very absurdity of the statements defeating their purpose with those acquainted with the situation. When the decree, now being prepared, is signed by Judge Keogh the order for the stay will be included."

ACTIVITY IN WHEELING, W. VA.

Leading Concerns Make Good Reports—Bard Bros. Publicity.

(Special to The Talking Machine World.)

Wheeling, W. Va., July 8, 1907.

If talking machines are not popular with the people of this city, then some of the trade boomers here are making a great bluff in filling up their stores with customers. During the hot days of the past week there were times that one would have thought that the winter was here, with its crowds of record and machine customers.

Bard Bros. have had on for some time a trade stimulator that seems to have all the good points that any plan of this kind could have, and incidently none of the objectional ones that so often cut deeply into the profits of what looks to be a winning game. In grocery stores all over the city you will see that this enterprising firm have enlisted their aid in this campaign, each grocer is trying to give it more publicity than his competitor.

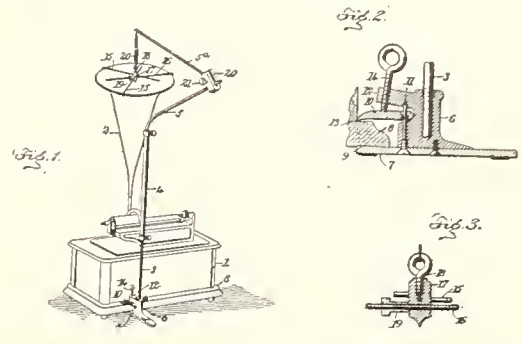
Bard Bros. advertising department is to be congratulated on the working out of a business producer of this magnitude. It might be well to mention in this connection that there has been so many inquiries from dealers relative to the workings of this plan, that they have decided to advertise it, and send full instructions for the putting on of this plan, for a small sum. Their ad appears in the advertising columns.

The talking machine departments of the C. A. House Music Store and the F. W. Baumer Piano Co. keep right after this end of their business. The local office of the Columbia Phonograph Co. are keeping their crops of solicitors hustling for business. H. R. Bruder, formerly with the Universal Talking Machine Mfg. Co., now representing Powers & Henry Co. in this territory, has booked a number of very good orders here. Mr. Tyler, of Tyler & Davis, Parkersburg, was a visitor during the middle of June. Abner C. Thomas, of Sisterville, W. Va., is advertising and selling machines on the payment plan with splendid results.

VICTOR H. RAPKE'S INVENTION.

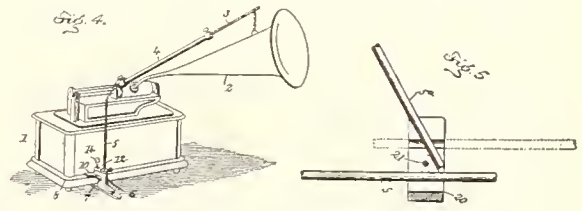
Granted Patent on Improved Horn Support Which Possesses Much Merit.

Victor H. Rapke, of the Victor H. Rapke Co., was granted patent No. 855,978 on June 4th for an improved horn support, which relates particularly to supporting devices for phonograph horns,



the object being to provide in the construction of the support, a novel and simple clamping device that may be readily engaged with a molding of the machine casing, and further, to provide a supporting rod so constructed that the horn may be supported verticaliy or horizontally, or, in other words, a universal or interchangeable supporting rod.

Reference is to be had to the accompanying



drawings in which Fig. 1 is a perspective view showing a horn supporting device embodying Mr. Rapke's invention; Fig. 2 is a sectional view of the clamping member; Fig. 3 is a sectional detail showing the adjusting means for the horn engaging spider; Fig. 4 is a perspective view showing the rod as arranged for supporting the horn in substantially horizontal position; and Fig. 5 is a sectional detail indicating a clamping device that may be used.

JOBBERS, GET BUSY

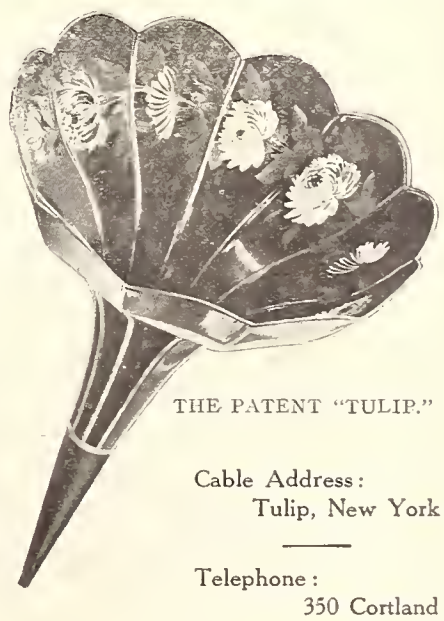
by selling the "TULIP," the only perfect-sounding Horn in the world

EVERY HORN A WORK OF ART ∴ ∴ ∴

THE PATENT "TULIP."

Our Horn's the Best in Material and Workmanship. Get Our Prices, They Will Interest You.

Our line of Morning Glory Horns is the finest in the market. All decorations hand-painted; striping and shading absolutely perfect. Any color or decoration you desire.



THE PATENT "TULIP."

Cable Address: Tulip, New York

Telephone: 350 Cortland

Address all correspondence to

The New Jersey Horn Mfg. Co.

45-47-49 Monmouth Street, = Newark, N. J.

B. Schuyler Morris, Gen'l Sales Agent

271 Broadway, cor. Chambers St., New York City

NEW YORK JOBBERS TO MEET.

Will Hold Annual Meeting at the Hotel Astor July 22, 23—Officers to be Elected—A Great Business and Social Program Outlined.

At an informal gathering of New York jobbers on July 8, at the Jacot Music Box Co., the question of arranging a program for the social entertainment of the members attending the annual meeting of the Eastern Talking Machine Jobbers' Association, in New York, on July 22 and 23, was discussed, and the following committee appointed to assume charge and settle the details: A. H. Jacot, of Jacot Music Box Co.; C. V. Henkel, of Douglas Phonograph Co.; J. Newcomb Blackman, of Blackman Talking Machine Co.; S. B. Davega and Benj. Switky. The committee met at Mr. Davega's store on the subsequent Wednesday and perfected their plans, which are appended:

The meetings of the association will be held at the Hotel Astor, Broadway and Forty-fourth street. The first session will be held in the afternoon of the 22d, from 2 to 6 o'clock, and will be taken up with the election of officers, completion of unfinished business and the reports of committees. After adjournment, and at 7 o'clock, a banquet will be given by the local jobbers in the Yacht Room of the hotel, and later the association will repair in a body to the roof garden to enjoy the evening concert.

Tuesday, the 23d, the session will be resumed at 10 a. m., when new business will be the first in regular order. The association would also be pleased to hear suggestions in an informal way from the representatives of the various manufacturers. The choice of the next meeting place will also be determined, and possibly the new agreement to be formulated by the National Phonograph Co. discussed. As W. E. Gilmore, president of the latter company, is expected back from Europe about the 18th, he will be invited to address the association and meet the members.

Luncheon will be served in the hotel at the close of the convention, about noon, the association being the guests of the Tea Tray Co., of Newark, N. J., and possibly a few congratulatory remarks in happy vein will be made by General Manager Beecroft. In the afternoon the committee have arranged to escort the members to Coney Island, on one of the Iron Steamboat Co.'s fast steamers, at the invitation of the Herzog Art Furniture Co., Saginaw, Mich., who will also provide an informal shore dinner at 6:30 p. m., possibly at Dreamland, overlooking the ocean. Then the wonders of Luna Park, Dreamland and other entertainment features on the island will be explored and enjoyed, the party returning to New York late at night via the steamboat.

In arranging this program of social festivities in connection with the meeting, the New York jobbers disavow any intention of establishing a precedent. It is realized that in the smaller cities, where conventions are likely to be held in the future, the reduced number of members could not afford this expense. They recognize, however, that, this being the annual meeting and the membership being stronger in New York than elsewhere, they wish to make the attendance of out-of-town jobbers as inviting and enjoyable as possible. It is said a resolution will be introduced at the meeting prohibiting lavish entertainments, excepting such as the manufacturing companies may wish to give, and that each member should defray his own expenses in the future.

The board of directors particularly desire that each member should appoint himself a committee of one to obtain the application of all jobbers in his immediate vicinity or section. They can realize the importance of doing this on account of the credit reports, the value of which rests upon the free exchange of ledger information from diversified sources and covering the entire territory. The board also request members to come to New York prepared to stay throughout the meetings on both days, as work of importance to every one concerned will be transacted.

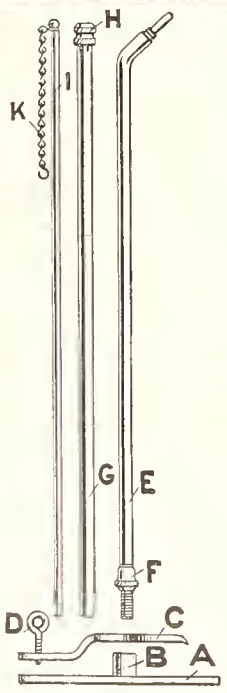
The nominating committee, consisting of Messrs. Barnhill, Philadelphia; Petit, Newark, and Henkel, New York, who are required by the constitution to name a board of directors twenty days in advance of the annual election, at a meeting recently selected the following: W. D. Andrews, Syracuse, N. Y.; J. Newcomb Blackman, Blackman Talking Machine Co., and A. H. Jacot, Jacot Music Box Co., New York; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; Louis Buehn, Buehn Bros., Philadelphia, Pa. The executive officers are to be chosen from the board.

THOS. P. CLANCY VISITING EAST.

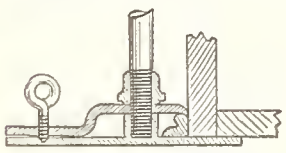
When Thomas P. Clancy, manager of the Columbia Phonograph Co.'s store in St. Louis, Mo., was in New York early in the month he had to be shown a few things. After visiting personal friends he went to Bridgeport, Conn., July 5, to look over the company's factory, and was entertained royally. The following day he called upon Vic Emerson at the laboratory, and then started West, intending to stop over in Rochester, N. Y., his native place. When an attache of another company was asked what he had done with Clancy he promptly said: "I would be ashamed to say what has become of him." Since Mr. Clancy has assumed charge in St. Louis he is reported as having done a really wonderful Columbia business, his personality and aggressive methods, coupled with his vast and exact knowledge of the trade, being great winners.

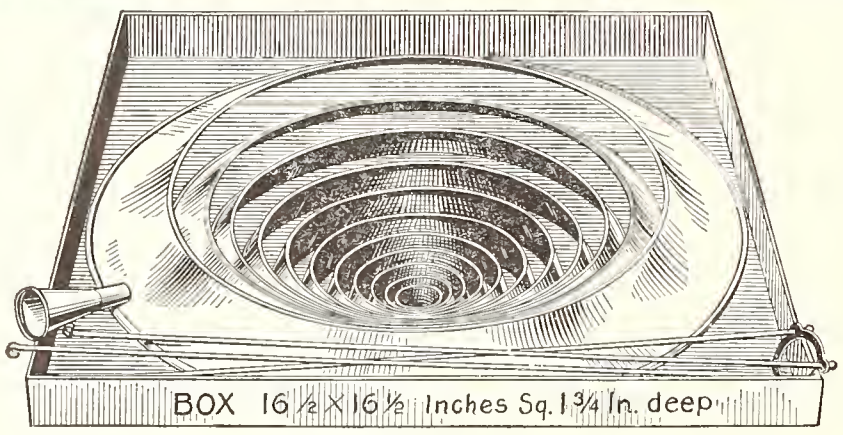
RETURN FROM MEXICAN VISIT.

Last month G. J. Werner and F. C. Burt, who were in the City of Mexico three months making records for the National Phonograph Co., returned after making two hundred for the foreign list. These include band selections, songs, trios, duets, quartets and recitations. The instrumental music by the Police Band—Mexico's premier organization—will be as popular here as in Mexico. This fine band will shortly tour the principal cities in the United States.

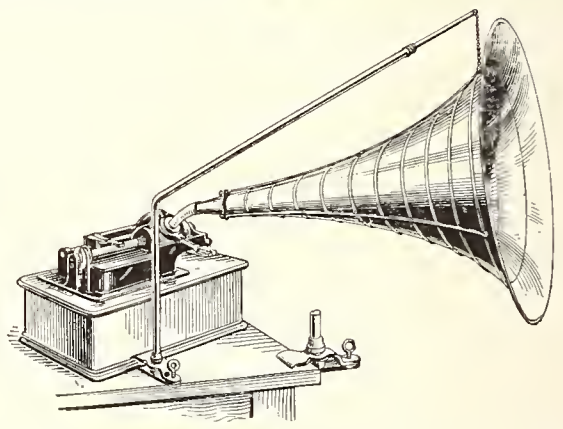


Parts of Crane
Patented June 4, 1907


Crane Clamping Device



The RAPKE Horn as packed


The RAPKE Collapsible Horn and Crane in Position

RAPKE'S LABEL AND TRAY SYSTEM

FOR DISC AND CYLINDER RECORDS

Disc Systems Just Ready.—We are now manufacturing a collapsible compartment record tray; also a disc record system complete, including shelving, trays and Labels. The most perfect system of carrying a stock of Victor records. Get only the genuine Rapke goods. Ask for samples.

Rapke's High Grade Specialties, also include the famous Collapsible Horn (now ready for the market), Cranes, Trays, etc. Apply to your jobber for prices, or direct

ARTHUR COLLINS
5105
When a Poor Relation Comes to Town

Fac-simile of Rapke's Disc Record Label

VICTOR H. RAPKE CO., MANUFACTURERS, 255 E. 86th St. **New York City**

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Trade Conditions Discussed—Death of J. R. Milne—D. P. Mitchell a Visitor—A. D. Geissler Off to the Far West—Some Columbia News—Chicago as an Inventive Center—Baseball in Vogue—Some Visitors During Convention Week—C. W. Noyes' Trip—Western Talking Machine Co.'s Catalog.

(Special to The Talking Machine World.)

World Office, 195 Wabash Ave.,
Chicago, Ill., July 6, 1907.

While jobbers generally report that June showed quite a material falling off in business as compared with May, a state of affairs always to be expected, the decrease was not as great as usual and June made a material advance over the volume of business of the same month a year ago, according to most of the jobbers interviewed. The general disposition is to look for a good, healthy, normal business the balance of the year, but hardly of the boom character of the trade of the summer of 1906. Shipments are certainly easier to obtain than last year. Local retail trade kept up very nicely in June until the last week, when it fell off abruptly. Present business is just about of the character usually expected at this season.

James R. Milne, one of the most widely known talking machine salesmen in the country, died in Chicago on June 15. He had not been in good health for some time, but his death was probably due directly to internal injuries resulting from a fall a few weeks previous. He had been connected with the talking machine trade for ten or twelve years, and in that time had visited every town of importance in the country, and had made many deals that were at the time the talk of the trade. He was born in 1873, in London, Ont., and received a good education, studied law, and for several years was a practising attorney in his native city. Coming to this country, he went with the Columbia Phonograph Co., about ten years ago, and after a service of some six years he went with the Victor Co., for whom he traveled as direct factory representative for several years. He subsequently went with the Talking Machine Co., of Chicago, but at the time of his death was with the Boyd-Harrison Co. He leaves a mother, two sisters and a brother, all residing at Austin. The burial was at his old home in Canada. Few men enjoyed a wider acquaintance in the trade the country over or were more popular, especially among the older element of the trade.

D. P. Mitchell, manager of the export department of the Victor Co., was in Chicago from Thursday of last week until the first of last. His mission was to post up the Victor Co.'s two new Oriental missionaries, E. F. (Doc.) O'Neill and O. L. Stratton. "Doc.'s" experience in the talking machine trade covers over a decade, and the Celestial who manages to escape his brilliant line of talk must be astute indeed. Mr. Stratton has of late been connected with the Clayton F. Summy Co., of this city, but formerly had long experience in the Orient. Messrs. O'Neill and Stratton left on the Fourth for San Francisco, and will sail on the 9th for Shanghai. They will probably remain in the far East for two years or more, covering thoroughly China, Japan and the Philippine Islands.

A. D. Geissler, manager of the Talking Machine Co., left on June 22 for a visit to San Francisco, his former home, whence Mrs. Geissler and their infant son preceded him earlier in the month. He expected to return about the first of August. Mr. Geissler leaves behind him a capable organization in charge of men amply able to carry out his plans in his absence.

The demand for Victor Victrolas still greatly exceeds the supply. The various Chicago distributors and large retailers are trying to console themselves with the company's promise that their new cabinet plant will relieve the situation in the course of a few weeks. Owing to their restricted quarters the Healy Music Co. are not able to do much local talking machine business since the fire, but are pushing the mail order catalog and stronger than ever.

C. M. LeRoux, formerly of The Cable Company's talking machine department, is now on the road for the Talking Machine Co. His initial trip is taking him through Southern Michigan.

C. W. Noyes, secretary of the Hawthorne & Sheble Mfg. Co., is on a trip including Missouri River and Central Western jobbing centers. Mr.

Special Notice to Dealers

We spend **Ten Times** as much in Advertising Edison Phonographs and Records as any other Jobber.

As a Result **WE HAVE** Inquiries to refer and **WE DO** refer them **DAILY** to dealers **WHO BUY OF US.**

GET IN LINE

Remember that Jobbers who do not advertise cannot have many inquiries to refer.

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

Tilt, Mr. Noyes's assistant in caring for the Western trade, is uow on a visit to headquarters at Philadelphia. A visitor at the Chicago office last week was Theo. F. Bentel, of Pittsburg, who with Mrs. Beutel was on his return from a pleasure trip to the Pacific Coast.

George D. Ornstein, sales manager of the Victor Co., is expected in Chicago in a few days.

C. F. Baer, manager, and O. W. Eckland, instalment manager of the Chicago office of the Columbia Phonograph Co., returned last month from their trip, which included the Columbia factory, the principal Eastern branch houses and the Jamestown Exposition. "We enjoyed ourselves hugely," remarked Mr. Baer, "and besides we learned many things at the factory and by contact with other Columbia managers which we no doubt will adopt here. This rubbing together of men in charge of various departments of a great service is always of benefit to all concerned." Since his return Mr. Eckland has been indulging his penchant for organization and social events to his heart's content. Last Saturday night he was the king bee of a moonlight excursion on the uew lake steamer Pere Marquette, participated in by all the employees of the Chicago office. On Wednesday night at a dinner given to the installment salesmen at the College Inn at the White City, the Columbia Booster Club was organized. Its object will be to get not only the members but their families acquainted and plans were started for a picnic to be pulled off some time in August.

H. L. Willson, formerly manager of the Cbicago office of the Columbia Phonograph Co., but now of the executive office in New York, visited his former associates on Wednesday, Thursday and Friday of last week. Thursday evening he was tendered a dinner at Vogelsangs, which was attended by the executive force of the Chicago office and the various sub-office managers. District Superintendant Fuhri presided and proved an indefatigable toastmaster, calling upon everybody present to talk.

Considerable interest was displayed during convention week by the two new hornless cabinet graphophones exhibited at the Chicago office of the Columbia Phonograph Co. The upright cabinet grand is in the form of a miniature piano of solid mahogany, piano finish. The turn table is reached from the front without lifting the top, on which an ornament can be placed and left without disturbing it. The tone is carried from the tone arm through a metal extension and issues through an invisible wire screen which is apparently simply a part of the ornamental design adorning the upper part of the cabinet. The other type is known as the upright graphophone. The cabinet is along more conventional lines than the former. It has a full concealed horn, the tone issuing from the top of the cabinet instead of the front, as in the case of the piano-shaped cabinet. In both cases there is space for the storage of 120 disc records. Each type is equipped with a six-spring motor, running about twelve cabinets at a winding.

W. S. Brind, of H. C. Kibbey & Co., spent last week in Springfield, Ill., in camp with the Illinois National Guard, of which he is a member.

James Leonard, the successful dealer at Geneva Lake, Wis., has with his brother opened a store at Beloit, Wis., where a complete line of Edison goods and musical merchandise will be handled. Charles Leonard will manage the Beloit store. The opening stock order was of large dimensions, and there was active competition for It. It was finally captured by James I. Lyons, who is proud of the fact that he was able to ship from stock every record ordered.

Chicago is certainly building up a fine reputation as a center of inventive activity in the talking machine line. One of the latest aspirants for fame and fortune is Theodore Zoebel, a musician, of 820 Monticello avenue, who has patented a device by which he claims the operator of a machine can determine at will the key in which the record is to be played. He is said to be negotiating with the various companies with a view to awarding to one of them the exclusive rights to his invention.

In the needle field there are several aspirants for revolutionizing the tone reproduction so far as the needle can be responsible therefor. Fred D. Hall, a wealthy real estate dealer in the First National Bank Building, is about to place on the market a needle on which he has been experimenting for years, and which seems to overcome the objections which have hedged about previous attempts to produce a practical wooden needle. Mr. Hall's needle is triangular in shape, thus giving a support to the point which is not furnished in a round-pointed wooden needle. Of equal importance is the wood used—a special bamboo, chemically treated to give it endurance. The triaugular-shaped groove of the record has the effect Mr. Hall claims of bringing out a full, sweet quality of tone, and even incidental music such as the distant tones of a flute in an orchestral selection which would not be heard otherwise. If the records listened to are to be taken as evidence, it certainly does approach remarkably near to the scratchless ideal, and the tone is sufficiently loud for anything but public hall exhibition purposes. The needles can positively be depended upon to play two records, the inventor claims, and with a clip which will be sold to the consumer he can repoint them. The saving of the record is of course one of the strongest points made in favor of the needle.

Another needle which the patentee has been working on for some time, and which he now claims to have brought to the point of a commercial proposition, is the Nonmetallic, the invention of S. Levin, of the talking machine firm of Leviu & Larson, Highland Park, Ill. These needles are made of turkey quills and are spear-shaped. Elimination of scratch and saving of record, and soft, mellow tone are the claims made for it. It is also claimed that each needle will play from twenty to thirty records, and that its susceptibility to dampness can be overcome by holding it over a gas jet when its playing qualities will be restored. Tbe Levin Nonmetallic Needle Co. is the style under which Mr. Levin proposes to manufacture his needles.

The Western Talking Machine and Supply Co., Dillbahner & Feinberg, proprietors, have just issued a handsome catalogue describing the various lines of talking machine supplies they represent, and which they carry in stock in Chicago. The catalogue is handsomely illustrated in colors.

The Babson Bros. and the Talking Machine Co.'s baseball teams are fighting a hot series of games, the laurels so far going to the former. The second game of the series was played at Washtenaw avenue and Twenty-second street on June 22. The score stood 21 to 8 in favor of Babson Bros.

The many friends of George Tresch, manager of James I. Lyons's retail store at 73 Fifth avenue, will regret to learn of his father's death. Mr. Tresch, Sr., was an old-time resident of Chicago and the pioneer in what is now one of the most thickly settled portions of the city.

During the conventions of the Central States Jobbers' Association, the National Piano Dealers' Association, and the National Piano Manufacturers' Association, there were quite a few exhibits made by talking machine men in the Auditorium Hotel, where the conventions were held.

The Hawthorne-Sheble Manufacturing Co. had room 756 in the Auditorium, and made a magnificent display of supplies, besides demonstrating the new Star talking machines and records. Both Mr. Hawthorne aud C. W. Noyes were in attendance.

W. A. Lawrence, representing the Standard Metal Manufacturing Co., Newark, showed their full line of horns, but the principal feature was their new Lilly scolloped horn, which has the advantage of a perfectly flat outer edge, making buckling an impossibility.

Clement Beecroft, of the Tea Tray Co., had a display at room 570, in the Annex, showing their full line of Art-Tone flower horns and a new crane, No. 570, embodying entirely new features, and which will be ready for fall delivery.

Thomas P. Johnson, formerly with the Victor Co., but who is now visiting Western jobbers in the interests of the Zonophone Co., spent the week among the jobbers and dealers, leaving for a trip through the Southwest. While here he established Benjamin Allen & Co. and A. C. McClurg & Co. as Zonophone jobbers.

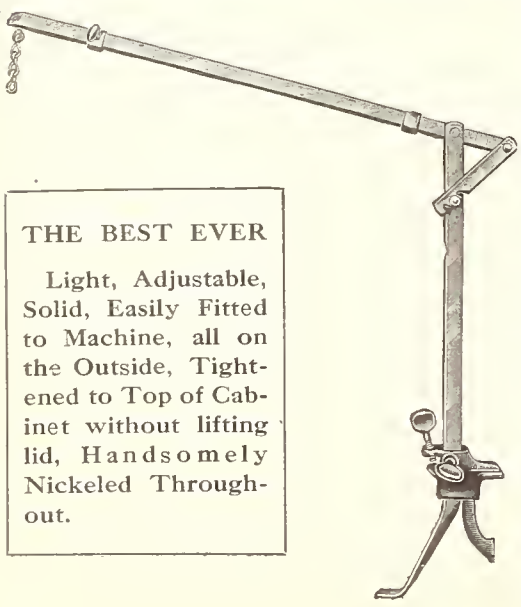
Victor Rapke, of New York, was on hand early convention week with one of his new improved collapsible horns. It is safe to say that not a jobber, piano dealer or manufacturer failed to see that horn. If they did Victor was not at fault.

Manager Furber, of the Regina Co., was here, and with Mr. Blumberg, their western representative, met many of the dealers at their room in the Auditorium, where they had an elaborate display of Regina instruments.

Several of the talking machine men not already members of the Piano Dealers' Association by virtue of being in that line as well, took advantage of the suggestion iu last month's World and joined as associate members.

Willard, Henly & Norris have rented a corner room at Fourth and Main streets, Harris, Ky., where they are now conducting a first-class moving picture show.

THE SIMPLEX CRANE PATENTED



THE BEST EVER

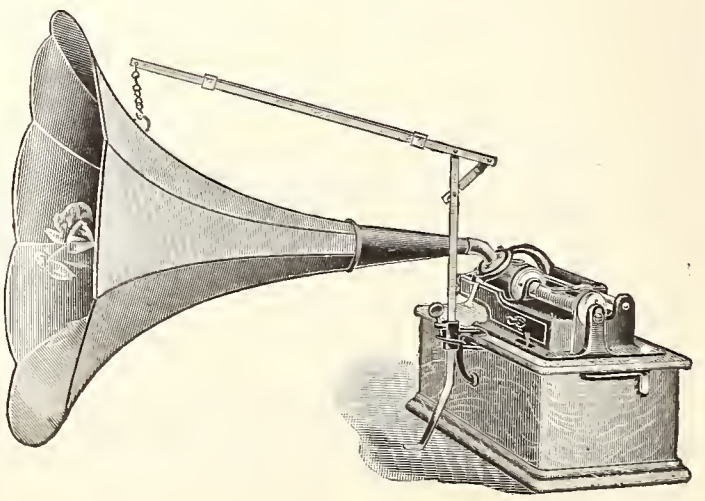
Light, Adjustable, Solid, Easily Fitted to Machine, all on the Outside, Tightened to Top of Cabinet without lifting lid, Handsomely Nickeled Throughout.

The Crane is attached to the Machine top by an ingeniously devised screw operated clutch, in such a way that the more weight on the outer arm of the Crane, the harder and more firm is the lock fastened to the machine, insuring absolute safety from fall and damage to the horn or machine.

The devices for fixing angle of elevation and for adjusting top arm to length of horn are perfect in simplicity and convenience.

Extension arm operates laterally, thus attaining greater rigidity and resisting capacity.

A quick seller; a money maker for the dealer.



CHICAGO STAND COMPANY

260 Wabash Avenue, Chicago

GETTING THE ORDER OUT TO-DAY.

A Glimpse Behind the Scenes to Show How the Talking Machine Jobber Hustles to "Deliver the Goods" on Time and as Ordered.

(Special to The Review.)

Chicago, Ill., July 8, 1907.

The talking machine jobber is a hustler. Never lose sight of the fact. If he were not a natural hustler he would never be a talking machine jobber at all, but would choose some other line of business, where the going was not so swift.

The Chicago representative of The World was seized with a sudden desire, upon talking the matter of service over the other day with a well-known dealer, to get an intimate inside view of a large jobbing establishment on their busy day. Here was a chance to frame up a new article on a subject that would interest every dealer. Accordingly he arranged to put in a couple of mornings at Lyon & Healy's on Victor and Edison order-filling days. This large establishment has for its motto, "Get the order out to-day," and some time ago published an interesting booklet shaped like a clock, which was intended to foster their reputation in this particular.

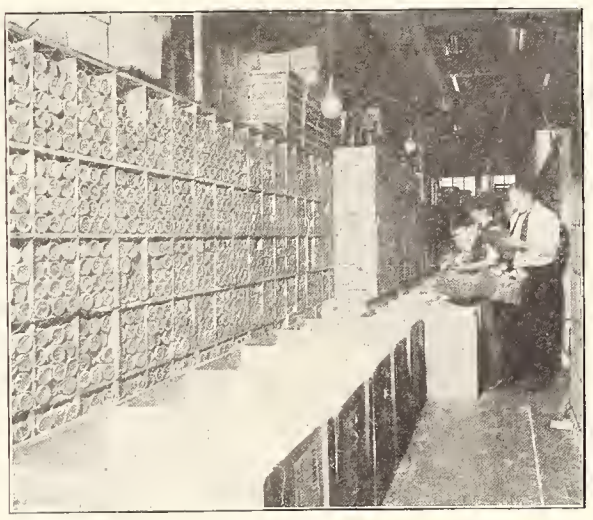
Manager C. E. Goodwin explained that he has a trained-to-the-minute force of thirty-three men, most of whom have been with him for some time, and whose sole business is "getting the order out to-day." His system of order filling is one to which much time and thought have been devoted to make it as nearly perfect as may be.

The earliest at which new Edison records may be started to the dealer is 8 a. m. of the 27th of the preceding month, and for the Victor records the limit is the morning of the 28th, or one day later than for the Edisons.

The Lyon & Healy rule is to have the records packed and ready at 8 o'clock on the mornings of the 27th and the 28th, respectively. This calls for energetic measures, as the records reach the jobber only a day or so before that time. Night work, lots of it, is needed to get all orders out on time. In taking up the record orders, the straight orders (orders for the new records

LYON & HEALY'S ON VICTOR ORDER-FILLING DAY.

only) are sorted out and filled first. The mixed orders calling for both new and stock records are held over until the last, and taken care of by two men working together, as they are the most difficult to fill and require greater care. On straight orders, an order is given to each order filler and he works on it alone, using a basket or tray for the records, each of which is examined closely for cracks and imperfections. He checks the items off as they are added and finally turns the complete order over to an inspector, who checks it back. Victor records are next passed to the wrapping counter, where they are again called back, after which they are carefully put in separate envelopes and placed on a truck



SCENE AT LYON & HEALY'S ON EDISON ORDER-FILLING DAY.

for the shipping department, where they are packed and made ready for shipping. Edison records are sent direct to the packer after being checked as they do not require wrapping. They are called back in the same way. When a record happens to turn up missing there is no delay in the shipping department, as the order filler's name is stamped on the order and he is at once called upon to rectify the error.

When an order calls for machines, horns or cabinets, a careful draw-off is made and the records stop at the next floor long enough to have these added. The complete order then proceeds to the shipping department. All repairs are enclosed in individual envelopes, which are sealed and labeled to show contents. Advertising matter is put in with the monthly record order, or sent in advance as preferred.

A feature which contributes greatly to the speed with which record orders are filled is the convenient systematic arrangement of the record stock. Compartments are numbered consecutively to correspond with the numbers of records, and it is the work of only an instant to secure those wanted. All orders are filled with new, unused records.

Lyon & Healy have an original plan for increasing the efficiency of their order filling department. An individual record is kept which shows the amount of goods handled, time occupied and errors made. The "score" is kept on a large blackboard in the department and cash prizes are awarded for all-around efficiency. Since this plan was inaugurated some time ago there has been a large increase in the numbers of orders gotten out daily, and, best of all, a remarkable decrease in the number of errors. Manager Goodwin stated that Lyon & Healy do not claim to be infallible. However, an examination of the interesting score-board indicates that they are headed in that direction.

It would hardly be fair to this firm, to whose courtesy your representative is indebted, to close this article without a word on the subject of their record stock. Their stockman, by the way, is quite a character. He is called "Lightning Tom" by his confreres, and earned this suggestive title by his active application of the Chicago slogan, "do it now." "Lightning Tom" was born and bred in the talking machine business—been at it all his life—and his employers are ready to back him against the whole field. Nothing delights him so much as to talk records, unless it is to shed his coat and get in the game or order day. He has the good sellers at his fingers' ends, and can tell you within one or two of his stock on almost every popular record in the Victor and Edison catalogs. With the exception of a few records that it is impossible to secure from the factories it is a very rare thing for "Lightning Tom" to be caught short.

A dispatch from Toulon, France, says a parish priest in the Department of Var has utilized the phonograph in a novel fashion. Having at his disposal nobody to serve as an altar boy to make the necessary responses in the celebration of the mass, he uses a phonograph, into which he has previously spoken the sacramental words, and which is timed to make responses at the proper moments.

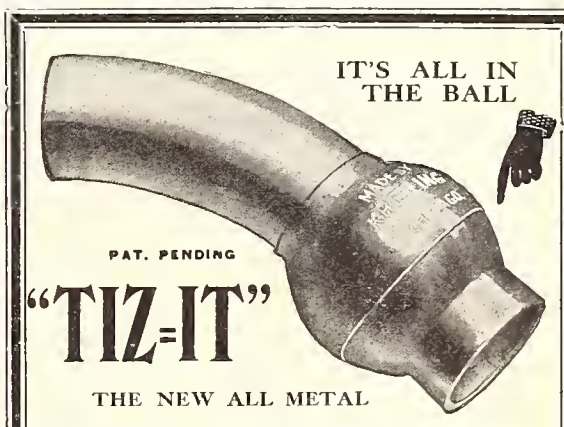
JAMES I. LYONS
JOBBER
EDISON AND ZONOPHONE
MACHINES AND RECORDS

SPECIALLY PREPARED
PHONOGRAPH OIL
ASK FOR OUR PRICES

NEW STYLE
RECORD CABINETS

IT WILL PAY YOU TO GET ON OUR MAILING LIST

192-194 VAN BUREN STREET
CHICAGO



PAT. PENDING
"TIZ-IT"
THE NEW ALL METAL
HORN CONNECTION

THE MISSING LINK BETWEEN THE HORN AND MACHINE

RETAILS AT 50 CENTS

NEW MODEL HAS TAPERED BENT TUBE THAT FITS ALL HORNS

Can be used on all Edison Phonographs and new style cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulars and Discounts to the Trade
SPECIAL INTRODUCTORY OFFER TO DEALERS—Write for it To-Day

KREILING & COMPANY
INVENTORS AND SOLE MANUFACTURERS
853 North 40th Ave., CHICAGO, ILL., U. S. A.

MR. JOBBER: If you have not received our new illustrated Catalogue, write for it to-day.

Western Talking Machine and Supply Co.

DILLBAHNER & FEINBERG, Proprietors

"EVERYTHING IN SUPPLIES"
Shipped F.O.B. Chicago

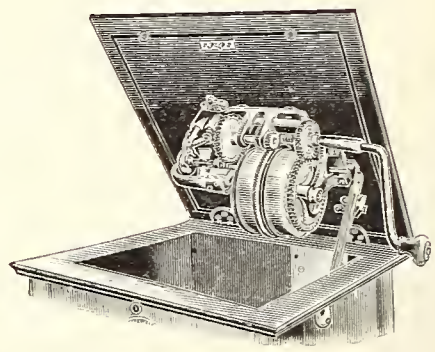
6 MADISON STREET, CHICAGO

Star Records! Star Machines!

AN HONEST PRODUCT

FOR AN HONEST PURPOSE

AT AN HONEST PRICE

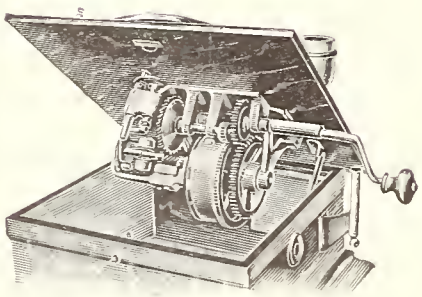


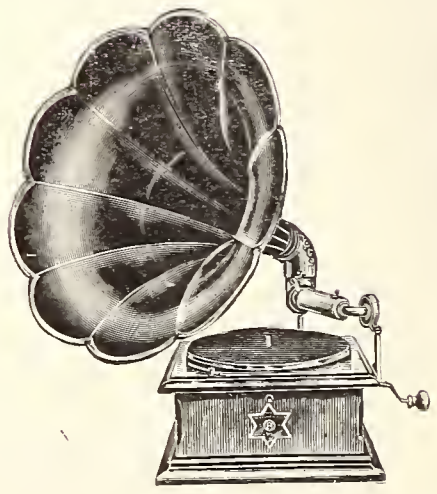
STAR TALKING MACHINES

MANUFACTURED BY

HAWTHORNE & SHEBLE MANUFACTURING CO.

PHILADELPHIA PA.





Records and Machines ready for delivery. Catalogues and terms sent on application.

CENTRAL STATES JOBBERS MEET

In Convention in Chicago and Transact Much Important Business—National Association May be Organized—Entertained at Many Dinners—Members Who Were Present.

(Special to The Talking Machine World.)
World Office, 195 Wabash Avenue,
Chicago, Ill., July 5, 1907.

The Central States Jobbers' Association held a meeting at the Auditorium Annex Monday and Tuesday, June 17 and 18. The executive committee met on Sunday and lined up for the work of the association. The movement for the formation of a National Association was given a marked impetus at this convention. The Central States jobbers realize thoroughly that more effective work can be done along the various lines the Central States and Eastern associations are working, and for the advancement and stability of the business by one united organization.

To this end a resolution was passed empowering the executive committee to take steps looking toward the holding of a joint meeting with the Eastern States Jobbers' Association, probably in Buffalo, in September, when it is hoped that a strong national organization can be perfected.

There was a great deal of business before the convention of a strictly executive nature, and the sessions did not come to an end until noon. The meeting was a very notable one in point of the number of new members admitted. They were as follows: Fetterly Piano Co., Dayton, O.; J. W. Jenkins' Sons, Kansas City, Mo.; Conroy Piano Co., St. Louis; French & Bassett, Duluth; O. K. Houck Piano Co., Memphis, St. Louis, etc.; Koehler & Hendricks, St. Paul; Piano Player Co., Omaha, Neb., and J. F. Schmelzer & Sons Co., Kansas City. The last three applications came in by mail and were approved, while the former were all represented at the meeting.

Following is a list of those attending the convention: President E. P. Ashton, American Phonograph Co., Detroit; Secretary Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; F. Edward Dohse, Niehaus & Dohse, Dayton, O.; John A. Strausberg, Grinnell Bros., Detroit; Rudolph Wurlitzer, Rudolph Wurlitzer Co., Cincinnati, O.; John Fintze, Ball-Fintze Co., Cincinnati; W. C. and M. V. De Foreest, Sharon, Pa.; Mr. Towell, Eclipse Music Co., Cleveland, O.; C. V. Henkel, Douglas Phonograph Co., New York; H. H. Blish, Harger & Blish, Dubuque, Ia.; W. E. Kipp and E. A. Link, Kipp-Link Phonograph Co., Indianapolis, Ind.; Lawrence H. Lucker, Minnesota Phonograph Co., Minneapolis, Minn.; Lawrence McGreal, Milwaukee and Cincinnati; C. E. Goodwin and L. C. Wiswall, Lyon & Healy, Chicago; E. H. Uhl and Fred Siemon, Rudolph Wurlitzer Co., Cincinnati, O.; J. I. Lyons, Chicago; John A. Fetterly, Fetterly Piano Co., Dayton, O.; Burton J. Pierce, J. W. Jenkins' Sons Co., Kansas City, Mo.; P. E. Conroy, Conroy Piano Co., St. Louis; A. L. Miles, French & Bassett, Duluth, Minn.; O. K. Houck, O. K. Houck Piano Co., Memphis.

Walter L. Eckhardt, general wholesale manager of the Columbia Phonograph Co., and E. C. Plume, wholesale, invited the jobbers and others to dine with them after the close of the convention Tuesday. They were both on hand to escort the guests to the Chicago Athletic Club, where a bountiful repast was served. Those in attendance were the Messrs. Pierce, of Kansas City; Walter Kipp, F. G. Link, A. V. Chandler, J. Lentz, C. E. Goodman, C. E. Towle, Victor Rapke, Mr. Strausberg, L. H. Lucker, C. V. Henkel, F. A. Lawrence, W. L. Eckhardt, E. C. Plume, W. C. Fuhri, C. E. Dohse, P. B. Whitsit, P. A. Conroy, H. H. Black, P. E. McGreal, G. W. Montgomery, W. C. and C. E. DeForeest, and L. A. Miles

After dinner most of the talking machine men were taken to the ball game in autos by A. L. Grundman, with the Herzog Art Furniture Co.

Speaking of this affair later, Mr. Eckhardt said to The World: "I had only one hour in which to arrange for the luncheon and issue the invitations, and it came out just as planned. The entire association, excepting those accompanied by their wives, were on hand, and it was an occasion for the display of special good-fellowship. W. C. De Foreest, of Sharon, Pa., said grace in a manner befitting the event in its significance. We had a jolly good time, and it was a genuine pleasure to meet so many old friends." The luncheon was on for a couple of hours, and Mr. Eckhardt presided. Speeches were tabooed, but the incidental and informal remarks were applauded to the echo and greatly relished. Shop talk was absolutely barred.

An informal dinner was tendered the visiting talking machine jobbers and supply men by F. K. Dolbeer, credit manager of the National Phonograph Company, at the Chicago Athletic Club. When the guests had seated themselves at the beautifully decorated table in the banquet hall of the club, Mr. Dolbeer arose from his place at the head of the table and simply announced that the dinner was to be purely informal; that it was, in fact, accidental was arising from the coincidence that both he and the guests happened to be in the city at the same time. There was no speechmaking, no discussion of trade topics, but there was a most enjoyable time.

At the conclusion of the dinner a hearty vote of thanks was tendered Mr. Dolbeer for his hospitality. Those present were: F. Edward Dohse, of Niehaus & Dohse, Dayton, O.; E. P. Ashton, American Phonograph Co., Detroit; John A. Strausberg, Grinnell Bros., Detroit; Rudolph Wurlitzer, Jr., Rudolph Wurlitzer Co., Cincinnati; Perry B. Whitsit, Perry B. Whitsit Co., Columbus, O.; W. C. and M. V. De Foreest, W. C. De Foreest & Son, Sharon, Pa.; O. K. Houck, O. K. Houck Piano Co., Memphis, Tenn.; C. V. Henkel, Douglas Phonograph Co., New York; Victor H. Rapke, New York; Lawrence H. Lucker, Minneapolis Phonograph Co., Minneapolis, Minn.; H. H. Blish, Harger & Blish, Dubuque, Ia.; Laurence McGreal, Milwaukee; C. E. Goodwin, Lyon & Healy, Chicago; E. H. Uhl, Rudolph Wurlitzer Co., Chicago; John A. Fetterly, Dayton, O.; Burton G. Pierce, J. W. Jenkins' Sons' Music Co., Kansas City, Mo.; P. E. Conroy, Conroy Piano Co., St. Louis, Mo.; A. L. Miles, French & Bassett, Duluth, Minn.; W. E. Kipp and E. A. Link, Kipp-Link Phonograph Co., Indianapolis; L. C. Wiswell, Lyon & Healy; Clement Beecroft, Tea Tray Co., Newark, N. J.; W. A. Lawrence, Standard Metal Co., Newark, N. J.; James I. Lyons, Chicago; G. M. Nisbett, Babson Bros., Chicago; A. J. Grundman, Herzog Art Furniture Co., Saginaw, Mich.; A. V. Chandler, National Phonograph Co., Chicago.

WHAT HAVE YOU GOT

In the Talking Machine Line? We want any quantity of cylinder and disc machines, records, horns, stands, cabinets, carrying cases, etc. Must be cheap. State full particulars. A. B. C., Talking Machine World, 1 Madison Ave., New York.

FOR SALE

Old established Jobbing and Retail Talking Machine business in city of 400,000 with lease of fine store in heart of retail district, first class stock. Purchaser can have whole business or retail alone. Favorable terms to responsible buyer. Address Opportunity, care Talking Machine World, 1 Madison Ave., New York.

TO YOU, MR. MERCHANT

Let me write your ads. Publicity is the keynote of success. Thousands of active merchants owe their success to advertising. Why not number among them? I will write you a fair size sample copy for $1.00. If you don't like it—don't pay for it. Where do you lose? You know my business—what's yours? Address H. B. Kirsch, 173 Howard St., Newark, N. J.

JOBBING BUSINESS FOR SALE

FOR SALE—Edison, Victor and Columbia Jobbing business. Monthly business averages $10,000.00. Address, "X," Talking Machine World, 1 Madison Ave., New York.

AMERICAN TEN INCH RECORDS

We have about 5,000 new ten-inch American Records. Chicago selections, 18c. each in thousand lots. Address, "Blue Records" Talking Machine World, 1 Madison Ave., New York.

FREE SAMPLES
Of Needles That Prove

Playrite
TRADE MARK
NEEDLES
"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK
"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

SUMMER PROFITS $$$$

Keep your business booming, Mr. Retail Dealer. We have a plan that gets new customers. Sells standard makes of machines and records in quantities.

Makes for you the regular percentage of profit. Does not violate price agreements. It is creating business and closing sales for us. Will do the same for you. Dealers in other lines solicit the business for you. It's to their interest. Costs you nothing. If located in a small town, you work with the dealers in the surrounding territory.

No extra stock required. Investment of a few dollars will get you dozens of contracts. Each contract insures a fixed weekly income for the period of forty weeks. Contracts netting us $19.20 each.

30-DAY OFFER. For 50c. in silver, will send our eight-page folder describing in full this plan No. 14. After Aug. 15, price $1.00.

Uncle Sam is honest; send the silver to-day and don't worry.

BARD BROS. ADV. DEPT. WHEELING, W. VA.

FROG-RAISING

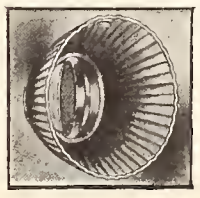
Our book gives the practical knowledge. How to Breed and Raise Frogs, a new industry that returns large profit. Price, postpaid, 25 cents (coin).

We have breeding frogs for sale.

TRULY WHITE WYANDOTTES
Eggs, per 15, $3.00; per 30, $5.00.

BEAUTIFUL PURE WHITE COLLIES
Pups, males, $25.00 up; females, $35.00 up.

MEADOW BROOK FARM, Allendale, N. J.



MELLO-TONE

Attachment makes a *Musical Instrument* of a *Talking Machine* or *Phonograph.* Produces natural tones. Fits any style or size of Machine.

Retail Price $1.00 *Sample sent to dealers on request*

MELLO-TONE CO., SPRINGFIELD, MASS.

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT
Salesroom, 89 Chambers Street
Cable Address, Dougphono, N. Y.
New York
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

A Midsummer Talk With You, Mr. Dealer.

Don't you know that a little harder emphasis placed on the selling end of the business will produce good results even in the "good old summer time"?

Don't you know that if your stock is kept up to the highest point of efficiency and if you have fresh, bright goods to display you will not be complaining about dull times?

Now, we are the largest exclusive talking machine concern in the world. A good statement to make, but one we can substantiate in every particular.

Just at present we are offering some very attractive bargains to capture summer trade. These include disc and cylinder record cabinets, horns and carrying cases. They are all new and thoroughly up-to-date, but these summer offerings are at prices which will interest you.

We have also some slightly damaged goods. The damage in some cases is hardly discernible and you can get them at a tremendous cut in price. We can help you to make business right through the summer. If you will only compare our quality and prices with others you will not wonder why we have grown to be the most complete establishment in the world for talking machines and accessories of all kinds. There is no such stock of Edison phonographs and records in the United States as we carry in our salesrooms.

We have imported some special lines of German disc machine needles. They are beautiful goods. Just send for samples and you will be using these needles. Lose no time in taking up a business proposition with us and you will be surprised to see how readily your dollars multiply through a DOUGLAS business connection.

TRADE NOTES FROM BOSTON.

Good Demand for High Grade Machines and Outfits—To Celebrate Old Home Week—A Clever Filing Case—War Relics on Display—Manager Andrews Latest Invention—Oliver Ditson Co.'s New Department.

(Special to The Talking Machine World.)

Boston, Mass., July 8, 1907.

A big June business and a bigger July so far this month—this is the condition among the local talking machine men here this summer. Vacationists have made the usual raids upon the stocks of records, and there is a very good demand for high-grade machines and new outfits.

The new plan of the Columbia Phonograph Co.—of opening a number of branch stores in different sections of the city—is proving a success from the very start. From these stores a systematic house-to-house canvass is made in each section, and a big increase in the gross business is thus secured. "The month of June," said Retail Manager Blakeborough, "was unusually brisk. Mail orders have begun to come in from all over New England for the Marconi and the Bonci records, and we are preparing for a big business on them."

At the Eastern Talking Machine Co.'s store business is reported exceptionally good, on both the Victor and the Edison lines. On every package and letter sent out from this store is placed one of the Old Home Week stickers, showing the historic Faneuil Hall and the delectable pot of beans, and containing the printed invitation to everybody to "Come Back Home" on the week of July 29.

Assistant Manager A. W. Chamberlain, at the Eastern Talking Machine Co., has put upon the market a filing case for carrying disc records that will prove a great convenience to every user of a disc machine. It is a black pasteboard box, fitted with index sheets, and is dust-proof. The boxes come in three sizes, holding twelve or twenty-four ten-inch records, and twelve twelve-inch records. By this box a person can carry easily a dozen records in his hand without fear of injury and with great convenience. It is a valuable addition to the list of talking machine sundries.

J. L. Gately, salesman at the Eastern Talking Machine Co., has loaned to the company for window display his fine collection of war relics from the Philippine Islands, and these, with red, white and blue decorations, made a very attractive Fourth of July exhibit in the windows. C. P. Trent, of the Eastern Co., spent his vacation at Narragansett Pier.

Manager Andrews, of the Boston Cycle and Sundries Co., has perfected a new carrying case for disc records. These will be in three styles, for fifty ten-inch, thirty-five twelve-inch and fifty twelve-inch records. These are made in a first-class manner, flannel lined, covered in black leather board and are very durable and convenient. Business was reported to be "bully" at the Boston Cycle Co. this month.

C. E. Osgood Co. reports a big increase in the jobbing branch of its business, and a general widening of its sphere of influence. A tendency toward higher priced goods is noted among the Osgood customers.

At Oliver Ditson's everyone is happy in the thought that in about another month they will probably have one of the best talking machine stores in the country. Plans are now well under way for the removal of this department from its little quarters on the seventh floor to the second, where it will have the entire floor to itself. General Manager Bobzin, of the Ditson stores, is a firm believer in the future of the Victor talking machine as a business proposition, and it is because of his belief that he is making such broad plans for the growth of this department. One factor in the growth of the talking machine department is the liberality of Mr. Bobzin in the matter of advertising. No talking machine store in the city is better advertised than Ditson's, and the words "Voice Cameras"—a Bobzin coinage—are always associated with the Ditson store where the Victor line is exclusively handled.

To work in a talking machine store is evidently not conducive to race suicide. At least it is not so in the case of Frank Skelton, recently secretary of the Winchell Co., and later with the Columbia Co., for Mrs. Skelton this week presented him with a second pair of twin girls. Frank says he is planning to have the nucleus of a ladies' orchestra in his own family.

REGINA SPECIALTIES SELL.

The products of the Regina Co., Rahway, N. J., are rapidly getting a firm hold in the talking machine industry. Dealers find them to be quick sellers and money makers. The Reginaphone, which is a combination of talking machine and music box, is an admirably constructed instrument which possesses those features of novelty and merit that impress customers who are always looking for something new. In addition, the Regina Co. make Reginapianos, chime clocks, sublima pianos and other specialties which must interest the talking machine men desirous of handling a line of reliable, quick-selling products. It will pay to become Reginawise and write to their office at Rahway, N. J., for information.

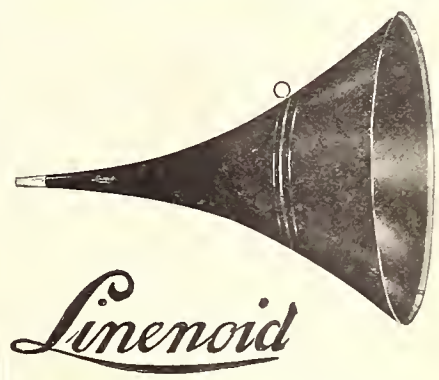
The Chicago Stand Co. was incorporated with the secretary of the State of Illinois this week with a capital of $5,000 for the purpose of manufacturing phonograph devices. Incorporators: S. B. Werner, E. K. Reynolds and Lucy A. Falkenberg.

Brown Bros., recent additions to the trade in Cleveland, O., handling the Columbia line as jobbers, are also wholesale and retail dealers in furniture, carpets, stoves and crockery.

Down at Halifax, N. S., the Empire Theater is doing an excellent business with moving pictures and illustrated songs by Miles Bros. This theater will seat about 1,500 people.

LINENOID PHONOGRAPH HORNS

If you want music rather than noise, try the Linenoid.



LINENOID is a material made of pure linen. Linenoid Horns are made from it without seam or joint. Owing to the construction as well as the material used the tone produced is richer, clearer and more natural than can be had from any other horn on the market.

The Linenoid looks just as well as it sounds. It is finished in brilliant colors—Vermilion, Ultramarine Blue, Rich Dark Green. Treated inside with a soft shade of Turquoise Blue and Black. Gold stripe both inside and out on all colors.

The "Concerto," 32 x 22, retails at $7.00. The "Exhibition," 48 x 22, retails at $12.00. The "Exhibition Grand," 56 x 24, retails at $15.00. Liberal discount to all dealers.

Send for Circular and dealers' discount to

BOSTON CYCLE AND SUNDRY CO.,
48 Hanover St., Boston, Mass.

THE FLINT & BRECKETT CO.,
439 Main St., Springfield, Mass.

HOUSEHOLD FURNITURE CO,
231 Weybosset St., Providence, R. I.

IVER JOHNSON SPORTING GOODS CO.,
163 Washington St., Boston, Mass.

THE PARDEE-ELLENBERGER CO.,
96 State St., New Haven, Conn.

THE J. B. VARICK COMPANY,
Manchester, N. H.

THE "PIANINO"

The "Perfect" Nickel-in-Slot Electric Piano.

GREATEST MONEY-MAKER ON EARTH

A few Points for

DEALERS

to Remember

1st—It is no trouble to sell the Pianino if you can show it.

2d—It is so far ahead of all Electric Pianos that there is really no comparison.

3d—It is the simplest, yet the most perfect of all Electric Pianos.

4th—The Music is played with such accuracy and expression that it is a pleasure to hear it—consequently the nickels keep pouring in.

5th—The Music is produced by perforated Music Rolls, which are only 5½ inches wide, which are inexpensive and easily handled.

6th—The Pianino automatically rewinds itself, therefore requires no attention.

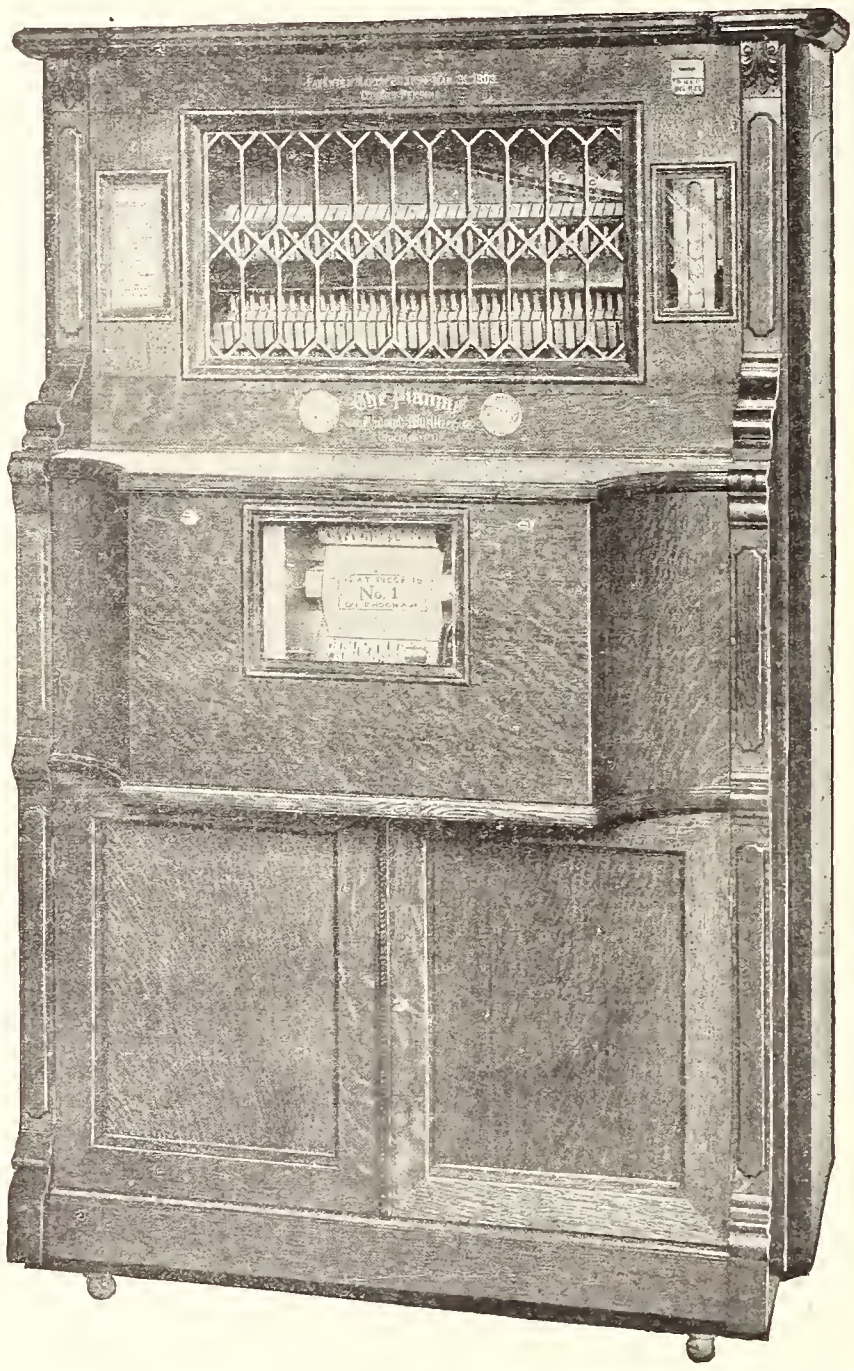
PRICES

STYLE No. 1, including one roll of music upon which there are six pieces of music, with direct current motor.

$500

STYLE No. 2, the same as No. 1, excepting that the motor is alternating current.

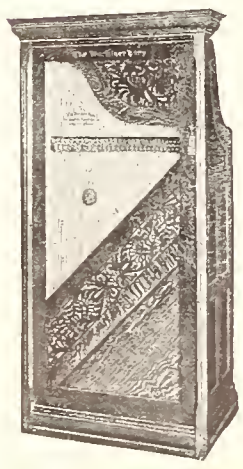
$550



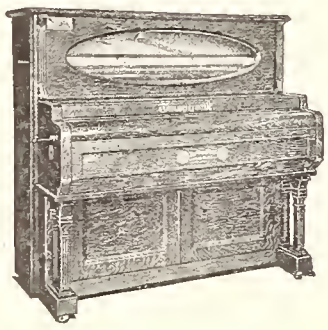
The Pianino

is the product of many years' experience in building Automatic Electric Pianos, and is presented to the public as the acme of perfection. The Pianino is the only Electric Piano playing from perforated music rolls which is an absolute success. The music is played with such accuracy and expression that it is almost impossible to believe that the instrument is played mechanically and not by expert human hands. The Pianino is the only Electric Piano fitted with an automatic rewinding device, which, when the end of the roll is reached, automatically rewinds itself in thirty seconds. The pianino therefore requires no attention, which makes it valuable for all public places of amusement. Another important feature not found on any other automatic piano is the regulating device, whereby the time can be changed to any desired tempo. The perforated paper music rolls are only 5½ inches wide; contain six pieces each, and play from fifteen to twenty minutes. As a money-maker the Pianino heads the list.

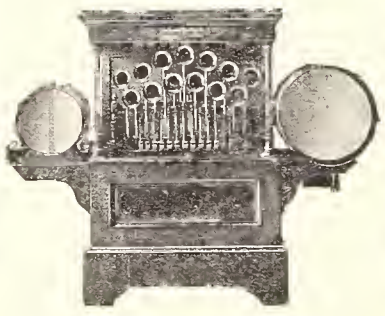
Greatest Line of Automatic Musical Instruments in the World



THE "WURLITZER HARP"



THE TONOPHONE



MILITARY BAND ORGAN

THE WURLITZER PLAYER PIANO

THE MANDOLIN QUARTETTE

The most fascinating musical instrument on the market This is a combination instrument, producing the wonderful music of four mandolins with piano accompaniment.

LIBERAL INDUCEMENTS

and exclusive agency in unoccupied territory. Beautiful Illustrated Catalog free upon request

THE RUDOLPH WURLITZER CO.

Cincinnati **Manufacturers** **Chicago**

TRADE HAPPENINGS IN CLEVELAND.

Ideal Horn Will Soon be on the Market—W. J. Roberts Fine Display—Auxetophone in the Gillsy Hotel—Boats Equipped With Graphophones—Bailey Co.'s Extensive Business—Collister & Sayle's New Quarters—Gulley Reports 50 Per Cent.—Fleischmann's "Square Deal Quick Lunch Machine"—Prof. Miller's Analysis of Tone—Mr. Bourgeois a Benedict—Talking Machines Can be Used on Park Lakes—Other Items of Interest.

(Special to The Talking Machine World.)

Cleveland, O., July 10, 1903.

The close of the first six months' business of the year, June 30, evidenced that trade in talking machine circles has been exceptionally good. Indications of summer dulness are noted here and there, but on the whole unusual activity is prevalent, and there is every prospect that the year's volume of business will largely exceed that of last year.

A call at the office of Mr. Devineau found him a very busy man, with scarcely time for a few moments' chat. He is busy with matters pertaining to his biophone attachment, and stated that the Devineau Biophone Co. would be ready to place on the market the attachment to play discs on all cylinder machines by August 1. Mr. Devineau stated that the Ideal horn would also be on the market August 1. Speaking of the merits of this horn, and the proposed plan of its sale, Mr. Devineau said he entirely and heartily agreed with the editorial in the June number of the Talking Machine World on the subject of price cutting, and that the Devineau Manufacturing Co. would place their Ideal Self-Supporting Horn on sale exclusively under the contract plan, and that all manufacturers, jobbers and dealers ought to adopt, indorse and urge the plan.

The Hallet & Davis Piano Co. are giving a series of phonograph concerts once a week, in their recital hall in the Arcade. The concerts are open to the public and large crowds assemble to hear the latest records. One night is devoted to Edison and the next to Victor records. The company report an excellent trade in machines and records.

One of the busy marts of trade is the store of W. J. Roberts, Jr. It is attractive inside, and he has fitted up a handsome window display, which arrests the attention of all passersby. The Victor department, in the basement, is meeting with much favor, and is said to be the coolest and most comfortable salesroom devoted to the talking machine business in the city. He has installed a rack holding 2,000 records, exclusively for Red Seal records, which he is making a distinguishing feature of the business. Mr. Roberts has added the Marconi records to his line and is enjoying good sales for them. Sales for two weeks previous to July 2, it was stated, averaged nearly the amount of business in same period during the holidays of last winter. "Our June business," said Mr. Roberts, "showed an increase of 75 per cent. over the same month last year."

Flesheim & Smith report trade dull, as is usual at this season. They carry a full line of Zonophones and records.

A feature of the new Gillsy Hotel, just opened to the public, and a magnificently appointed hostelry, is the installation of a beautiful Victor Auxetophone in the grill room, which will supplement the orchestra. The machine is from the store of W. H. Buescher & Son, who have made sales of several of these and Victrolas. Mr. Buescher stated business was exceedingly good for this season. They have a full list of July records and are making good sales.

"Our June trade averaged well up to the high water mark of the season and was very satisfactory," said Mr. Robbins, of Robbins & Emerson, No. 145 The Arcade. "We have sold a number of machines and are having a good many inquiries. The July list of records are selling well and giving satisfaction." The company have just added to the talking machine business a line of small musical instruments, such as mandolins, guitars, violins, strings, etc.

In an interview with G. J. Probeck, manager of the Columbia Phonograph Co., just as he was starting on a two weeks' vacation in the Rocky Mountains, he said: "Our business is keeping up nicely. A surprisingly large number of boats on the Great Lakes are being equipped with graphophones, as a means of furnishing musical entertainment to the passengers. The officers seem to think the machines possess distinct advantages over the ordinary orchestra. First and foremost, they are cheaper, and even with the highest-priced equipment, the cost is less than an orchestra for rendering similarly good music for one month. In addition the machines have the distinct advantage of uniformity and reliability. The quality and character of the music is only limited by the choice of records selected; sometimes it is very difficult, if not impossible, to secure an orchestra worthy the name. The compactness and portability of the machines is another advantage not possessed by an orchestra, and as the repertoire of the machine is unlimited, it possesses an advantage in this particular over the average orchestra or band.

H. C. Burrell, owner of the steamer Frontenac, plying between Cleveland and Detroit, recently purchased a graphophone and outfit at a cost of over $100. From any possible point of view it would seem that every advantage lay with the machine, as compared to an orchestra, for boat uses, and the captains who are thus equipping their boats will unquestionably find that the soundness of their judgment will be borne out very thoroughly by the results obtained.

T. F. Murray, representative of the Columbia Phonograph Co., New York, on his way home, was a recent visitor to the city for a few days.

The Bailey Co. are doing an extensive business in talking machines and records. L. Goodman, who has the management of this department, said business had fallen off a little in the last week or two, owing to the warm weather, but that July records were selling rapidly. "In addition to the Victor and Edison," said Mr. Goodman, "we have taken on the Zonophone; also the International Correspondence School of Instruction in foreign languages. We have the exclusive jobbing agency for the Zonophone and the I. C. S. We have just received a shipment of Victrolas, for which there is a large demand. Mr. Ornstein, sales manager of the Victor Talking Machine Co., Camden, N. J., told me the other day that the Bailey Co. held the record of doing the largest first six months' retail business of any store in the United States. We feel very proud of the blue ribbon."

Collister & Sayle, who have for a number of years been located at 232 Superior avenue, N. E., have moved to 224-30 Superior avenue, N. W. Their present location gives them double the floor space occupied in their old quarters, and in some respects is more desirable. The larger portion of their storeroom is devoted to the bicycle and sporting goods trade, but they have allotted ample space to the talking machine department, greatly enlarging it and otherwise making it more attractive than heretofore. They entirely remodeled their present quarters before moving, putting in a plate glass front, new ceiling, shelving and fixtures.

Mr. Towell, president of the Eclipse Musical Co., stated that everything was moving along smoothly and satisfactorily in their new quarters. Business, he said, continued good, the volume of trade quite as large as he anticipated during the past month.

"Fifty per cent. increase in business in June isn't so bad," said Hugh Gulley, No. 924 Prospect avenue. "Trade has been very satisfactory. Sales of machines are increasing, and the out-

(*Continued on page* 38.)

Removal Notice!

We are now established in our new quarters at

33-35 VESEY STREET

where we have fitted out a new and modern factory for the manufacture of our well-known line of

Horns and Horn Cranes

The trade are cordially invited to call on us when in this vicinity.

THE NEW JERSEY SHEET METAL CO.

NEWARK, NEW JERSEY

These two cover the

The "talking machine" business divides itself naturally into two more or less distinct and separate parts—*machines* and *records*.

If there's one thing better proved than another, it is that a prospective purchaser who takes enough interest in what his money buys to make one fair comparison, will go out of the store owning a Columbia Graphophone almost every time.

The quality's *there*, unmistakably. As a wonderfully complete and resourceful *musical* instrument, the Columbia Graphophone practically sells itself. No buyer who can appreciate mechanical perfection, who can recognize ideal simplicity, or who wants a rigid guarantee, ever needs any argument after he has seen the outside and the inside of a Columbia Graphophone.

The key to the b and record busine

C O L U

COLUMBIA PHONOGRAPH CO., G

GRAND PRIX, PARIS, 1900 DOUBLE GRAND PRIZE, ST. LOUIS, 1904 GRAND PRIZE, MILAN, 1906

rade-marks whole field

The immensely increased sale of Columbia Records during the past year has put the best guesses of our most sanguine guessers far behind the figures.

Best sort of a good reason behind it—*quality!*

We are making wide public proclamation that Columbia Disc and Cylinder Records will fit any machine and double its value to its owner—and it's a *fact.*

We are making it as plain as we know how that if the owner of a "talking machine" will put that claim to the test just once we'll have his business after that—and we *will.*

The dealer who misses the business that is coming in under the Columbia trade-marks is missing a liberal and *growing* share of a mighty good thing.

st-paying machine s is this one word:

M B I A

'L, Tribune Building, New York

STORES IN ALL PRINCIPAL CITIES DEALERS WANTED WHEREVER WE ARE NOT NOW REPRESENTED

(Continued from page 35.)

look is promising. I am selling a good many records, and the July lists are especially popular. This is usually considered a dull season, but trade is keeping up and there has been little sluggishness so far."

Brown Bros., No. 2040-4 Ontario street, furniture dealers, have become jobbers of a complete line of Columbia goods. The location is an excellent one for the trade.

"That's fine; it's the best one of the lot; so lifelike," Otis Snowden, moving picture machine operator, had often declared to the other workers at an East Ninth street theatre. "The Lovesick Soldiers" it was entitled. There was the regulation blue, brass buttons galore, a good-looking private, pretty country girl, and a wicked sergeant. Through difficulties and troubles the soldier followed his sweetheart in spite of his superior officer. It was noble, inspiring, and Snowden, thinking of those halcyon days when he was second lieutenant of the high school cadets, would start that film time and again. You could almost hear the bugle call as he rushed it through. But one day this roll of films disappeared. So did Snowden. He had secured another situation. A few days afterward he was arrested, and is now whiling away the hours making brushes in the workhouse. A young man should never let the ideal supersede the real. When he does there is trouble.

George M. Fleischmann, No. 1392 East 89th street, who has been in the catering business for a number of years, has invented a machine which now renders it needless for the business man, who has but a few moments for luncheon, to seek a restaurant on stormy days. Instead, he may, by dropping a dime into a slot machine, just outside his office door, secure a first-class lunch. The first machine has been put in operation and others are to follow as fast as they can be manufactured. Fleischmann's "Square Deal Lunch Machine," as it is called, is a little larger than the Victrola talking machine, pyramid shaped at the top, showing the bill of fare which the machine contains. Below are twenty-four glass compartments, twelve on each side, through which the hungry purchaser may see the lunch which he wishes to buy. The bill of fare is divided into twenty-four paragraphs, each paragraph corresponding to the complete lunch which may be found in the compartments. For instance, if you decide on a chicken sandwich, you find upon consulting the bill of fare that it may be obtained from compartment five. At the side of each compartment is a button. You press the button opposite compartment five and drop in your dime. Instantly the glass door opens and you reach in and get your lunch. The door closes automatically. Fleischmann says that his machine will be a boon to all classes. A lunch complete will consist of several articles—sandwiches, doughnuts, pie, fruit and other dainties. "I can afford," said Fleischmann, "to give a lunch to patrons for ten cents that would cost at least 15 or 20 cents in a restaurant. This will prove acceptable and advantageous, especially to clerks and shop girls. It is my intention to place these machines in all public places, railroad depots, steamships, parks, and several in buildings where numbers are employed. The demand is going to be great, and I am afraid I will not be able to turn the machines out fast enough."

As soon as he has received from abroad an infinitely fine machine for analyzing sound waves, Prof. Dayton C. Miller, head of the new Rockefeller physical laboratory at Case School of Applied Science, will undertake to determine what distinguishes the tone of one musical instrument from that of auother. If he solves the problem, the possibilities resulting from his discovery are bewildering. Knowing the scientific formula for each and every variety of musical tone, it will then be possible to combine sound waves so as to make new and extraordinary musical instruments of undreamed of beauty. "The peculiar quality which distinguishes a flute tone, for example," says Professor Miller, "is undeniably in the sound wave itself. If we can analyze the wave and determine its distinctive characteristic we shall have a unit to work with. When we have analyzed many instruments we shall then be able to produce at will as many combinations of them as seem desirable." Success of the professor will be of interest to the thousands of lovers of talking machine music.

The chief of park policemen has issued instructions to his men not to interfere with the use of talking machines on the park lakes. Several days ago the use of a graphophone in a privately owned canoe was stopped by a park policeman. The owner naturally protested to the department. "There's nothing nicer than music ou the lakes," declaimed the chief. "Music and moonlight are the prime essentials of fine boating. A little innocent monologue interspersed, just to break the monotony won't hurt. Graphophones aren't half bad. Let them alone."

In the June issue of The World mention was made of a rumored wedding. It referred to the marriage of Cleo S. Bourgeois, assistant manager of the Cleveland office of the Columbia Phonograph Co., and Miss Anna M. Varnes, and was the culmination of a pretty romance which had its origin in talking machine circles, Miss Varnes being a former employe of the Columbia Co., where the acquaintance began, and where amid the smart strains of music Cupid successfully aimed his arrows. After the wedding, which was solemnized at the home of the bride's parents, the happy couple departed for their honeymoon trip on a yachting trip up the lakes. Previous to Mr. Bourgeois leaving the store to go on his vacation the employes and management clubbed together and purchased a beautiful piece of cut glass, which was presented to him by H. E. Jones, of the commercial department, accompanied by an appropriate and appreciative little speech. Mr. Bourgeois has had an extensive experience in the talking machine business, commencing about ten years ago, when he was employed by Mr. Probeck, then proprietor of the Cleveland Graphophone Co. From office boy Mr. Bourgeois worked his way up to manager of the flourishing little concern, and with the merging of the company into the Columbia Phonograph Co., was given his present position. Mr. and Mrs. Bourgeois will be at home to their many friends after July 15, at 1401 East 24th street.

OF A PERSONAL NATURE.

June 5 John Kaiser, sales manager of the Douglas Phonograph Co., 89 Chambers street, New York, started on a fortnight's vacation, going to New Paltz, N. Y., with his family. Under the shadows of the Shawangunk Mountains Mr. Kaiser expects to add materially to his physical assets, although he is always the picture of health and the embodiment of good nature and genial toleration for the weaknesses of humanity.

Senor Dayas, of the Cuban Electrical Supply Co., Havana, Cuba, Victor distributers, was in New York early in the month, calling on Arthur P. Petit, general manager of the Talking Machine Supply Co., among others in the trade, and with whom he left a nice order. "A. P.," by-the-by, was on a vacation at Springfield, Mass., the first week of the month.

F. M. Prescott, the retired talking machine magnate, whose name is a synonym for business courage, skill, acumen and enterprise in every country of Europe, has settled down as a producer of fancy fowl on his farm at Summit, N. J. They say it is a scene worth going to see when F. M., with a bucket of nourishment in each hand, starts out for the chicken runways at feeding time. Mr. Prescott is serene and happy; and as he has "made his pile," who shall say him nay?

Joseph Saucier, a baritone of Montreal, Can., was recently in New York for the purpose of making several dozen records for the Columbia Phonograph Co. It is said his recording is wonderfully perfect.

Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience." EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business ?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

HISTORY OF AN ENTERPRISE.

Hawthorne & Sheble Progress—Some Interesting Statements Concerning the Early History of This Great Manufacturing House—Had Faith in the Future of the Talking Machine Business—Operate Four Factories.

Philadelphia, Pa., July 1, 1907.

Editor The Talking Machine World:

Dear Sir:—In a recent interview which we had with you some surprise was expressed at the volume and extent of the business we were handling, and you stated to us that you believed the trade generally hardly appreciated just what amount of business we were doing, as well as the various ramifications thereof, and suggested that they undoubtedly would be interested in hearing all about it. Under the circumstances, therefore, we concluded to write you and advise you in detail just what we are doing.

Our advent in the manufacturing business originally started some fifteen years ago in manufacturing horns, and our first plant was confined to one small room where about thirty people were employed. At that time we introduced what were known as full spun brass horns, which horns were made with all parts brazed so that no seams were apparent. The results obtained in reproducing with such horns were very satisfactory, as they were constructed on approved acoustic lines similar to band instruments. Our business on these horns grew to an appreciable extent, and to take care of the increasing volume we moved into larger quarters, where about seventy-five hands were employed. At this time we added carrying cases and horn stands to our line of manufacture, producing them in numerous styles and varieties.

In those days dealers in talking machines were very few, and jobbers were practically an unknown quantity. Our faith in the growth of the talking machine business was always a supreme factor, and with the introduction of cheaper types of machines we brought out what were known as the spun bell or hammered brass horns, which were manufactured in a much cheaper manner than the full spun horns, and enabled us to make prices to conform with the prevailing prices on the machines. This move assisted largely in the rapid growth of the talking machine business, as up to this time it had been the general custom to use hearing tubes with the machines on account of the expense of the full spun horns. Hearing tubes had never proved popular with the average user, and the entertaining possibilities of the talking machine were largely increased through the general adoption of the horns in question.

About this time we started to bring out different types of horn cranes so as to dispense with the awkward floor stands, and a series of developments along this line produced our present well-known cranes. As a matter of experiment we introduced the spun bell horns with the black enamel bodies, and somewhat to our surprise these horns met with popular favor from the start, and our business on them increased to such an extent as to warrant the seeking of larger quarters, so we moved to a more modern factory at Oxford and Mascher streets, where we increased our force of employes to about one hundred and fifty.

We have always aimed to run an experimental department in connection with our business, so as to endeavor to exhaust every new idea that might suggest itself in our line, and in the regular course of development we brought out our well-known line of silk finish horns, the principle of which is to absorb counter vibration in the metal body of a horn and improve the tone quality. The popularity which these horns met with has never waned, and we believe to-day they stand supreme as the best horns manufactured where tone qualities are concerned.

During this period of development we were constantly adding different talking machine specialties to our line and improving the quality of our product, as our purpose has been never to rest satisfied where there was a possibility of improvement. During the course of our experiments we have constructed many horns of similar shapes to the present flower horns, and when we started their introduction, their popularity was at once established, and the demand of such a nature as to necessitate our making numerous varieties, and largely increasing our facilities.

About this time we became interested in the subject of machine construction, and during the course of experiments developed many new features which we covered by Letters Patent, storing them away until the proper time should come for our placing our own line of machines on the market. Our experiments in machine construction have been very exhaustive, and very trying, as our purpose has been not to attempt to market the product until we were perfectly sure we had something we could feel proud of.

In place therefore of attempting to market a machine while it was going through the experimental stages, we tested out all of our principles, and to-day our line of Star talking machines "speak for themselves" figuratively and literally. Their favorable reception by the talking machine trade has satisfied us that our policy in this connection was a wise one. We have also developed a new machine of the cylinder type which we term the Illustraphone. This machine is operated by a coin and combines a talking machine with a series of views illustrating the subject matter of the record. While the ideas involved in the construction of such a machine are not new, our method of operation and the characteristic views we employ certainly mark a new departure in coin operated machines.

In the natural course of the development and growth of our business, we have successfully added to our manufacturing facilities until our equipment to-day stands as follows:

Factory No. 1, located at Howard and Jefferson streets, Philadelphia. This factory contains about 80,000 square feet of floor surface, and is equipped throughout with the latest improved machinery in which many thousands of dollars have been invested. Here is where the Star talking machines are manufactured, as well as the Illustraphone. Our equipment enables us to make everything pertaining to the machines excepting the cabinets, and the rows of automatic machinery are extremely interesting to any one of a mechanical turn of mind. We also manufacture our line of popular priced flower horns, horn cranes and stands in this plant.

Factory No. 2 is located at Mascher and Oxford streets, Philadelphia, where we have about 25,000 square feet of surface. This plant is devoted to manufacturing spun bell horns, as well as all our finer grades of flower horns. Gradually we find the trade is drifting toward fine horns, and the sale on our line of artistic flower horns has increased to such an extent as to necessitate large increases in the manufacturing facilities.

Factory No. 3 is located at Howard avenue and Spruce street, Bridgeport, Conn. Here we have about 20,000 square feet of floor surface, and the plant is equipped throughout in a thoroughly modern manner. We use this factory principally in manufacturing horns and sundry articles to meet the requirements of one of our largest customers, but we also attend to various details in the manufacture of our Star disc records at this factory.

Factory No. 4 is located at 1109 to 1121 North Front street, Philadelphia, where we have about 25,000 square feet of floor surface. This plant is a recent addition. It is fitted up as a complete iron foundry, as we are now making all our own castings, of which we use several tons daily. We also have an additional machine shop located in this plant.

Laboratory located at 241 West Twenty-third street, New York. This laboratory is equipped throughout in a thoroughly modern and up-to date manner for the purpose of record recording. No expense has been spared to make it the best that money can buy. It is presided over by well-known recording engineers. Our number of employes is rapidly approaching the thousand mark, and our output on all lines rapidly increasing.

We believe to-day the talking machine business is in better condition for growth and further development than ever before, and our faith in such development is evident by the increases we have already made and contemplate making in the future. We do not write you this letter in an egotistical spirit, but simply with a desire to show you just what ground we cover in the talking machine industry, and we furthermore wish to assure you that we are always most happy to take any of our friends over our various plants and show them just how the product is manufactured. Yours truly,

HAWTHORNE & SHEBLE MFG. CO.
Per Horace Sheble, Vice-President.

Don't fail to write us concerning our line of

Wood Finish Horns

in Mahogany and Oak. Our

HAND DECORATED FLOWER HORNS

are still in favor with the trade.

If you are looking for a line of Horns that always sell, Mr. Dealer, don't fail to write your jobber. If he can't supply you, drop us a line and we will put you in touch with one who can.

NEWARK TINWARE & METAL WORKS

28-30-32 DIVISION PLACE - - - NEWARK, N. J.

RECORDS WHICH POSSESS MUSICAL EXCELLENCE

WE have told you about the indestructible qualities of our records. It is impossible to break them through ordinary use. This quality at once gives them a unique position in the trade, but it is not alone on their unbreakable qualities that our records will command trade support. They possess musical excellence which surpasses any record now on the market.

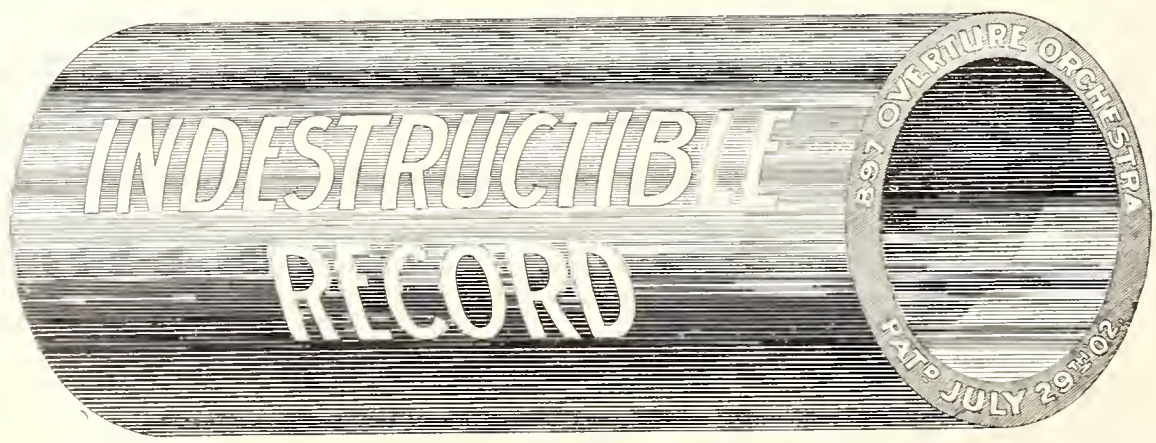
When you hear the INDESTRUCTIBLE you will be at once charmed not only with the volume of tone, but with the true musical quality which it contains. It is the **tonal quality** as well as the **indestructible quality** which will make our records at once a strong favorite with the talking machine trade of this country.

We employ the best musical talent and have special features for reproduction of sound, which are entirely our own. Just figure for one moment the value of a record which is perfect musically, and which has the sweetness of tone which will interest people wherever exhibited and at the same time being unbreakable. Don't you think you could sell these records, particularly when the retail price will be 35 cents?

Our catalogue will be ready next month, and you will see that it embraces a line of music which will appeal to every variety of taste.

The Indestructible Phonographic Record Co.

226 to 236 Hamilton Street, Albany, N. Y.



GENERAL PHONOGRAPH SUPPLY CO.

Incorporated Recently at Albany With a Capital of $25,000—Has a Broad Charter for the Purpose of Manufacturing and Vending Talking Machines, Musical Instruments of Every Description and All Kinds of Supplies—C. V. Henkel, E. B. Jordan and J. Burckhardt Incorporators—Business to be Conducted on a Large Scale.

The General Phonograph Supply Co., of New York has been incorporated at Albany, with a capital of $25,000. The incorporators are: C. V. Henkel, presideut and general manager of the Douglas Phonograph Co., New York City; Edward B. Jordan, Jr., the well-known manufacturer of talking machine cabinets, Brooklyn, N. Y., and J. Burckhardt.

The purpose of the company is officially described below:

"To purchase or acquire, manufacture, use, vend and trade in phonographs, graphophones, talking machines and sound-reproducing machines of every description, and all kinds of mechanical and musical instruments or machines and musical instruments of every description; sound-reproducing records and tune sheets for use on talking machines; cabinets, horns, stands and merchandise supplies and appurtenances used with, for or on any musical or sound-reproducing machine or instrument; also pianos, organs and other musical instruments; sheet or other printed music; cabinets, stools, chairs, covers and musical supplies and any and all appurtenances connected therewith; to carry on the business of manufacturers, dealers in and exporters of said sound-reproducing machines and all musical instruments of every nature and description; and also any and every article or thing which may now or hereafter be conveniently manufactured, sold or dealt in in connection therewith or otherwise; to manufacture, buy, sell, deal in and deal with any and all kinds of machinery, materials, supplies, implements, articles, appliances, substances and fabrics incidental to or entering into the manufacture of the same or any part thereof, or to effectuate the objects and powers set forth in this certificate or any of them."

When Mr. Henkel was seeu by The World he said: "This business is entirely distinct and separate from the Douglas Phonograph Co., and is solely an enterprise of my own in connection with Mr. Jordan. Our lines will be manufactured under patents issued to me for a number of improved talking machine specialties, which will surprise the trade. We expect to carry on business on a large scale, and be factors of importance in the trade. We will have more to say about the General Phonograph Supply Co. later on."

SOME OF "CHAT'S" PHILOSOPHY.

The July issue of "Chat," published by the Tea Tray Co., of Newark, N. J., is one of the best numbers yet produced. The cover depicts "Chat" having a glorious time celebrating the National holiday, while inside its covers can be found much of interest sandwiched in with some timely data regarding the horns, cranes and other specialties made by this house, as well as a lot of clever sayings, some of which we take the liberty of quoting herewith:

"About the time you've made up your mind that you're 'some pumpkins' an unfeeling and unappreciative world sets you down as 'small potatoes.'"

"A lot of people would die for want of breath if they had to remember to wind up their lungs."

"If a mau, by experimenting, discovers a new gas he's called a genius. If he blows off his head, he's called a blamed fool."

"Every customer should have a reason for comiug again."

"Vast knowledge is not as essential as knowing a little, but knowing that well."

"Weeds cease to be weeds just as soou as a use is found for them."

"Lots of Horus are not as good as they are painted."

"It is wise to permit people to impose on you occasionally. By giving them the idea that you are 'easy' it may be the means of getting them up close enough to knock them in the head."

"All things may come to him who waits, but the undertaker will be in the parade."

"It isn't always the biggest automobile that has the loudest 'honk.'"

"If you can't get wise, get gumption."

"Saith the man with the full stomach to his thin brother: People eat too much."

"If a man falls down it is an accident; if he falls up he wants the credit for it himself."

"There are a lot of people who can not tell whether a thing is beautiful until they know the price of it."

"A man is a failure if he doesn't know when to cash in his experience."

"It's the bum shooter who blames the gun."

RODKINSON RETURNS TO EUROPE.

N. M. Rodkinson, managing director of the Gramophone & Typewriters, Ltd., Berlin and St. Petersburg, who has been passing some time in this country, will sail for Europe to-day on the "Amerika."

Mr. Rodkinson, although young in years, has had a varied and interesting career. He was for a while engaged in journalism in New York City, but he thought that the talking machine business afforded an easier and quicker route to fame and success thau journalism, so a few years ago he allied himself with the famous English concern which controls subsidiary corporations iu continental Europe.

Mr. Rodkinsou is au energetic, forceful man and, while he directs the big enterprises in Berlin and St. Petersburg, he also handles their far Eastern trade, and last year he spent some time in India erecting a factory in that country, and he expects to reach Calcutta some time during December. Notwithstanding his activity he finds time to run over to London every two months to meet with the directors of the parent concern.

Central States Edison Dealers

¶ AM ready to look after your Phonograph needs from my Cincinnati wholesale place. My stock from beginning to end is new and fresh and my aim shall be to give dealers not only good service, but aid them in every way to make money with the line by giving them every assistance possible, and ten years' experience, first as road salesman for the National Phonograph Co., and four years of jobbing Edison goods exclusively in Milwaukee, should fit me for the successful work of middleman.

I MOST RESPECTFULLY SOLICIT YOUR VALUED PATRONAGE :: WRITE FOR CONTRACTS

LAWRENCE McGREAL, Cincinnati, Ohio

29 East 5th Street

Improved

PETMECKY

Multi-tone Needles

¶ Cheapest because they do more.

¶ Victor, Columbia, Zonophone distributers, jobbers, exporters, dealers make unusual profits selling Petmecky needles.

¶ If you have never sold the Petmecky, send for a hundred Petmecky needles, testimonials, prices, etc. Sent free anywhere.

Address all
Communications to

PETMECKY

Patentee and Manufacturer

New York Life Building

NEW YORK

U S. A.

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Jobbing Trade in St. Louis Quite Satisfactory for This Season—Manager Long Well Pleased With the Outlook—His Recent Letter to the Trade—Conroy Co.'s Nice Jobbing Trade—Recent Visitors to the City—Talking Machine Used in Important Capacities in This City—One of the Catholic Churches Has Created Quite Some Attention—Reproductions of the Finest Operatic and Sacred Music Heard—Other Items of Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., July 7, 1907.

The jobbing trade for the past month has been quite satisfactory, and shows an increase for the same period last year. The retail demand shows a falling off, but it is better than for the same period last year. The dealers are only looking for a moderate state of activity for the next few weeks, but they expect a heavy fall trade.

Manager Long, of the St. Louis Talking Machine Co., reports their trade to be very good, and especially so on records. The following is a copy of a letter recently sent to the trade throughout this territory by this concern, and which has brought very favorable results:

"The large summer gardens and amusement companies are making strenuous efforts to obtain famous bands, high-class vaudeville numbers and good comedies for their open-air entertainment parks, and that this sort of thing is popular, is demonstrated by the crowded condition met with in all high-class amusement places. However, there are thousands who are too far away from this sort of entertainment to take advantage of it; therefore, why not educate them to have their open-air concerts at home. They are gifted as man never dreamed of being gifted a few years ago by having that great medium of entertainment—the Victor talking machine —at their disposal, with its complete list of records by the famous bands, orchestras and artists of the world.

"Create, if possible, a custom of having your talking machine users play the machines in their front yards (vanity). It starts the neighbors talking about the wonderful reproductions of the Victor (gossip). It starts the users buying more records, so as to give his neighbors the chance of hearing up-to-date selections (pride). It creates a desire on the part of the man in the next block to also be able to entertain his freinds (envy). It sells more talking machines for you (profit), and if you favor us with your business it sells more for us (more profit)."

A new booster for the Victor line arrived at the residence of E. S. True, accountant for the St. Louis Talking Machine Co., on June 29, in the person of a 10-pound boy.

C. L. Byars, formerly in charge of the talking machine department of the Hollenberg Music Co., Little Rock, Ark., is now located with the St. Louis Talking Machine Co.

The Conroy Piano Co. report a nice jobbing trade for the last month, and that their retail business has been fair.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports that their jobbing trade for the past month has been good, and shows a very large increase over the same period a year ago. He reports the sale of several very costly outfits to prominent people.

The Koerber-Brenner Music Co. state that their talking machine business for the last month has been very good, and they are looking for a very large trade. Mr. Brenner is spending three weeks in the east on business and pleasure.

D. K. Myers, local jobber in Zonophones, reports a large trade for the last month, and that he has been having an exceptionally large record trade.

James H. Wales, traveler for the Victor Talking Machine Co., was a recent visitor.

W. N. Hollingsworth, an enterprising dealer of Evansville, Ind., was a recent visitor here and reported trade very good with him.

S. R. Brewer, manager of the talking machine department of the Thiebes-Stierlin Music Co., will leave on August 1 for a month's sojourn in the East. H. L. Brewer, of this same department, is home from a two weeks' vacation which was spent in Ohio.

The Columbia Phonograph Co. report trade as good with them. T. P. Clancy, manager of this concern, has just returned from a ten-day trip to the eastern factories and other points.

R. J. Keith has been appointed traveling representative for the St. Louis Talking Machine Co. through the States of Missouri and Arkansas and is doing a nice business.

The following visitors were recent callers on the St. Louis Talking Machine Co.: J. D. Sims, Monarch, Ark.; St. Joe Isaacs, Amarillo, Tex.; Mr. Mendenhall, Hannibal, Mo.; Mr. Krug, Krug-White Jewelry Co., Staunton, Ill.; J. T. Keith, Summerfield, Ill.

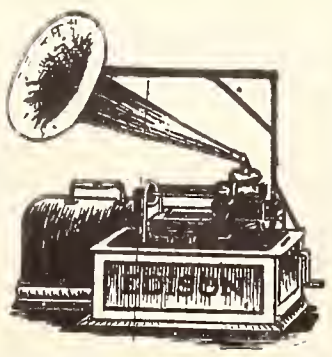
Two of the largest talking machines in St. Louis, Mo., are said to be unique both as regards location and in the fact that neither uses English records. One is in the vestibule of a handsome Roman Catholic Church, and the other is the only ornament of a two-by-four Chinese laundry. Both play records that are the only ones of their kind in existence, and both attract a crowd whenever they are set going.

The first is the huge machine in the vestibule of the Italian Catholic Church of St. Charles' Borromeo. This instrument carries the largest records and the largest horn made, and can easily be heard two blocks away if the church doors are open. The records used are all in the Italian language, or in Latin, and are reproductions of the best work of the finest living singers in opera and sacred music. Some of them are the only records ever made of certain compositions, and are therefore very valuable. Only very high-class music is played on this phonograph, its owner, Rev. Father Spigardi, believing that good music has a strong religious influence over those who love music.

The other talking machine is remarkable for its inharmonious sounds. It also is a large machine, and is well constructed, but its records are exclusively Chinese. There are Chinese songs, Chinese speeches, Chinese dialogues, and last and worst of all, Chinese band music. When this last is turned upon the calmness of the

QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST.
OF
Edison Machines, Records
AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.



CONROY PIANO CO.
1100 Olive Street ST. LOUIS, MO.

Reg. U. S. Pat. Off.

Do You Need Money?

THEN TRY OUR

RECORD ORDERING SYSTEM

Tell us how many of one number you could use of a first-class selection and we will do the rest.

It Will Double Your Sales

and remember, if our judgment is wrong you have 24 hours to return those that you don't want.

You need the profits of more business and we need the profits of your business.

Let's get together—we stand first in filling orders, first in shipping them, first in goods reaching you in factory condition.

Wholesale Only

St. Louis Talking Machine Co.
MILLS BUILDING
7th & St. Charles Streets
ST. LOUIS, MO.

The Only Exclusive Victor Distributors in Missouri

night (the instrument is never wound up during the day) the neighborhood finds it difficult to determine whether it is a riot, an iron foundry or only the conglomerate sounds of the ever-to-be-remembered Pike. The Celestial who rejoices in the possession of these ear-splitting records is very proud of them, and sits for an hour at a time playing the same awful "piece" over and over again.

"Him velly fine piece," he will assure any one who stops to listen. "Him all same one band. Him made Chinee tleayta. You sabe Chinee tleayta? You wait. I show you one piece, two piece, tlee piece," and with great hospitality he will offer his visitor a stool to sit upon and then proceed to play over his entire repertoire, seven records, his yellow face beaming with satisfaction and pride and his keen little slant eyes watching the effect of each "piece" upon his guest. "Him velly fine fonny-gla," he always says by way of a grand finale to his concert. "You come bimeby some time I show you one dozen piece." But the visitor never makes a second call.

The Chinese "talker" is about the largest article of furniture in a tiny uptown Chinese laundry, and takes up all the visible space not occupied by ironing tables and stove. The Chinaman who owns it does not seem to understand what is wanted when he is asked where he got the records, and always says, "No sabe," when questioned, but that they are genuine Chinese records no one who ever heard a group of Celestials chatter among themselves can doubt for a moment.

A CLEVER LISTENER.

"At the French restaurant on Fifth avenue in which the opera singers gather during the season," said The Sun recently, "the impresario of a talking machine was discussing with several guests the propriety of his having a certain singer make a record. He finally decided that he would, and made a memorandum to have his secretary communicate with the singer the next day. Then the subject was dropped.

"Later that day this singer received a call from one of the guests at the same table. He wanted to know if the man would like to sing in the talking machine, what his terms would be and how much he would give if the caller managed it. The singer was delighted, and the caller told him he might arrange it.

"I will start right in now," he said, 'and maybe you will get a letter from the company tomorrow. Don't say anything about my having been here. They prefer to do all this sort of thing themselves."

"It was not until he had paid this agent 10 per cent. on the amount he received that the baritone learned how little he owed him."

A CHAT WITH MARKS SILVERSTONE.

The Well Known Talking Machine Jobber of St. Louis Discourses on a Number of Topics of Interest to the Trade at Large.

(Special to The Talking Machine World.)

St. Louis, Mo., July 8, 1907.

One of the progressive talking machine men in the Southwest is Marks Silverstone, of the Silverstone Talking Machine Co., 1010 Olive street, this city. He entered the business some

MARKS SILVERSTONE.

three years ago, taking up the talking machine as a side line, which at the time was considered a hazardous undertaking on account of the proximity of six other talking machine concerns. With his usual foresight, however, he saw a future for the business, and casting adrift his other interests, devoted his entire time to it. His sucess as a talking machine man within a period of three years has proven that his intuition regarding the business did not mislead him. He says: "The fascination of the business is so intense, and the interest so great that specializing almost makes of a man a human talking machine."

Mr. Silverstone's experience ranges over a period of twenty years, and he claims that no other business produces greater results for the amount of energy expended; that in it there is no room for drones, as the successful dealer must be always as industrious as the bee, must watch trade interests, record stock and keep in touch with new ideas.

In his younger days Mr. Silverstone learned the watchmaker's art, and the knowledge gained therefrom has proven so successful in the talking machine line that he may be termed an expert. He says that the mechanical end of the talking machine line is sadly neglected by the dealer, who imagines by sending the machine to the jobber he has solved the difficulty. The dealer should send for the parts and make his own repairs. The knowledge and experience gained would make many a machine sale that would be lost through ignorance of how to overcome machine difficulties.

The instalment feature, he says, combines profit with a wonderful knowledge of human nature, bathos and pathos intermingled daily. Within a few days he experienced the following: "A young couple wished to purchase a talking machine. They had recently lost their first born, and were buying a talking machine to cheer them.

"Another young woman reported that her husband deserted her, and had taken away the talking machine. It was suggested to her that she may have talked too much, which was at first denied, but afterward admitted.

"Another couple had separated twice, and in each instance the talking machine was the central figure around which they figuratively fought. In the first separation the wife gained possession and continued the payments. At the second separation the husband gained possession, and continued the payments."

Thus to-day the talking machine plays an important part in the lives of men, furnishing its quota of comedy and tragedy.

Mr. Silverstone, in his ad. in this issue, states that broken records are an unpleasant feature of the talking machine business. There is an exception in his case, for he has broken the record, so that two months after becoming a jobber, he had to enlarge his record bins to double their capacity. Immediately after becoming an Edison jobber Mr. Silverstone took a business trip through Illinois and adjacent vicinity. He says that meeting the dealer personally, grasping him by the hand and showing a personal interest in his business, will do more to make and hold a dealer's business than anything else. Let a dealer know and feel that in your estimation he is not a mere machine, that he is striving for the same goal, "success," that you are, and by giving close attention to his little wants, which are in his eyes important, you will not only make a good customer but a friend. Mr. Silverstone further says that one of the greatest schools in the world is for the jobber to have had a dealer's experience, as by no other means can a jobber see the disadvantages and disagreeable conditions with which a dealer has to contend.

BROKEN RECORDS
AS A RULE, UNPLEASANT
WE'VE BROKEN THE RECORD
Doubled our bin capacity within 60 days
THAT'S PLEASANT
DOUBLY ABLE TO TAKE CARE
OF EDISON BIZNESS
Silverstone Talking Machine Co.
1010 Olive Street, St. Louis, Mo.

ECLIPSE CO. REPORT PROGRESS.

Doing a Very Satisfactory Business in Their Various Specialties.

The Eclipse Phonograph Co., 203 Washington avenue, Hoboken, N. J., report business very good for this time of year and somewhat ahead of 1906. This company are doing a big trade in specialties, and carry one of the most extensive lines of cabinets in the East. Beside their own line the Herzog is fully represented. They have just taken the jobbing agency of the Ikonograph moving picture machine for their territory.

The Petmecky Co., New York Life Building, Kansas City, Mo., proprietor of the marvelous Petmecky multitone self-sharpening talking machine needle, report remarkably increasing sales monthly. From England alone over 200 orders were received the last week of June.

"I calculate," says Edison, "that we know one seven-billionth of one per cent. about anything."

SEARCHLIGHT

THE ONLY DIFFERENT HORN

WHEN YOU ARE
READY WE ARE
READY FOR YOU

SEARCHLIGHT HORN CO.

753-755 Lexington Ave.

BOROUGH OF BROOKLYN, NEW YORK CITY

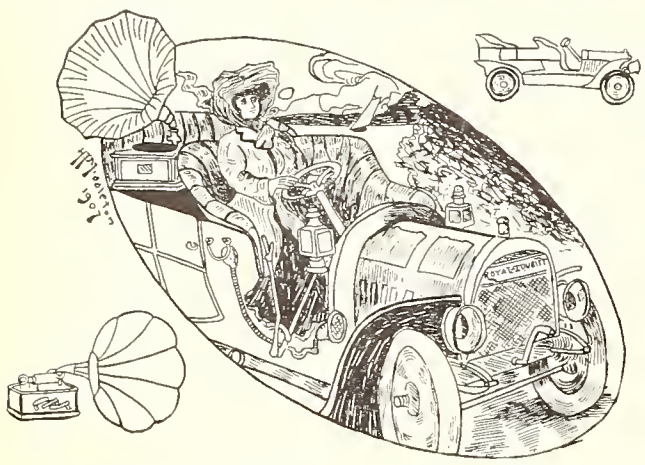
TALKER AND BUBBLE WAGON.

Talking Machine Dealers Should Realize the Importance of Interesting the Fraternity of Automobilists in Their Goods—The Reasons Follow:

"The automobile is the king of vehicles. It has plunged through the ranks of popularity until now, the season of 1907, sees the silken pennant of supremacy fluttering gayly in the breeze from its brass socket beside the gracefully modeled hood."

The flowery statement quoted above means a great deal to the talking machine dealer, because the man who owns an "auto" is financially able to indulge in a "talker," and will do so lavishly if he is assured beyond question of its true worth as a part of his road equipment. It is up to the dealer, therefore, to furnish that assurance somewhat in this manner:

Mr. Automan—You are a god of speed. You eat up the miles in a way that would give George



(of cherry-tree fame) a chronic attack of brainstorm were he here to see you skidding on a curve. The mania for fast motion possesses you, you say, and that there is nothing else about your trips which appeals to you. It is for that reason that I make bold to address you as follows:

Mr. Scorcher is, as his name implies, a lover of speed, but when he is out on a day's run in his royal tourist car and lunch time draws near, he slows up his four-cycle engine to a dignified pace and looks about for a pleasant camping ground. Of course, one can eat in an "auto," but it is much nicer, is it not? to spread your snowy cloth beneath a wide-spreading tree beside a bubbling brook, and from your wicker hamper extract the innumerable dainties that make up your rustic repast. Mr. Scorcher thinks so any way, and he is an authority.

While the viands last he is happy. He chats with his friends in a manner that proclaims him a wit of the very first water, and all the world seems to absorb his great content. Even the birds caroling amid the foliage overhead seem to echo his satisfaction and to agree with him that it is good to be alive. But after the dishes are packed away and the cigars lighted there drifts upon him a desire for something that is missing.

Scorcher is a city-bred chap, and being accustomed to dine at the club or café, he has learned to appreciate the soothing influence of a good orchestra. Yes, that is it, he misses the music.

"Hang it, girls!" he cries in disgust to the feminine portion of his party (like all true men, Scorcher loves the ladies), "a luncheon without music is like a devil cart without a spark plug. Can't one of you give us a song?" "Delighted, I'm sure," answered the charming Mrs. Victor Winton, and, searching in the tonneau, she brings forth a talking machine. Placing it upon a moss-covered stump, she inserts a record of a drowsy coon lullaby. As the first sweet notes of the tenor inside the horn come to his ears he sits up and takes notice. By the time the record is finished his cigar is out and he does not know it. That's a sign he's interested; all right, isn't it? Then a waltz by a string orchestra follows the lullaby. It is the kind Scorcher has heard so frequently in his favorite restaurant. He recognizes it and receives it with open arms.

By the time the concert is over he has taken down in his leather-covered note-book the name of the machine and the address of the dealer, and has also determined to have the mechanician at the garage construct a special compartment in his machine for the reception of a "talker."

After installing your phonographic outfit, Mr. Automan, you will find that on a level road, with a quiet motor and resilient tires, you may enjoy a concert while en route if you so desire.

The talking machine is like the automobile; it has improved wonderfully, and is now an instrument of great merit, capable of adapting itself to all circumstances.

I have all the leading makes at my well-equipped "talker" shop, and my salesmen are courteous gentlemen, whose delight lies in giving my customers the attention they deserve. Awaiting a call from you, I am, yours for recreation,

JOHN JONES.

23 Broad Street, City.

HOWARD TAYLOR MIDDLETON.

SPLENDID VACATION IDEA.

Regarding the advantages of the Edison commercial system during "vacation time," the National Phonograph Co. have sent out a pertinent circular for general distribution, in part as follows—an Edison idea for arranging office vacations:

"Business doesn't stop this summer, although the 'Call of the Wild' appeals to all of us. The fellow that writes you the letters is attending to business and must have a prompt and intelligent reply. How can we all let up on this strenuous life this summer and still keep up the correspondence? Vacations must be apportioned to employes aud we know from experience that most of them will be taken ou the hour without much sympathy for the manager who must 'keep the pot boiling.' See how voice writing on the Edison business phonograph will help you; here is a stenography that any one writes and every one reads. The result is a freedom from routine and an independent action between the dictator and transcriber that just fits in with the warm weather requirements. Country homes, week-ends and holidays now are possible, for when the dictator does get down to work, letters are answered in one reading and at a rate of speed beyond your stenographer. Your stenographers will appreciate voice writing if they understand the situation; have them co-operate in a central transcribing department to facilitate the mail. In such a department a senior has charge and directs the work; the phonograph cylinder may be written by any one so that the division of labor insures promptness and good hours; three girls in this way will often do the work of four to allow one a vacation, but if substitutes are necessary the head transcriber instructs them without bothering the dictators."

GOOD CALL FOR MELLO-TONES.

The Mello-Tone Co., 40 Harrison avenue, Springfield, Mass., are having quite a demand for their mello-tone attachments which modify and regulate the volume of sound on any style or size talking machine. The inventors claim that it not only mellows the tone, but brings out clear and distinct all there is on the record. It does away with the scratching, rasping noises and eliminates the metallic sound of the horn. It, moreover, can be regulated while the machine is playing from full volume to soft, mellow tone as desired. The manufacturers report a growing demand for these specialties in all parts of the country.

Last month the National Phonograph Co. consigned to their Australian house one of the largest single shipments of goods sent from New York on the steamship "Itzchoe." Eight thousand cases of machines and records made up the lot, valued at more than $123,000.

The Kipp-Link Phonograph Co., Edison jobbers, Indianapolis, Ind., have moved to larger quarters on Washington street, from 217 North Illinois street, where 7,000 square feet of floor space have been secured.

NORTHWESTERN DEALERS
TRY US
WE ARE
JOBBERS AND DISTRIBUTERS
EXCLUSIVELY OF
EDISON Phonographs
VICTOR Talking Machines
and Supplies
MINNESOTA PHONOGRAPH CO.
LAURENCE H. LUCKER
505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.

TIMELY TALKS ON TIMELY TOPICS

Music writers, composers and publishers, in their brazen and defiant attitude on the proposed revision of the copyright laws, appear to lose sight of any equity whatever contended for by the record manufacturers. The fact has been established, it is alleged, by the testimony presented at the hearings on the bill before Congress during its last session, that certain agreements or contracts had been entered into or executed whereby a species of monopoly would be created between the owners of copyright music and the reproducers of those publications for mechanical instruments. Now the main point dwelt upon by the talking machine trade is the fear that an open field will not be maintained should the bill in its present form be enacted. That is to say, one company might tie up the publishers or writers of popular music, for example, and exclude everybody else.

Should such an arrangement be consummated, which seems hardly probable, let alone possible, it must be admitted this would simply be a vicissitude of business. At present the record makers can help themselves to any and all kinds of music that suits their fancy or appeals to their purpose. Whether the United States Supreme Court will differ with the lower courts in their interpretation of the word "writings" as applied to musical compositions remains to be seen. At any rate, as many in the trade take it, the record manufacturers cannot afford to permit a bill to pass, without the strongest kind of a fight, which may prove successful, that might in any way hamper, if not jeopardize, business interests of vast importance, possibly cripple the production of their record output irretrievably. Were the talking machine trade allowed to reproduce copyright music without restriction they would be perfectly satisfied and withdraw their opposition. Also, if some method could be devised whereby either the writers or owners of copyrights would be prohibited from entering into exclusive compacts—a manifest legal impossibility—then perhaps the record people might complain. As it stands at present, a battle royal to the finish may be put down as a certainty unless the music contingent recedes and exempts the reproductive rights. There is an even chance that the talking machine trade will carry their banner to the front when Congress convenes and win out.

Much is heard of the duplex record abroad, and though several attempts have been made to introduce a like article here, no great success has crowned these efforts, according to the keenest observers. The inducement of two for one, as exemplified on the double-face disc, apparently does not appeal either to the trade or the public here. An expert, whose special business is to originate successful selling methods and invent new and effective ways of marketing goods, has had his eye on the duplex for some time as a trade winner. A careful canvass of the situation, however, and several tentative trials, convinced him, he says, of the futility of the scheme. Just why, no one pretends to explain, as one side is equally as good as the other when the reproductive results are considered.

Preparations are now being completed for placing on the market a disc record with an undulating or vertical line, as distinguished from the lateral or zig-zag sound wave. With the up-and-down cut, as it sometimes is called, a sapphire reproducing point or needle is used, lasting several years without changing. A celebrated firm of French record manufacturers have a record of this kind, but little, if anything, is known of it in this part of the world. The line on these records traverses from the center to the circumference, a distinct advantage, it is held. Whether true or not, reports say a son of the famous Emil Berliner holds a patent on this manner of running the sound wave, and in that event other developments may be looked for.

Admitting there are almost an endless variety of horns—about 150 kinds, it is averred—conditions are in an acute stage, according to current reports. The margin realized by the jobber for handling some lines of these goods is ridiculously small, because they are sold too close by the manufacturers. That is his own affair, to be sure. At the same time there is neither common—let alone business—seuse in cutting the heart out of prices in order to secure orders. The jobber may imagine he is on the ground floor, when, as a matter of fact, they are about all on the same footing, a plight only too quickly ascertained when a sale is being made to the dealer.

Without entering into any argument as to the merits or demerits of any particular horn, The World would like to see a more stable and satisfactory market for this very essential part of the talking machine. To be sure, the so-called hornless machine has a sound-amplifying device, though "submerged," as it were, along the lines of the separate horn. That, however, is another story. The striving to improve horn construction—in an exceedingly active state—has doubtless relegated the old-timers to a back seat in the estimation of the trade. Nevertheless these antiques continue to cut a figure mostly in slicing the selling price of the newer models. In truth, the price of horns is altogether too low, so much so that a device of an improved type, alleged to give superior reproductive results, and often does, if costing above the fixed price of the average goods, is not welcomed. It is damned with faint praise, no matter what may be its merits, in order to pound down the price. This is discouraging to the originator and manufacturer, and no credit to the trade.

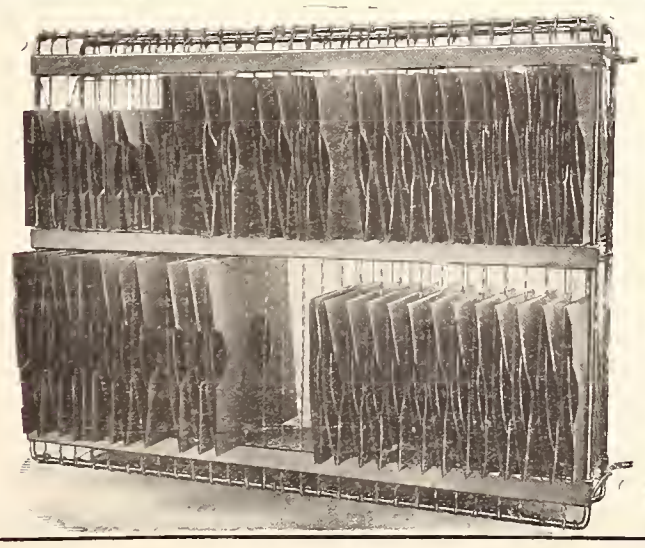
A cheap horn is far from being always the best. Strips of metal slapped together any old way, and decorated in "pot-boiler" style—not "baked on" fortunately—do not always fill the bill as a sound amplifyer, the accompanying rattle and vibration inseparable from such contrivances ruining the record and generally all future sales. From monstrosities of this kind the trade should be delivered, for it is this description of horn that is the basic cause of the present demoralization, and the sooner this is recognized and acted upon, primarily by the jobbers, the better for all concerned; and the manufacturer who is marketing a horn constructed on true acoustic principles, property made and tastefully finished, will then come into his own.

The sales manager had laid out the Pacific Coast territory for the new traveler to include California, Oregon and Washington. When he reached Chicago on his way West a letter was received from the house adding Nevada, Idaho and Montana. On arriving in San Francisco another document was awaiting from the sales department, instructing the road man to also cover Arizona, New Mexico, northwest Texas and Alaska! The Alaska assignment flabbergasted the company's representative, and in telling the story he said: "My territory kept expanding as I neared my destination, evidently the chap making out my scope of usefulness not having the slightest idea of the immense distances to be traveled in the far West. When Alaska was tacked on, however, I was all in. Sorry now I did not make the trip to Alaska. I would have been gone four months!"

Fitting up a retail store or a talking machine department requires tact and judgment. The luxury of the equipment is becoming more pronounced and elaborate, according to the class of trade handled. Sound-proof booths, beautiful record cabinets, etc., are necessities, to say nothing of the decorations, solo schemes and what not to complete a harmonious ensemble. The latest suggestion is for cabinets or cases of the library order, with sliding and glass doors for records. The idea came from a party who has the reputation of fitting up more costly interiors for talking machine stores than possibly any other one in the country. "If a hatter can go to the expeuse of having special dust-proof cases for his merchandise," observed this expert, "why should not the dealer in our line take as much care of his records, that sell for high prices also? Think of the swell appearance such a layout would have! The next place I am called upon to design will have sliding glass door cases or upright cabinets, with the usual record racks. Why not?" That's so, why not?

The "big four" are casting covetous eyes on the furniture trade, believing, and rightfully, it is an outlet for talking machine goods that will bear cultivation. It is argued the furniture people are inured to the instalment system of selling goods; in fact, are credited with the discovery of this method of doing business. Therefore, they should be right in line for the development of a new field of exploitation, and the machine and record makers are not letting any grass grow under their feet getting after the furniture

ANOTHER PROOF OF SYRACUSE WIRE RECORD RACK SUPREMACY



This illustration shows our new method of protecting Disc Records from dust and dirt, enabling you to file the records in the rack in envelope covering. This rack is the same as our No. 2 A with the addition of the envelope system.

As shown in view, a small additional outlay for wood shelving and the envelope covering insure the records cleanliness and safety. The top row is for 8 and 10-inch records; the bottom row accommodates 10 and 12-inch records. The shelving, at merely nominal cost, can be attached to all sizes of our Disc Record Racks.

If you have our Catalog compare this Rack with our 2 A Rack.
If you have no Catalog write for one and for further information.

SYRACUSE WIRE WORKS Foremost Makers of WIRE RECORD RACKS SYRACUSE, N. Y.

New Victor Records for August

No other records sell so easily, pay such liberal profits, make so many friends, or help your business so much as Victor Records. They have that magnificent true-to-life musical tone-quality that everybody wants—and the only way that people can get it is by buying Victor Records.

8-inch size 35 cents each

Arthur Pryor's Band

No.
5169 Tobias Green—Intermezzo Eccentrique. Luscomb

Victor Orchestra, Walter B. Rogers, Conductor

5172 By Right of Sword—March.....Bendix
5173 Maiden's Blush—Schottische .....Herman

Tenor Solo by Harry Tally, with orchestra

5139 Deutschland .....Kendis-Paley

Duet by Collins and Harlan, with orchestra

5170 Won't You Let Me Put My Arms Around You? .....Adams

Laughing Song by Cal Stewart, with orchestra

659 I'm Old But I'm Awfully Tough.

Whistling Song by Mrs. Alice J. Shaw, with orchestra

5174 Manzanillo .....Robyn

Tenor Solo by Byron G. Harlan, with orchestra

5171 Playing Hide and Seek.....Duval

10-inch size 60 cents each; 12-inch size $1.00 each

Six spirited records by Arthur Pryor's Band

No.		Size.
5152	The Peacemaker—March.....Alford	10
	National airs of Russia, Japan and America ingeniously blended.	
5153	"Red Mill"—March .....Herbert	10
	Hits from the light opera success, including "Good-a-Bye, John."	
5154	Midsummer Waltz .....Marigold	10
5179	Monastery Bells (with chimes).....Wely	10
31643	Rosamunde—Overture .....Schubert	12
31644	The Lion Chase (La Chasse au Lion) Koelling	12

Victor Orchestra, Walter B. Rogers, Conductor

31645 A Hunt in the Black Forest (a descriptive musical episode) .....Voelker 12

Four new Coon Songs by May Irwin, with orchestra

5151 Mat-ri-mony .....McKenna 10
5156 May Irwin's Frog Song..... 10
5157 Don't Argify .....Lowitz 10
31648 When You Ain't Got No Money You Needn't Come Around.....Sloane 12

Violin and Cornet Duet by D'Almaine and Keneke, with orchestra

5178 Thou Art to Me a Flower.....Degele 10

Cornet Solo by Emil Keneke, accompanied by Pryor's Band

5155 Love Me and the World is Mine.....Ball 10

Bell Solo by Chris Chapman, with orchestra

5177 Sunbeam Dance .....Rolfe 10

Three records by Alice Lloyd, with orchestra

5158 May, May, May.....Powell 10
5159 Young Men Lodgers..Harrington-Le Brun 10
31646 Never Introduce Your Bloke to Your Lady Friend (Sweethearts and Friends). Harrington-Le Brun 12

Whistling Solo by Alice J. Shaw, with orchestra

5175 In Venice (An Italian Serenade)..Rubens 10

Songs by Billy Murray, with orchestra

5161 It's Great to Be a Soldier Man.....Morse 10
5162 Nestle by My Side (from Grand Mogul). Luders 10

Tenor Solo by Harry Macdonough, with orchestra

5176 Sween Julienne .....Havez 10

Tenor Solo by Harry Tally, with orchestra

5160 A Friend of Mine Told a Friend of Mine. Kendis-Paley 10

Tenor Solo by Byron G. Harlan, with orchestra

5163 A Little Suit of Blue.....Chattaway 10

Duet by Stanley and Macdonough, with orchestra

31647 The Fishermen (I Pescatori).....Gabusi 12

Duet by Collins and Harlan, with orchestra

5164 Many's the Time.....Rose-Fischer 10

Duet by Miss Jones and Mr. Murray, with orchestra

5165 Kiss, Kiss, Kiss (If You Want to Learn to Kiss) .....Hoffman 10

Male Quartets by the Haydn Quartet, with orchestra

5166 When You Know You're Not Forgotten by the Girl You Can't Forget.....Helf 10
5168 In the Wildwood Where the Blue Bells Grew .....Taylor 10

Red Seal Records

Three New Records by Louise Homer, Contralto

Ten-inch, with orchestra, $2.00 each.

87008 Les Filles de Cadiz (in French).....Delibes
87009 At Parting.....Rogers
Twelve-inch, with orchestra, $3.00 each.
88008 The Lost Chord.....Sullivan

Duet by Homer and Ahott, in Italian

Twelve-inch, with orchestra, $4.00.

89009 Martha—Mesta ognor (Ah, These Tears). Flotow

Baritone Solo by Emilio de Gogorza, in Italian

Twelve-inch, with orchestra, $1.50.

74068 Caro Mio Ben (Can'st Thou Believe)..Giordani

Nine Records by Alice Nielsen and Florencio Constantino, of the San Carlo Opera Company. Alice Nielsen, Soprano

Ten-inch, with orchestra, $1.00. In Italian.

64068 La Traviata—Addio del Passato.....Verdi
(Farewell to the Bright Visions.)
Twelve-inch, with orchestra, $1.50. In Italian.
74062 La Boheme—Mi Chimano Mimi (My Name is Mimi) .....Puccini

Florencio Constantino, Tenor

Ten-inch, with orchestra, $1.00 each. In Italian.
64069 Rigoletto—Questo o Quella ('Mid the Fair Throng) .....Verdi
64070 Gioconda—Cielo e Mar (Heaven and Ocean). Ponchielli
Twelve-inch, with orchestra, $1.50 each. In Italian.
74065 Elisir d'Amore—Una Furtiva Lagrima. (Down Her Cheek a Pearly Tear) Donizetti
74066 Lucia—O, Bell' Alma Innamorata....Donizetti
(My Adored, My Only Treasure.)
74067 Pescatori di Perle—Mi Par d'Udir Ancora. (I Hear as in a Dream) Bizet

Duets by Nielsen and Constantino

Twelve-inch, with orchestra, $1.50. In Italian.
74063 Rigoletto—E il sol dell' anima.....Verdi
(Love is the Sun.)
74064 Lucia—Verrano a te Sull' Aura.....Donizetti
(Borne on the Sighing Breeze.)

Two Records by Herbert Witherspoon, Bass; accompaniments by Victor Orchestra

Ten-inch size, $1.00.

		Size.
64071	Mother o' Mine.....Kipling-Tours	10
	Twelve-inch size, $1.50.	
74070	Honor and Arms (From Samson)..Handel	12

A large advertisement, giving complete descriptive list of August Records, will be published in leading daily newspapers all over the United States on July 28th, our "Simultaneous Opening Day." (Particulars by mail later.)

Get ready to follow this up, and remember that the dealer who has the complete list of Victor Records has a big advantage over less enterprising competitors. He not only sells more records to his own customers, but gains new customers who can't get what they want at other dealers.

Victor Talking Machine Company

Camden, N. J., U. S. A.

crowd. When a furniture house has tested the proposition they have burned their ships behind them, so to speak, and march on to signal success, adding materially to their income.

Interesting experiments have been made within the past few months, specifically for court evidence, relative to the control of the needle or reproducing point on so-called mechanical feed machines. In the standard disc machine it is held the groove or line absolutely controls the reproducer, an essential feature of a patented invention. Experts have declared that it is a mechanical impossibility to supersede or overcome the action of the free-swinging stylus. It has been shown, according to the representative of the experimenters, that in a groove or channel a half inch wide; for example, this free-swinging point wobbles helplessly, and fails to record sound, while with the alleged mechanical feed device in demonstration the needle can be controlled so that the recorded sound was reproduced regularly and repeatedly. These observations are here made in no controversial spirit, nor are they calling in question any patent adjudications; only mentioning what has been accomplished in the development of a machine along other lines.

Exporters of talking machines will doubtless be pleased over the concessions made in the new German tariff, that went into effect July 1. A reduction of twenty marks—from 60 to 40—per 100 kilos is now the rate on machines, "including electrical appliances in connection therewith" (about $4.60 on 220 pounds). On records five marks, 30 to 25 (about $1.15) for the same weight. During the course of a year large quantities of American-made goods in these lines are sent to Germany, finding ready sale at comforting prices.

With the Victor Talking Machine Co. having a $6 record, the quartet from "Rigoletto," and Caruso as the star singer. Another manufacturing company are following suit with a quartet 14-inch record of the same music, and a prominent tenor as premier. The Victor record has been one of its most notable successes.

Theodore H. Price is one of the most energetic as well as loquacious men in the cotton market of to-day. Believing in the efficacy of creating sentiment, he has recently issued hundreds upon hundreds of pamphlets and circulars, and has delivered several speeches upon prevailing cotton conditions and alleged market abuses.

Following in the footsteps of "Tom" Lawson, Mr. Price has endeavored to give the widest possible publicity to his views on the cotton situation, and in the carrying out of this plan has employed a large number of special stenographers and clerks. In order to further facilitate speed in the promotion of publicity, Mr. Price has resorted to the phonograph, into which he dictates his "copy" for the corps of stenographers.

BRIEFLETS.

Last week Loring Leeds was in Baltimore, Washington and Philadelphia for the Leeds & Catlin Co. An official of the company told The World that they were selling double the records they did a year ago, the "demand coming from all parts of the globe—South Africa, Russia, India, China, Japan, Philippine Islands, Mexico, South and Central America, England, France, every State in the Union—thanks to The Talking Machine World."

President and General Manager Gilmore, of the National Phonograph Co., is expected home from Europe on July 17 or 18, having sailed from Southampton, England, via the White Star line, on the 11th.

One of the popular men in the Northwest is H. P. Rothermel, manager of the Seattle, Wash.,

H. P. ROTHERMEL.

wholesale talking machine branch of Kohler & Chase, whose portrait appears herewith.

Fred Matthews, who is the manager of the Indestructible Record Co.'s recording laboratory in Brooklyn, N. Y., is spoken of as one of the best recorders in the business. He has had many years' experience in England, and came here especially to accept this position.

Among the callers at the New York offices of the National Phonograph Co. were: J. MacFarquahar, of S. Kann, Sons & Co., Washington, D. C.; T. W. Barnhill, of the Penn Phonograph Co., Philadelphia, Pa.; C. H. Rundell, of the Southern California Music Co., Los Angeles, Cal.

In order to more conveniently handle their continually increasing talking machine business, Siegel-Cooper Co. have had two new sound-proof rooms built in which to demonstrate the Edison phonographs.

Petmecky, manufacturer of disc needles, New York Life Building, New York, advises us of spleudid returns from World advertising, and states that they are ready to fill all orders promptly upon the very day they are received.

The Automatic Violin Operating Co., New York, have been incorporated with a capital stock of $25,000. Directors: H. A. Nieman, E. M. Maloney and A. A. Kelley, all of New York.

The talking machine dealers of Greater New York will hold a meeting on the evening of July 19 at 310 Grand street, New York, when a number of important matters will be discussed. Dealers cordially invited to attend.

EDISON HORN ANNOUNCEMENT.

Further Information Will be Issued by the National Phonograph Co. at an Early Date—A Chat With C. H. Wilson, Sales Manager.

While having the matter under consideration for months the National Phonograph Co. on July 8 determined upon the type of horn they propose adopting in conuection with the phonograph, and therefore issued the following brief notification: "To jobbers only: A change in horn equipment, as supplied with phonographs, also change in list prices of complete phonograph outfits, will be made September 16. Full information will be furnished you within the next few days."

C. H. Wilson, general sales manager of the company, under whose signature the above circular letter was issued, when seen by The World said: "There is very little to be added beyond the details and particulars, which will probably be ready and in the hands of the trade early next week. The horn will be solid metal, and not collapsible, and has been adopted after most careful consideration and experiment, so as to obtain the best possible reproducing results. We are satisfied this object has been attained, and the trade will be thoroughly satisfied with our judgment and selection. The price of machines will be advanced—every type—to conform with the additional price of material, which every one knows has been going up steadily for over a year, and the increased cost of manufacture. Of course the new price will include the horn equipment. There will be no reduction whatever in the price of records. Such change as has been made abroad, going into effect August 1, is for the export trade only, and to meet certain conditions."

It was also the belief in jobbing circles that a new agreement on behalf of the company would likewise be ready for signing by themselves and the dealers, to go into effect also on September 16.

LEN. SPENCER'S LYCEUM

MUSICAL BUREAU
Voice, Piano, Band, or Orchestra Arranging; prompt service, accurate work.

MUSIC PUBLISHERS' EXCHANGE
Popularizing all Songs of all Publishers. Professionals cordially welcomed.

SONG SLIDE SERVICE
Newest, latest and best illustrated song slides bought, sold, rented and exchanged. Send for list and terms.

BOOKING AGENCY
Providing Talent in all lines. Vaudeville, Minstrel, or Dramatic Entertainments. Pianists and Singers Wanted for immediate positions.

LEN. SPENCER, 44 West 28th St., New York
Between Broadway and Sixth Ave.

TALKING MACHINE DEALERS

SHOULD BE FAMILIAR WITH THE BEST

DRUMS

MADE—WRITE TO-DAY FOR CATALOG

EXCELSIOR DRUM WORKS

A. G. SOISTMANN, Manager

1109-1111 Locust Street Philadelphia, Pa.

DO YOU WANT PHOTOGRAPHS OF THE Talking Machine Artists ?

CONSULT YOUR JOBBER

PUBLISHED BY

The Channell Studio

ORANGE, N. J.

TRADE NOTES FROM CINCINNATI.

June a Good Month—Wurlitzer's New Departure—McGreal's Tone Record—Howard Becomes Manager—An Odd Law Suit—Columbia Co.'s Good Report—Other Items.

(Special to The Talking Machine World.)

Cincinnati, O., July 10, 1907.

The general consensus of reports from dealers here is that June was a remarkably good month for the trade. The usual "slack" time is not in sight and nobody feels inclined to hunt for it. The calendar seems, in fact, to be all topsy-turvy, for some dealers say the month's business has started out more like the holiday than the midsummer article. May these good conditions continue and become "chronically epidemic."

The house of Wurlitzer has inaugurated a decidedly new departure, which, Mr. Dietrich informs me, had been under consideration for some time, but has now about reached completion. It consists of the complete separation of the "Red Seal" trade from the ordinary. A very elaborate room has been prepared with this end in view, and nothing will be handled here but the high-class Auxetophone and Victrola machines, with the "Red Seal" records exclusively. The advantages are apparent. Mr. Dietrich prophesies that the new Tapering ('phone) Arm for Edison machines will supplant the crane with suspended horn as promptly and completely as it did when applied to the disc machines.

Saturday, July 6th, completed the first month's business for Lawrence McGreal, at 29 East Fifth street. The class and amount of business done are very gratifying and far beyond his most sanguine expectations The sales during the month consisted largely of the Edison products, which tends to an extent to refute the claim sometimes made, that Cincinnati is strictly a Victor field.

Mr. McGreal is now fully confirmed in the wisdom of locating upon the very spot his store occupies. It is decidedly "central." It is impossible for anybody to "see" Cincinnati and not take a look at Fountain Square; incidentally, it would be equally difficult to take even a cursory pike at the mountain and remain in ignorance of the whereabouts of McGreal. The pacific assistance of location does not, however, cause him to modify his more strenuous accelerator of business—his habit of "going after it."

The many Eastern and other friends of George R. Howard will be pleased to learn that he has assumed the management of the talking machine department of the Groene Music Publishing Co. at Race and Arcade. This concern is doing a fine and constantly increasing business in Edison, Victor and Zonophone machines, the month just past being a "record breaker" for June, and record sales justify them in carrying seven complete lines.

Proceedings have been instituted in the squires court against the owner of a very elongated Dachshund by the occupant of an adjoining flat, who is a stenographer. The complainant charged that the dog was an intolerable nuisance; that the barking and baying of this brute imperiled the nerves and sanity of the entire neighborhood, and that she, from the proximity of her domicile, was especially aggrieved. Mr. Schuhnagel, the dog's owner, maintained that his pet was not a disturbing element, and that, as far as vocal efforts were concerned, the dog had long since waived his inherent canine rights in this direction. He had been christened "Spinks" by admiring friends in recognition of his confirmed reticence. Notwithstanding all this, the plaintiff declared that for twenty minutes of the evening before, at least one ear-piercing yelp per second had emanated from the adjoining flat, and she produced an allegedly verbatim stenographic report to clinch it. This, however, seemed to have little weight in her favor; whereupon, a phonograph was produced, a record adjusted, and the nocturnal disturbance was reproduced with exactness and much feeling. The court seemed satisfied, and "Spinks" much bewildered—"e'en at the sound himself had made." Identification and the genuineness of the record were established by means of a section of "wurst" that "Spinks" begged for, but couldn't reach. Judgment was rendered promptly in favor of the plaintiff, much to the disgust of Mr. Schuhnagel and his protege.

The Columbia Phonograph Co. report the largest June business in the history of their experience. Their large and beautifully furnished store, all through June, was crowded with pleased buyers, who have recognized the desirable qualities of the Columbia graphophones and records. Indeed, their place looked like December times. They are only a "three-year-old," but are certainly "going some."

The Van Phonograph Co. report remarkably good business and increased sales both in machines and records.

C. B. HAYNES & CO.'S NEW QUARTERS.

C. B. Haynes & Co., the large Edison jobbers and dealers of Richmond, Va., have moved into their new quarters at 603 East Main street and are now well situated to handle their continually increasing business. Their new quarters consist of three floors 24x106 feet. The ground floor is fitted up with two sound-proof testing booths and is devoted to retail trade exclusively. It has one of the most attractive show windows in the city. The second floor is given over to the wholesale stock of Edison records, with racks to hold 75,000 records. The third floor is used for storing machines and the receiving and shipping departments are also located on this floor. An electric elevator service has also been installed. C. B. Haynes & Co. now have one of the finest talking machine stores in the South.

J. L. Adrien's name, as secretary, has disappeared from the office door of the Atlantic Phonograph Co., 1 Madison avenue, New York. It is said he is no longer connected with the million-dollar concern, which succeeded the Talkophone Co., of Toledo, O.

When John P. Kelsey vacated the position as manager of the Bettini Phonograph Co., New York, June 22, M. Grunlick, who formerly occupied that post, resumed charge of the business.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The **Lynn Record Cases and Peg Boxes** are another of our products.

We also manufacture the **Wentworth and No. 10 Horn Stands.**

Special Lines and Special Prices on Flower Horns.

We solicit a trial order.

Boston Cycle & Sundry Co.,

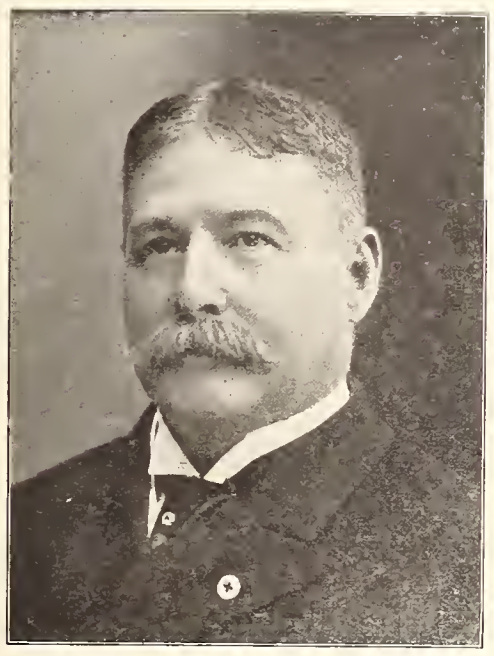
J. M. Linscott, Manager

48 Hanover Street, Boston, Mass.

WALTER P. PHILLIPS HONORED

On the Occasion of His Birthday—One of the Most Popular of Men, With Hosts of Friends in the Newspaper World.

With always a pleasant word for everybody on every occasion, Walter P. Phillips, editor of the Columbia Record and manager of the printing department of the Columbia Phonograph Co., general, was given a "dose of his own medicine" on the occasion of his birthday, on June 14. Then the entire staff took the greatest pleasure in offering their congratulations, and he was agreeably surprised further on the receipt of a large number of telegrams and letters from friends in all parts of the country—for Mr.



WALTER P. PHILLIPS.

Phillips is a veteran in the newspaper world—felicitating him on the recurrance of his natal day. Among the most highly prized of these was an autograph letter from William Winter, the Nestor of dramatic critics, of the New York Tribune, an old and greatly appreciated friend. At his home in Bridgeport, Conn., the family made merry, with calls from social intimates and his colleagues—the heads of departments—at the plant. It was a gala time, indeed, the drawing-room being filled with flowers, and the presents, evidences of personal friendship and esteem, were not lacking. Altogether it was a red-letter day for the genial Mr. Phillips, who was literally overwhelmed with good wishes, to which The World begs to add that he may have many happy returns.

THE TALKER IN THE CHURCH.

Its Use in Divine Service Becoming Much More General—How It May be Placed to Best Advantage—Its Aid in Delving into the Science of Acoustics.

To a man of inquiring mind the interest in a talking machine does not end with the reproduction of the records. No more effective means for delving into the science of acoustics can be obtained than a good talker, for unlike the human voice it will reproduce a sound with almost the same pitch and volume, many times or sufficiently often to conduct interesting experiments.

A New York gentleman, for instance, took his "talker" with him on a trip to the rural districts of New England. While there he obtained permission from the sexton of an old church to place his machine in the pulpit, which was raised several feet above the floor, and provided with a sounding board, a feature frequently seen in old churches. With the horn of the talking machine pointing directly toward the center of the sounding-board wonderful effects were obtained. Voices, soft and ofttimes weak would resound through the edifice with surprising strength. Where instrumental records, especially those of full brass band selections were played, the metallic effect was entirely done away with, and it seemed as though the music was produced by a powerful orchestra of wood instruments. It was found, however, that the echo interfered somewhat with the distinctness of the music, but a dozen wires stretched from the edge of the sounding-board to the gallery rail remedied that trouble. Other experiments of similar nature gave the gentleman mentioned an excellent idea of sound and its different effects, the talker placed in different portions of the church producing results that were surprising, the effects all being due to the acoustical properties of that edifice, the pitch of the records always being the same.

A visit to a nearby range of hills at a later date gave the same gentleman an excellent opportunity to study the science of acoustics in the open air, and upon his return to New York he said that his talker had proved more interesting to him during the summer than a whole library of books would have been.

UNIVERSALIZING THE DRAMA.

What the Moving Picture Has Accomplished and Its Helpful Influence.

Speaking of the moving picture theatres, the Boston Transcript, in a recent issue, said: "Intellectually, these theatres have achieved the feat of universalizing the drama. Its little biograph plays can be understood by all natiouali: ties. From them our Chinamen, our Greeks and our newly arrived Russian Jews receive instructive interpretations of American life. The Rose speaks all languages, says Emerson. So does the biograph. At the same time it speaks none, which is certainly a blessing. The great obstacle to acting is speech. It enables actors to walk through their parts; also, by mumbling and mouthing, to conceal their thoughts. Before the biograph, however, they've got to act with both hands and both feet and be quick about it. Competition, as afforded by the moving figures at the theatre, will yet force the performers in our patrician playhouses to wake up and tend to business. The mental setback we commonly get at the theatre has been seriously underestimated; remove it, by making the play intelligible, and we shall shoot ahead amazingly."

NEW EDISON MACHINE CATALOG.

A new machine catalog will be mailed to the entire trade some time this month by the National Phonograph Co., Orange, N. J. It is bound in a new cover, which will be used on their machine catalog for about a year. A number of important changes have been made in this catalog. Because of the united demand, the concert, opera and oratorio phonographs (all playing concert records) have been omitted. No further effort will be made to sell these types in this country. For the same reason the model B reproducer has been dropped.

An alternating current phonograph will be listed for the first time. It will be known as the Alva, which is designed and constructed to meet the demand for an electric machine that can be operated by alternating current now so generally used in most cities for store and household purposes. Minor changes have been made in the descriptions of gem, standard, home, triumph and Balmoral machines. The description of the model C reproducer has been materially changed. New matter has been written for the model D reproducer. The model D repeating attachment for the concert, opera and oratorio machine is omitted. Three separate supplements of their new French, German and Italian records have been sent out this month.

WILL OPEN DEPOT IN LONDON

For the Full Line of Goods Handled by the Hawthorne & Sheble Mfg. Co.

William McArdle, the genial salesman of the Hawthorne & Sheble Manufacturing Co., sailed from Philadelphia for England on June 21, via the Red Star Line, accompanied by Mrs. McArdle. "Mac" expects to open a depot in London for the Hawthorne & Sheble Manufacturing Co.'s line, and will remain in Europe for some time. Members of the firm and many friends were at the wharf to say farewell to Mr. and Mrs. McArdle. This is their first trip abroad.

The adjustable tone arm Star line of disc talking machines offered by a well-known manufacturer is the latest addition to the talking machine list. Many months of careful experimentation and devotion to trade requirements have been given to bring the line up to the right requirements and high standard demanded by the manufacturer. Many novel features combined with utility recommand them to both the dealer and the jobber.

Hargen & Blish, Dubuque, Ia., have become Edisou jobbers. The following have been suspended: H. Meyer, Peoria, Ill.; Frank R. Powell, Wichita, Kan.; J. H. Tragresser, Lancaster, Pa.

Taylor Bros., Houston, Texas, have taken an entire building at 1007 Capitol street, where they have fitted up a fine establishment, the interior being well arranged and handsomely decorated.

Mr. Dealer!

We desire to call your attention to two of our big sellers.

MARCONI VELVET-TONE RECORDS

Embody the golden points of tonal perfection, faithfulness to the original, and durability which record makers have dreamed of for years and only now attained. **Marconi Records** weigh only two ounces and can be shipped by mail, freight or express at the smallest cost. **They are unbreakable** and will not suffer by rough handling. All scratching sounds are eliminated.

THE PETMECKY

Multitone Self Sharpening Talking Machine Needles are universally acknowledged the Best on the Market. We are the agents for them in this territory—with a supply of **Marconi Records** and **Petmecky Needles** in your stock room, Mr. Dealer, you can defy competition.

Write us immediately for Special Prices.

LEWIS TALKING MACHINE CO., 33 South Ninth Street PHILADELPHIA, PA.

DOLBEER DISCUSSES THE ONE PRICE SYSTEM.

The Head of the Credit Department of the National Phonograph Co. Presents a Paper of Great Merit to the Convention of the National Piano Dealers' Association Held in Chicago Recently —Won Very High Praise Because of Its Lucidity and Helpfulness.

One of the most interesting papers read at the recent convention of the National Piano Dealers' Association held at the Auditorium, Chicago, was that on "The One-Price System," by F. K. Dolbeer, chief of the credit department of the National Phonograph Co. He said:

The historian of the future in casting about for a proper name to apply to the present era, will, no doubt, hesitate between the "Age of the Big Stick" and the "Age of the Square Deal." Business men were never more keenly alive to the fact that, after all, the Golden Rule can be as effectively applied to the regulation of commercial affairs as to the purely personal matters. Business dishonesty and sharp dealing, however legal they may be, incur the same condemnation and the same penalties as personal dishonesty. Mere temporary advantage may sometimes be gained, but permanent development can never be attained unless it is based on mutual confidence and respect. The written statute is becoming less the boundary line circumscribing and defining the area in which men of business may safely operate. Good faith, the square deal, mutual confidence and business honesty are the corner stones on which the fabric of success must now be reared. These statements are, of course, axiomatic, but they can never be too frequently brought home to the man of business fighting the battle of fierce competition in the strenuous life of modern America.

The one-price system inaugurated by the National Phonograph Co. in connection with the sale of Edison phonographs and Edison records is a good example of what may be successfully accomplished as a result of entire confidence between the manufacturer, the dealer and the public. That system was established between nine and ten years ago, and it has not only met with cordial public approval, but has received the judicial endorsement of many of the federal courts located in various sections of this country. The scheme is based primarily on the proposition that a patentee possesses the constitutional right to impose any reasonable restrictions in connection with the sale of patented articles. Legally speaking, the sale may be coupled with a license imposing any proper terms as to the use or resale of the patented article. A violation of such terms and conditions constitutes a violation of the license and amounts to an infringement of the patent.

The National Phonograph Co., therefore, in effect says to its dealers or jobbers: "Here is a patented article which we manufacture. We will sell it to you upon the express condition that you shall sell it to the public for a fixed price, and if it is sold for less than that price the license under the patent which we now give you is terminated and we will then proceed against you for infringing the patent."

I am glad to say that in only comparatively few cases—probably not more than fifty all told —have we found it necessary to exact the penalty imposed for the infringement of our patents under this agreement; but, when that has been necessary, the federal courts have never refused to take jurisdiction, which they have over all patent suits, nor to enjoin the delinquent dealer from further infringing acts. With that dealer the company has no further business relations (except in special cases where he may be again restored to good standing) and he is thenceforth cut off from further handling our goods.

It is not, in my opinion, because of the absolute protection which the patent laws of this country afford patentees that dealers are in the enormous majority of cases loyal and faithful in their relations to the company. It is because the dealers find that under this system they become more prosperous and can conduct their business more safely than under a system of destructive price-cutting.

To the manufacturer such a system is desirable, because the demand created is more uniform and less liable to fluctuation than under the old system. It enables the manufacturer during any slack periods (for instance, during the summer) to count with certainty ou a subsequent return of the more favorable conditions. The manufacturer, therefore, has no fear of stocking up for the anticipated future demand and of keeping his employes aud his factory busy. Continuous

F. K. DOLBEER.

employment means a better class of employes, higher skill in manufacture and a superior class of goods.

To the small dealer, the one-price system is superior to the old, as he has exactly the same advantage in the market as his more wealthy rival. To the large dealer the system insures stability and entire safety in laying in a stock of appropriate size. Destructive competition is done away with. A fair and reasonable profit in every case is assured and the only business rivalry is in ability to sell, the attractiveness with which the goods may be displayed and the ingenuity with which they may be brought to the public attention. Last of all, to the public the one-price system is beneficial, as it means:

First—That the goods bought have been developed to the highest state of perfection, because of the stability of manufacturing conditions.

Second—That the price is a reasonable one, because we have to compete with other goods in the same general line.

Third—That wherever the goods may be bought, the purchaser may be assured as to their quality, and he need have no fear that by spending three or four hours in the search he might have obtained a better price.

This, then, is the one-price system as practiced by the National Phonograph Co., and which I believe might be universally adopted in all specialized lines of manufacture. In fact, it is not unlikely that such manufacturers not adopting a similar scheme may find themselves in the position told in the old story. A teacher was explaining to her scholars that all naughty children went to the "bad place," and pointed out in glowing colors the horrors and generally unsatisfactory character of the latter. Her statements were received with the proper seriousness by the assembled youngsters. She then asked: "What kind of children go to the "good place?" The question met with absolute silence. Finally one of the small boys timidly raised his hand. "Well, Johnny," said the teacher, "What kind of children go to the "good place?" "Dead ones," replied Johnny.

SHORT ESSAY ON ENERGY.

Energy harnessed is the master producer; undirected—the feeder of scrap heaps. The thousand horse-power engine would never reach its destination without the guiding hand on the throttle; the trip hammer only crushes its base if no lever controls it; the over-charged wire burns out its contact.

For power without the throttle restraint—force without the directing purpose—is worse than inertia. It is waste. The greater the undirected power the more complete the final ruin.

Energy has developed continents, created industries, built businesses, made the power of men—but only when controlled, guided, directed, says System. Harness your energy with common sense. Guide it with system. That is the formula for getting results.

The Richmond, Va., branch store of the McGruder Talking Machine Co., with headquarters in Nashville, Tenn., has been sold to O. D. Haynes, of the former city.

To All Talking Machine Dealers

YOU buy Screws, Studs, etc., for repair work.

Why Not Try Us for Prices

Remember, we make only to Specifications or Samples, which you must send in.

THE WALLACE BARNES COMPANY

BRISTOL, CONN.

BUSY TIMES IN BALTIMORE.

June Made an Excellent Record With the Leading Jobbers and Dealers—Unfavorable Weather Did Not Injure Business as in Other Lines—Droop & Sons' Large Sales.

(Special to The Talking Machine World.)

Baltimore, Md., July 6, 1907.

June was an exceedingly busy month for those engaged in the talking machine business in this city, mainly because of the cold and freaky weather that prevailed during the better part of the month. This is the general report of the trade from all of those who handle this particular line of instruments. The sales were far better than expected and considerably above those for the same month of 1906. From all indications the business will continue good during the summer, as many talking machines are being bought by those who have or are about to occupy their country homes. They are regarded as more preferable to the pianos, as they do not require as much exertion on the part of the manipulators during the warm days and evenings of July and August. Comfort is the principal thing that folks seek in the summer, and those who have become admirers of the talking machines argue that there is more comfort and pleasure in sitting by and listening to the machine make the music than being compelled to hammer away upon the keys of pianos. The result of this increasing popularity of the talking machines is that the jobbers have their hands full to keep up with the rush of orders.

Among the real busy people in this trade are Messrs. Sanders & Stayman. G. Wright Nicols, manager for the firm, stated that the house has done an excellent business since the members of the firm added the talking machines to their stock. From the first day that the machines were put on sale they proved a success from the dealers' standpoint, and the number of those disposed of has increased gradually each week. The firm have fully decided to make the machines a permaneut fixture in their stock and have fitted up a special department in their spacious salesrooms for the sale of the talking machines.

Manager George A. Justin, of the Columbia Phonograph Co., says that the firm have been doing a most excellent business with talking machines ever since the first of the year. The trade for this period has been far above expectations and away above the average sales of previous years. The sale of high-grade records has been large. The most noticeable feature of the trade, however, has been the great demand for the Marconi Velvet-tone records, a great number of which have been sold during the month.

E. F. Droop & Sons report large sales in the same line of the trade, while they have disposed of a great number of the talking machines. Their business has been perfectly satisfactory, especially in so far as the sales of the Victors are concerned. This firm are well established in their new quarters on North Howard street, between Lexington and Saratoga streets. This is the building that was occupied until a couple of months ago by the Columbia people.

IT IS THE MAN BEHIND THE PLAN

That Makes Business a Success—The Combination of Both Is Necessary in Order to Win Out.

We are prone to give credit to the plan as being the thing that makes a successful business. It is not the plan, it is the man behind the plan that is responsible for the success. The man who has a well-defined ideal, who hews to the line, who eliminates all deterrent influences, who concentrates his energy on his ideal, who bends his efforts toward the one thing is pretty sure to accomplish his purpose.

We often see a man make a marked success in a field that others have considered barren. Take a small town, for instance, where there are many retail stores. The people of the town will tell the prospective merchant that the town is already overcrowded with stores, that none of the stores seem to be making more than a bare living, and that it would be impossible for another store to make a success, on account of the already overcrowded conditions, yet the right man comes along and starts a store in that town and makes a marked success.

If the plan were the making of success, all an enterprising business man would have to do would be to pick out some plan which was successful and then imitate it. The great ocean of business has many derelicts on it as a result of copying plans. It is a part of the law of compensation that the man who originates a plan and carries it to successful conclusion has a patent on his business. This patent is his individuality and good business equipment. The man who steals his plan physically is unable to steal the mental end.

Since men have recorded facts in the shape of history, we find that men have made successes of plans and businesses that have been discarded by their predecessors as played-out plans.

Two banks may start side by side with exactly the same office furniture and exactly the same business operations. They use the same kind of money; they make loans on lands or on securities. The operations of these two banks may be as closely identical as possible, yet within ten years one bank will have considerable surplus and the other may be out of business.

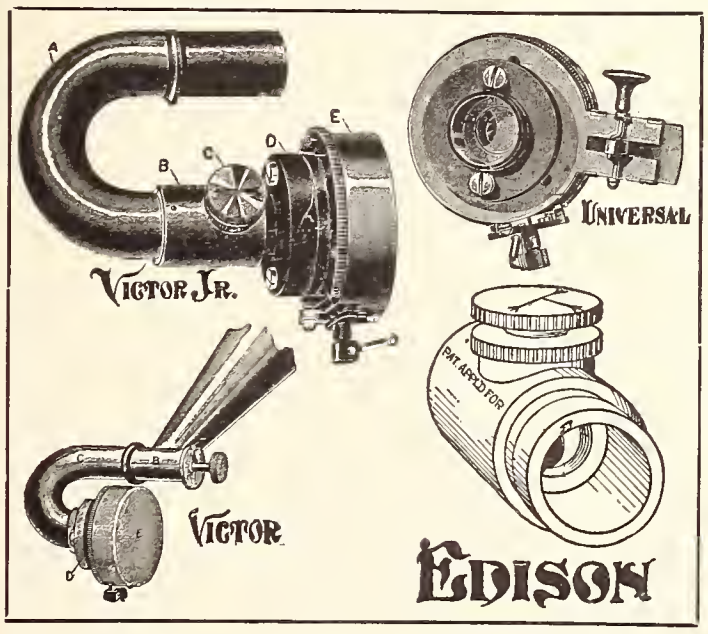
If the plan were the measure of success, as Dollars and Sense aptly says, these two banks should fare equally well, but the fact that they differed so materially is in itself evidence that the success is determined by the individuals and not the plan.

The illustration of a bank may be carried into other lines, merchandising, manufacturing or railroading.

H. N. McMennimen is now general manager of the Disk Talking Machine Co., sole agents for the Zonophone line in Philadelphia, Pa. The gentleman is one of the best known men in the business, having a connection running back fully sixteen years, and has traveled the country from end to end.

TONE REGULATORS

will increase your Talking Machine Sales. Don't take our word—try it.



The "Victor" Tone Regulator, - - $3.00
For all Victor Tapering Arm Machines

The "Victor, Jr.," Tone Regulator, 1.00
For all Victor Talking Machines

The "Universal" Tone Regulator, - 1.00
For Victor, Columbia or Zonophone Talking Machines

The "Edison" Tone Regulator, - - .75
For the Edison Machines

DISCOUNT TO DEALERS THE SAME AS ON VICTOR MACHINES.

We would advise dealers to have at least one of each style attached to machines. Aside from the sale of Tone Regulators, you will find, that it will be the means of selling a great many machines to people who would otherwise not purchase.

ALL OUR RECORDS IN SEALED ENVELOPES

We are the only distributors carrying a complete line of Victor Records in sealed Envelopes, which is a guarantee that the Record has not been used and is in Perfect condition.

CINCINNATI **THE RUDOLPH WURLITZER CO.,** CHICAGO

YOU WILL FIND IT PROFITABLE to handle our line of Musical Instruments and supplies in connection with your Talking Machine Business.
Our large 500-page Catalogue free for the asking.

TRADE NOTES FROM THE PACIFIC.

Kohler & Chase Well Pleased With the First Shipment of Star Machines Just Received from the Hawthorne & Sheble Co.—Columbia Business Active—Bacigalupi Reports Good Demand for Mechanical Players and Orchestrions—R. C. Avery in Business Again—Knight-Campbell Publicity.

(Special to The Talking Machine World.)

San Francisco, Cal., July 5, 1907.

Kohler & Chase have just received a shipment of their new talking machines, the "Star," made by Hawthorne & Sheble Mfg. Co. They say that this new machine is bound to gain great popularity, as the great simplicity, the improved sound-box, which is designed to eliminate the common scratchy noise, and the easily adjusted tone modifier, are strong attractions. Though the stock has just come in, the announcement was well responded to, and a great deal of interest has been aroused.

Business with the Columbia Phonograph Co., Manager Gray says, is keeping up better than was expected, as last month was the best this year, and June, so far, has been as good. J. L. Clancy, the Oaklaud man, has been taking in more business this month than ever before in the history of the store. A. Mc. Dowell, the Columbia agent in Petaluma, and R. D. Logan, of the Logan Cycle Co., Salinas, who handle the Columbia goods, visited the San Francisco headquarters this week.

Peter Bacigalupi finds that the talking machine business is slow, in comparison to that in large mechanical players and orchestrions, which are in great demand among the new saloons. There is, however, a profitable business with saloons for all dealers who have Auxetophones and Victrolas in stock.

Robert C. Avery, of Redlands, Cal., who recently sold his talking machine and small goods departments to A. J. Caldwell, has repurchased them and consolidated the business.

The Knight Campbell Music Co., of Denver, Colo., is advertising their talking machine department in the towns of Northern New Mexico.

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

OPPORTUNITIES OFFERED

To the "Live" Man in the Talking Machine Field—No Gold Mine, But a Good Reward Will Come to the Man Who Employs Originality and Industry in His Work.

The talking machine business is not always the high road to wealth, despite the assertions of many, but it furnishes wonderful opportunities which, if grasped, mean success. And the opportunity is about 90 per cent. of the game, the improvement of it being up to the man who seizes it more or less firmly. The talking machine business requires just as much brains and energy as any other and more than some, and those who engage in it on the theory that a heavy trade will be of mushroom growth and spring up in a night are sure to meet failure, or at least a considerable jolt before very long.

The traveling men for the big manufacturers and jobbers constantly tell of instances where records and machines have been blamed for poor business, when the dealer had only himself to blame. A Canadian contemporary, for instance, tells of an energetic piano man who installed a line of well-known machines. The nature of his business kept him out of his store most of the time, and as he was not in love with the talking machine department to commence with, its fate was placed in the hands of a woman clerk. She had numerous complaints for the traveler and her greatest was that the records got so dusty she disliked handling them. The dear girl was so afraid they would soil her fingers and, of course, to keep them dusted was out of her line for she was no parlor maid. The incident is a sufficient indication of the character of a person that should be religiously kept out of the talking machine department or any other department, for that matter. The clerk referred to above apparently had no thought of the depreciating effect of dust upon the records.

In the same connection is mentioned the case of a traveler for one of the leading talking machine companies who happened into the store of one of his most unsatisfactory customers just in time to hear the concluding straius of one of their favorite records. The indistinctness of it so jarred upon him that he thought the dealer had stocked a job lot of second-hand records. The dealer at once made use of his opportunity and commenced venting his spleen on the innocent representative of the house because the customer went out without purchasing, remarking as he went, "I don't want to hear such rotten records as that." It took the traveler about five minutes to convince the dealer that the poor work of the record was due to dust on it; a demonstration on the machine after the record had been thoroughly dusted showed the dealer at once where the fault lay. Before the traveler was in the store ten minutes he confessed that he did not think dust affected the records at all and never dusted them. And this man lives in the twentieth century.

PICTURE OF ENTIRE SPEECH.

Photographs of single vowel sounds or musical notes have been made for a considerable time, but with the improved recording system of K. Marbe, a German investigator into the psychology of language, we may obtain a continuous picture of an entire speech.

Using Kouig's gas flame, which oscillates in height with the vibrations of the gas container, he registers the sound motion in smoke instead of by photography. The gas is passed through a tube into a capsule closed by a membrane and having a suitable burner tube, the capsule is placed on a box with the membrane over a circular aperture and vibrations are set up by a tuning fork at one side of the box or by a telephone membrane. A strip of paper is slowly wound from one roll to another just above the flame. While there is no vibration, the paper is smoked a uniform gray color, but when the tuning fork or telephone membrane is made to act the flame is rapidly oscillated and the smoked record is broken up into a series of little tongues pointing in the direction of the tape's motion.

The tongues vary in size and shape. Each vowel spoken into the telephone gives a characteristic series of vibrations and words produce varying combinations.

A NEW FIBRE DIAPHRAGM.

Dealers and jobbers, who have had difficulty in getting a satisfactory reproduction from reproducers or sound boxes, will be interested in the "Playrite" diaphragm, which has just been put on the market by the Blackman Talking Machine Co., whose advertisement appears in this issue. Mr. Blackman says he has produced a diaphragm that "plays right," and he, therefore, considers it quite proper to call it the 'playrite" for "the name tells what it does." Free samples are furnished to dealers and jobbers, as is customary with this company when advertising new specialties.

REMOVE TO NEW QUARTERS.

The New Jersey Sheet Metal Co., of Newark, N. J., who have outgrown their old quarters on Crawford street, have taken possession of their new building which they recently purchased at 31-35 Vesey street, where they are occupying two floors, 25x100, with two extensions, one 25x35 and another 25x20. They have two lots adjoining for storage and such enlargement as may be required.

This company, whose line of horns and horn cranes are widely known, have been steadily developing their business, and their new quarters are equipped with all the latest machinery to meet the demands of their business. They are prepared to place on the market a new horn which will be known as the Tulip. Mr. Ringel of the company left last week for a two weeks' trip.

The Santa Fe Watch Co., of Topeka, Kan., have been making a display of the auxetophone in that city recently, and it created quite a sensation. The local papers devoted considerable space to the company and to their exhibit.

NYOIL FOR PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

You Can Get Goods Here
EDISON JOBBERS **VICTOR** DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
McGREAL BROS., Milwaukee, Wis.

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

BENJ. SWITKY
Victor and Zonophone Distributor
'Phone 665 Gramercy 27 E. 14th St., New York City

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS

Eclipse Phonograph Co.,
Hoboken, N. J.
Jobbers of Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines
and **RECORDS** Wholesale and Retail
Largest Stock in the South

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

S. B. DAVEGA,
EDISON JOBBER
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. New York City.

NEAL, CLARK & NEAL CO.,
BUFFALO, N. Y.
Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

C. Koehring & Bro.
INDIANAPOLIS, IND.
VICTOR DISTRIBUTORS
Our stock is complete. Orders filled the same day as received.

KNIGHT MERCANTILE CO.
Zonophone Jobbers
Get prices on needles, cases, cabinets; new 10-in. records 20c.
211 No. 12th St. ST. LOUIS, MO.

HARGER & BLISH
Western Distributors for the
VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

PITTSBURG PHONOGRAPH CO.
VICTOR JOBBERS and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Minnesota Phonograph Co.
ST. PAUL 37 E. 7th Street *MINNEAPOLIS* 518 Nicollet Avenue
Edison Phonographs and Records
ALL MACHINES, RECORDS AND SUPPLIES
Write for Prices on Supplies.
Orders filled same day as received.

T. H. Towell, Pres. & Treas.
THE ECLIPSE MUSICAL COMPANY
JOBBERS OF **EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.**
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

E. F. DROOP & SONS CO.
925 Pa. Avenue WASHINGTON, D. C.
109 N. Charles St. BALTIMORE, Md.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines
Southern Representatives for
Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

WEYMANN & SON
WHOLESALE DISTRIBUTERS
EDISON Talking Machines Records & Supplies **VICTOR**
Place your name on our mailing list. We can interest you.
923 Market St., Philadelphia, Pa.

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

BABSON BROS.
304 WABASH AVENUE
CHICAGO, ILL.
Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

KOHLER & CHASE
Oakland, Cal. Seattle, Wash.
JOBBERS OF ZONOPHONES
—AND—
EDISON PHONOGRAPHS
WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: { Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the August list.

Leading Jobbers of Talking Machines in America

THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
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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 5, 1907.

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 10.

Berlin, 30 pkgs., $736; Bombay 3 pkgs., $120; Cartagena, 4 pkgs., $159; Cienfuegos, 13 pkgs., $335; Geneva, 17 pkgs., $374; Havana, 59 pkgs., $4,368; 8 pkgs., $221; Havre, 13 pkgs., $560; London, 319 pkgs., $5,402; Macoris, 2 pkgs., $117; Milan, 7 pkgs., $112; Montevideo, 4 pkgs., $225; Naples, 122 pkgs., $3,072; Nuevitas, 5 pkgs., $129; Para, 19 pkgs., $1,001; Puerto Cabello, 8 pkgs., $212; St. Johns, 9 pkgs., $212; Sydney, 5 pkgs., $227; Valparaiso, 19 pkgs., $1,674; Vera Cruz, 3 pkgs., $302; Vienna, 9 pkgs., $207; Warsaw, 3 pkgs., $102.

JUNE 17.

Adelaide, 7,980 pkgs., $105,692; Alexandria, 12 pkgs., $445; Berlin, 35 pkgs., $1,364; 202 pkgs., $920; Colon, 4 pkgs., $138; Corinto, 12 pkgs., $305; Havana, 30 pkgs., $2,798; 5 pkgs., $232; Havre, 12 pkgs., $894; 19 pkgs., $826; La Paz, 9 pkgs., $210; Limon, 1 pkg., $100; London, 227 pkgs., $5,687; 301 pkgs., $3,894; Montevideo, 34 pkgs., $3,162; Rio de Janeiro, 4 pkgs., $110; St. Petersburg, 25 pkgs., $292; Valparaiso, 5 pkgs., $384; Vienna, 11 pkgs., $150.

JUNE 24.

Bombay, 19 pkgs., $580; Brussels, 128 pkgs., $7,146; 4 pkgs., $183; Hamburg, 3 pkgs., $129; Havana, 21 pkgs., $367; Iquique, 1 pkg., $124; La Guayra, 5 pkgs., $409; London, 435 pkgs., $2,756; 1,319 pkgs., $4,363; 17 pkgs., $875; Melbourne, 4 pkgs., $104; Mazatlan, 2 pkgs., $200; Natal, 4 pkgs., $196; Panama, 7 pkgs., $345; Puerto Plata, 2 pkgs., $195; St. Petersburg, 2 pkgs., $446; Santos, 25 pkgs., $617; Valparaiso, 2 pkgs., $100; Wellington, 8 pkgs., $193.

JULY 1.

Alexandria, 3 pkgs., $268; Auckland, 9 pkgs., $219; Buenos Ayres, 103 pkgs., $4,360; Calcutta, 4 pkgs., $145; Cristobal, 14 pkgs., $2,010; Genoa, 27 pkgs., $433; Hamburg, 36 pkgs., $108; Havana, 6 pkgs., $422; 73 pkgs., $2,469; Havre, 5 pkgs., $148; 11 pkgs., $570; Liverpool, 3 pkgs., $268; London, 1,586 pkgs., $11,662; 7 pkgs., $573; Manchester, 3 pkgs., $781; Melbourne, 2 pkgs., $119; Milan, 18 pkgs., $781; Montevideo, 3 pkgs., $186; Para, 2 pkgs., $242; Progreso, 8 pkgs., $260; Santiago, 1 pkg., $116; Savanilla, 5 pkgs., $313; St. Petersburg, 7 pkgs., $170; Sydney, 1,490 pkgs., $24,194; 189 pkgs., $6,472; Tampico, 9 pkgs., $647; Trinidad, 13 pkgs., $174; Valparaiso, 50 pkgs., $410; Vera Cruz, 20 pkgs., $743.

JULY 8.

Alagoa Bay, 7 pkgs., $196; 3 pkgs., $194; Auckland. 24 pkgs., $405; Berlin, 146 pkgs., $1,701; Buenos Ayres, 3 pkgs., $668; Callao, 2 pkgs., $151; Cienfuegos, 4 pkgs., $172; Cristobal, 3 pkgs., $266; Guayaquil, 5 pkgs., $225; Hamburg, 23 pkgs., $963; Havana, 12 pkgs., $720; 31 pkgs., $1,810; Manila, 2 pkgs., $56; Rio de Janeiro, 4 pkgs., $4,096; 2 pkgs., $144; Singapore, 1 pkg., $115; Sydney, 46 pkgs., $2,194; Yokohama, 27 pkgs., $1,443.

RANGE OF THE HUMAN VOICE.

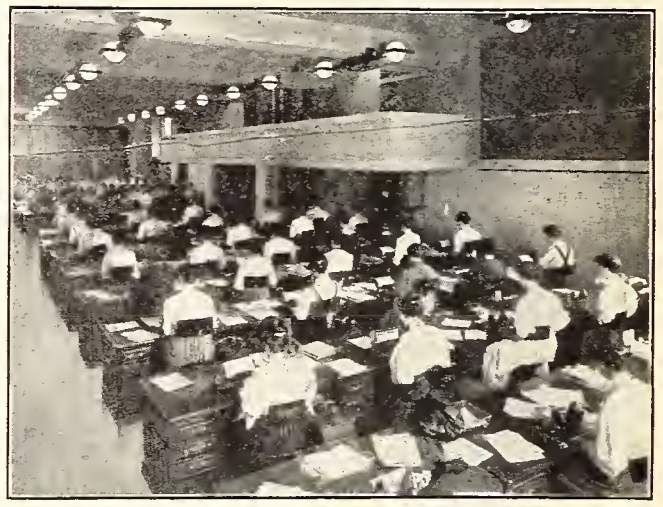
In discussing the range of the human voice Professor W. Le Conte Stevens, a member of the American Association, stated that "the lowest recorded tone of the voice is that of a basso named Fischer, who lived during the sixteenth century, and who sounded Fo, about 43 vibrations per second." Mr. Stevens himself, without possessing a bass voice, has sounded as low as Ao, 53 1-3 vibrations per second, when his vocal cords were thickened by an attack of catarrh. This, however, is under abnormal conditions. "The highest note hitherto recorded in the books was attained in singing by Lucrezia Ajugari, called 'La Bastardella.' At Parma in 1770 she sang for Mozart several passages of extraordinarily high pitch, one of which included C6, 2,048 vibrations per second. She trilled in D5, 1,152 vibrations, and was able to sing as low as G2, 192 vibrations, having thus a range of nearly 4½ octaves. Ajugari's upper limit has been attained by Ellen Beach Yaw, of Rochester. Mr. Stevens has often estimated, by comparisons with a tuning-fork, the pitch of a child's squeal, while at play, which has been repeatedly found to be in excess of 2,500 vibrations per second, in one case as high as G6, about 3,072 vibrations. The total range between these extremes is in excess of six octaves."

SOL BLOOM DISCHARGED.

The creditors accepting the composition offered by Sol. Bloom, Victor distributor, New York, the corporation was discharged in the court of bankruptcy by Judge Hough, and the petitions were dismissed.

USE COMMERCIAL GRAPHOPHONES.

The finest installation of commercial graphophones in the country is in the establishment of Larkin Co., the soap manufacturers of Buffalo, N. Y., a view of their transcribing department being herewith presented. The company erected



COMMERCIAL GRAPHOPHONES AT LARKINS.

a special office building, and have now 85 commercial graphophones in daily use.

G. A. STANLEY COMING HOME.

G. A. Stanley, of Stanley & Parsall, Victor distributers, with one of the widest and most compact salesrooms in New York City, who has been in Europe for about six weeks, is expected back next week on the Cunard Line, sailing from Liverpool, Eng. The demonstrating booths and fittings of S. & P.'s place are of solid mahogany.

W. P. BAKER APPOINTED ASSISTANT.

The business of the advertising department of the Columbia Phonograph Co., General, under the clever management of George P. Metzger, has grown so rapidly that it has been necessary to have an assistant. W. P. Baker, another bright graduate of the Hampton Co., referred to as the leading advertising agency of New York, will be Mr. Metzger's lieutenant. Mr. Metzger was chief of the literary department of the Hampton Advertising Co. previous to occupying his present post, where he is rendering brilliant service.

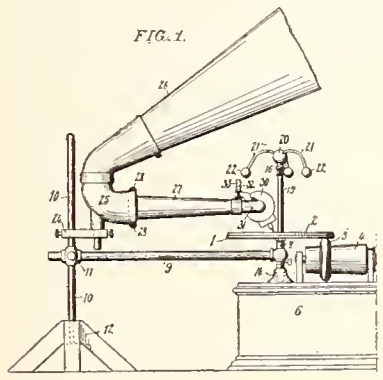
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

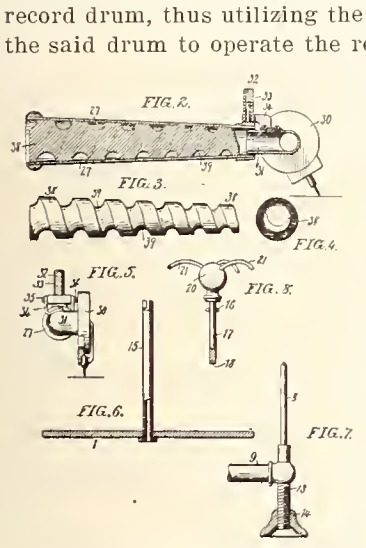
Washington, D. C., July 6, 1907.

TALKING MACHINE. David Kline, Philadelphia, Pa. Patent No. 858,077.

This invention relates to improvements in talking machines, and the object is to provide a construction for pivotally connecting the sound-box and the sound conveying arm, so that the weight of the latter will not come on the record disc, and the sound-box will be free to rise and fall without lifting the weight of the sound conveying arm. A further object of this invention is to



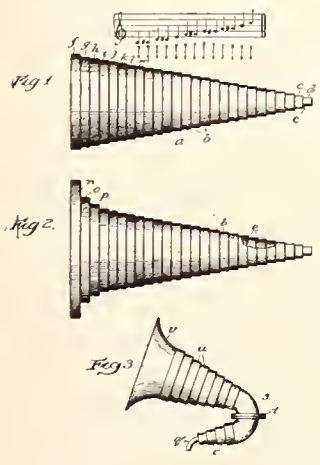
provide a core having au anuular spiral recess formed in its surface, which core is adapted to be inserted in the sound conveying arm to lengthen the distance of the passageway through which the sound travels in coming from the sound-box. A still further object of the invention is to construct a stand for supporting the parts of the talking machine, so that the same may be readily attached to a phonograph having a cylindrical record drum, thus utilizing the means for driving the said drum to operate the record disc. A still further object of the invention is to improve the manner of mouuting the record disc.



Referriug to the Drawings.—Fig. 1 is a side elevation of a talking machine embodying the invention; Fig. 2 is a longitudinal section view through the sound conveying arm; Fig. 3 is a side view of the core detached; Fig. 4 is an end view of Fig. 3; Fig. 5 is an end view of Fig. 2, showing the manner of mounting the sound-box; Fig. 6 is a side view of the record disc table, partly in section; Fig. 7 is a side view of the pivot post, detached, upon which the record disc table is mounted; Fig. 8 is a side view of the means used to secure the record disc upon said pivot post.

HARMONIC HORN. Reuben J. Smith, Waukegan, Ill. Patent No. 857,765.

The object of this invention is to produce a



horn for use upou phonographs and, otherwise, which shall not only be sonorous in its action, so as to retain the life-like and resonant qualities of sounds amplified thereby, but shall, by preference, be so constructed as to harmonize with and respond sympathetically to musical sounds transmitted thereto, so that in use each musical tone may be amplified while retaining the quality and timber of the original. The inventor claims to have discovered that a horn, when made of metal or other resonant material in the form of a series of connected hollow cylinders, varied in diameter, not only possesses a marked resonant quality throughout its length, but that the several sections are capable of producing sounds of varying pitch corresponding to the variations in diameter, thus rendering it possible to construct a hor adapted to respond to the notes of a musical scale. He has also found in practice that such a horn, even when made iu regular diametrical gradations, serves to greatly improve the tone of the instrument.

In the drawings, Fig. 1, is a side elevation of a horn embodying the features of this invention, accompanied by a musical scale. Fig. 2 is a similar view showing a modification thereof, and Fig. 3 is a side elevation of a curved horn swiveled at the curve upon a vertical axis.

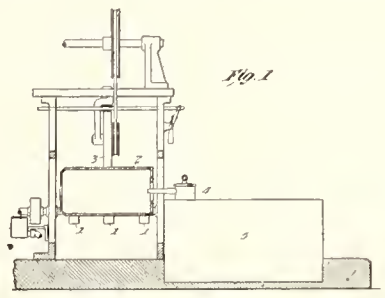
COMPOSITION FOR PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,552.

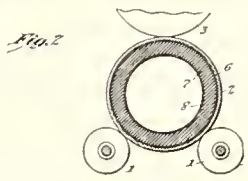
This invention relates to an improved duplicate phonograph record and process and apparatus for makiug the same, said record comprising a very smooth, hard, amorphous surface layer and an inner layer welded thereto of much cheaper material, having the same coefficient of expansion, so as to form a composite structure. To this end the invention consists of a composition of asphalt and stearin pitch, preferably in the proportion of about 80 parts by weight of asphalt and 20 parts by weight of the stearin pitch. Any hard asphalt, such as Syrian asphalt or gilsonite, may be used, being preferably melted and strained, although the material may be used in the crude state. If desired the asphalt may be made more fluid, so as to facilitate its casting within the surfacing layer by the addition of from 5 to 15 per cent. of stearic acid. Stearin pitch, as is well known, is a black tarry residue, obtained in the manufacture of stearic acid and resembling ozocerite. The stearin pitch may be melted and added to the melted asphalt, or two ingredients may be added together in solid form in the desired proportions and then melted and stirred until intimately associated.

Reference is hereby made to the accompanying drawing, which shows a conventional record tablet with the names of the ingredients of the improved composition applied thereto.

PROCESS FOR MAKING PHONOGRAPH BLANKS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,557.

This invention relates to an improved process for manufacturing blank record tablets for use on phonographs and allied talking machines in





which cylindrical blanks are employed, and the object is to provide a process by which the blanks may be manufactured economically and wherein the recording surface will be of a uniformly perfect character.

PROCESS FOR MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Alysworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,554.

In an application for Letters Patent, filed May 11th, 1906, Serial No. 316,250, is described an improved process and apparatus for making duplicate phonograph records, wherein a heated mold is rotated at a high speed, and molten material is introduced therein, so as to be forcibly distributed uniformly over the bore of the mold by reasou of centrifugal force developed any air or gas bubbles being forced radially inward so as to make a very perfect molded surface, and the mold being subsequently cooled while still being rotated, so as to set and harden the molten material. Iu the making of duplicate phonograph records by the process and apparatus described in said application, the inventor contemplates using molds of the type now employed, which are about ¼ of an inch in thickness, and presenting a mass of metal somewhat greater than that contained iu the desired duplicate records. Consequently, if it were attempted to make duplicate records from cold molds of this type, the molten material introduced within the mold will be quickly chilled on

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the record surface, resulting in the formation of air bubbles and preventing the uniform distributiou of the material, as takes place when the mold is heated to permit the molten material to maintain its fluid condition while it is being distributed.

The present application relates to an improved process by which duplicate phonograph records can be produced in cold molds, and to this end the invention consists in making use of a mold having very thin walls, and in introducing therein the molten material at a high temperature, whereby the heat imparted to the mold will raise the temperature thereof to or above the melting point of the material, so that the latter will retain its fluid condition and will permit all air and gas bubbles to be driven radially inward as with the process described in my said application.

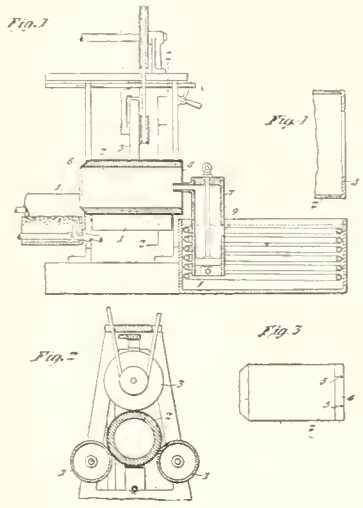


Fig. 1 is a longitudinal sectional view through a part of an apparatus similar to that disclosed in said apparatus, showing a single mold, and means for introducing charges of molten material therein; Fig. 2, a section on the line 2—2 of Fig. 1; Fig. 3, a side elevation of the mold, and Fig. 4, an enlarged detail view of the end of the mold.

Process of Making Duplicate Sound Records. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,555.

This invention relates to an improved process for making duplicate sound records of celluloid, pyroxylin, collodion, cellulose and other suitable materials not capable of being rendered molten so as to be cast, but dissolving readily in solvents, and in that condition being readily manipulated. The inventor is aware that duplicate sound records have been made of celluloid and similar materials by the application of heat and pressure, but with such process it has been found impossible to obtain a smooth surface, so that the records are rough and scratchy. Furthermore, the material in being pressed into engagement with the record surface becomes merely distorted, so as to conform with more or less exactitude with the irregularities thereof, and there is therefore always a tendency for the material to revert to its original condition, thereby resulting in a gradual weakening of the record surface. It has also been proposed to make records of pyroxyliu or similar materials by dipping a mold or matrix in a solution of the material to form a film from which the solvent is allowed to evaporate, but such a film is manifestly excessively thin, and hence difficult to handle and to properly support. Obviously, if it were attempted to build up a record of greater thickness by repeating the dipping operations, the outer films would be likely to peel off, while during manufacture the film or films already deposited within the matrix would be dissolved more or less by the solvent, so that the operation would be necessarily slow and expensive.

This invention relates to an improved method by which records can be made up of the materials under consideration in a very cheap and effective manner by an operation strictly analogous to a true casting process, so that there will be no tendency of the record surface to become changed in use, while at the same time the record surface will be smooth and brilliant, and furthermore, the record will be perfectly homogeneous throughout and of any desired thickness.

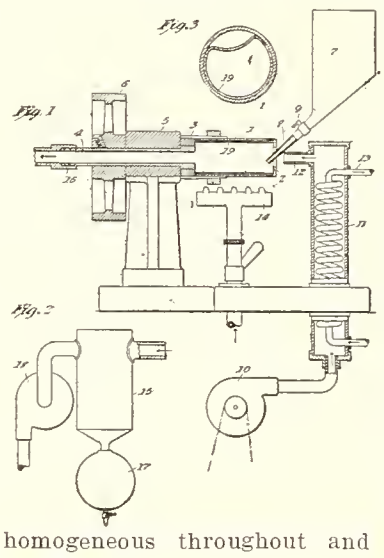
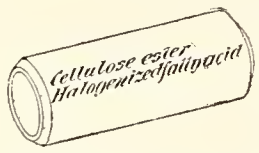


Fig. 1 is a diagramatic view of a portion of a suitable apparatus for carrying the process into effect; Fig. 2, a similar view, showing the condenser and suctiou fan, and Fig. 3, a cross-sectional view through the matrix, illustrating one way of removing the finished record.

Duplicate Sound Record. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,556.

This invention relates to an improved duplicate sound record, made of a tough, permanent material, capable of receiving and retaining an absolutely accurate copy of a matrix, having no ingredient which will evaporate to affect the record surface (as is the case with camphor in celluloid), which will be practically non-inflammable and which will be sufficiently flexible to permit of its being collapsed when it is desired to remove the same from the matrix. Duplicate sound records have heretofore been made of celluloid, but owing to the slow evaporation of the camphor these records become minutely pitted in time, so as to present a rough and scratchy surface.

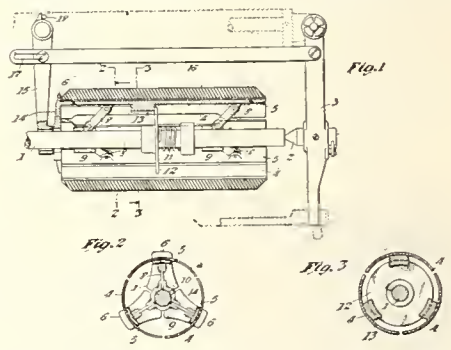


In an application filed on even date herewith the inventor describes an improved composition of a celluloid-like nature, said composition being based on the discovery that a halogenized fatty acid or derivative thereof, such as chlorinated stearic acid, acts as a solid solvent for pyroxylin or other cellulose esters, such as the esters of the acetic series, the compound being manufactured by the employment of a common solvent, such as acetone, which, upon evaporation, results in a celluloid-like composition having desirable properties of toughness, flexibility and non-inflammability, and being practically permanent, since the solid solvent does not evaporate, as in the case with camphor in celluloid.

The present invention relates to the production of a duplicate sound record of this improved material. The advantages of such a sound record are great toughness and smoothness of the record surface, absolute permanency thereof and substantial non-inflammability.

Reference is hereby made to the accompanying drawing, which shows a conventional record tablet with the names of the ingredients of the improved composition applied thereto.

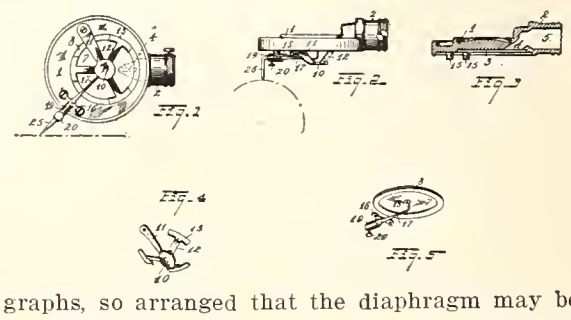
Phonograph. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,604.

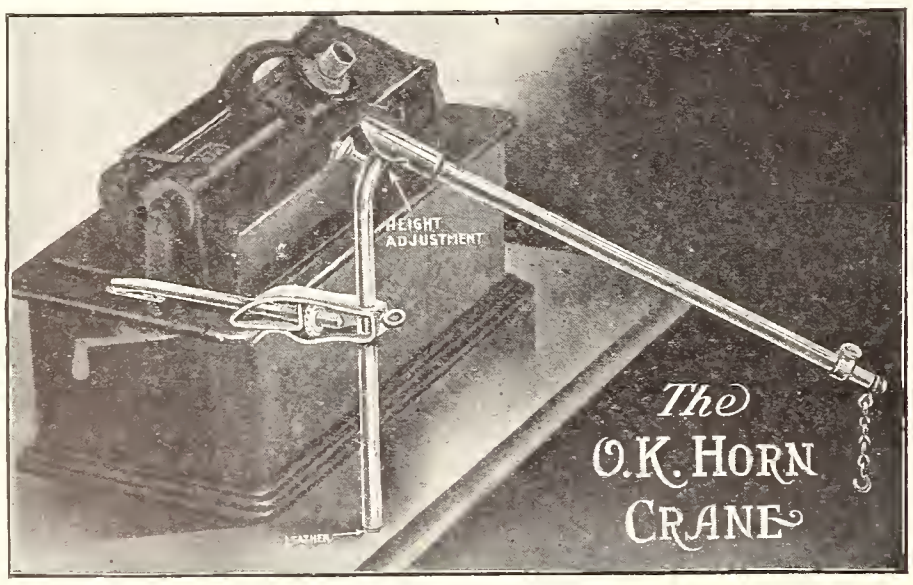


This invention relates to a new and improved mandrel for phonographs, adapted to receive and securely hold cylindrical records having perfectly cylindrical bores, and consists of a mandrel formed of a plurality of sections, outwarly movable, so as to engage the record and securely hold the same, means being preferably provided to coutract the mandrel sections when the ordinary phonograph end-gate is opened for the purpose of permitting the record to be taken off. Fig. 1 is a longitudinal sectional view, showing a part of the phonograph with the present improvements thereon, and Fig. 2, a cross-sectional view on the line 2—2 of Fig. 1; Fig. 3 is a similar section on tne line 3—3 of Fig. 1.

Phonograph Reproducer. Louis Devineau, Cleveland, O. Patent No. 856,038.

One of the objects of this invention is to provide a very simple and cheap reproducer for phonographs, so arranged that the diaphragm may be easily put in place and is effectively held, but may be removed whenever desired. Another object is to so construct the reproducer that it may be used either with the disc records or cylinder records, as desired, merely by changing the needle. In the drawing Fig. 1 is a side elevation of the reproducer, in the position as used with a disc record. Fig. 2 is an edge view of the reproducer, the position being that used with a cylinder record. Fig. 3 is a section through the





(Patented March 12, 1907.)

For Edison and Columbia Machines
Ask Your Jobber

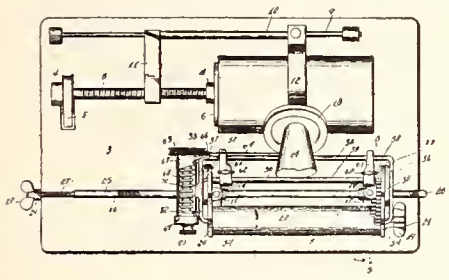
THE IDEAL FASTENER CO., 143 Liberty Street NEW YORK CITY

sound-box. Fig. 4 is a perspective of the spider which holds the disc in place. Fig. 5 is a perspective of the disc with its vibrating member. Fig. 6 is a cross-section through the disc, showing its connection with the vibrating member.

PHONOGRAPH ATTACHMENT. Christian L. Holm, Spokane, Wash. Patent No. 858,184.

This invention relates to improvements in mechanisms for repeating the records on phonographs, and the object is to provide a mechanism of simple and compact construction, which may

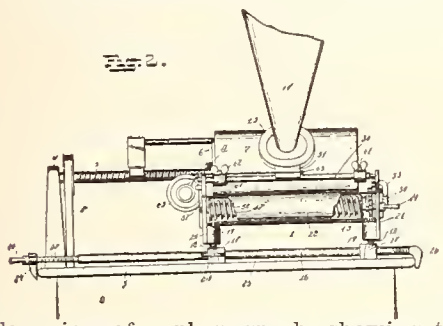
Fig. 1.



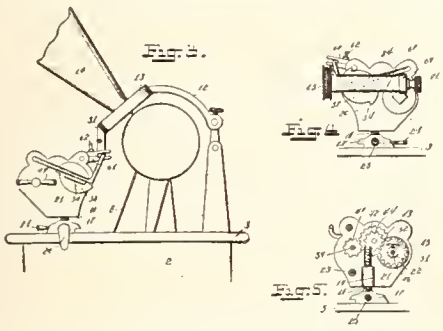
be quickly adjusted for use upon various kinds and sizes of machines for repeating a record in full or in part as many times as may be desired.

In the accompanying drawings Fig. 1 is a

Fig. 2.



top plan view of a phonograph, showing the invention mounted thereon, parts being broken away to more clearly illustrate the construction; Fig. 2 is a front elevation, with parts broken

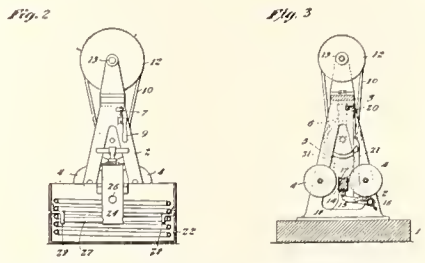


away; Fig. 3 is an end elevation; Fig. 4 is an elevation of the opposite end of the attachment or mechanism, and Fig. 5 is a vertical transverse sectional view taken on the plane indicated by the line 5—5 in Fig. 1.

PROCESS OF MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,605.

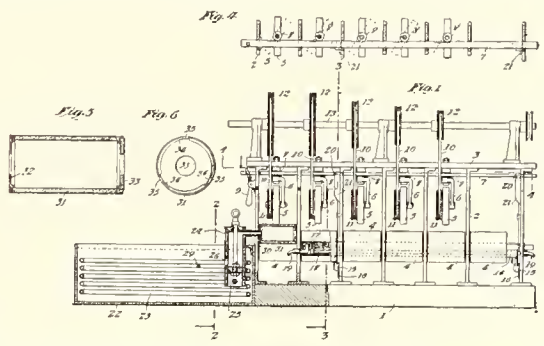
This invention relates to an improved process for making duplicate phonograph records at a low cost, of superior quality, and whereby the percentage of imperfect records or "discards" obtained in actual manufacture will be very largely reduced. In the present development of the phonographic art it is possible to make matrices or molds which for all practical purposes are mathematically exact negative copies of the original master records, and several processes have been suggested and commercially used for obtaining duplicates from these matrices or molds. In a practical duplicating process it is important that the temperatures used should not be too high, since the material from which the records are made contains considerable quantities of free stearic acid, which in the presence of a high temperature attacks and roughens the surface of the mold, even when the latter is protected by a non-oxidizing film of gold or nickel. These molds are very expensive and the slightest roughening is manifested in the reproduction from a record obtained from the same. Hence, it is important that the temperatures should be kept iu the neighborhood of the melting point of the material, or at best, only a few degrees above the same, in order that the life of the molds may be prolonged as much as possible. In working with the material at relatively low temperatures another difficulty is encountered—namely, the formation of air and gas bubbles, which appear on

Fig. 2 Fig. 3



the surface of the record. These bubbles are sometimes caused by the trapping of air in the mold, even when great care is taken to avoid the difficulty, and some are caused by the decomposition of the material in its original manufacture, or when scrap material is remelted. The low temperature at which the material is worked makes it more or less viscid, and hence the bubbles do not have the opportunity of freely escaping, but move sluggishly through the mass.

By the present invention the inventor is enabled to produce duplicate records in a highly efficient and economical manner, the material being maintained in a molten state at not necessarily more than a few degrees above the melting

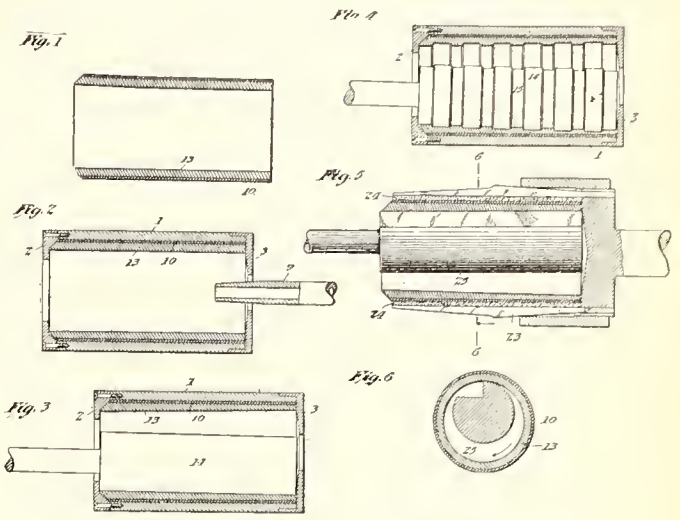


point, so as to prevent it from attacking and corroding the mold, while at the same time the operation is such that air and gas bubbles are effectively prevented from appearing on the record surface.

To this end the invention consists in making duplicate records by centrifugal force, the mold being rotated at a sufficiently high speed and the molten material being introduced therein, so as to be forced outwardly and distributed evenly around the entire bore of the mold, the mold being heated to about the temperature of the molten material so that when the molten material is introduced therein it will not chill on the mold, but will retain its fluid state, thereby permitting its complete and uniform distribution to be effected and allowing all bubbles to be displaced and forced into or through the body of material.

PROCESS OF MAKING DUPLICATE SOUND RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,606.

This invention relates to an improved process for the manufacture of duplicate phonograph records, being particularly adapted for the production of an improved record which is claimed in another application, but which may be employed for the manufacture of records of other types. The improved record referred to is a composite cylindrical structure having an outer layer of a tough, smooth, amorphous material, in which the record surface is formed and from which a smooth and brilliant reproduction can be obtained and a main body or support therefor composed of a very cheap and tough material unsuitable itself for receiving a record surface, the two



layers being welded together, so as to constitute practically a single homogeneous structure.

The improved process is one in which the material in a molten state or in solid or powdered form is introduced into a rapidly rotating mold, the outer layer being first formed by the centrifugal force developed, and when the material thereof is sufficiently set, but preferably while still slightly plastic, the material to constitute the inner or main layer is introduced so as to be intimately welded to the outer layer.

The process also contemplates the carrying on of operations by which the interior of the record may be suitably developed to fit the supporting mandrels of talking machines of the phonograph type, although if an expanding mandrel is employed as disclosed in the application of Aylsworth and Dyer, filed May 8, 1906, Serial No. 315,716, no separate finishing operation is necessary, since, when the records are removed from the molds, after being chilled therein, they will,

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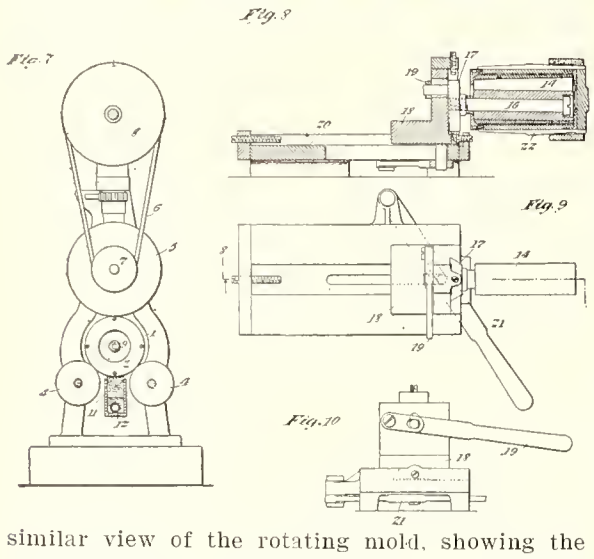
as an inherent result of the process, be formed with perfectly smooth cylindrical bores.

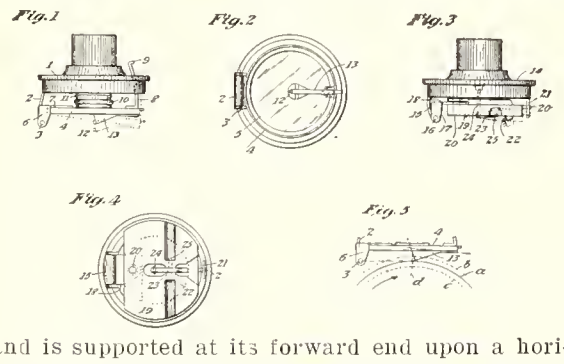
Fig. 1 is a longitudinal sectional view of the improved duplicate phonograph record; Fig. 2, a



similar view of the rotating mold, showing the formation of the record thereon; Fig. 3, a similar view illustrating the operation of tapering the bore of the record when desired, while still in a plastic condition within the mold; Fig. 4, a similar view illustrating the operation of forming the record on its bore with a series of concentric ribs; Fig. 5, a siuilar view, showing the reaming of the record, while cold, to taper its bore; Fig. 6, a section on the line 6—6 of Fig. 5; Fig. 7, au end view partly in section, showing convenient apparatus for rotating and cooling the mold; Fig. 8, a longitudinal sectioual view of the apparatus used for finishing the bore of the record, while in a more or less plastic state within the mold, the section beiug taken on the line 8—8 of Fig. 9; Fig. 9, a plan view of the same, with the mold and record removed, and Fig. 10, an end view.

Phonograph Recorder and Reproducer. Edward L. Aiken, East Orauge, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,828.

This inveutiou relates to phonographic recorders and reproducers, aud more particularly to that type in which the recording or reproducing stylus is carried by a floating weight, as first disclosed in Edison Patent No. 430,278, dated June 17, 1890. In the use of a recorder or reproducer of this type with an Edison phonograph the body is rigidly held in a traveling carrier arm, which is sleeved at its rear on a fixed rod

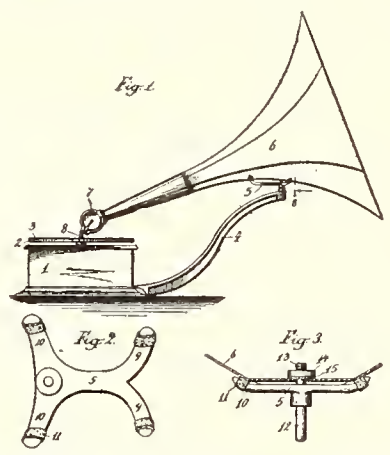


and is supported at its forward end upon a horizontal guide or straight edge, the parts being so arranged that the stylus will assume an operative position upon the surface of the record or blank when the body is properly placed in the carrier arm. The record or blank used with such an instrument is in the form of a hollow cylinder, which is carried on a rotating mandrel, and is of such diameter that the stylus will rest thereon and support the floating weight, as is well known. In using blanks of this character, where the record is only desired for use a short time, it is the practice to shave the record by means of a suitable shaving knife, thereby forming a smooth cylindrical surface suitable for the formation of another record, so that the same blank may be used again and again. Each shaving operation, of course, reduces the radius of the blank a distance which is equal at least to the depth of the record groove, and it has been customary to use in this manner blanks, the radius of which varies as much as nine sixty-fourths of an inch. Since the floating weight must be supported by the surface of the blank and since the body of the recorder or reproducer occupies a fixed position with respect to the axis of the mandrel, it is obvious that the floating weight must turn upon its pivotal support in order to permit the stylus to operate upon blanks or records of different size. This movement of the floating weight being pivotal, it is obvious that the angle which the cutting stylus makes with the record surface at the point of contact will vary with differeut positions of the weight. It is undesirable, however, that this angle should vary greatly because the cutting operation requires that the stylus be held at a definite angle with respect to the record surface in order to produce the best results, and this angle cannot be varied much without detracting from the quality of the record. Reproducing styluses are also frequently designed to operate only at or very close to a given angle, and are usually held by a lever whose angle cannot vary much.

Figs. 1 and 2 are a side elevation and bottom plan view, respectively, of a phonographic recorder embodying this iuvention. Figs. 3 and 4 are similar views of a phouographic reproducer. Fig. 5 is a diagrammatic view illustrating the positions assumed by the stylus when operating upon blanks of different diameters.

Talking Machine. Horace Sheble, Philadelphia, Pa., assignor to the Hawthorne & Sheble Manufacturing Co., same place. Patent No. 855,674.

The object of this invention is to effect certain improvements in the construction of talking machines with respect particularly to the horn-supporting devices, to the end that an apparatus is provided in which the horn is held securely against displacement and in which the horn-sup-



porting devices are of comparatively small size, so as not to detract from the appearance of the machine.

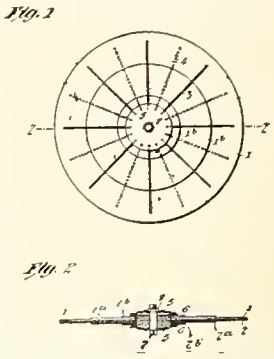
The preferred embodiment of the invention is illustrated in the accompanying drawings, in which Fig. 1 is an elevation of a talking machine constructed in accordance with the iuveution; Fig. 2 is a plan view of the horn-supporting cradle, and Fig. 3 is a section on the line 3—3 of Fig. 1.

Diaphragm for Talking Machines. Thomas A. Edison, Llewellyn Park, Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,562.

This invention relates to improvements in diaphragms for talking machines, both for recording and reproducing, and the object is to provide an improved diaphragm that will be readily responsive to vibrations of comparatively great amplitude.

With diaphragms as now made in the form of a continuous disc (or a series of discs of decreasiug diameters) clamped rigidly at its edge, the extent of the amplitude to which the diaphragm is capable of vibrating is necessarily very limited, since the material of which it is formed is not only flexed as the diaphragm vibrates on either side of the medial line, but uudergoes stretching and contraction as it moves away from or toward the medial line. This limited capacity of the diaphragm to partake of any considerable degree of amplitude, limits in a measure the loudness of the reproduction. If it were attempted to remedy this defect by increasing the diameter of the diaphragm or materially reducing its thickness, the reproduction would not be increased, but would become more or less flabby or hollow.

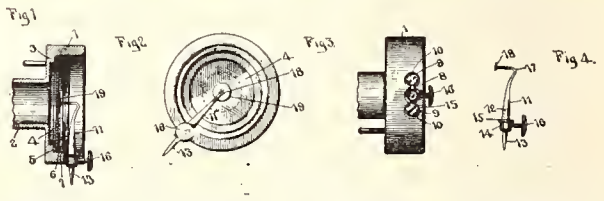
Another difficulty encountered with diaphragms as now constructed is that the resistance to the vibrating effect is not uniform as the diaphragm moves to either side of the medial line, but enormously increases with the amplitude, so that even if such diaphragms were capable of vibrating considerably the power available to operate them without incurring undue wear on the record surface. To effect a materially increased amplitude, Mr. Edison proposes the making of a diaphragm in which these two difficulties are very largely removed, since the diaphragm will be capable of being vibrated to a much greater amplitude than is now possible, while the resistance to the vibration does not materially or objectionably increase within reasonable limits on either side of the medial line.



To this end the invention comprises a duplex diaphragm made of at least two discs, each of which is radially slotted, so that each disc will constitute a series of reeds, and the slots of the discs being staggered so that a continuous surface will be presented for actuating the sound waves. Said discs are preferably cemented together by means of an elastic cement, such as a solution of gum rubber, in order to preveut undue resistance in vibrating. If two discs as above described were alone used, each of the reeds would be flexed throughout substantially its entire length, whereas the best results are obtained if the flexure is substantially limited to the base of each reed, so that each reed will substantially vibrate the whole. To secure this effect the inveutor preferably forms each section of the duplex diaphragm of a series of discs, say three in number, of gradually reduced diameter, whereby the vibration will be practically limited to the thinnest or outer portion. Having constructed a diaphragm of two discs or series of discs as explained, the central opening formed therein is closed by a pair of light corrugated discs seated on rubber gaskets and with which connection is made to the recording or reproducing stylus. Fig. 1 is a plan view of the improved diaphragm, aud Fig. 2 is a sectional view on the line 2—2 of Fig. 1.

Sound-Box for Talking Machines. Louis P. Valiquet, New York, N. Y., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 855,736.

The object of this invention is to provide such a construction in sound-boxes that the stylus bar may be adjusted and formed so as to have the correct characteristics of elasticity, shape and size in relation to the diaphragm. A further object is to provide such a stylus bar that the tendency to lateral movement of its end where it connects with the diaphragm is entirely obviated and the sound waves thereby discharge at in more



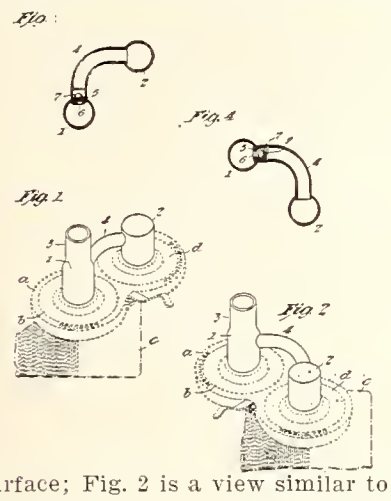
exactly perpendicular direction upou the diaphragm of the sound-box. Briefly, the invention consists in providing a stylus bar, the end of which is bent inwardly to form the connection between the end of the stylus bar and the diaphragm, the parts being integral and capable of being filed or reduced so as to vary their size, shape and elasticity.

Fig. 1 is a vertical sectional view of a sound-box, said section being takeu substautially on a plane passing through the axis of the stylus bar; Fig. 2, a front elevation of the sound-box; Fig. 3, a side view of the sound-box on the side thereof through which the stylus bar projects, and Fig. 4, an elevation of the stylus bar detached from the sound-box.

Phonograph. Nelson C. Durand, East Orange, N. J., and Edward L. Aiken, Orange, N. J., assignors to New Jersey Patent Co., West Orange, N. J. Patent No. 855,622.

This invention relates to phonographs, and more particularly to the sound-conducting tube or tubes, by which the sound waves are conveyed to the diaphragm of the recorder and from the diaphragm of the reproducer, and has been particularly designed for application to phonographs in which the recorder and reproducer are carried in a spectacle frame, as shown, for instance, in Edison Patent No. 386,974, dated July 31, 1888.

Fig. 1 is a front elevation showing in full lines a coupling embodying this invention and applied to the recorder and reproducer of a spectacle frame, the latter being shown in dotted lines and being in a position in which the recorder is in operatic position with respect to the

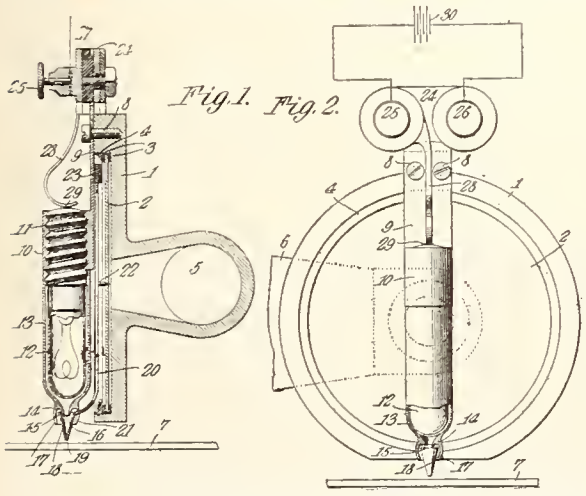


record surface; Fig. 2 is a view similar to Fig. 1, except that the spectacle frame occupies a position in which the reproducer is operatively situated with respect to the record surface; Fig. 3 is a section of the improved coupling taken on a plane parallel to the plane of the spectacle frame, the parts being in the position shown in Fig. 1; Fig. 4 is a view similar to Fig. 3 of the parts when occupying the position shown in Fig. 2.

Means for Recording Sounds. Wayne Lawrence Stillwell, Millersburg, O. Patent No. 856,553.

This invention has reference to improvements in a means for recording sounds, and its object is to produce a photographic record in the form of a sinuous line of even width representing sound waves, the record being of the type known as a gramophone record, being distinguished from the bead-like photographic records of the graphophone type.

The invention consists essentially of a recording sound-box carrying a light producing unit at-

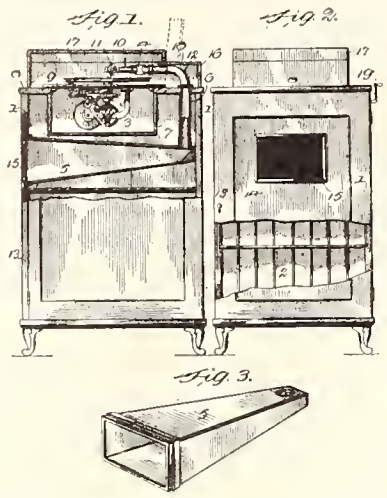


tached to the diaphragm of the sound-box, with a light directing means maintained at a constant distance from the photographic film and capable of being vibrated with the diaphragm to direct a light beam of constant width and intensity upon a photographic film so as to produce thereon a sinuous line of even width representing sound waves, along which line the sensitive emulsion is affected by the light.

Fig. 1 is a vertical cross section through a sound-box equipped with the invention, and Fig. 2 is a face view, partly in section, of the same.

Talking Machine. Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 856,704.

The object of this invention is to provide a casing or cabinet for talking machines and to arrange the parts thereof in such a manner that there will be no objectionable projections or parts extending from the body of the casing of the machines which would otherwise be liable to become injured or disarranged, and also to arrange said parts in such a manner that the operative mechanism of the talking machine may be entirely inclosed, thereby making the appearance of the apparatus much more pleasing, and



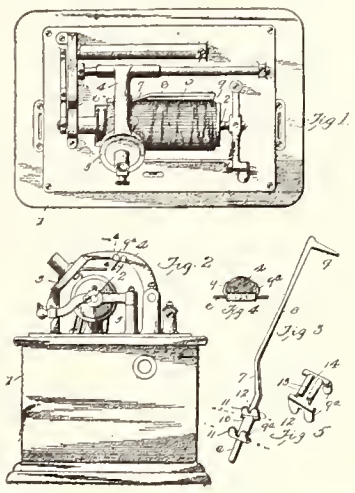
improving the quality and permitting the modification of the sounds produced thereby.

Fig. 1 represents the improved talking machine and cabinet therefor, shown in section at its upper portion; Fig. 2 is a front elevation thereof, showing the lower portion of the front of the casing broken away, and Fig. 3 is a detail perspective view of the sound amplifying portion of the sound conducting tube.

Phonograph Attachment. Walbridge G. Horton, Brattleboro, Vt. Patent No. 856,873.

This invention has particular reference to a device for attachment to the ordinary and well-known type of cylinder record talking machine, the object of the invention being first to provide a device or more properly a gauge, by means of which the operator of the machine may readily determine the proper point at which to place the reproducer needle upon the record so that the proper reproduction of the entire record is always assured, including the announcement at the beginning of the record; second, to provide such an attachment which may be quickly and easily applied to or detached from any of the well-known and standard type of talking machines, and, third, to provide a gauge attachment which is adjustable to suit different conditions, and which will be compact and out of the way, and will not interfere in any way with the working of the machine.

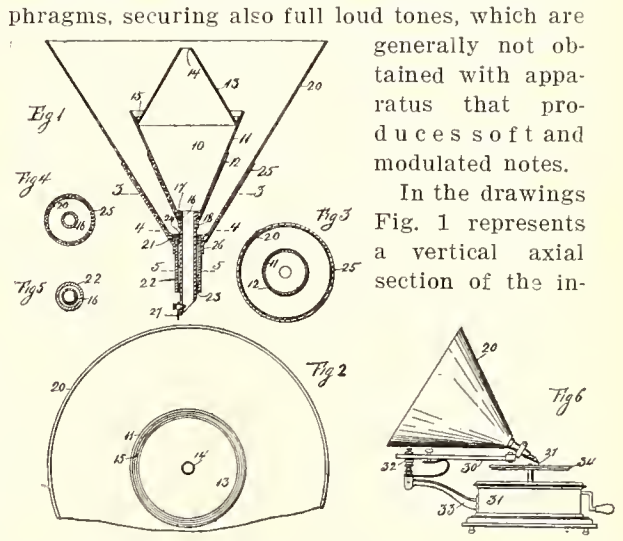
Fig. 1 is a top plan view of a talking machine having the improvements applied thereto. Fig. 2 is an end elevation of the same; Fig. 3 is a detailed perspective view of the attachment removed from the machine; Fig. 4 is a sectional



view of the reproducer arm taken on line 4—4 of Fig. 2, with the gauge support in position thereon, and Fig. 5 is a detail perspective view of the clasp or means for supporting the gauge finger.

Sound-Producing Device. William C. Smith, Paterson, N. J. Patent No. 857,209.

This invention relates to a sound producing device which is specially applicable to talking machines and the like. Its organization comprises means for producing sound without the metallic effects of ordinary horns and vibrating diaphragms, securing also full loud tones, which are generally not obtained with apparatus that produces soft and modulated notes.



In the drawings Fig. 1 represents a vertical axial section of the invention, Fig. 2 is a partial top plan view of Fig. 1, Fig. 3 is a section of Fig. 1 on the line 3, 3, Fig. 4 shows a section of Fig. 1 on the line 4, 4, Fig. 5 represents a section of Fig. 1 on the line 5, 5, and Fig. 6 shows a talking machine with the invention connected therewith.

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	ARTHUR PRYOR'S BAND.	
5152	The Peacemaker March.....Alford	10
5153	"Red Mill" March.....Herbert	10
5154	Midsummer Waltz .....Marigold	10
5179	Monastery Bells (with Chimes).....Wely	10
31643	Rosamunde Overture.....Schubert	12
31644	The Lion Chase ("La Chasse au Lion").. ..... Koelling	12
	VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.	
31645	A Hunt in the Black Forest (A Descriptive Musical Episode).....Voelker	12
	CORNET SOLO BY EMIL KENEKE, ACCOMP. BY PRYOR'S BAND	
5155	Love Me and the World Is Mine.....Ball	10
	WHISTLING SOLO BY ALICE J. SHAW, WITH ORCH.	
5175	In Venice (An Italian Serenade)..Rubens	10
	VIOLIN AND CORNET DUET BY D'ALMAINE AND KENEKE, WITH ORCH.	
5178	Thou Art to Me a Flower.....Degele	10
	BELL SOLO BY CHRIS CHAPMAN, WITH ORCH.	
5177	Sunbeam Dance..... Rolfe	10
	ALICE LLOYD, SOPRANO, ACCOMP BY VICTOR ORCH.	
5158	May, May, May.....Powell	10
5159	Young Meu Lodgers..Harriugton-Le Brun	10
31646	Never Introduce Your Bloke to Your Lady Friend (Sweetheart and Frieuds)..... ..... Harrington-Le Bruu	12
	MAY IRWIN, ACCOMP. BY VICTOR ORCH.	
5151	Mat-ri-mony .....McKenna	10
5156	May Irwin's Frog Song.....	10
5157	Don't Argify .....Lowitz	10
31648	When You Ain't Got No Money You Needn't Come Around .....Sloane	12
	DUET BY STANLEY AND MACDONOUGH, WITH ORCH.	
31647	The Fisherman (I Pescatori).....Gabnsi	12
	DUET BY COLLINS AND HARLAN, WITH ORCH.	
5164	Many's the Time.....Rose Fischer	10
	DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.	
5165	Kiss, Kiss, Kiss (If You Want to Learn to Kiss) .....Hoffman	10
	MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.	
5166	When You Know You're Not Forgotten by the Girl You Can't Forget.....	10
5168	In the Wildwood Where the Blue Bells Grew .....Taylor	10
	TENOR SOLO BY HARRY MACDONOUGH, WITH. ORCH.	
5176	Sweet Julienne .....Havez	10
	TENOR SOLO BY HARRY TALLY, WITH ORCH.	
5160	A Friend of Mine Told a Friend of Mine.. ..... Kendis-Paley	10
	SONGS BY BILLY MURRAY, WITH ORCH.	
5161	It's Great to be a Soldier Man.....Morse	10
5162	Nestle by My Side (from "Grand Mogul") ..... Luders	10
	TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.	
5163	A Little Suit of Blue.....Chattaway	10
	ARTHUR PRYOR'S BAND.	
5169	Tobias Green—Intermezzo eccentrique.... ..... Luscomb	8
	VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.	
5172	By Right of Sword March.....Bendix	8
5173	Maiden's Blush—Schottische.....Hermau	8
	TENOR SOLO BY HARRY TALLY, WITH ORCH.	
5139	Deutschland .....Kendis-Paley	8
	DUET BY COLLINS AND HARLAN, WITH ORCH.	
5170	Won't Yon Let Me Put My Arms Around You .....Adams	8
	LAUGHING SONG BY CAL STEWART, WITH ORCH.	
659	I'm Old but I'm Awfully Tongh.....	8
	WHISTLING SOLO BY MRS. ALICE J. SHAW, WITH ORCH.	
5174	Manzanillo .....Robyn	8
	TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.	
5171	Playing Hide and Seck.....Duval	8

NEW RED SEAL RECORDS.

	ALICE NIELSEN, SOPRANO.	
64068	La Traviata—Addio del passato (Farewell to the Bright Visions).....Verdi	10
74062	La Boheme—Mi chaimauo Mimi (My Name Is Mimi) .....Puccini	12
	FLORENCIO CONSTANTINO, TENOR.	
64069	Rigoletto—Questo o quella ('Mid the Fair Throng) .....Verdi	10
64070	Gioconda—Cielo e mar (Heaven and Ocean) ..... Ponchielli	10
74065	Elisir d'amore—Una furtiva lagrima (Down Her Cheek a Pearly Tear)....Donizetti	12
74066	Lucia—O hell' alma innamorata (My Ador'd My Only Treasnre)....Donizetti	12
74067	Pescatori di Perle—Mi par d'udir ancora (I Hear as in a Dream).....Bizet	12
	DUETS BY NIELSEN AND CONSTANTINO.	
74063	Rigoletto—E il sol dell' anima (Love is the Sun) .....Verdi	12
74064	Lucia—Verranno a te sull' aura (Borne on the Sighing Breeze).....Donizetti	12
	LOUISE HOMER, CONTRALTO.	
87008	Les Filles de Cadiz (The Maids of Cadiz).. ..... Delibes	10
87009	At Parting (in English).....Rogers	10
88088	The Lost Chord .....Sullivau	12
	HERBERT WITHERSPOON, BASSO.	
64071	Mother o' Mine.....Kipling-Tours	10
74070	Honor and Arms (from "Samson"..Handel	12
	DUET BY HOMER AND AROTT.	
89009	Martha—Mesta ognor (Ah, These Tears).. ..... Flotow	12
	EMILIO DE GOGORZA, BARITONE.	
74068	Caro mio ben (Caus't Thou Believe)..... ..... Giordani	12

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order hy number, not title. If Concert Records are wanted, give the number and letter C.

9602	Minuet and Gavotte from "Pagliacci" (Leoncavallo) .....Edison Concert Band
9603	He Never Eveu Said Good Bye (Gumble).. ..... Ada Jones
9604	My Dear (Ball).....Reinald Werrenrath
9605	Sonoma (Friedman).....Edison Venetian Trio
9606	I'm Tying the Leaves So They Won't Come Down (Helf).....Byron G. Harlan
9607	Work, for the Night Is Coming (Mason).... .....Edison Mixed Quartet
9608	Flanagan and His Money (Original)..... ..... Steve Porter
9609	Joyce's 71st Regiment March (Boyer)..... ..... Edison Military Baud
9610	Dearest, Sweetest, Best (Peabody)..... ..... Harry Anthony
9611	Ev'ry Little Bit Added to What You've Got Makes Just a Little Bit More (Dillon Bros.) .....Collins and Harlan
9612	He Goes to Church on Sunday (Goetz).... ..... Billy Murray
9613	Heather Bells (Losey) .....Albert Benzler
9614	She Was a Grand Old Lady (Henry)..... ..... Harvey Hindermyer
9615	Street Piano Medley (Original)..August Molinari
9616	Harrigan (Cohau) .....Edward Meeker
9617	Miss Dixie (Hager).....Edison Concert Band
9618	So Long, So Long (Clark).....Arthur Collins
9619	In the Good Old Steamboat Days (Hill).... ..... Murry K. Hill
9620	My Word What a Lot of It (Reed)..... ..... Will F. Denny
9621	The Merry Lark (Bendix)..... .....Edison Symphony Orchestra
9622	Red Wing (Mills) ....Frederick H. Potter and Chorus
9623	Burying the Hatchet (Original)..... .....Ada Jones and Len Spencer
9624	The Sailors' Chorus (Parry)..... .....Edison Male Quartet
9625	School Days Medley (Original)..... .....Edison Military Band

NEW COLUMBIA X. P. (CYL.) RECORDS.

40324	Carmela Mazurka (Teresa Colomer)..... ..... Banda Espanola
40479	Para Los Angeles—Schottische (Abundio Martinez)..... Banda Espanola

NEW COLUMBIA B. C. (CYL.) RECORDS.

	NEGRO LAUGHING SONG, PIANO ACCOMP.
85130	Negro Laughing Song (Geo. W. Johnson).. .....George W. Johnson
	VOCAL QUARTET, MALE VOICES, UNACCOMP.
85131	Medley of Old-Time Songs. Introducing: "Old Black Joe," "Carry Me Back to Old Virginia," "My Old Kentucky Home," "Massa's in the Cold, Cold, Ground."... ..... Columbia Quartet

NEW COLUMBIA 10-INCH DISC RECORDS.

	PICCOLO SOLO, ACCOMP. BY PRINCE'S MILITARY BAND.
3668	Polka Caprice (Aug. Damm)..Marshall P. Lufsky
	VOCAL QUARTET, MALE VOICES, PIANO ACCOMP.
3669	Honey Boy (Albert Von Tilzer)Columbia Quartet
	TENOR SOLO, ORCH. ACCOMP.
3670	Because I'm Married Now (H. Ingraham).. ..... Billy Murray
	TENOR SOLO, ORCH. ACCOMP.
3671	He Goes to Church on Sunday (E. Ray Goetz) .....Billy Murray
8029	Prodana Vevesta March (Bartered Bride) (Smetana) .....Prince's Military Band

NEW COLUMBIA 12-INCH DISC RECORDS.

5701	Dauce of the Honr, from "La Gioconda" (A. Ponchielli) ....Banda Espanola, Sr. Prince, Director
30074	Home, Sweet Home Waltz (Margis and Berger)....Prince's Orchestra—Dance Music
30075	Lanciers, from "The Red Mill" (Fig. 1 and 2) (Victor Herbert)..... .....Prince's Orchestra—Dance Music
30076	Lanciers, from "The Red Mill" (Fig. 3 and 4) (Victor Herbert)..... .....Prince's Orchestra—Dance Music
30077	Lanciers, from "The Red Mill" (Fig. 5) (Victor Herbert) ....Prince's Orchestra—Dance Music
	TENOR SOLO IN GERMAN, ORCH. ACCOMP.
30078	Die Wacht am Rhein.....Emil Muench

ZON-O-PHONE 10-INCH RECORDS.

	ZON-O-PHONE CONCERT BAND.
811	Boston Commandery March (Onward Christiau Soldiers) .....
812	Does You Love Your Baby, Houey?—Cakewalk .....
813	Il Pagliacci—Intermezzo .....
814	1863 Medley .....
815	Ship Ahoy—A Nautical Intermezzo.....
816	Soldiers of the Queen—March.....
	HAGER'S ORCHESTRA.
817	Carpet Rags—A Characteristic March and Two-Step .....
802	Morning Star—March and Two-Step.....
818	Ninfa—Spanish Intermezzo .....
801	1907 Medley Two-Step.....
	TROMBONE SOLO BY LEO ZIMMERMAN WITH BAND ACCOMP.
803	Aeror Polka .....
	VIOLIN SOLO BY HENRY HESS WITH ORCH. ACCOMP.
804	The Swan .....
	VOCAL SELECTIONS WITH ORCH. ACCOMP.
819	Blondy—Character Sketch..... .....Miss Ada Jones and Len Spencer
805	Dream On, Dear Heart, Dream On..... .....Frank C. Stanley
806	I'd Live or I'd Die for You.....Frank C. Stanley
825	I'd Rather Two-Step than Waltz, Bill..... ..... Billy Murray
820	Lucia .....Billy Murray
823	Moonlight on the Lake.....Peerless Quartet
807	Since Arrah Wanna Married Barney Carney .....Collins and Harlan
824	Since You Called Me Dearie....Byron G. Harlan
821	Uncle Josh and Nancy Go Housekeeping.. Mr. and Mrs. Cal Stewart and Peerless Quartet
808	When Johnny Comes Marching Home..... .....Frank C. Stanley and Henry Burr
822	With You in Eternity.....Henry Burr
809	Won't You Let Me Put My Arms Around You .....Collins and Harlan
810	Why Do You Wait..... .....Frank C. Stanley and Henry Burr

VICTOR DISTRIBUTING & EXPORT CO.

The Victor Distributing & Export Co., of New York, have prepared a choice selected list of records for the summer trade, which is issued bi-monthly—a great convenience for both dealers and purchasers. Here is the latest list:

	BAND SELECTIONS—TEN-INCH.
4705	The Whistlers (Intermezzo).....Sousa's Band
4678	"Lights Out" March.....Pryor's Band
382	American Patrol .....Sousa's Band
1174	Jolly Fellows Waltz.....Pryor's Band
4811	Dance of the Honey Bees.....Victor Orchestra
	VIOLIN AND FLUTE DUET.
5007	Sing Sweet Birds.....D'Almaine and Lyons
	VIOLIN SOLO.
2924	La Cinquautine .....D'Almaine
	BELL SOLO.
4831	Amaryllis (Air Louis XIII.) ....Chapman and Orchestra
	TENOR SOLO.
4823	Love Me and the World Is Mine..... ..... Albert Campbell
4239	Daddy .....Burr and Orchestra
	BARITONE SOLO.
4903	In Happy Moments.....Alan Turner
	BASS SOLO.
4572	Down Deep Within the Cellar..Frank C. Stanley
	POPULAR SONGS.
4548	My Word .....Miss Ada Jones
4431	The Preacher and the Bear.....Arthur Collins
4883	The Merry Whistling Darky.....S. H. Dudley
	CONTRALTO SOLO.
4493	Lullaby from Erminie....Miss Corrinne Morgan
	DUETS.
4428	When You and I Were Young, Maggie..... ..... Morgan and Stanley
4688	We'll Wander in the Bright Moonlight..... ..... Nelson and Stanley
	CHOIR RECORD.
4736	There Is a Fountain Filled With Blood.... ..... Trinity Church Choir
	COMIC DUET.
2755	The Stuttering Coon..Collins, Harlan and Orch.
	MALE QUARTET.
4544	Mandy Lou .....Haydn Quartet
	QUARTET MIXED VOICES.
4796	Sweet and Low.....Lyric Quartet
	TRIO.
4913	Praise Ye .....Schubert Trio
	COMIC SONGS.
2561	The German's Arrival (Yodle Specialty).. .....Wilson and Orchestra
4946	The Next Horse I Ride On.....Miss Trix
	TENOR SOLO—EIGHT-INCH.
4939	Won't You Come Over to My House....Harlan
4938	Cheer Up, Mary.....Kendis-Paley

CABINETS

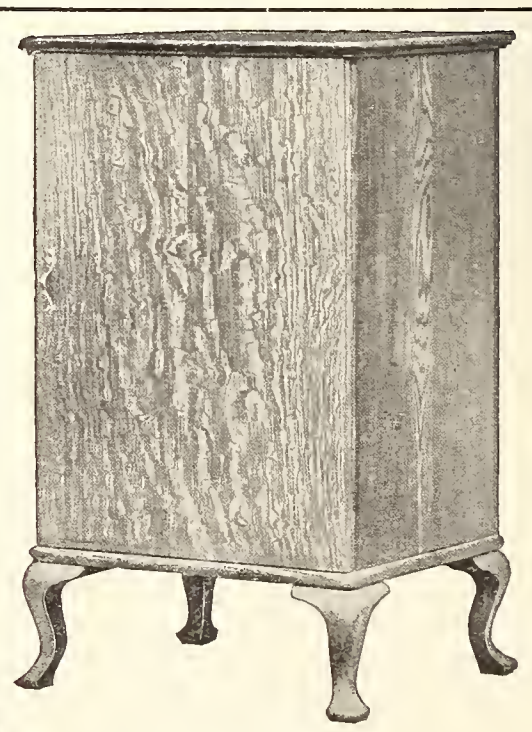
with real values are worth looking into. We pride ourselves on the values that we give. We manufacture both

DISC AND CYLINDER RECORD CABINETS

The Udell Works

INDIANAPOLIS, INDIANA, U. S. A.

Let us send you booklets



No. 426 CABINET

Holds 170 12-inch Disc Records.

DUET.
4696 The Moon Has His Eyes on You.....
.....Morgan, Stanley and Orchestra
BAND SELECTIONS.
4420 American Eagle March.....Pryor's Band
4841 Royal Trumpeters' March .....Seltzer
4915 Soldiers March .....Costa
COMIC SONG.
4933 Chip o' the Block.....Fogarty
COMIC DUET.
4788 Coming Home from Coney Isle.....
Jones and Spencer with Orch.
QUARTET.
1255 My Country 'Tis of Thee....Victor Male Chorus
BELL SOLO.
4613 Belle of the West (Bell Solo).....Chapman.
SELECTED RECORDS—12 INCH.
TENOR SOLOS.
31342 Silver Threads Among the Gold.Jose and Orch.
31387 Crucifix.....Mac., Stanley and Orch.
BASS SOLOS.
31431 Good-Bye, Sweetheart, Good-Buy.....
Goddard and Orch.
31543 Gypsy Love Song (Fortune Teller).....
Cowles and Orch.
BAND SELECTIONS.
31475 The Clown Dance.....Pryor's Band
31479 Robert Le Diable (Selection).....Pryor's Band
31506 Carlotta Waltz (Gasparone) .....Pryor's Band
PICCOLO AND CLARIONET DUET.
31167 The Nightingale and the Blackbird.....
Lufsky Christie and Band
DUET.
31532 By the Light of the Honeymoon.....
Morgan, Stanley and Orch.
VIOLINCELLO.
31586 Largo. .....Bourdon and Orch.

INDESTRUCTIBLE RECORDS

Are Destined to Win a Wide Popularity When Placed on the Market This Fall.

The Indestructible Phonograph Record Co., of 226 Hamilton street, Albany, N. Y., are busily engaged in making a stock of their records to be put on the market at the time their first catalogue appears in August. The records made by this company are practically indestructible in that they can be shipped anywhere by mail without breaking, are not liable to damage while on the dealers' shelves, and, what is equally important, they give clearer reproductions and never become worn and scratchy. A large factory is occupied by the company in Albany, N. Y., with facilities for meeting heavy demands, and recording laboratories under the control of a competent musical director are maintained in Brooklyn, N. Y. The records are moderate in price and it is expected that their debut will make quite a stir in the trade.

UDELL'S GREAT LINE OF CABINETS.

Suitable for Sheet Music and Talking Machine Records—Styles and Prices to Suit All Demands.

A music cabinet in connection with a piano and a record cabinet with the talking machine are as necessary as the music and records themselves for, besides lending an air of neatness to the music room or parlor, it protects the contents from tearing or breaking, and from the clouds of dust so much in evidence in cities. The Udell Works, Indianapolis, turn out an extensive line of cabinets for sheet music, and both cylinder and disc talking machine records. Numerous sizes are offered in a variety of finishes. The different styles of cases render it an easy matter to choose something in harmony with the instrument and the other furniture of the room. The booklets and prices furnished by the Udell Works should prove of interest to every piano, music and talking machine dealer.

TRADE ASSOCIATIONS DISCUSSED

By J. Newcomb Blackman, Proprietor of the Blackman Talking Machine Co. and Vice-President of the Eastern Talking Machine Jobbers' Association, Who Explains Their Benefits to Both the Jobber and Manufacturer—Next Meeting in New York.

In an informal chat recently with J. Newcomb Blackman on associations and their value to the trade, he said: "Most trades have formed an association of jobbers or dealers, and where properly formed and managed great improvements in trade conditions have resulted. The talking machine business is not an exception, and for many reasons needs organization among jobbers. Jobbers and dealers are protected, to a large extent, by the restrictions placed upon them by the manufacturers through the agreements under which machines and records are sold, but this does not prevent practices that are injurious to all concerned. The manufacturer gives the jobber and dealer an opportunity to make a good profit, but he often wastes a large part of it through poor judgment in soliciting and handling business. A very large part of the jobber's profit is wasted each year in bad debts, which could be saved if the credit department was handled as carefully as the sales department. The dealer, who has no reputation at stake, does not hesitate to get his full limit of credit from as many jobbers as possible, and competes with responsible dealers in an unfair manner until, through having violated agreements and having obtained his limit of credit, he is suspended and eventually fails.

"This practice not only cuts deeply into the profits of jobbers, who are involved by having given credit, but has robbed the loyal dealers, who do not dare follow such competition, of considerable business which they should have had, thus injuring the general trade. Although it is customary in the Eastern Talking Machine Jobbers' Association, as well as others, to have credit information on file that protects members from the above practice, the dealers cannot fail to realize that it is really a protection for them, as organization on the part of jobbers, from whom dealers get their goods, will separate the good from the bad, and protect the loyal dealers who uphold prices, pay their bills and work for the improvement in the trade against the competition of the other class, who compete unfairly and tend to ruin the trade.

"Any organization among jobbers should be for the purpose of improving trade conditions, and as the jobber depends on the dealer for his revenue, he must try and improve the dealer's conditions. Such improvement, of course, is shared by the factories in increased sales and greater confidence by the trade handling their goods. Organization, providing a system of stopping leaks in the profits of the jobber and dealer, will make the net profit much larger than it is at the present time, for it will stop many unnecessary losses. Restrictions, governing the prices and conditions under which talking machines are sold, have proved the salvation of the business, but the jobber and dealer should do his share by not attempting to touch the very boundary line of violation.

"The present Jobbers' Associations, both Eastern and Western, represent many of the largest jobbers in the country, and manufacturers have shown their willingness to listen to any plan for improvement of trade conditions when representing the combined opinion of their largest jobbers. I think both dealers and jobbers will agree that they are working under a more satisfactory plan with the factories at the present time, and that improvement each year has been shown by the manufacturer. The trade now buys records, confident that they will get their full profit, and that their surplus stock will be taken off their hands through exchange propositions.

"I feel that the two Jobbers' Associations have brought about any improvement much sooner than if the suggestions were not offered as a body. An opinion quickly obtained on any given subject, representing all jobbers, is of great value to the manufacturers, for it comes from those who are in the field of action and know the conditions.

"The Eastern Talking Machine Jobbers' Association now has a membership of 63 of the largest jobbers in the East, and at the annual meeting to be held in New York at the Hotel Astor on the 22d of July a large number of new applications will be acted on. Any talking machine jobber who has his own, as well as the general interest of the trade at heart, should attend this meeting, if he is not a member, should send in his application for membership at once.

"The annual election of officers will be held at this meeting, and out-of-town jobbers will have an opportunity to combine entertainment with business. Any Eastern jobber desiring information or an application blank from the Eastern Association is referred to Mr. A. H. Jacot, secretary, 39 Union Square, New York City. We are living in an age of organization, and any jobber who wants to increase his business and help improve trade conditions should help co-operate with his fellow jobber and the manufacturers by organization for the best possible results."

This Show Case and 50 per cent. Cash Profits are yours

Hohner Harmonica Display

SHOW CASE and HARMONICA ASSORTMENT

This offer consists of an excellent assortment of the best selling HOHNER Harmonicas, to retail at prices ranging from 25c. to $1.00, and a first-class show case, made of the best material and perfect in every respect. The assortment is made up of seventeen different styles, with not a dead seller among them. Each style comes in a separate package which is labeled to show at what price its contents can be retailed for and contains an assortment of keys. The case is made of solid quarter-sawed oak, plate glass, and is specially designed for displaying Harmonicas. The instruments appear on an elevated platform, under which there is room to store a small stock. With every case a number of price-tickets are given which can be placed on each instrument to display its retail value.

THIS IS WHAT YOU RECEIVE:

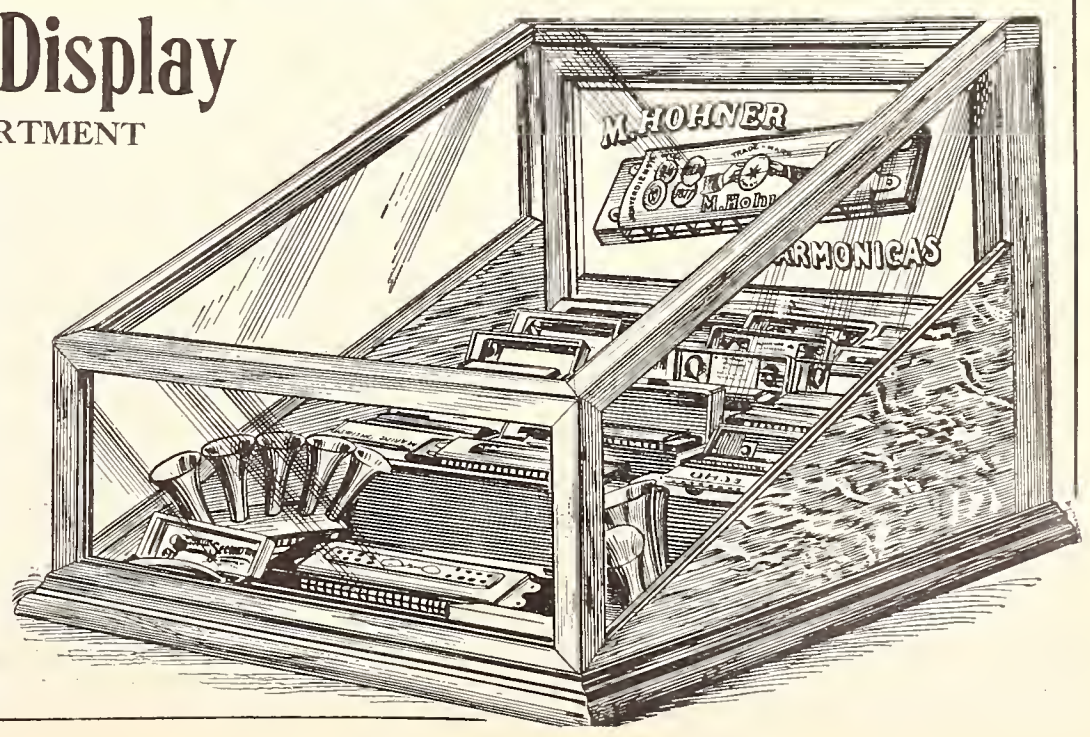
4 dozen Assorted Harmonicas, to retail at 25c. each	$12.00
2½ dozen Assorted Harmonicas, to retail at 35c. each	10.50
2 dozen Assorted Harmonicas, to retail at 50c. each	12.00
½ dozen Assorted Harmonicas, to retail at 75c. each	4.50
¼ dozen Assorted Harmonicas, to retail at $1.00 each	6.00
Total retail value of Harmonicas	$45.00
Value of Show Case, at least	12.00
Total Value	$57.00

Your Gain A Show Case which will last indefinitely 50 per cent. Cash Profit on your investment.

Size of case: 20¾ inches wide, 24¼ inches long, 14 inches high.

Ask Your Jobber

M. HOHNER 475 Broadway, NEW YORK
Canadian Office, 76 York St., Toronto



MOVING PICTURE AND AUTOMATIC MACHINES

THE MOVING PICTURE DEVELOPMENT.

Surprising Growth of This Enterprise—Immoral Pictures Will Not be Permitted—The Educational Influence of the Shows.

Moving pictures to-day have won a strong position as entertainers, and a good many who have been prone to look upon the business as of temporary duration have been surprised at its wonderful development. In all of the smaller towns over the country talking machine dealers and business men are becoming interested in moving picture theaters, and, as a result, there is tremendous activity all along the line. The firms who supply these specialties are extremely busy, and a great difficulty is experienced in having orders filled with anything like promptitude.

Associations are being formed to protect the legitimate business from those who would degrade the profession by presenting immoral pictures to the public. All of those things which savor of lewdness will be eliminated from every moving picture theater in the land. The moving pictures are to-day great entertainers, not only for the young folks but for the older ones as well. It is hardly possible to find a city in the land where there is one of these theaters iustalled which is not largely patronized by children; therefore, the subjects must be perfectly moral, and as such are great educators. Splendid pictures are shown of points of historical interest in every part of the world. Even the Arctic Circle has been invaded by the moving picture machine. There are to-day expeditions being formed to visit almost unexplored sections of the world to obtain photographs of animals as they move and live for the moving picture machine.

It is surprising when we come to investigate the amount of money which has already been put into this enterprise and the powerful effect which it is having upon the people of this country. It will be possible after a little while to see not only all parts of the world brought to our doors in realistic form, but plays will be put on in the various towns so that the people may listen to the music of splendid orchestras through the agency of the talking machine and witness speechless plays through the cinematograph which may in time revolutionize the whole theatrical business. It may be that plays will not be sent to the smaller towns in the future, and even on the stages in our larger cities entertainments will be supplied through the moving picture machines with talking machine accompaniments. The age is a wonderful one, but in no respect has there been more startling changes than in the reproduction and transmission of sound. Now the moving picture machine can bring the world to our doors and give us the latest dramas at a trivial cost. It is in every respect a machine age. After Dr. Cahill's invention we can turn on music in our homes just the same as we do gas and electricity, simply by turning a little button and listen to the latest operatic productions. Wonderful indeed is the advance which we are making into the sound realm.

The Card Printer

Prints your name on five cards for one cent. It is the best slot machine ever produced.

MANUFACTURED BY

The Card Printer Co.

79 East 130th Street NEW YORK

ILLUSTRAPHONES FOR AUSTRALIA.

Interest Manifested in This Machine in All Parts of the World.

(Special to The Talking Machine World.)

Philadelphia, Pa., July 8, 1907.

Coin-in-the-slot devices of every variety are meeting with extensive sale all over the world, the supply not keeping up with the demand. The Hawthorne & Sheble Manufacturing Co., of this city, have completed an order for a carload of Illustraphones, "illustrated song machines," for shipment to Australia. Penny arcades are springing up in all countries and a demand is being created for records in all languages, suitable to coin-in-the-slot talking machines. The above concern have recently received inquiries for their device from India, South America, Great Britain, Russia and other countries.

They have established an extensive photographic plant in charge of a competent expert for the purpose of making stereoscopic pictures of the latest song hits. All views shown by this concern are copyrighted, and a large variety of scenes and models of experience, are used in producing their pictures.

The Hawthorne & Sheble Manufacturing Co. are sparing uo effort to bring their product up to the high standard established by this concern.

VALUE OF THE AUTOMATIC PIANO.

In every business there are always good and bad times. Since the beginning of the "talker" business in this country dealers have invariably looked on the summer months as the time when trade reaches its low mark, and they must needs look for a paying side line to keep the ball rolling. This they have found in the automatic coin-operating piano. These mechanical instruments have leaped into sudden popularity, and are now in demand everywhere amusements of any kind are found. With the coming of the first warm wave parks, pavilions, candy kitchens, cafes, etc., commence their season of prosperity. Now, in these places, where the public gather to while away the time, music is in great demand, and proprietors who hope to hold their trade, know that they must furnish it. Hitherto it has been necessary to hire talent at their own expense. But this is now a thing of the past. All they have to do is to instal one of these pianos, and the public does the rest. Not only do they pay to hear each air, but by so doing they pay for the instrument and incideutally the owner reaps a rich profit.

Looks like a pretty good proposition, doesn't it? Well, the talking machine trade seem to think so, for dealers in all parts of the country are snapping up agency rights, and during the hot weather are doing a ripping good business. One of the oldest and most reliable instruments on the market to-day is the well-known "Peerless," manufactured by Roth & Engelhardt, of this city. This piano from the start has held its position in the front rank, and though far from the cheapest in price has always repaid purchasers for their coufidence. No device on the market necessitates more care in every detail than these pianos, for the terrible strain they are subjected to in arcades, etc., where they are kept working away ten to fifteen hours a day is sure to ruin one of inferior manufacture, therefore it pays to be open-handed at the start and not stand on a difference of a few dollars. If you find things rather dull, Mr. Dealer, why don't you get wise and put in a line of these self-playing instruments. There is a good margin of profit in it for you, and you'll find a big field open for their exploitation if you only look around.

IKONOGRAPHS IN DEMAND.

Leading Talking Machine Jobbers Take the Agency for This Moving Picture Machine—Their August List of Films.

The Ikonograph Commercial Co. have made wonderful progress during the past month, and have annexed many of the largest jobbers in the country, who will handle their machines on a jobbing basis. This company are doing business on the same plan as the large talking machine manufacturers, namely, selling only through jobbers, and standing firm on price regulation. One decision reached deserves especial notice. They will not sell to department stores. This will protect the small "talker" man and give him a better opportunity to make good. They will issue monthly lists of films. For instance, the subjects for August are as follows:

		Length.	Price.
1.	The Funny Story	20 ft.	$1.50
2.	Skating	20 "	2.00
3.	The Dude and the Mine Explosion	38 "	3.50
4.	Lady Acrobats	26 "	2.50
5.	What the Blind Man Saw	15 "	1.50
6.	Thick Elephant.	15 "	1.50
7.	Shooting the Chutes	15 "	1.50
8.	French Dancing Girls.	20 "	2.00
9.	The Lung Test	25 "	2.00
10.	Breaking Up Housekeeping	25 "	2.50
11.	Profesosr Killem	32 "	3.00
12.	Reading a Letter	20 "	2.00
13.	Herald Square	18 "	2.00
14.	Boot Black	30 "	3.00
15.	The Human Trolley	16 "	1.50
16.	Darktown Café	37 "	3.50
17.	Washington Flyer	20 "	2.00
18.	Coon Kisses	15 "	1.50
19.	Grand Entree of Barnum & Bailey's Circus.	69 "	7.00
20.	Cake Walk	15 "	1.50
21.	Street Circus Parade	30 "	3.00
22.	5th Ave., 42d St., New York	15 "	1.50
23.	Baby's Bath	41 "	4.00
24.	A Policeman and the Cook	30 "	3.00
25.	Scenic Railway	23 "	2.25
26.	Miniature Railway	10 "	1.00
27.	Water Fall.	10 "	1.00
28.	Coast Scene	26 "	2.50
29.	Clown's Head.	15 "	1.50
30.	Conversation, Two Circur Clowns	20 "	2.00

ANXIOUSLY AWAITING DECISION.

Two hundred proprietors of moving picture shows in New York, representing, it is said, an aggregate investment of some $8,000,000, are anxiously awaiting a decision from Judge Blanchard, of the Supreme Court, on an application made by Nicola Seraphine, as president of the Moving Picture Exhibitors' Association, for the issuance of an injunction restraining Mayor McClellan from interfering with the licenses of moving picture shows. The proceedings bearing upon the above were referred to in last month's World at length.

Atlanta Moving Picture Machine and Film Renting Supply Co. is the title of a newly incorporated concern of Georgia. The capital stock is $3,500. The incorporators are N. C. Williams, Sr., F. J. Williams, Jr., and F. J. Kyle, all of Atlanta.

Robert J. Armstrong has opened a nickel show at St. Johns, Newfoundland.

We Supply the Wants Of Moving Picture Theatres

and do it right

Our Film Rental Service is Unsurpassed

Pathe's "LIFE OF CHRIST" highly colored, rented on reasonable terms

All Standard Machines Handled by Us

Best strip tickets at 20 cents per thousand

LET US SERVE YOU

O. T. Crawford Film Exchange Co.

Gayety Theatre Building

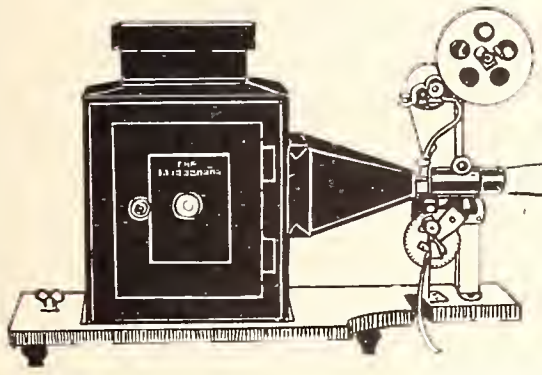
14th and Locust Sts., St. Louis, Mo.

A WINNER!!

EVERY JOBBER WHO HAS SEEN THE

IKONOGRAPH

HAS SIGNED A CONTRACT AND PLACED HIS ORDER "IMMEDIATE"



EVERY SHOT A BULL'S-EYE

ISN'T THIS A REMARKABLE RECORD???

DOESN'T IT PROVE THE IKONOGRAPH TO BE WHAT WE CLAIM FOR IT???

A Perfect Moving Picture Machine

FOR THE HOME, WHICH A CHILD CAN OPERATE.

THE DEMAND IS *HERE—NOW—TO-DAY.* CAN YOU AFFORD TO WAIT???

OUR POLICY is broad and permanent. We sign contracts with representative firms who agree to visit the trade, and we aid them in every possible way to develop the business. We do not sell direct to dealers. The price is fixed and will be maintained.

A SUGGESTION.—Have a frame made, 18 inches by 2 feet 6 inches in size; stretch a piece of white muslin over it and hang in your window in the evening. Place our Ikonograph so that the picture will just focus on this screen, and then have a policeman handy to keep the crowd moving. You will need him—we have tried it and know.

Retail Price $40.00

IKONOGRAPH DISTRIBUTORS:

BUFFALO, N. Y...... The Talking Machine Co., 13 Genesee St.

BOSTON, MASS...... Boston Cycle and Sundry Co., 48 Hanover St.
Iver Johnson Sporting Goods Co., 163 Washington St.

EASTON, PA...... William Werner, 432 Northampton St.

HOBOKEN, N. J...... Eclipse Phonograph Co., 203 Washington St.

NEW YORK, N. Y. .. Bettini Phonograph Co., 156 West 23d St.
Douglas Phonograph Co., 87 Chambers St.
Benj. Switky, 27 East 14th St.

NEWARK, N. J...... Edisonia Co., 57 Halsey St.

NEW HAVEN, CONN. Pardee-Ellenberger Co., 96-104 State St.

PROVIDENCE, R. I. J. A. Foster Company Weybosset and Dorrance Sts.

PHILADELPHIA, PA. Louis Buehn & Bro., 45 North 9th St.
Penn Phonograph Co. 17 South 9th St.

PITTSBURG, PA...... Powers & Henry Co., 6th and Duquesne Sts.

ROCHESTER, N. Y... The Talking Machine Co., 97 Main St.

Don't wait. Take hold now. Have your name here next month.

IKONOGRAPH COMMERCIAL COMPANY

36 East 23d Street, New York, N. Y.

WITH MOVING PICTURE MEN.

The Marvelous Growth of the Nickelodian or Moving Picture Theater—Production of Machines for Home Use—Why the Talking Machine Man Is Used to Exploit the Device——Moving Picture Camera Next—Big Future for This Industry Without Question.

In this broad country of ours there is hardly a human being who has not seen moving pictures in some form—at election time, at the theater or church lectures—aud we may safely say that the majority of these people enjoyed this fascinating mystifying inventiou. One of the strongest proofs of the popularity of motion pictures is the marvelous growth of the Nickelodian industry. In almost a night, as it were, these little moving picture theaters have sprung up in every town and city in the land. And no sooner are the doors opened than each and every one are packed to its capacity. Not one night, but every night, rain or shine, the public digs down deep into its pockets for money to pour into the laps of the waiting operators. Now it stands to reason that if the public is willing to go out evenings and push and shove for the sake of sitting for a half hour in a close, stuffy room to watch one of these performances, it will greet with joy the knowledge that for a nominal price they can have the same enjoyment in their homes.

* * * *

Clever inventors have been trying for years to solve the problem of producing a motion picture machine which should be at once inexpensive, simple, safe and effective in the hands of any amateur. At last perseverance along these lines has won out, and to-day there are concerns in this country that are prepared to market their product with others who will be ready inside of three or four months.

* * * *

We take some pride in the fact that we were the first journal to foresee the great prospect for this new industry, and after having made a thorough study of the subject we may here predict a future for this business never equaled by any other amusement device save by the talking machine; in fact, these two go hand in hand, for what the talking machine is to the ear the motion picture machiue is to the eye. Both are inventions that have and will add a hundred-fold to the enjoyment of an evening at home. What could be more entertaining than a motion picture of youug people gliding through the graceful steps of the miuuet to the strains of music from a talking machine, or listening to a record, made by some popular or operatic singer, and be able to see the whole illustrated with striking faithfulness to life enhanced by stage settings, etc., or perhaps listen to an opera and have the whole pass before you on the canvas. All of this is possible; in fact, a certainty, and there are a hundred other fascinating and instructive ideas which come to mind in this connection.

* * * *

A compliment has been paid this trade by these new companies on account of the fact that without hesitation they turned to the talking machine men to exploit this new device. There are two salient reasons for this decision: Firstly, because of the close associatiou of the "talkers" and motion picture devices. In both cases the sale of a machine is but the beginning of the business to be derived from each customer, for these companies, like the manufacturers of talking machines, will each month issue new lists of films, and like the records, subjects for pictures are inexhaustible. Secondly, this trade is a new one founded on the most modern methods, and comprised for the most part of young, bright and energetic men who are not in the habit of sitting quietly down and letting the "talkers" sell themselves, but are always busy hatching out new schemes for their exploitation.

* * * *

Probably the gravest difficulty to be overcome in order to place this new device withiu the reach of the home lover was the large cost of films. Hitherto on accouut of the Eastman trust these ran about 15 to 16 cents to the foot, and as each film ran up into the hundreds of feet it can be easily seen that this carried the price far beyond the means of private parties. With the new machines, however, this has been greatly reduced, the pictures being made to retail at about 10 cents a foot, which still offers both jobber and dealer a large margin of profit, these subjects running from five feet upward (about three times the number of pictures to the foot), most of them under twenty feet, being of the endless variety that can be run indefinitely.

* * * *

Another valuable addition will be ready in this line before many months, namely, a moving picture camera at a popular price. This will be the starting of one of the most fascinating pastimes known to science—the ability to picture life as it really is. For traveling, hunting, etc., it will absolutely eclipse photography in any other form, for there is as much difference between a common photograph and a motion picture film as between an Egyptian mummy and a body filled with virile life and beauty. This will, of course, mean more coin for talkiug machine men, and blank films will be in great demand. Doubtless a large number of our readers were skeptical in regard to the feasibility of turning out a motion picture machine that would have a great demand among the public at large. but even we, who are thoroughly conversant with existing conditions, were surprised at the instantaneous indorsement given this machine by some of the largest talking machine jobbers in the East after having seen what the machines would do. We firmly believe that before another year rolls by a large percentage of this trade will be enjoying a good fat revenue from their sale.

* * * *

The more one studies the proposition the better it seems; from an advertising standpoint nothing can compare with it. Dealers or jobbers who are located on prominent thoroughfares can keep public interest at a white heat by erecting a canvas in their windows and every night, have an employe operate a machine inside the darkened store, and throw the pictures on the sheet. This will never fail to attract a crowd; theu insert some slides made for the purpose, reading something like this: "We see that you have enjoyed watching our moving pictures. How would you like to be able to owu an outfit yourself, etc., etc. Come in and let us show you how this may be doue, or don't fail to investigate our easy payment plan." There are no end of possibilities for publicity, and not only will it mean trade in this line, but it will boom your "talker" trade also.

HARBACK & CO.'S EXTENSIVE LINE.

(Special to The Talking Machine World)

Philadelphia, Pa., July 7, 1907.

Harbach & Co., the big motion picture machine agents at 809 Filbert street, report business of a high order for the past mouth. This company is one of the most progressive in the trade, and make a specialty of carrying a large stock in everything, and they have a large number of specialties which are big sellers. Talking machine men who are desirous of laying in a stock of supplies, such as oxygen, ether, limes, carbon, carrying cases, etc., etc., will find them headquarters. They also have a complete list of song slides, which are always up to date.

HERE AND THERE IN THE TRADE.

Arthur Caille Opens Palatial Quarters in Chicago—Fighting Attacks of Municipal Authorities—Councilman Gill Opposed to Restrictions—The Ethiopian's Views—New Field for Biograph—Other News.

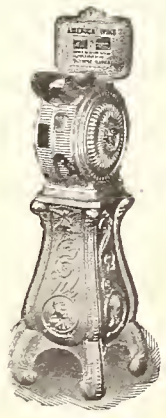
Arthur Caille, of the well-known firm of Caille Bros. Co., of Detroit, has opened a most elaborate moving picture theater on State street, near Jackson Boulevard, Chicago. It is called "The Lyric," and it is said $15,000 has been spent in decorative effects. Mr. Caille, who is a very progressive man, and one of the members of the great slot machine manufacturers of Detroit, is looking about to find a proper location for the opening of a beautiful theater in New York. This firm already have an Eastern branch in our city, and with the well-known progressiveness of the members of the Caille corporation it is probable that we shall see them actively engaged in the moving picture theater enterprise of New York.

Moving picture people in New York have been considerably exercised over the revoking of licenses in this city, aud the Moving Picture Exhibitors' Association has had several meetings, and are interested in improving the exhibitions in every possible way by suppressing anything that may be criticised. They have appointed a committee to take up the subject with the Mayor personally. This association includes the various boroughs of New York, and no one can become a member unless he signs a written agreement to obey the laws and ordinances and to avoid lewd and wholesome exhibitions. This association has an office at 229 Broadway. Nicola Seraphine is president and Chester Martin, secretary.

John T. West has obtained a concession from the Auburn & Syracuse Railroad Co. to locate a moviug picture show on the company's property at Lakeside Park, Auburn. The show will be conducted in a tent with black lining for day performances.

Councilman Hi Gill, of Seattle, Wash., objects to the recently enacted ordinance covering licenses for amusements, and wants a new one passed. His objection is to the section of the ordinance requiring licenses for picture machines, weighing machines and other devices that take nickels and pennies out of the pockets of Seattle citizens. In the ordinance as passed was a provision that these machines should pay a license of $5 a year where they were operated by a nickel and $1 a year when a penuy would start them going. Mr. G. wants to have this section eliminated. He maintains that the provision taxing these devices was smuggled through the council, and that it is grossly unfair.

"Strange thing that moving pictures do not appeal to the masses of negroes," said an amusement man the other day. "Of course, a moviug picture show exclusively for negroes has not yet been tried, but I speak from the experience of good show men." In large towns,


TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY

PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

THE GREATEST EVER!

MANUFACTURED BY
HAWTHORNE & SHEBLE MFG. CO.,
HOWARD & JEFFERSON STS., PHILADELPHIA. PA., U.S.A.

Drop us a postal card and we will tell you all about it

We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and your investment will net you 150 per cent. to 300 per cent. per annum.

LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of $600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success.*

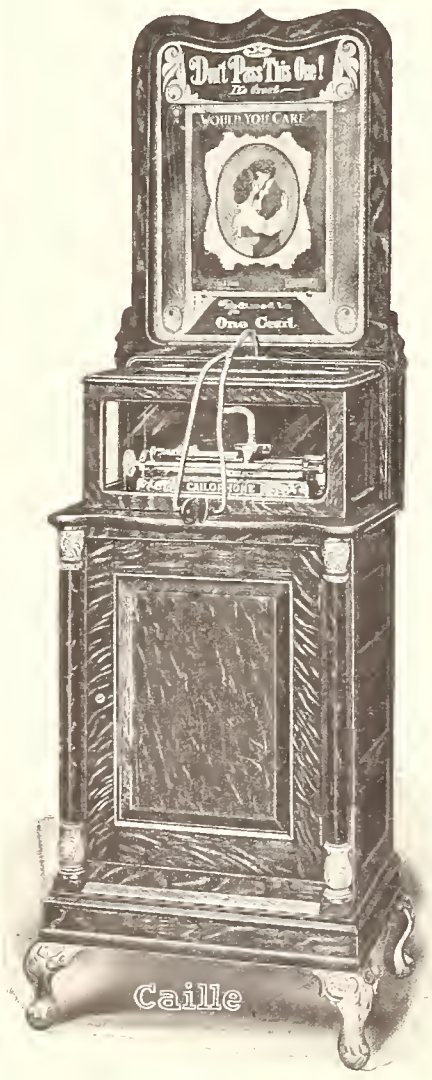
Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!



The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

WRITE TO-DAY and be
First on the Ground.

The Caille Bros. Co.
DETROIT, MICH.

Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago

where such shows for white people pay handsomely, negro attractions of this character have been started and gone under. "I have analyzed the cause and found it to be due to the fact that the average negro wants to see a show with an abundance of noise, something like a plantation minstrel, with lots of singing and dancing and horseplay.

"He doesn't seem to grasp the idea of moving pictures, and one of these reasons, too, is the fact that the persons in the pictures are white. "When a negro goes to a show it pleases him most to see black faces in the performance. But no pictures are made with Senegambian faces. The amusement business has to be figured down to a very fine point, and closely studied, or else a fellow will sink his wad quickly. "

The great and increasing popularity of the biograph offers unlimited inducements and opportunities for inventors to extend the scope of this interesting novelty. A New York man, recognizing also the demand for post cards, has devised a card embodying a miniature biograph. The card has a compartment in the center. Fitting closely in this compartment is a pack of thin cards, one edge of the cards being bound and hinged to the base card. Printed on the cards is some interesting scene, each successive card showing the next view of the moving. To show the scene the cards are raised, with the thumb in a position to release each card successively. There being no complicated parts in this novelty, the cost of manufacture is said to be low enough to admit of practical use.

Inasmuch as The World reaches a great many people who are interested in moving pictures, it has been decided to open a special department so that moving pictures may be broadly treated. Many of the talking machine men are interested in moving picture plans, and it is possible that this new department of The World will cause a good many of our readers to carefully investigate the possibilities which lie in the moving picture business.

The Kentucky and Indiana Amusement Co. is the title of a recently incorporated concern in the West. The incorporators are J. P. Kemp, E. Bradfute, L. C. Field and J. Kallison. The capital stock is $2,000, and they propose to operate moving picture shows.

Charles Cassassa has opened up an electric theater at 255 Main street, Danbury, Conn. It is believed that Mr. Cassassa will make a decided success out of this enterprise, for it gives to Danbury a kind of amusement which presumably will be very popular, as there is a large factory population in that city.

Moving pictures are now being exhibited in India, according to reports by agitators, as a means of encouraging the revolution idea among the natives. The pictures portray some of the scenes wherein the Japanese troops are putting the Russians to rout. The moral is that the East Indians can do the same with the English when the proper time arrives.

There is a tendency in all cities now to impose stricter regulations upon moving picture theaters. In Camden, N. J., they are now taxed. What next?

The Crystal Theater, Riverside, Sioux City, was opened up last month and an excellent program of moving pictures and illustrated songs is given.

Joseph Ridger has erected a building at 718 South Broad street, Philadelphia, for a moving picture dealer.

Lamb & McAuley, of Fort Smith, Ark., opened a moving picture theater in the Creekmore Building, of that city, last month.

Lawton & Joyce, of Marquette, Mich., will open up a moving picture theater at Green Bay. This will make five houses under this management.

HOW MOVING PICTURES ARE MADE.

Interesting Posing for Illustrated Songs—Special Figures Desired—Some Interesting Facts Concerning the Making of Pictures—How Young Women and Men Are Selected for This Kind of Work—Easy to Find Handsome Figures for Reproduction.

In response to one advertisement recently printed calling for "handsome young men to pose for pictures" there appeared young men to the number of five. Of these two could not have been by any stretch of the imagination considered handsome. The other three were well dressed, and, generally speaking, sightly appearing young men, though one of them was far enough from handsome to put him out of consideration, while of the other two neither was really handsome, though what with their other favoring qualifications both would answer for the purposes required. And so out of a bunch of five young men there were found just two who, though not coming up to the highest standard, would do.

What they were wanted for was to pose for pictures to be reproduced on lantern slides to be used on the stage with illustrated songs. For an illustrated song there are usually required seventeen slides. As to its words, the song is likely to consist of two verses, with a chorus repeated after each verse, thus giving the song as sung four sections.

One of the lantern slides used with the song shows a reproduction of the title page of its sheet music, and this picture is first thrown on the screen; and then as the singer sings it the pictures in illustration of the words are shown.

Most of the illustrated songs are love songs, says a writer in the New York Sun, and so of the men required for the illustration of such songs the greater number must be young. It is easy to say what would be the ideal requirements of a man who would make a complete satisfactory picture of a lover.

He must be of good stature, anyway, and then he would need to be of good figure and bearing, a fine, manly, courageous young man, and withal handsome. As such a combination is tolerably hard to find in one young man, the lantern slide people have more or less difficulty in finding really suitable subjects. In search of them they advertise in the newspapers, and have recourse to theatrical agencies, where they may find actors engaged in minor parts or other young men who meet the requirements and are willing to pose.

Occasionally, from one or another of these sources, they get precisely what they want; more often, as happens in so many other pursuits, they must be satisfied to get as near to it as they can.

The young man who finds himself selected to pose for a series of pictures for an illustrated song may be taken to be photographed a little distance into the country or perhaps to the seashore, there to be posed and pictured, for many of the song pictures are shown with a nature background, and it is sought to make this true to the song. If a city background were required the subject would be posed and photographed in city streets.

For some songs a figure in uniform may be required, as the man in the song might be a letter carrier, or perhaps a military officer. If uniforms are required they are supplied by the lantern supply people who make and supply the pictures, and they pay all expenses where the figure is posed and the pictures taken out of the city.

For this work of posing for illustrated song pictures the pay is $4 a day, which may not seem like very large pay, but it isn't so bad when it is considered that the hours are short and the work easy; and really it is likely to be so much velvet for those who can fill the requirements and who have the time for it.

Frequently there may be required for one series of pictures more than one day's sittings, perhaps a day and a half, or it might be two days, making the work at the price paid fairly remunerative. It cannot, however, be followed as an occupation, but only as occasional work.

For if there were shown in the pictures displayed with illustrated songs always the same figures and faces, the eye would quickly discover that sameness and it would destroy the illusion; the pictures must be made for and belong to one song only, and so not only must new pictures be made, but different figures must be posed for every song.

The lantern slide makers keep a catalogue of all the subjects that have posed for them, and in this catalogue are jotted down not only names and addresses, but such personal characteristics as might serve as a guide in the selection of subjects to be called upon to pose in the future as occasion might require, but commonly, to avoid repetition in the pictures, once in, say, six months, would be as often as subjects would be called upon, and so posing for pictures for illustrated songs is an occasional employment only.

Women are posed for pictures for illustrated songs as men, and, of course, handsome women are far more numerous than handsome men; but still it is not so easy as it might seem it would be to find handsome young women exactly suited to the requirements of this work. The young women required are found among artists' models, and sometimes, as in the case of young men, through theatrical agencies.

One might think that among the artists' models a sufficient number of subjects might be found without trouble, but among these one might be especially admirable and in demand among artists because of her beautiful eyes, and another because of her beautiful mouth, but for song pictures the subject must fill a sort of all-around requirement.

Still, it is easier to find handsome young women for song pictures than it is to find handsome young men, and in this work the young women may find somewhat more frequent employment, for their pictures may be used on the title pages of sheet music, and young women may be often pictured than young men in song pictures because of the greater variety that may be imparted to such pictures by women's more varied attire.

THE BIOSCOPE IN SUNNY ITALY.

How the People of Verona Are Entertained by Moving Pictures—The People Rapturously Applaud Reproductions on the Bioscope and Grow Wildly Enthusiastic in a Performance Which Lasts an Hour or Two.

It is fete day in Verona, and it is lovely to feel feted. (If this appears as "fetid" I shall cable a curse.) Naturally, my idea of fete is concerned with special matinees at the theaters and gala evening performances, and the real American idea of fete. And that is precisely where I go to pieces here. For, if the 61,000 good people (including, of course, the usual sprinkling of bad ones) in this garrison town want to go to the theater, all they have to do is to don their "glad rags" and hie them to the Teatro Ristori.

Well, say you, what's the matter with the Teatro Ristori? Wasn't Ristori the most illustrious of Italian actresses, and isn't it nice to think that a theater should be named after her? To which I reply: Even so. But the beautiful Teatro Ristori—and it is, indeed, a very handsome, modern playhouse—is given over entirely to—you'll

Everything in NEW and S. H.
Motion Picture Machines
Films, Stereopticons, Song Slides and Supplies. **Same Wanted.** Catalogues free.
Harbach & Co., 809 Filbert St., Phila., Pa.

Coin Operated Talking Machines
Coin Operated Illustrated Song Machines
Coin Operated Machines of all other types

THE ROSENFIELD MFG. CO.
591 HUDSON STREET, N. Y. CITY

never guess—the American bioscope, the king of cinematographs! Imagine the population of a big town, with shoals of naughty soldiers in its midst, being compelled on a general holiday to rush for its drammer to the bioscope!

Bills all over the town announce this great dramatic event at the Ristori, and the bills were so long and contained such a lot of promise, says Alan Dale in the New York American, that I felt bound to sample the entertainment that was to begin punctually at 2 o'clock. We are accustomed to just a dash of biograph in our Keithian-Proctor entertainments, and as a mere incidental figure. But here was drama in Italy beginning and ending in speechless motion-pictures.

Soldiers and children were allowed to enter at half-price rates, the military mind in Italy evidently being considered as non-adult. Ordinary mortals had to buy the usual "ingresso," and pay extra for any seat they might elect to occupy. It was funny to see the big Teatro Ristori filled with people anxious to sit through biographic drama, all studying programs a yard long, and quite as iuterested as we should be at the first production of a new play.

The various sets of pictures, in fact, were treated as dramas, and thoroughly explained on the program. For instance, the first picture was announced as a "grandly impressive social drama," called "The Romance of a Derelict," in eight parts. Each part, of course, was a picture, and it was labeled on the program as we label events in melodrama. Like this: "In Search of Fortune!" "Fido, the Loving Dog!" "Help from a Beautiful Lady!" "A Perilous Misadventure!" "Kidnapping the Child!" "Flight!" "The Dog Follows!" "Arrest!" "Recompense!"

The guileless Veronese applauded rapturously when the "loving" Fido, having jumped into the river after the kidnapped child, swam with it to the shore, deposited it at the feet of its tortured mommer, aud was recompensed by wholesale endearments. We, in our superior way, should have sniffed contemptuously at the igenuous prettiness of the thing. Even as bioscope, it wouldn't have suited us. We should have clamored for something more movingly moving-picture. Even the soldiers went into raptures over this "Romance of a Derelict," and the little Veronese children had the time of their lives.

The clicking biograph then proceeded, in its nervous, clicky way that always gives me a toothache. There was a colored fantasia in thirty parts, called "The Daughter of the Devil," actually set to music by the "maestro," Virgilio Virgili. There was also a "grand drama," called "The Daughter of the Rustic," with music by the extremely celebrated Gianni of Venice, guaranteed (on the program) to arouse the utmost enthusiasm on the part of the audience.

Honestly, all this appealed to me quite strenuously. It seemed to be such a simple and rational form of entertainment. We use our bioscopes for flavoring purposes, and here was a whole meal of it. I suppose I enjoyed it unduly because there was nothing to "criticise." No bad actors eating scenery, no ridiculous ladies emitting heroics. Moreover, the pictures were extremely good. They were shown upon a very big stage. They didn't quiver and wriggle and jim-jam about as some of our hasty moving pictures do. They were perfectly dignified.

Simple, simple Veronese! They were also treated to a tour of the Grand Canal of Venice, and they took it quite kindly. Venice is scarcely a hundred miles from here, but I imagine that most of the people in the Teatro Ristori had never been there. They were scarcely "traveled" folk—and I don't blame them, for getting around in Italy is not what one might call a cinch.

This entertainment lasted for about two hours, and it was as varied as its cinematographic limitations would allow it to be. Between each picture-drama there was a short interval, during which the lights were turned up, and the audience circulated. Attached to the theater was a café and smoking room, where light drinks could be sipped and cigarettes puffed. Behind the times? Oh, of course. Terribly behind the times—lamentably behind the times! But what's the dif, as long as you amuse yourself, and amuse yourself without hustle and strife, and turmoil and excitement?

I speak as though I should like to be "up against" this sort of thing for the rest of my natural. Of course I shouldu't. I cau quite see that it is sensible and intelligent and restful, but the germ of livelier happenings has been hopelessly embedded in my system. Still, I admire it all very much. The good people of Verona ask little for their good times and are satisfied with what they get. We ask much, and more, and most, and are rarely satisfied. The best isn't good enough for us—pampered children of a lurried civilization! The simplest is perfectly satisfactory to these nice, easy, lazy, iudolent Veronese kidlets.

Shows come to this town during the winter season, both to the Teatro Ristori and to the Filarmonico, but the demand for theatrical entertainment is not very keen—not nearly as keen as it is in an American city of one-quarter the size of Verona. This was a pleasant fete day for me. In the afternoon there was a band, and a very good one, in the Piazza Vittore Emanuele, with its cafés and its ancient amphitheater, and its charming outlook, and then this great bioscopic excitement in the evening.

I didn't exude any sigh for—Coney Island or roof garden!

NEW PLACES JUST OPENED.

The American Moving Picture Co., Town Hall Theater, Saratoga Springs, N. Y.

Dreamland, Bank Building, Chester, Pa.

Wonderland, Market and 14th streets, Wheeling, Va.

C. P. Mattock's Portland Theater, Portland, Me.

R. F. Walker, Walker Building, Wheeling, W. Va.

J. Dakin, Olympia Park, Chattanooga, Tenn.

Fairyland, 150 Glen street, Glen Falls, N. Y.

The Pastime, Media, Pa.

B. F. Keith, Bridge street, Lowell, Mass.

The Albert Theater, Berlin, N. H.

Academy of Music, Newburgh, N. Y.

Frederick Connell, Cairo, Ill.

E. L. Konecke, 42 North street, Middletown.

Star Theater, Armory Building, Danbury, Conn.

The Theatorium, Market street, Wilmington, N. C.

W. A. Donque, Oneonta, N. Y.

Messrs. Shigley and Studabaker, Columbia City, Ind.

C. R. Babcock, Masonic street, Northampton, Mass.

The Pictorium Cable Building, King street, Charleston, S. C.

E. J. Preston, Walrath Block, Oneida, N. Y.

The Star, Malone, N. Y.

The McClure Building, Natchez, Miss.

George Gerling, 5 North Water street, Rochester, N. Y.

R. C. Jackson & Sons, George and Philadelphia streets, York City, Pa.

R. Michael, Opera House, Houston, Texas.

Marvin Webster, Coffman Building, Rockwood, Tenn.

A satisfied customer is the best advertisement a merchant can have, and he thoroughly appreciates that fact.

If ability and willingness to satisfy customers is the mark of a progressive dealer, the wide-awake retailer is many long laps ahead of a lot of manufacturers in certain respects.

The retailer endeavors to anticipate his customers' wishes. He is forever on the lookout for the best possible means of attracting trade. He is willing to go out of his way and put himself to no little trouble and inconvenience in order to please a customer, though she may be only a transient and he may never have seen her before.

The penny arcades in the various cities have been criticised by some as aiding immorality. The Moving Picture Society in New York are very anxious to suppress anything which tends toward lowering the public morals.

Moving picture shows are springing up in almost every town in the United States, and it is the intention of The World to chronicle from time to time all news of the character which directly interests our readers.

Do you want more Profit?

Get **THE NICKLIN** The best

Coin Operated Piano in the World

This is a First-class Upright Piano—Can also be played by hand in the usual way

Manufactured by

Neola Piano & Player Company

General Offices, 201-203 East 49th Street, New York

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

7-125 Cypress Avenue, New York.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, **New York**

Branch Office, 625 F St., Washington, D. C.

Evolution of the PEERLESS Coin-Operated Piano

These Pictures show how the PEERLESS COIN-OPERATED PIANO will turn into MONEY

There is no medium on earth to compare with these instruments as real money getters for every one who handles or owns them.

One PEERLESS took in a little over ONE THOUSAND DOLLARS from the 27th of June until the 27th of November last year—five dull months. Of course, this particular Piano was equipped with a 25 cent slot, but that only goes to show the high appreciation of the public — PEERLESS quality always brings a high rate of profit.

The PEERLESS COIN-OPERATED PIANOS do not stop running when ONE BARREL is filled with MONEY, they keep right on working while you rest.

ROTH & ENGELHARDT

PROPRIETORS OF

OFFICES:
2 E. 47th St., New York

Peerless Piano Player Co.

FACTORIES:
St. Johnsville, N. Y.

Take Note of This:

You can do a bigger trade with a smaller stock of Columbia Records than of any other kind—for Columbia Disc and Cylinder Records *fit all* machines.

You can sell more Columbia Records than any other because when people have heard them they *won't take any other kind.*

You can *make more* money by selling *only* Columbia Records—and it's being proved every day.

You don't have to tie up big capital to make a big profit on Columbia Records.

It's the quick and frequent turning of stock that fills up the "Cr." side of your Big Book—and Columbia Records build up a monthly calling-list of regular customers that you can *count* on.

Columbia Phonograph Co., Gen'l

Tribune Building, New York.

STORES IN ALL PRINCIPAL CITIES.

DEALERS WANTED WHEREVER WE ARE NOT NOW REPRESENTED.

GRAND PRIX, PARIS, 1900
GRAND PRIZE, MILAN, 1906

DOUBLE GRAND PRIZE, ST. LOUIS, 1904

COLUMBIA

DISC AND CYLINDER

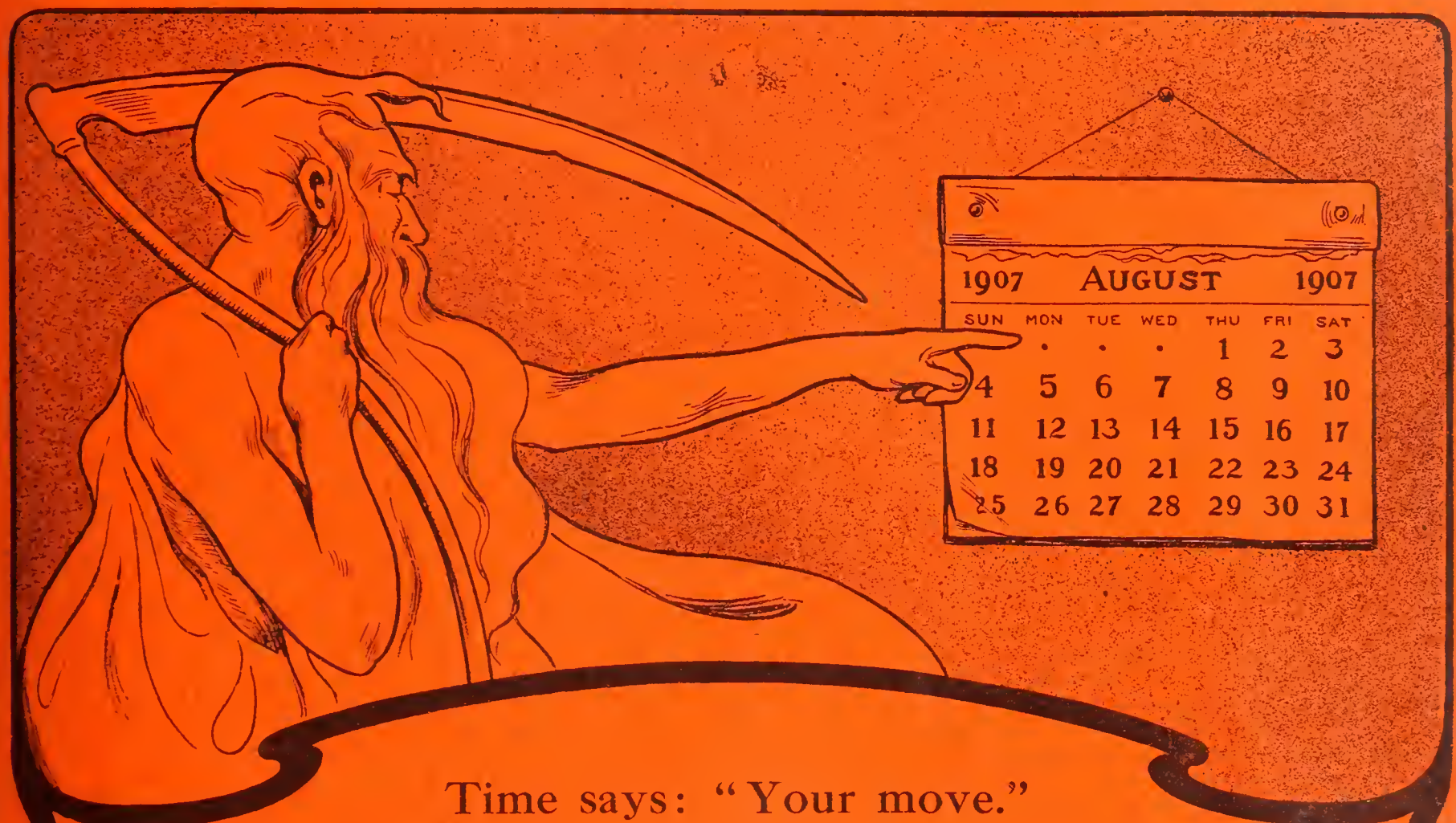
RECORDS

VOL. III. No. 8. SEVENTY-TWO PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, August 15, 1907



Time says: "Your move."

IN accord with the policy of the Talking Machine World not to permit the use of the front cover to any one advertiser for a longer continuous period than one year, we take our place on the inside next month.

We wish to extend our hearty appreciation of the interest shown in our cover announcements in the past, and our every effort shall be to warrant this interest in the future.

Meanwhile, you can depend upon The Tea Tray Company working hand in hand with its friends, and our constant aim, both in methods and manufacture, shall be—progress.

We intend to keep our patrons fully informed, and our policy of acting in perfect accord with the best interests of all our customers shall be maintained.

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

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

The Age of Combinations

The present time has been characterized by many as the age of combinations and certainly there are all kinds of combinations which affect directly the conditions in the various industries.

The best kind of combination however that we can name is the combination of the **Regina music box and the up-to-date talking machine.** It is the kind of a combination that will help you make dollars Mr. Talking Machine Dealer—easy dollars, too.

Don't you think that your customers would be interested in buying this music box, which of course is the Regina together with a talking machine attachment of the highest grade, particularly when the combination can be sold at an advance of only $25.00 above the price of the Regina music box?

Of course you believe that you can find customers—plenty of them—as most progressive talking machine men do, and the part that is specially attractive about this is that you can make your usual percentage of profit. You have with the REGINAPHONE, and that is the name of this combination, the quality standard. You have the best mechanism that can be created. You can't surpass the talking machine in its equipment throughout, with any hundred dollar outfit on the market. We might go further and say any talking machine costing more than one hundred dollars, for we have special points of excellence among which we might mention the long running Regina motor. We have all the improvements including the tapering tone arm and perfect mechanism, all encased in a most attractive cabinet. We make them in several case styles to please a variety of tastes, but we use one grade talking machine attachment in all of them and that is the best.

Get ready for your fall trade by investigating the REGINAPHONE. Investigate now—the quicker you do, the sooner the dollars will be coming your way.

THE REGINA CO.

Main Office and Factory, Rahway, N. J.

BRANCHES:

Broadway & 17th Street, New York **259 Wabash Avenue, Chicago**

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks and Regina Sublima Pianos.
Distributors of Victor Talking Machines and Edison Phonographs.

The Talking Machine World

Vol. 3. No. 8. New York, August 15, 1907. Price Ten Cents

GETTING A "FORWARD MARCH" ON THINGS.

There Is No Profit in the Past—The Age Is a Progressive One and the Talking Machine Men Are Moving to the Front of the Procession—The Spirit of Getting Close to Your People—The Value of Co-operation—Let the Public Know You Are in Business and Keep Up-to-Date.

Now, right about face and try to get a "forward march" on things! Let the dead past bury its dead. Forget it! Ancient history is a good name for the bygones, and just let it go at that. Don't stop to chew over old occurrences of the last six months and hem and haw over what might have been accomplished if this fellow had done his share, or grumble and growl and get yourself into a stew over the dead and unprofitable past.

That's it. There is no profit in the past. You cannot make money on what has been, except as a guide to what must be in the future. Recognize the mistakes or successes of the past and utilize them to the best advantage in the coming days. But right here let us tell you that it is a good thing in business not to do a thing twice over. Something new every time is the story—not wild, woolly and unreasonable, but simply different, progressive, more up to date, higher and beyond what you have done before, but always within the reach of your pocketbook and the appreciation of your customers. The procession is moving. It's marching onward. The world stands not still for a moment. The mercantile world is getting up higher-pressure steam for a swifter spurt, and every sense is keenly alert to the necessities and possibilities of the future, not of the past.

Now, talking about things is all right. It is a good thing to have counsel on all matters. What is that old story? "One to originate, many to cogitate and only one to execute." There you have it. Take the suggestion of one, call your forces together and talk about it, and then give it to one man to put into execution, placing the others under him. Now, we do not know what this thing is that you ought to do in your business. You ought to know that. Every man ought to know his own business best. But do not make a mistake. Every man does not think about the brightest things that his business is capable of by himself. Don't you ever think it. None of the big merchants made their successes by their own wit and intelligence, but they were smart enough to appreciate and put into execution the ideas of the numerous people whom they drew into co-operation with them. Get on to that, please. Don't get stuck on yourself and think you know it all, even if fortune did favor you by leaving you a business or putting you in a big town in a good spot where trade could not be kept out of your doors except by planting a gatling gun inside of it. No man ever got rich on his own effort. That goes without saying—that is, in business. He might do it in literature, but even then he had to have a publishing concern behind him. But in the talking machine business the money is made by an accumulation of energies—doing things, and not talking about them.

Mr. Dealer, do you know that the greatest and best advertisement in the world is the spirit emanating from yourself, passing through your salespeople to the customer, that bids them welcome and makes them come again? It costs little, it earns a return at once and makes business a pleasure instead of a trial. Your best education comes from your customers. Do you know that? Your salespeople, awakening their interest, immediately draw from the customers suggestions, criticisms and expressions of interest which, when conveyed promptly to yourself, can be turned to profit and to enormous advantage in the year's accumulation. If you are not on good terms with your salespeople and your salespeople are indifferent to your customers, it is easy to understand that you hear nothing of all this, and that your education in business is consequently suffering serious and vital interference. The source of supply of the true knowledge of affairs is cut off from you. You shut off the light which would lead you to success. You cut away the leading strings that would guide you safely into prosperity and profit.

Every store and shop, however small and wherever situated, can be harmoniously conducted. All elements that clash had best be gotton rid of. In the end the business must suffer unless these things are removed. The wrong kind of goods, the wrong kind of people, the wrong kind of store, the wrong kind of anything must be changed, and can be changed. Have nothing which clashes. Put nothing in the way of calm, pleasant relationship. From the top of the sources of supply—the producer—through your own hands into those of the customer, everything should move smoothly aud cheerfully. Long faces are ill faces in the mercantile world. The martyr, the growler, the kicker, the hot-tempered, quarrelsome, nagging natures will find themselves in the rear rank or left out of the procession entirely. If it be the leader himself, woe betide him. Bad enough for the subsidiary ones to be out of tune, but when the man who is supposed to give the keynote bright and clear for the work of his institution is off the key, what sort of a tune do you think the band will play?

It is not enough nowadays to tell people you are handling talking machines, records and accessories; you must keep your goods before the public, and window display is one of tbe best ways to do this. Let the public know you are in business and what kind of goods you carry. They do not all know it. Even if they do, they sometimes forget it. One of the main things in dressing a window is simplicity. This is necessary, especially in small towns or in small stores. The main thing is to get the people into the store, and how to do this is the question. It is often best to divide your window in three or four parts and have it appear distinctive. Do not put too many goods of the same kind in a window, for a few machines well displayed is better than a lot of them crowded or thrown in. Your location has a great deal to do with window display. If you are on the main street, then you have a good start, but if you are not well located then you must do something to bring the people to you. Plan out to this end. Try and fix it so they will come; that is the main thing. If you are on the main street, it is very simple. After you get the people to the store you must have something in the window that will hold their attention, and the next thing is to get them into the store. It is no trouble to sell them after you get them inside. If you want to test the worth of your window, go outside. Count the exact number of people who pass in a certain time, say for ten minutes; notice the number that glance at the window, the number that stop and look at the window, and the number who go into the store. Many dealers pay too much attention to the buying part of the business and not enough to the selling. Don't forget people like to read prices. Keep you store up to date. If anything new comes out, get them and see how they take. Put new things in the window and show them off. Even a weather bulletin or something of the kind in the window is a good thing. Many things can be used in a window to attract people that are inexpensive.

TELEGRAPHONE PROGRESS.

World Correspondent Much Impressed With Latest Developments Toward Perfection.

(Special to The Talking Machine World.)

Wheeling, W. Va., Aug. 4, 1907.

The writer had the pleasure of visiting the laboratory and factory of the American Telegraphone Co. the other day, and it was a most enlightening experience, especially to one interested in the future of the talking machine business.

As most of the readers know, the Telegraphone differs in the fundamental principles from all other sound-recording devices. While many of the expert talking machine men of the country have seen the original machine and have claimed that it could never be made a commercial possibility, yet the men who are now working on it have done many of those things that were put down as being impossible. The fact is that the last machines that have come through the factory are marvels when compared with the machines that were shown to the public about two years ago. The machine that will be offered for sale within a short time is a spring-driven, metallic disc machine, intended mainly for office use. The recording is done with an electric magnet and corrections may be inserted at will. This is made possible by the simplicity of the obliterating magnet, which will erase one word while another is being substituted. Of course, what is true of one word is true of the whole of the disc.

There is a force of thirty-one men working on the perfecting and construction of these machines. One is impressed with the class of men employed; there is little doubt but that they are all experts in their respective lines, or men of the Carnegie type that almost do the impossible.

Morgan O. Hart, who was instrumental in the writer's visit to his company's works, demonstrated very clearly that those in charge of the production are bound to obliterate all the great weaknesses as well as a great many of the minor ones before the public is asked to pass opiniou on the new talker. It looks as though the day is not far distant when one may hear an entire opera without a single break, or perchance we will see on a screen a great actor in his masterpiece while his lines are being reproduced from a thread of wire, that if needs be, may be almost unmeasurable. Who can tell?

Advertising is not a condiment to add spice to the business body, but a wholesome food to nourish it.

WHERE GENEROSITY PAYS.

Willingness to Donate Machine and Services to Charitable Affairs Make Friends for the Dealer or Jobber—Publicity That Is Helpful in a Mutual Way.

Few persons outside the dealers directly interested pause to think of the vast amount of charitable work in which the talking machine has been engaged. Hardly any church fair or concert but owes a considerable portion of its entertainment to the offices of a talker in many instances supplied and manipulated by the local dealer free of charge.

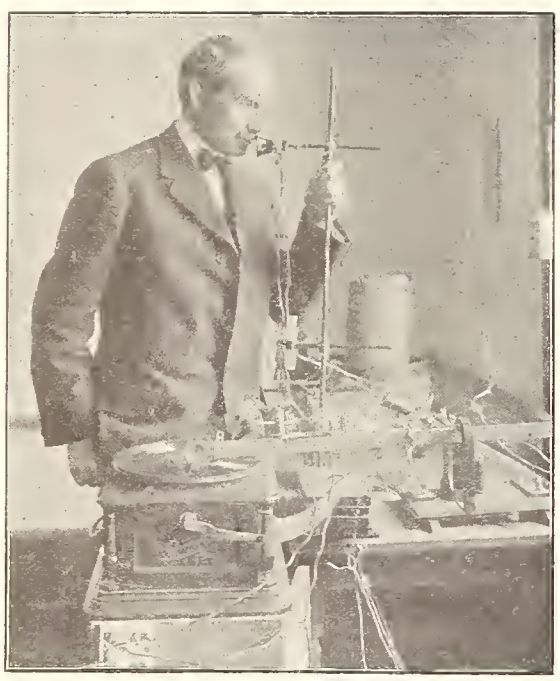
Both the organization giving the entertainment and dealer profit by this plan. The former because a larger crowd is attracted and they are saved the expense of fitting up or hiring considerable extra talent, and the latter because many customers are won at such affairs who under ordinary circumstances would not hear the perfect work of the machine or be sufficiently interested to investigate. Many dealers realizing the benefits arising from this form of publicity take pains to make known their willingness to lend their machine and services to such enterprises gratis.

TELEPHONY WITHOUT WIRES.

Dr. Lee De Forest Gives Practical Test of His New Scheme Across the North River—Marvelous Possibilities of the Future—Music Transmitted by Wireless 'Phone.

Wireless telephony has taken its premier hop, skip and a jump across the North River, for Dr. Lee De Forest is now completing the installation of a plant in the Delaware & Lackawanna terminal at Hoboken, which will have communication with a station to be established in the new West street building at the foot of Cedar street.

This distance of two miles, Dr. De Forest does not hesitate to say, will be an easy matter, for sounds that he prodnced in his laboratory at Fourth avenue and 19th street in April, and referred to in The Talking Machine World, were heard aboard the steamship "Bermudian" in the Narrows, a distance of twelve miles. The music of a graphophone played in the laboratory was not only heard at the Brooklyn Navy Yard,



DR. DE FOREST SENDING A MESSAGE.

where a receiver has been installed, bnt it was so lond that it drowned ont the wireless telegraph signals. The purely experimental stage was passed some time ago, aud the definite operations now under way are important as recognizing the feasibility and valne of wireless telephony for practical nse.

The next move will be to equip North River ferryboats with the system, and by proving its efficiency to extend it in time to the general marine service. The fact that no operator is needed, thns eliminating a large item of expense, leads Dr. De Forest to believe that vessels equipped with wireless telephony will nltimately outnumber ships with wireless telegraphy ten to oue.

"TALK ACROSS ATLANTIC."

"I consider wireless telephony more valuable as a commercial proposition than wireless telegraphy," says Dr. De Forest. "Although the distance between the first stations on opposite sides of the Hudson is only two miles, I believe it would be possible even now to talk with Sandy Hook. Before the end of the year we will be able to talk fifty miles, in five years' time 500 miles, and in ten or fifteen years across the Atlantic."

Dr. De Forest, who doesn't look a bit like his name, by the way, is keen, quick, as practical as he is thin, and thirty-four years of age. Convinced that wireless electricity was "the coming thing," he gave the subject special study while at Yale, and in 1902 applied for the first patent on his inventions, but did not begin experimenting with wireless telephony until last December. He has already made a name for himself with wireless telegraphy, but he dropped this some time ago to devote himself entirely to the perfection of his later inventions. It is interesting to note in this connection that the wireless telephone receiver is just the same as the receiver used at a wireless telegraph station.

"In the transmitter," said Dr. De Forest, "I employ an ordinary carbon microphone, such as is on every telephone in the city, and connect it with the wires which conduct the electric cnrrents from the transmitter and antenna wires to earth. Thns every change in resistance between the carbon granules affects the strength of the high-frequency currents going into the earth, and in this way also the strength of the electric waves which are radiated outwardly from the anteuna wires.

THEORY OF THE SYSTEM.

"The fundamental lays are the same as those which hold in radio-telegraphy, only it is necessary, in order to have the ether waves reproduce the sonnd waves of the voice, that the number of sparks generated per second shall be so great that the sonnd of the spark itself becomes inaudible. Each spark produces an impulse at the receiver exactly like itself in nature, only greatly redneed in strength. Now, if these impulses follow each other too rapidly to be heard, the listening ear at the receiver hears no individnal impulse, but it can throngh the telephone detect changes in the local current which are cansed by changes in the intensity of the spark impulses at the transmitting station. And if the strength of the spark impulses is directly governed by the voice of one speaking into the transmitter, it is clear that the listener will be made aware of every inflection or shade of sound at the transmitter.

"The minute currents which represent human speech pass through the heated gases of a delicate little receiver called the 'audion,' and are translated into regular telephone currents which, acting npon an ordinary telephone receiver, will give rise to the sound pulsations of the air. Every inflection of the voice, every little peculiarity of sound, each note of a piano, the timbre of each instrnment of an orchestra, will be instantly transported and reproduced with perfect fidelity. The ether waves which represent the sonnd vibrations may have passed over miles of city or wastes of sea, or through the walls of hundreds of buildings. Nothing will retard or obstruct them.

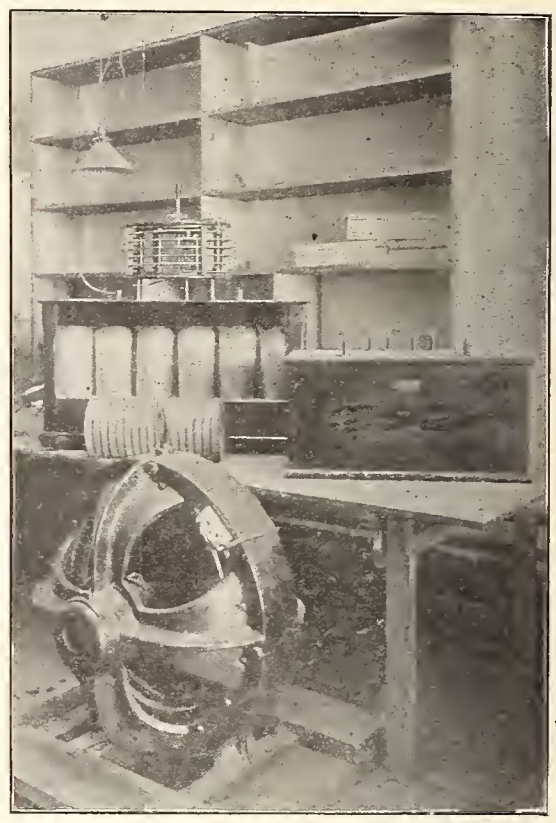
MECHANISM IS SIMPLE.

"And yet the mechanism which makes this possible is very small and simple. It is but a step from the wireless telegraph transmitter with its noisy, irregular spark and Morse sending key to the radio-telephone transmitter with its regular spark and its telephone-microphone, into which any one, however unskilled, may talk. The 'audion,' with its incandescent gaseons medinm, has a keener ear for electric sonnds and translates them with a finer exactness than any other form of wireless responder known to the world."

To "keep the line open," as it were, the person speaking must press a button in the instrnment and then take the finger from the bntton to hear the reply. In this respect the De Forest invention is similar to the telephone nsed in London.

"Is the voice distorted?" was asked.

"Not in the least," said Dr. De Forest. "There may be a frying sound if communication is imperfect, such as is heard in any telephone when



GENERATING PLANT FOR THE WIRELESS TELEPHONE.

it is not working properly, but the tone of the voice is never changed."

Connection between one instrument and another is secured by moving a key on the receiver. This is called "tnning," and the moment an instrument is properly "tuned" the little incandescent lamp begins to burn. One mnst know where to turn, just as it is uecessary with the ordinary telephone to give "central" the nnmber desired. Because of the "tuning," wireless telephones wonld not be practicable for a large city, for the reason that general interference wonld cause them to get out of "tune." Dr. De Forest said that the system could be operated snccessfully in rnral communities, however, and that it

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

$500

The Victor Auxetophone is contained in a handsome mahogany cabinet (Louis XV. style). It is simple, finely made, and a beautiful piece of furniture.

A special type of air compressor, run by a silent electric motor, applies the pneumatic power at a point where it magnifies only the musical sound-waves. All mechanical sounds are submerged and disappear.

$500

Right Now

is the time for you to make big money on the

Victor Auxetophone

Everything is ripe and ready for quick and profitable sales

Summer homes, country clubs, lawn parties, public parks, excursions, hotels, large restaurants, pleasure resorts—they all need a Victor Auxetophone and need it now.

Right in your territory to-day you can sell a Victor Auxetophone easier and quicker than any other instrument of half the price.

Nothing else you can offer wakes up such instant enthusiasm. This splendid instrument combines the perfect Victor tone-quality with the big, rich, powerful sound-volume of the grandest pipe-organ, and plays any Victor record loud enough to fill any hall, church or theatre, or "all outdoors," if desired.

The Victor Auxetophone sells itself at a hearing.

And the sale is followed by a large sale of high-class records which doubles your profit with no more effort.

Write to your best prospects to come and hear the Victor Auxetophone; or offer to take it to them. If you haven't one to exhibit, write for it to-day.

Don't delay. You can't lose on it. The Victor Auxetophone, with its pure, grand quality and magnificent tone-volume is the best salesman, the finest advertising, the strongest attraction you could possibly have in your store.

It not only sells itself, but sells all the other Victors and Victor goods, to the amount of many times its price.

You couldn't make a more profitable investment.

No need of a dull summer for you. No need of a small profit hard and slow. Take a big one easy and quick.

Push the Victor Auxetophone. Take our word that it will pay you big. Push it hard. Push it now.

Victor Talking Machine Company, - Camden, N. J., U. S. A.

Full information and prices can be obtained of any of the Victor Distributors as follows:

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

F.

might not be impossible for small towns. "But it will be best of all," he adds, "for communication from ship to ship, from shore to shore, and between islands."

The inventor has in mind one use for wireless telephouy in New York that will appeal to music lovers. With the permission of the management of an opera house he could carry an opera performance up through the roof, he said, and send it hot off the griddle to people with wireless receivers in their homes. In this way a person could hear all the operas for the trifling expense of $2 a month. But Dr. De Forest hasn't mentioned this to Conried or Hammerstein as yet.

TALKING MACHINES IN SAMOA.

In a report upon the music trade in Samoa Consul George Heimrod, of Apia, states that there are six talking machines in that section imported by H. J. Moors, an American merchant. The Consul's report is as follows:

"Importations of pianos for the last ten years have not exceeded fifty, and of these perhaps six, expressly built for the tropics, are in condition to form accordant musical sounds. The manufacture, with the exception of two American pianos, is of German and English origin. The instruments were either imported directly or through an agent from the colonies, who makes regular yearly visits to the islands of Tonga, Samoa and Fiji with the view of tuning and selling pianos. Of other musical instruments I find two organs, oue piano player and six phonographs. The latter have been introduced by H. J. Moore, an American merchant in Apia."

PERMISSION TO BUILD SHOW WINDOWS.

After several weeks of experience with the red tape of city government, Lawrence McGreal, the well-known Edison and Victor jobber of Milwaukee, Wis., finally obtained permission from the Common Council in an ordinance taking up several typewritten sheets, to build show windows in the uew buildiug, 172-176 Third street. The new windows will afford the firm excellent opportunities for displaying their extensive line to advantage.

DOUGLAS CO.'S NEWARK HEADQUARTERS.

The Douglas Phonograph Co. have removed their Newark, N. J., store to the new quarters at the corner of New and Halsey streets, and things are being rapidly straightened out after the mix-up due to the moving.

The new quarters are well located, nicely decorated and well-lighted, both naturally and artificially, over 150 incandescent lamps being placed in the ceiling of the main floor. The first floor is devoted to the Edison machines and records, and the second floor to the Victor line. The building is well equipped in every respect.

VICTOR TRADE-MARK.

Time and time again the origin of the Victor trade-mark, "His Master's Voice," has been discussed in these columns, but the subject is again reopened through the daily press by H. S. Berliner, who recently wrote a Washington paper as follows:

"Mr. William Barry Owen, the veteran manager of the company in England, which purchased the picture, writes as follows concerning 'His Master's Voice':

"'A man (Mr. Francis Bearaud) came into my office in London and said he had made a picture with a sentimental idea attached to it—of his own dog listening to a phonograph—and that as he needed to sell it he would offer it to the company. "How much?" I asked. "Two hundred and fifty pounds," he said. "Too much; I will give you fifty pounds for catalog work, and if I decide in thirty days to take the world copyright and all your interest I will pay you another fifty pounds." This occurred on a Thursday, and on Saturday I paid him the second fifty pounds and sent him to my attorneys to make out papers. This is the entire history.'"

"H. S. Berliner."

BIG ORDER FOR BLANK RECORDS.

An order for 10,000 blank records monthly was recently received by the Columbia Phonograph Co. from Sears, Roebuck & Co., the great Chicago mail order house, who use three hundred graphophones in handling their correspondence. This is an instance of how large business houses can profit by the use of the commercial talking machine system.

Charles Eabold, for some time manager of the talkiug machine department for George W. Clark, Syracuse, N. Y., now holds a similar position with the Andrew J. Speich Co., of that city, who handle the Victor line.

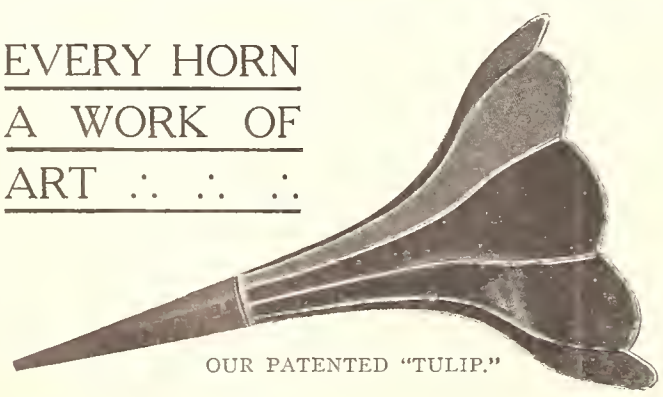
C. L. Reimer, the talking machine dealer of Asbury Park, N. J., has added Columbia graphophones to his other lines, and reports a steadily increasing business.

THE TALKING MACHINE IN CARTOON.

SPECIAL NOTICE TO JOBBERS

Our "Tulip" and "Morning Glory" Horn PROPOSITION the BEST you ever heard of. **GET OUR PRICES AND SAMPLE ORDER.**

EVERY HORN A WORK OF ART ∴ ∴ ∴



OUR PATENTED "TULIP."

ALL COLORS AND DECORATIONS

Don't wait until you get rushed for business and then order. **NOW** is the time.

OUR PATENTED "TULIP."

Cable Address: Tulip, New York

Telephone: 350 Cortlandt

Address all correspondence to

The New Jersey Horn Mfg. Co.

45-47-49 Monmouth Street - Newark, N. J.

B. Schuyler Morris, Gen'l Sales Agent

271 Broadway, cor. Chambers St., New York City

September List of New Victor Records

Get the complete list. Be in position to give every customer what he wants when he wants it. Don't make it necessary for a single customer to go to your competitor's for a record that you ought to have.

8-inch size 35 cents each

Arthur Pryor's Band

No.
5192 Ship Ahoy Mareh.....Lusk

Victor Orchestra, Walter B. Rogers, Conductor

5193 The Banner March.....Von Blon

Yodel Song, by George P. Watson

5129 Sour Krout is Bully.

Duet by Miss Jones and Mr. Murray

5137 It's Nice to Have a Sweetheart—From the Tourists .....Kerker

Descriptive Specialty by Collins and Harlan

1727 Two Rubes in a Tavern.....Stanley

Yankee Talk by Cal Stewart

1640 Uncle Josh On a Street Car.....Stewart

Two Teddy Bear Records

Issued especially for the children.

5202 Frolic of the Teddy Bears.
Adapted from Bratton's "Teddy Bears Picnic."
(Played by Victor Orchestra.)

5191 The Teddy Bear's Lullaby.
Sung by Mr. Macdonough, with orchestra.

10-inch size 60 cents each; 12-inch size $1.00 each

Arthur Pryor's Band

5203 Comedian's March—10 inch.....Smetana
From Bartered Bride.
5205 Austrian Army Bugle Calls Waltz—10 inch. Tlusty
5206 On the Belvidere—Two Step (Na Belvederu Poehod)—10 inch.....Faster
31650 Daughter of the Regiment Overture—12 inch. Donizetti
31651 The Death of Custer—12 inch.
(The Battle of Little Big Horn.)
31652 Red Mill Selection—12 inch.....Herbert

Victor Orchestra, Walter B. Rogers, Conductor

5185 The Minute Men (March and Two-Step)—10 inch .....Winburn
5208 Merry Widow Waltz—10 inch.....Lehar

Victor Dance Orchestra

31655 Merry Widow Waltz (Ballsirenen)—12 inch. Lehar

Bell Solo by Chris Chapman

5188 Medley Dance—10 inch.....Kamman

Mezzo-Soprano Solo by Miss Pearl Benham

5187 In May Time—10 inch.....Speaks

Tenor Solo by Henri Leoni

5201 I Love You, Ma Cherie—10 inch.

Tenor Solo by Harry Macdonough

5189 Dreaming—10 inch.....Dailey

Comic Song by Miss Ada Jones

31654 I'm in Love With the Slide Trombone—12 inch .....Furth

Tenor Solo by Frederic C. Freemantel

5194 Over the Line—10 inch.....Phelps

Bass Solo by Frank C. Stanley

31653 Chorus, Gentlemen—12 inch.....Lohr

Songs by Billy Murray

5195 I Think I Oughtn't Auto Any More—10 inch.
5196 In the Land of the Buffalo—10 inch. Williams-Van Alstyne
5197 Harrigan (from Fifty Miles From Boston)—10 inch.....Cohan

"Coon" Song by Arthur Collins

5204 Brother Noah Gave Out Checks for Rain—10 inch .....Longbrake

Duet by Stanley and Macdonough

5200 When Johnny Comes Marching Home—10 inch .....Lambert

Four Records by Vesta Victoria

5181 The Next Horse I Ride On—10 inch. Everhard
5182 Waiting at the Church—10 inch.....Pether
5183 Poor John—10 inch.....Pether
5184 Billy Green—10 inch.....Gifford

Laughing Specialty by Famous Comedians

52000 Laughs You Have Met—10 inch.
(Illustrated by five famous funmakers.)

German Specialty by Jones and Spencer

5186 Minnie and Herman—10 inch.

Male Quartet by the Haydn Quartet

5167 The Last Rose of Summer Is the Sweetest Song of All—10 inch.....Sidney

Comic Duet by Collins and Harlan

5190 There's Room for Us All on the Trolley—10 inch .....Bennet

Lyric Quartet

5199 Rock of Ages—10 inch.....Buck

Red Seal Records

Five New Nielsen-Constantino Records, Alice Nielsen, Soprano

Twelve inch, with orchestra, $1.50 each, *in Italian.*

74074 Barbiere—Uno Voce Poco Fa.....Rossini
(A Little Voice I Hear.)

Florencio Constantino, Tenor

10 inch, with orchestra, $1.00 each. *Italian.*

64072 Rigoletto—La Donna e Mobile (Woman Is Fickle) .....Verdi
12 inch, with orchestra, $1.50 each. *Italian.*
74073 Barbiere—Ecco Ridente .....Rossini
(Dawn, With Her Rosy Mantle.)

Duets by Nielsen and Constantino

12 inch, with orchestra, $1.50 each. *Italian.*

74075 Traviata—Parigi o Cara (Far From Gay Paris) .....Verdi
74076 Faust—Dammi Ancor (Duet from Garden Scene) .....Gounod
(Let Me Gaze on Thy Beauty.)

Two Ballads by Ancona, Mario Ancona, Baritone

10 inch, with Orchestra, $2.00 each. *In Italian.*

87010 Mattinata (Morning Serenade).....Tosti
87011 Invano—Serenata (In Vain).....Tosti

Two New Witherspoon Records, Herbert Witherspoon, Bass

12 inch, with Orchestra, $1.50 each. *In English.*

74071 Meet Me By Moonlight Alone.....Wade
74072 Messiah—Why Do the Nations.....Handel

An Oratorio Number by de Gogorza, Emilio de Gogorza, Baritone

12 inch, with Orchestra, $1.50. *In English.*

74069 God, My Father.....Dubois
From "Seven Last Words of Christ."

A splendid list! And every record with that remarkable musical tone-quality that distinguishes Victor Records from all others, and makes them the easiest sellers and the best money-makers.

We help along the demand for these new records by advertising a complete descriptive list in the daily newspapers throughout the country around the end of August.

Stock up and get the full benefit.

Victor Talking Machine Company

Camden, N. J., U. S. A.

SPECIAL DESIGNS WILL HAVE CALL.

How the Change in the Equipment of Edison Phonographs Will Affect the Horn and Crane Business—The Situation Analyzed.

The announcement recently made by the National Phonograph Co., whereby they intend to equip all phonographs with large horns, has made many figure how such a move would affect the sale of these articles as independent transactions. Chatting with a leading member of the industry a few days ago on this subject, he said:

"At first glance it would seem that the market for independent sales would be very materially affected, and that giving a customer a large horn with a machine would make such transactions impossible. A close study of the situation, however, will undoubtedly warrant a different conclusion. People purchasing talking machines have for a number of years past been accustomed to employing their own fancy as to the style horn they will use, and the various horn manufacturers have largely catered to this fancy in producing endless varieties and styles of horns, many of which possessing distinct virtues, so as to please any and all purchasers. One manufacturer alone claims to produce over two hundred different styles and sizes of horus for talking machines.

"The horn is the most conspicuous part of a talking machine, the eye naturally centers on it, and whereas dealers and jobbers have frequently felt it was a hardship to be obliged to carry so many different style horns, at the same time they must not forget the fact that through having these different styles the fancy of each individual has been catered to, with the result of largely increasing machine sales.

"Up to the present time it has been found impossible to make one style, size, and finish of horn that would suit all purchasers, and these same conditions are bound to exist under the new equipment. Undoubtedly the sale of cheaply constructed horns will be largely affected, but the market for high priced and artistic looking horns should if anything be larger. The public will be educated to the advantages derived from the large size horns when they purchase their machines, and the opportunity to sell a high priced, better appearing or better tone horn will certainly be increased. It is my opinion that progressive jobbers and dealers will still find a good market for their high grade horns, and that public demand will undoubtedly require the sale as a separate transaction of horns different from those furnished with the original outfit. Again, the opportunity to make the stock more attractive would be entirely lost with the dealer if he fails to vary his stock with different horns and cranes."

PAYS TO BE ATTENTIVE.

An Illustration in This Connection That Should be Noted by Talking Machine Men.

There is a lesson in this story related by Hayward Cleveland, of the Columbia Phonograph Co., for every dealer and salesman in the talking machine business, and the moral should be noted:

"One day some years ago, at our uptown store, a postal card was received from a small town in upper New York, asking for 'catalogs of your machines and records,' no other word except the inquirer's name. The mailing clerk sent the matter asked for in an unsealed envelope, postage one cent. No letter accompanied. In a few days there came by registered mail twelve crisp five-dollar bills, four ones and 50 cents in postage, $64.50 in all, and an order for an AB graphophone, records and supplies! No merit attached to us. We did not neglect, nor did we cultivate. The lesson was not lost. The moral was: 'Pay heed to the most trivial inquiry or request.'

"The other day a besmeared envelope, with an illegible misspelled superscription was received. Inside was a single sheet of plain paper, on which was scrawled the following: "Will you Send To Blaks To W. A. Stonefaller, Greenwich, Conn.?' That was all. The whole almost deserved being ignored. A note was dispatched, politely asking for 25 cents payment in advance. By return mail there came that amount in postage, accompanied by the engraved visiting card of a Madison avenue customer of ours (same surname) with this written thereon: 'Two blank cylinders for the little $10 graphophone.' It developed that the first note had been sent by the infant son of a millionaire capitalist, whose country address we did not know.

"Moral—Pay heed, for 'you never can tell' who is at the other end of the line!"

CLEVER WINDOW DISPLAY

Made by the Regina Company in New York —Reginaphones and Sublimas Featured.

The Regina Co., 17th street and Union Square, have arranged a most pleasing window exhibit which is attracting most favorable attention. In the foreground is a sprinkling of Reginaphones which are adapted to any size music boxes on the market and a number of cabinet instruments in mahogany, Vernis Martin and dainty decorated floral panels. In the second window is a "Sublima," which tells on the revolving perforated roll an interesting story of how it was perfected, facts relative to its mechanism and tone, the number of times it played, the number of instruments of its kind that had been sold, etc., etc., all of which invites and holds the attention of passers-by. The company are very busy at the Rahway factory, and the orders received by mail and from road salesmen would indicate that dealers are placing orders early with the anticipation that fall trade is to be good.

AT LAST!

A New Reproducer For Cylinder Machines Three Times As Loud As Any In Existence

**LOUD ENOUGH FOR CONCERT HALLS OR FOR DANCING,
OR CAN BE MODIFIED TO A WHISPER IF DESIRED**

The only reproducer in the world having an adjustable weight tension by which the pressure on the record can be increased or decreased instantly, thus enabling the operator to play the old wax records or the new moulded kind with equal safety to the record in regard to wear. The most natural tone reproducer on the market. Makes any old record good and a good record perfect. Will sell twice more records for the dealer than the regular reproducer and will not wear the record half as much.

An Entirely New Principle Sold with the distinct understanding that if not exactly as represented can be returned and money will be cheerfully refunded. Indorsed by all who have heard it, including several of the leading Edison jobbers, as the very best reproducer on the market. Gives a volnme of sonnd hitherto unheard of in any detachable reproducer.

Guaranteed For One Year We absolutely guarantee this Reproducer to be much louder, more natural in tone, less liable to get out of order than any other Reproducer on the market to-day, besides having our patent system of weight pressure adjustability. Failing which the money will be cheerfully refunded and the Reproducer will cost yon nothing. Patents applied for in U. S. and all Foreign Countries.

REFERENCES: First National Bank, Lincoln, Neb.; Columbia National Bank, Lincoln, Neb.; First Trust & Savings Bank, Lincoln, Neb. || **Price ($10.00) Ten Dollars**

Special Offer This Month Only To All Interested Upon receipt of five dollars in cash, Postal or Express money order or Draft and one old Edison Model C, or one old Columbia Spring Contact Reproducer and this ad., we will ship sample reproducer to any part of the World with the distinct understanding that if not entirely satisfactory money will be immediately refunded. If no old reproducer is sent, send $8.00 instead of $5.00, an allowance of $3.00 being made on old reproducer. No order will be noticed unless accompanied by full amount of order. Please specify if EDISON or COLUMBIA reproducer is desired.

Undoubtedly a Record Breaker, but will not wear the Record. A Decade in Advance of Anything Known for the Reproduction of Sound.

Usual discount to jobbers and dealers on initial order of not less than six and three respectively.

Make all orders payable to

THE MAESTROPHONE PHONOGRAPH CO., Lincoln, Nebraska, U. S. A.

TEXAS ANTI-TRUST LAWS

Are Causing Consternation Among All Classes of Merchants—Will Talking Machine Contracts be Effected?—Drastic Amendments.

(Special to The Talking Machine World.)

Austin, Texas, August 10, 1907.

The several amendments to the previously stringent Texas anti-trust laws enacted by the Legislature recently closed, has created consternation among all classes of merchants, as its provisions absolutely prohibit any one from acting as agent, jobber or retailing any goods manufactured by a trust, or entering into any agreement to reduce, advance or alter a price on any article or commodity. The minimum penalty is two years' imprisonment in the State penitentiary.

Several legal authorities consulted have stated tbat hardly a merchant in the State is exempt from some violation of the law as it now stands, and when effective every one will be in jeopardy, as county attorneys and district attorneys are given a bonus of $100 for every suit won under its provisions, and many prosecutions are anticipated. The Legislature may be called into special session to modify some of its terms. For instance, one section imposes as a special tax of 50 per cent. on gross sales of pistols and firearms, and all hardware dealers are closing out their stock at less than cost.

Whether or not it affects the talking machine contracts is not known, but the attorneys of at least one factory have taken up the matter, and their attorney is now collecting the best legal opinions in the State. It is thought the paragraph relation to restraint of trade will require the elimination of any contract in writing not to sell to dealers who may be suspended or undesirable on account of price cutting or other violation of the patent provisions and license under which the goods are sold.

Doubtless the intent of the law was to curb the larger trusts, and already a fine of over $1,000,000 has been assessed against the Waters-Pierce Oil Co. necessitating a receiver, and it is rumored action will be next begun against agents and jobbers of the American Tobacco Co. In the meantime, every county attorney in the State is "sitting up and taking notice" of the available cases where he can obtain bonuses. One of the provisions of the law is that all cases must be brought in the Travis County Court, in which Austin, the capital, is located, and it will cause endless trouble to merchants cited to appear as witnesses or defendants.

Another bill enacted imposes a 2 per cent. gross tax on most all commercial houses, in addition to the already heavy taxes in Texas. At least one phonograph jobbing house has been seeking a location just beyond the Texas line from which point they could supply their Texas customers, but attorneys say this will not avoid the law, as each retail dealer will then be equally guilty, and there would be a chance for some enterprising county attorney to bring a wholesale indictment against, say, two hundred dealers, and if convicted would receive a hundred dollars each bonus, a fee not to be scorned or tried for.

There is no talking machine jobber in this city, but they are located at nearly all other larger cities in Texas, and representatives of two of them with their attorneys have been here consulting the general attorney of the State as to bis construction of the act, but they were not interviewed by your correspondent, and this information is gathered from newspaper reports that have gone forth from here by correspondents of large dailies who are in close touch with these matters.

PETMECKY

Multitone, Self-Sharpening Talking Machine Needles

are guaranteed to play any disc record with less or no harm to the record than any other metal needle ever made. Moreover, they will produce a purer, sweeter tone than any other needle. A dealer writes: "Samples received; my first order for 10,000 needles tells you what I think of them. I wonder how anyone will use any but the Petmecky on his finest records." We have hundreds of just such unsolicited testimonials —yours, too, if you will but try them. Kindly write us for samples, booklet, prices, etc.

PETMECKY COMPANY

506 New York Life Building
KANSAS CITY, MO.

DOT FONOGRAF.

Der oder tay ven I come der house in I dake down my gonsertena fon der shelf und dink I blay me sum music yet, ven my vife git mad und say, Chake:

I'ud avay dot gonsertena on der shelf und led it stay,
Id chust nevely drifes me krasy und der tog he runs avay,
Dot old ding vass all ridt sum dime manny, manny years ago,
Ven der musicg vas nod blendy und der peobles dey vas schlow,
Took der monie from der kuppert nnd go down to Schneider's store
Vere dey sell dem musick boxes vot blays bieces by der score,
Pring along some blendy Reckerds, ve vill make der neibers laf
Ven dey heir der musick blayen from der Edison Fonograf.

Vell, I vos der poss uv der hous, bud ven Lena say, "Go, Chake" den I go, und dot vas all aboud it. I puy me a fonograf und aboud tu dotzen reckerds und ven I kum der house in und pud him on der dable und make him blay, Lena she say:

Did yu effer here such blaying here, ver'e Kummen Dru der Rie,
Dixey, Duly und Maglndy, Sauerkraut und Dond Yu Gry,
Der pirds is singen, pands is blayen, dares Lena Schmitt und Chust my Sthile,
Panjos, bells und violenas is blayen musick all der vile,
Home Sweed Home und Good Py Mudder, my! I told yu dot vas fine
Chake, now dell me vot's id blayen? Himmel, dot's der Wacht um Rhine.
Good py now old gonsertena, you now vas a big skiddu,
Ve vill pud yu in der kubbert, it vas dwenty-dree fur yu.
—Harry George Bauman, in The New Phonogram.

HANDLING TALKING MACHINES SOLELY.

Frank J. McArdle, proprietor of the Omaha Piano Player Co., Omaha, Neb., who was obliged to give up his quarters in the department store of O'Donohue-Redmond-Norwich Co., owing to the failure of that company, has decided to discontinue his piano and player business, and will devote his entire attention to talking machines. He will carry a full stock of Victor machines and about 12,000 records on the second floor of the old Boston store.

INCORPORATED THIS WEEK.

The Ideal Fastener Co., 143 Liberty street, New York, was incorporated with the Secretary of State at Albany on July 27 for the purpose of manufacturing horn supports for talking machines; capital, $15,000. Directors: Charles Newman, L. M. Walstein and Otto Crane, New York.

?

¶ Do you like this issue of the World?

¶ Is it not worth something to you in your business?

¶ Do you receive it regularly?

¶ If not, why not?

¶ The fault is your own, for we've done our part in supplying you with a sample copy.

¶ Subscribe for it.

¶ That's the only way to get it.

¶ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

¶ Be progressive and read the World. Your competitor takes it and he knows its value.

¶ It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

¶ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and, of course, cash.

THE
Talking Machine World
SUBSCRIPTION DEPARTMENT
1 Madison Avenue, New York

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Boston Office: Ernest L. Waitt, 278A Tremont St.

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Berlin, Germany, Chas. Robinson, Breitestrasse 5.

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

REMITTANCES, in other than currency form, should be made payable to Edward Lyman Bill.

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

Long Distance Telephones—Numbers 1745 and 1761 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, AUGUST 15, 1907.

THE meeting of the Eastern Talking Machine Jobbers' Association in New York last month, which is reported extensively elsewhere in this issue, was an event of great importance to the talking machine trade. It surprised the promoters. In fact, the officers of the association did not believe that the meeting would be such a pronounced success. There were many things discussed in a business way which certainly will have an effect in shaping the future of the industry. The social functions were pleasing and made a most delightful feature of the meeting. The talking machine men are active. There will be another meeting in Buffalo next month, which will be practically a joint session with the Central States Jobbers' Association, following their meeting held in Chicago in June. Now the result of all the gatherings of the talking machine men, to our minds, will mean a national organization rather than two or three sectional ones. It was informally discussed at the recent gathering. Why not, gentlemen of the talking machine trade, form a national talking machine association? You could have committees appointed of gentlemen who reside in the East and West, and through them any special information could be reported to a central body, so that the workings of the association would be in complete harmony, and yet there would be a greater strength in the whole than if the talking machine trade were split into factions East, West, North and South. By uniting the interests the trade can be best served, and there are many things which are constantly coming up which demand action on the part of those directly interested in maintaining the welfare of the trade. We recommend to the talking machine men who meet in Buffalo next month to immediately start the wheels in motion for the formation of a national association.

OUR readers should understand that this publication, which is devoted solely to the interests of the talking machine trade, will strive earnestly for the establishment of a national association, and we shall be pleased to work hand in hand with the talking machine men to promote its growth. The interests of this trade are steadily growing, and with an expanding industry it is but natural that there are problems constantly developing, all of which may not be of easy solution. A national talking machine jobbers' association will undoubtedly make for the advancement of trade interests, and can accomplish much more than the isolated individual. Local lines are being steadily eliminated, and the interests of the talking machine men in all sections of the country are identical.

NO matter whether a man may be doing business in Maine or California, it is necessary that trade conditions surrounding him be of the same uniform character and should be guarded with the same caution.

The editor of this publication called the piano manufacturers together in 1888 and presided at the first national gatheriug of piano men in this country. That meeting was the origiu of the association movement in the music trades. He next advocated the formation of a piano dealers' association, and this was formed at precisely the time and place suggested by him. This organization has now hundreds of members, and has been instrumental in helping to eliminate from the music trade certain evils which had crept in. The talking machine business is in its infancy, as far as development goes, so before any evils have developed it may be well to guard against them. By all means, let us have a talking machine jobbers' national association, and let the inceptive move be made in the early fall.

THERE is no denying the fact that the condition of the horn market has been, and is even to-day, somewhat unsettled. For weeks, before the Edison move was definitely announced, there was a marked feeling of unrest, for it was conceded that if such a great producing concern as the National Phonograph Co., with its extensive business ramifications, should enter into the manufacture of horns, it would have an immediate effect upon the market. Edison men would, of course, be compelled to buy the Edison outfits, and that would cut out just that much outside horn business. The affiliations of the National Co. are so close to their factors in various sections of the country that their entree into the horn field was looked upon as being a move which would unsettle trade conditions as applied to horns for some time. Then again it was stated upon excellent authority that this company had secured options on a number of plants, and this also caused a good deal of speculation as to the outcome of the proposed move.

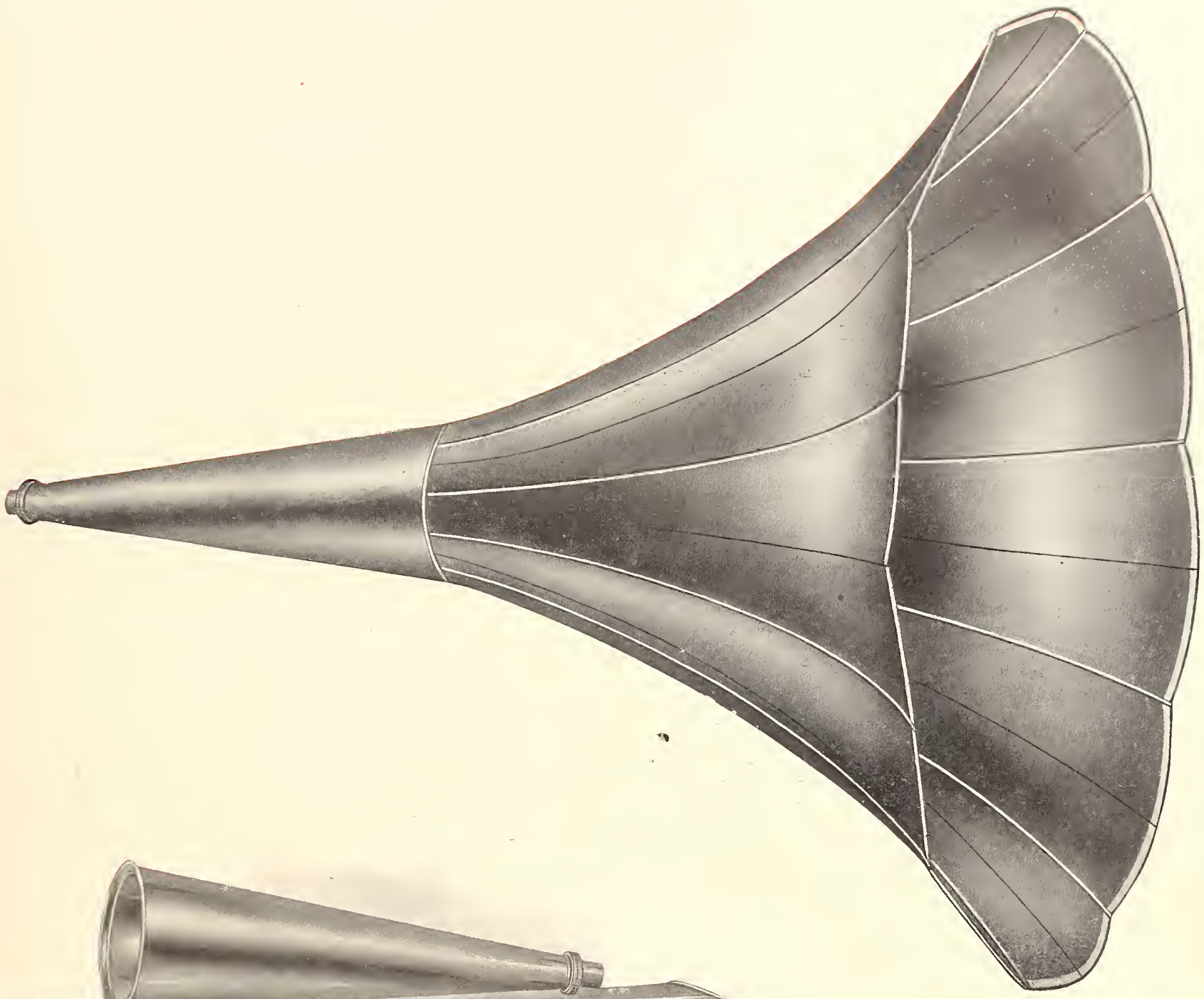
THE announcement, however, has been made, and the Natioual Phonograph Co. will have a complete horn equipment ready by the 15th of next month. Some of the manufacturers and some of the big jobbers are hit heavily by this move. There is no reason, however, to suppose that the horn business is going to the demnition bowwows simply because the National Co. adds another department to its present extensive line, and enters the arena as horn manufacturers. Horns will be made and sold in larger quantities than ever, and there is no particular occasion for any one to lose their heads over the present condition. Special horns will be created to reach a select trade, as seen by special announcements in this issue of The World. Then there are many people who already own machines and will desire new horns for them. We shall all be doing business, gentlemen, we hope, for some time to come.

A SUBSCRIBER asks us: "What do you consider the greatest essential in the selling of talking machines at retail?" We should say tactfulness, for without that the salesman is lost. It is a mistake sometimes to tire customers by running records which do not in the slightest interest them. A salesman should use sufficient tact to size up his customer, so that he would know just what kind of music would appeal to him. We have seen some salesmen put on rag-time music for some men whose tastes did not run in that line; we have also seen them show off high-class operatic music to people who had no more conception of the beauties of musical orchestration than they had of the mysteries hidden in the monuments of Egypt. It is easy to find out from the dress, the appearance, or the language of each individual caller what music appeals to him without seeming to put the question direct, and then give him something which he likes, but not enough to tire. Don't let a record run until its close, but just a little, enough to whet the appetite, and then put on something more and show the variety. Then the customer begins to be interested in a talking machine; he begins to realize something of its development. Tactfulness by all means as a salesmanship essential. Study it and salesmen will learn how to handle their trade more successfully, and in the end they, too, will be making bigger salaries.

A NUMBER of World readers have asked us for an opinion as to the final result of the suits brought against the National Phonograph Co. by the New York Phonograph Co. It seems as if we should not be called upon to again explain the attitude of this paper, and that is, our absolute refusal to be dragged into any of the legal complications which seems to be inseparable from the talking machine business. The courts presumably are fairly able to handle matters which may be legally brought before them, and it is not within the province of a trade newspaper to try cases in its columns. The officers of the National Phonograph Co. do not seem in the slightest disconcerted over the recent developments, and our acquaintance with them teaches us that they are quite competent to conduct their affairs in the future as in the past without any special admonition from us. The World could republish a lot of the matter which has been circulated through the columns of the daily papers, which is well calculated to arouse fear on the part of some of the Edison New York agents, but we do not propose to express an opinion as to the ultimate outcome of this long-fought series of legal battles and expound our beliefs as to what effect it may have upon the business of the Edison agents within the borders of the Empire State. We assume that the Edison people know their business, and we are sure of one thing, and that is that we shall attend as nearly as possible to our own affairs and not meddle with that which belongs exclusively to the courts.

IN a few weeks it will be time to buckle on the armor for the battle for fall trade. Are you ready?

THE SEARCHLIGHT FOLDING HORN



Patent No. 771441
Oct. 4, 1904

Patent No. 12442
Jan. 30, 1906

THE ONLY PRACTICAL, COLLAPSIBLE HORN IN THE WORLD

Style—Gun Metal Finish—Gold Striped.

For all Edison and Victor Machines except Victor 1.

Size, 23 x 28 Cylinder; 23 x 21 Disc. Boxed, 3½ x 7 x 20 Inches.

"A Startling Novelty"

THE SEARCHLIGHT FOLDING HORN

The Searchlight Folding Horn
A masterpiece in every respect.
Opened it resembles a solid flower horn,
Folded you can carry it in your pocket.

THE Bell is self-sustaining and *one piece*, ready for use in ten seconds by unfolding the bell and attaching the funnel.

No clamps, rods or braces. Never out of order.

No experience required to fold or unfold it. A child can work it.

Small enough to send with the box containing the talking machine. No expense in packing.

Light enough to be sent by mail as merchandise.

AN EPOCH-MAKING HORN!

Send to Your Jobbers for Samples *Send Now*

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY
753-755 Lexington Avenue Borough of Brooklyn, New York

VALUE OF ANSWERING LETTERS.

Prompt Attention to Communications Makes Friends for the House and Acts as a Stimulator to Your Business.

Talking machine men need hardly be told that the first requisite to success in business is promptness in answering inquiries of all kinds, even though not seemingly important. The dereliction of some concerns on this point is appalling. Rarely a week passes but we hear tales of people who have written firms on business matters and failed to receive any sort of acknowledgment.

People come to know us through our letters and we are forced to rest under the judgment our letters have evoked. If we have occasion to write but once, great care should be taken as there will be no opportunity to remove any unfortunate impression it gives. If there are letters to follow them, a wrong impression created by the first letter may be eradicated by later editions.

A business man wants a customer to know and believe he is being treated fairly and with courtesy; that his continued business is valuable, and that a strong desire to retain it is evidenced by the writer.

One of the strongest points in favor of writing polite, thoughtful and considerate letters is that it develops into a habit and the writer becomes thoroughly imbued with the spirit that pervades them and soon finds as great satisfaction in writing them as the other does in receiving them.

Subordinates take their cue from the one "higher up," and they can do much to make or mar the fortunes of the man they serve, and because of that great care should be taken to keep harmony and courtesy at the helm.

WILL DISPLACE THE "BARKER."

The Officials of the Iowa State Fair Adopt a New Idea That Will be Welcomed.

It is the intention of the officials of the Iowa State Fair to use a number of talking machines in connection with the Bureau of Information to displace the usual barker. Machines will be placed at various points on the grounds to direct visitors to cars, the various special exhibitions and other general features.

Visitors to the fair will hear such speeches issuing from the talkers, as—

"Take the fair grounds cars for the big fair at the south door to the courthouse. Beware of the bunco man!"

"The airship goes up on the south side to-day. Don't buy tickets; it is a free exhibition."

"Beware of pickpockets!"

Of course the talking machines will be in charge of men who can give more detailed information when desired.

DISCOVERS A PAYING BUSINESS.

Elwood Ayres, a wandering piano dealer of Missonri, who creates interest in his instruments by concerts given in country school houses, some time ago discovered that a moving picture show would largely increase his audiences, and forthwith purchased an outfit, accompanying the pictures with appropriate piano or organ selections. One of the films portrayed a Chicago slaughter house where pigs were being killed, and music suitable for the scene, was not to be produced on either of his two instruments in an effective manner. Mr. Ayres, however, was not balked at that, but immediately installed a talking machine, which reproduced the voices of the pigs squealing in frightened and grewsome tones in a very natural manner. Increased audiences quickly testified to the success of his scheme.

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

TRADE NOTES FROM BELFAST.

Strikes of Dock Laborers and Carters Have Disturbed Business—Delay in Getting American and English Shipments—Some Comments on Reduction in Price of Records—Other News.

(Special to The Talking Machine World.)

Belfast, Ireland, July 24, 1907.

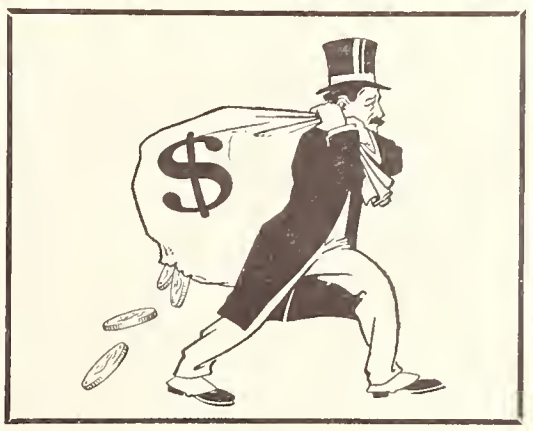
All departments of trade in Belfast have been seriously affected for several weeks past by the combined strikes of dock laborers and carters, and business has accordingly been quite paralyzed. For example, the largest jobber here has not yet obtained delivery of a big consignment of Edison records despatched to him on July 6 by the National Phonograph Co., Ltd., London.

Three of the large shipping companies have been under the necessity of engaging several hundreds of laborers from England to load and discharge cross-channel cargoes. After the day's work is over these men embark on three special steamers which lie each night in Belfast Lough, about five miles from the port. With commendable consideration, two of the said companies hired, some weeks ago from Mr. Osborne, Monarch Senior gramophones, and purchased almost 100 records, with which the laborers are entertained while the boats are at anchor, thus distracting their thoughts, minimizing homesickness and dispelling ennui. Needless to say the men appreciate heartily the thoughtfulness of their employers.

The somewhat drastic reduction in price of Edison gold moulded records from 1s. 6d. to 1s., which will come into operation on August 8, has given rise to adverse criticism and newspaper correspondence, much of which is inane if not scurrilous. In the case of one trade journal, an article appeared in which it was actually suggested that the National Phonograph Co. should be "punished" for what the writer described as a "hardship," although he confessed he had not read the company's agreements and was not only reasoning without data but endeavoring to extinguish an "ignis fatuus" of his own creation. Your humble Belfast scribe considers that both jobbers and dealers should be grateful to the National Phonograph Co. (1) for making the reduction during the dull or "off" season when stocks are low, (2) for allowing a rebate of 1d. per record on all purchases from March 1 till June 8, (3) for agreeing to supply jobbers with the records from June 10 till August 8 at the reduced trade price, thus enabling said jobbers to acquire an abnormal profit during term of notice (60 days), and (4) for reducing retail price, which shonld result in an immense output of the goods during ensuing winter.

The Gramophone Co. deserve the thanks of all their dealers for having, at the request of Mme. Melba, agreed to reduce the price of 12-in. records by that famous prima donna from 21s. to 12s. 6d. Other expensive gramophone records have also been reduced, but dealers will not suffer in the slightest from said reductions, as the Gramophone Co. have very generously agreed to supply records free of charge against the difference in price of those held in stock by their customers on July 18. In doing so they are acting in harmony with their usual thoughtful policy, which for many years has not only kept them in close touch with their dealers but created for them an enviable reputation in the talking machine industry.

Owing to the connection of Marconi with the talking machine trade it is interesting to note that an official of the Marconi company is quoted as saying that a radiograph service will be begnn between Ireland and Canada in September. The commercial rate will be 10 cents and the press rate 5 cents a word between Clifton and Glace Bay. Immediately after this service is started, the power at the wireless station at Cape Cod will be increased and a service will be opened thence to Poldhu.



How we save you money without cutting prices

We can't sell you Victor goods at a less price than any other jobber—we're all on the same basis there, and must all maintain the regular Victor prices. But we can save you money in lots of other ways. All brought about by the promptness of our service.

We ship all orders the same day they are received. That saves money for you all around. Saves the money you usually spend in telegraphing to your jobber to hurry your order. Saves the money you lose because customers get tired of waiting for their goods. Saves shipping charges, because having the goods in stock we can send them by freight so that you'll get them in plenty of time, where another jobber would have to hustle around for the goods first and then send them by express.

You save not only money, but time, trouble and worry by ordering from us your Victor talking machines and records, record cabinets, trumpet horns, fiber cases, English needles, and accessories and specialties of every sort.

Save time by writing now for our catalogue. Then you'll have it when you get ready for your next order.

The Victor Distributing and Export Company

77 Chambers Street New York

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT

Salesroom, 89 Chambers Street
Cable Address, Dougphone, N. Y.
New York

Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

RECORD CABINETS

No Change in Price—No Change in Quality

Compare our prices and goods with those of any other Jobber and you will find that

We Save You From 10% To 33 1-3%

All other manufacturers have increased their prices, due to the advance of Labor and Material. The prices we fixed two (2) years ago, still prevail and in some instances we have made marked reductions.

Don't purchase Record Cabinets before obtaining our prices and illustrations.

PRACTICAL SUGGESTIONS AND COMMENTS.

REPRODUCER FOR CYLINDER MACHINES.

A new reproducer for cylinder machines has just been placed on the market by the Maestrophone Phonograph Co., of Lincoln, Neb. This reproducer is something decidedly new, and the results obtained are said to be marvelous. A special feature envolved is an adjustable weight tensiou by which the pressure on the record can be increased or diminished, thus enabling the operator to play the old wax records or the new moulded kind with equal safety to the record in regard to wear.

A. C. Mestraud, the inventor of this reproducer, is an old talking machine expert, well and favorably known in this trade, having for years been connected with it in various capacities. For some months The World has known of several important patents granted this gentleman, and that the only thing he needed was capital to push them. This came from an unexpected quarter—in the form of a legacy, and we congratulate not only Mr. Mestraud, but the talking machine trade in general, inasmuch as they will shortly benefit largely from these various inventions, which we can safely state will win no small share of attention and consideration.

PLAYING RECORDS BACKWARD.

The Ocala (Fla.) Banner of recent date contained the following story: "Dr. J. Van Hood, of Ocala, has just brought into successful operation an experiment that should be of considerable interest to the scientific world. For some time the doctor has wondered how words would sound if uttered backward. By experimenting with his own voice and others, he realized the utter impossibility of any one pronouncing backward. Some people, to whom he mentioned the matter, confused it with spelling backward, but it takes little reflection to see that it is a very different thing.

"Dr. Hood finally decided that if he could have a phonographic record run through a phonograph backward he would attain his desired result. This seemed impossible, owing to the records being larger at one end than another, but a jeweler of Ocala, after some experiments, bored out a record so it could be put on a cylinder last end first, and to Dr. Hood's greatest satisfaction and every one else's surprise, the apparatus worked successfully. A great many people have heard this record work in the last few days. The sounds it makes are utterly strange, not to say ludicrous, yet can be recognized closely enough to be understood. The experiment is causing great interest here, and seems well worth the notice of the scientific as well as the curious."

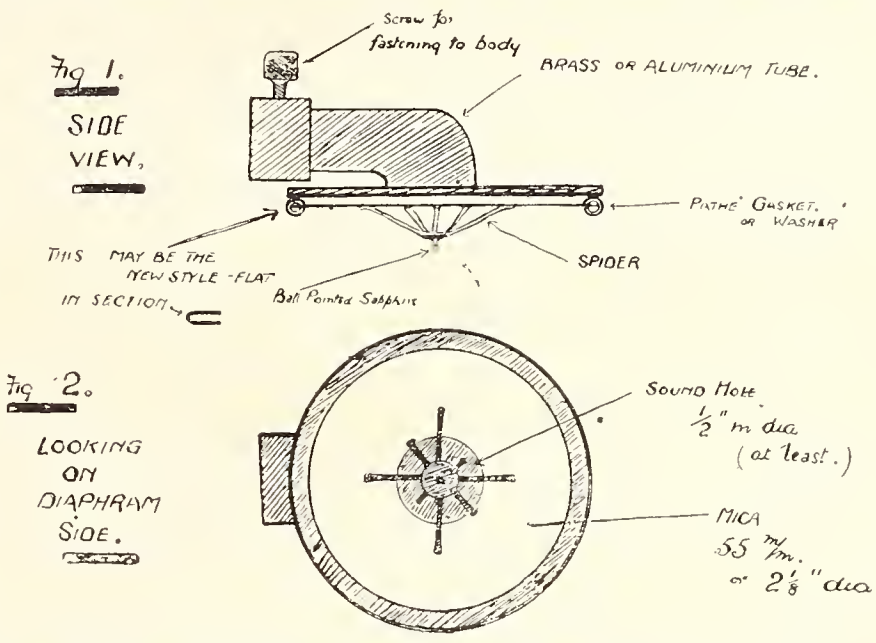
PACETTI EXPLAINS ANTIQUITY OF IDEA.

The foregoing having caught the eye of G. J. Pacetti, the well-known talking machine dealer of St. Augustine, Fla., when reproduced in his local paper, he wrote the editor as follows: "An article in yesterday's Record taken from the Ocala Banner says that an Ocala man has just discovered that the human voice can be reproduced on the phonograph backward. It seems to me that the gentleman is a little late with his discovery as tne playing of phonograph records backward is as old, almost, as the playing of the phonograph itself. Nine years ago I reproduced phonograph records backward. Any oue, with the help of a pocket knife, can in five minutes adjust a cylinder record to the phonograph and play it backward. A vocal record in English will, when reproduced backward, sound as though it was recorded in a foreign language. There are hundreds of phonograph owners who have among their collections of records a few that they can play backward for their own amusement."

IMPROVED REPRODUCER.

John White, the talking machine expert, of London, has favored The World with the following contribution on reproducers, which will doubtless interest our American as well as our English and colonial subscribers. He says:

"That there is a reproducer on the market that will play any or every record to perfection will be denied on all sides by experts and experimenters alike. The type I illustrate I have used for some time and hesitated before claiming what I now do for it. That it will play any make of record and better still give an extremely full volume, without the slightest overtone or sign of a blast, is certain. The machine is or was a Lambertphone. The type is the Excelsior. The reproducer is of the usual floating type, measuring in diameter 2¼ inches. It had originally a weight of 3 or more ounces, and a heavy screw-ring to jam the gaskets on either side of the diaphragm. That ring I took out, also the plain rubber gaskets, and then machined and filed away the outer portion with the screw-threads for the ring, leaving the surface as plain and flat as the diaphragm itself.



"This reduced the weight to two and half ounces and rendered necessary a gasket of the Pathe type, namely, the split tubular ring. Having secured a fine piece of mica 2⅛ inches in diameter, I slipped the gasket on to it, not without some trouble, as the gasket was so tight, measuring 1 inch diameter without stretching any. However, I managed it by getting it on to a piece of tough cardboard the same diameter and then transferring it by taking the mica and plucking the rubber ring over the edge of same a bit at a time. Then withdrawing the cardboard I smoothed the edges into a snug fit. This ring and mica diaphragm I cemented to the surface of the lightened reproducer and let it dry carefully, then tested for air spaces round the edge. These spaces I cemented up by running the cement round it and giving it an assured hold. I next hunted up all the best types of domes and "spiders" that I had in my possession. I found the ⅝-inch ordinary dome had a muffled effect on playing a record. After boring four holes, 1-16 of an inch in size round the dome, I found it improved, though not quite so much of an improvement as I wanted.

"Smaller domes I tried and gave up as they were useless to distribute the vibrations. The actual spider I use now measures 1 inch in diameter across the outside claws (four in number), and two claws ½ inch across, with the remaining two ¼ inch between their feet. This spider I fitted with a ball pointed sapphire of good quality, and as I said before I am astonisned at the results. There is nothing extraordinary about the reproducer, which is of the Matthews type, and one can easily make their own as good by following these instructions given beforehand. One point about the Matthews reproducer makes me glad. The vibrations, or sound waves, to be more correct, pass through a parallel tube into the trumpet through a hole of the same diameter as the tube, i. e., half an inch. In other soundboxes or reproducers this point is neglected, and I say emphatically they are wrong as this one proves. The giant tone it gives out is not from the diaphragm alone. It comes from the combination of all the parts and lets the user of the phonograph enjoy his records as he ought. In the Edison Model C the hole is too small, and when enlarged even slightly the difference can be noticed when playing a record.

"This idea cau be adapted to other reproducers by taking the old shell to pieces, that is to say, taking out the diaphragm and stripping the surface off with a file. A better way is to purchase the Matthews reproducer or make one out of a

NO SIR-E-E

We are not hustling to sell Horns and Cranes—not trying to "load up" our trade with these goods—though we've too many in stock.

We're Stuck with Horns and Cranes—but we're taking our medicine ourselves—not trying to pass it on to the trade.

September 16th next, every Phonograph will be equipped with Horn and Crane, so don't load up with Horns and Cranes at any price—but make every effort to close out what you have on hand.

We want your ***continued*** business—we're not after a trifling temporary profit—we try to deserve your trade by working for your interest—keeping you posted.

Send us your orders, for you can depend on fair treatment and prompt attention every time.

American Phonograph Co.
106 WOODWARD AVENUE, DETROIT, MICH.

square of brass and a brass tube, as can easily be done. A piece of brass 3 inches square by 1-16 inch thick can be bought for 15 cents or thereabouts. Then brass tubing is not dear for the quantity required, about 3 inches, say, of ½ inch tube, will be ample. Cut the brass into a circle 2¼ inches in diameter, and bore a hole in the center, measuring the same as the outside diameter of your brass tube, say, ½ inch. The next step is to cut the tube at an angle of 45 degs. so as to get a bend on the reproducer tube when completed.

"Some of the model engineers who are also readers of the paper will be able to bend a tube into the right angle and cut off what they require, though others may not find this easy. In that case it will be best to apply to a house making a specialty of supplies.

"Those who make it themselves will require to cut and solder the parts together, making a shell when completed like Fig. 4. The means of connecting reproducer to machine can be either a short rubber tube or the connector off the original reproducer for the time being. In conjunction with a large brass or flower horn this will be found to give the most surprising volume.

ELECTRIC AUTOMOBILE "TALKER" HORN.

A new English electric automobile horn is made of a combination of an electric buzzer, with the ordinary automobile horn. The Talking Machine News describes it as follows:

"A brass cylindrical case contains a steel vibrating disc, held at its periphery by two flanges and two electro-magnets, and the rapid vibration of the disc caused by the magnetization and demagnetization of the magnets yields a sound which is magnified in volume and effectiveness by the horn. The current is provided by an eight-volt accumulator. The signal can be maintained as long as is necessary or desired, the blast louder and more continuous than that of the ordinary wind horn, and with the switch on the steering wheel the driver can give his warning without removing his hand from the wheel."

A RECORD CLEANER AND PRESERVATIVE.

The Record Food Co., Kansas City, Mo., have recently placed upon the market their new record cleaner and preservative, suitable for all styles of records which have proven very successful.

Besides cleaning, Record Food also lubricates and enables one needle to play from two to six of the largest disc records, doing away with scratching, and producing the highest quality of tone. It is put up in 16-oz. jars and tins, sufficient for from 400 to 500 records.

Record Food is the result of extensive experimenting by members of the company, all of whom are talking machine enthusiasts and have used the preparation in its various forms for several years until it was brought to perfection.

A number of surprises in an inventive way are "on the stocks." More anon.

GOGGAN & BRO. IN NEW QUARTERS.

Thomas Goggan & Bro., Dallas, Tex., have removed to their new three story building on Elm street, which has been fitted up in a handsome manner. The main floor is devoted exclusively to Victor talking machine parlors, the firm being distributors for that line. A complete cooling system is a feature of the new quarters and aids business in the hot weather.

PROGRESSIVE DETROIT JOBBERS.

The American Phonograph Co., 106 Woodward avenue, Detroit, Mich., are said to be among the oldest talking machine retailers in the country, having been in the business for over ten years. They have very handsome quarters for displaying both the Edison and Victor lines, with a number of soundproof booths for demonstrating purposes.

SOL BLOOM OPENS ON 34TH STREET.

Sol Bloom has leased the premises at 40 West 34th street and is making alterations to the property that will make it one of the finest stores of its class in the city.

The Victor Distributing & Export Co. have placed a new disc record case on the market, which is made of heavy jute manila paper and fully protects the records.

THE PHONOMETER

(PATENT APPLIED FOR)

The Only Talking Machine Speed Meter

Instantaneous in Action. Permanently Effective. Absolutely Accurate.

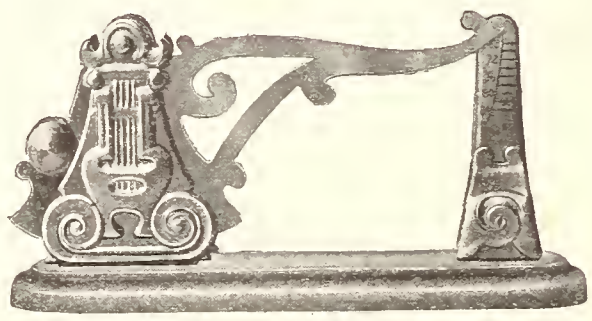
FOR USE ON ALL DISC MACHINES

REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

I. BECAUSE it is **absolutely accurate.**

II. BECAUSE it indicates the speed of all disc machines **instantly.**

III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) **reproduced in the same musical key (or pitch)** that the artists originally sang or played the selections.



RETAIL, ONE DOLLAR.

IV. BECAUSE the **voices** of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., **cannot be faithfully reproduced** from records and thus bring forth the individuality of the artists or instruments, the tone quality and life-like realism required, **if the machine is not accurately and properly regulated.**

V. BECAUSE you can sell a **Phonometer** to every machine or record customer upon demonstration.

VI. BECAUSE it becomes an **absolute necessity!**

VII. BECAUSE **the Phonometer** is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:

BLACKMAN TALKING MACHINE CO., 97 Chambers St., New York.
DOUGLAS PHONOGRAPH CO., 89 Chambers St., New York.
S. B. DAVEGA, 32 East 14th St., New York.
I. DAVEGA, JR., 125 West 125th St., New York.
JACOT MUSIC BOX CO., 39 Union Square, New York.
LANDAY BROS., 400 Fifth Ave., New York.
VICTOR H. RAPKE, 1661 Second Ave., New York.
REGINA CO., 41 Union Square, New York.
STANLEY & PEARSALL, 541 Fifth Ave., New York.
ALFRED WEISS, 1525 First Ave., New York.
C. KOEHRING & BRO., 878 Virginia Ave., Indianapolis, Ind.
POWERS & HENRY, Sixth St. and Duquesne Way, Pittsburg, Pa.
METROPOLITAN TALKING MACHINE CO., Jacksonville, Fla.
VICTOR DISTRIBUTING AND EXPORT CO., 77 Chambers St., New York.
LYON & HEALY, Chicago, Ill.
FRIEDRICH'S MUSIC HOUSE, 30-32 Canal St., Grand Rapids, Mich.
STONE & BARRINGER CO., Charlotte, N. C.
CRESSEY & ALLEN, Portland, Me.
SOL. BLOOM, 3 East 42d St., New York.
MARITIME PHONOGRAPH CO., 32 Dock St., St. John, N. B.
LOUIS BUEHN & BRO., 43 North 9th St., Philadelphia, Pa.

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.

39 South Ninth Street = = Brooklyn, N. Y.

BIRDS AS MUSICIANS.

Also a Chat on the Subject of Recording Aboriginal Music by Means of the Talking Machine—Some Interesting Points.

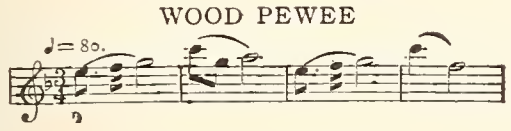
There was a very readable article published in Harper's Monthly Magazine for April, 1907, entitled "Music of Man and Bird," in which the author, Mr. Henry Oldys, explains most interestingly that birds are musicians.

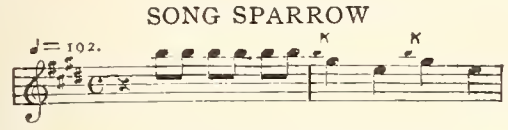
For instance, he declares that he has heard a fragment from the Toreador's Song in Carmen flung across the fields to his ears by a meadowlark.

MEADOWLARK

The wood pewee and song sparrow are also composers of legitimate music, according to Mr.

WOOD PEWEE



SONG SPARROW

Oldys, and the fact that this important discovery has been made opens up a vista of rare enjoyment to talking machine enthusiasts.

Why not delve deeper into this absorbing subject and perhaps add other feathered vocalists to the musical fraternity?

Is there not a sunny window in your home where a bird may be enticed to warble out his thanks for the crumbs spread upon the sill so lavishly? Most assuredly there must be, and to record the melody that swells from his throbbing throat is not nearly so difficult as you think.

Move your talking machine to the window and use a horn with a flaring bell of large circumference in order that the recording zone may extend over as great an area as possible. That done, you have only to adjust a recorder, the diaphragm of which has been chosen with care to give best results in recording whistling. Then insert a blank upon the mandrel, attach a cord to the starting lever, and slipping back out of sight, await the coming of the "talent." When the concert is under way, pull gently on the cord, and the talking machine will do the rest.

Mr. Oldys was forced to write down the music as fast as it came to him from the trees and thickets, and there is, therefore, a slight suspicion of doubt as to accuracy, but the talking machine stands ready to eliminate that doubt, and to prove conclusively whether or not birds are real musicians.

My phonograph is going to engage in this fascinating game this summer, and I will be glad to report as to my success or failure. In the meantime, Mr. Dealer, ask your customers to enter the field while on their vacations. It will mean the sale of blanks and recording horns, etc., for you, and at the same time will add a zest to your patrons' phonographic appetites.

There is another point brought out in Mr. Oldys' article that should be of vital interest to the talking machine trade because it establishes the fact that the "talker" is of priceless value to scientists in procuring exact examples of pure aboriginal music.

He says in part: "It is gratifying to know that the French are at present systematically obtaining phonographic records of aboriginal music—a method originally employed by Dr. J. Walter Fewkes, of our own country, in his ethnological study of the Zuni Indians. This means, although not absolutely faultless, is in many respects more satisfactory than one dependent on the accuracy of the observer. Were both methods used as independent checks on each other, the resultant records, if agreeing, would have the highest degree of scientific value.

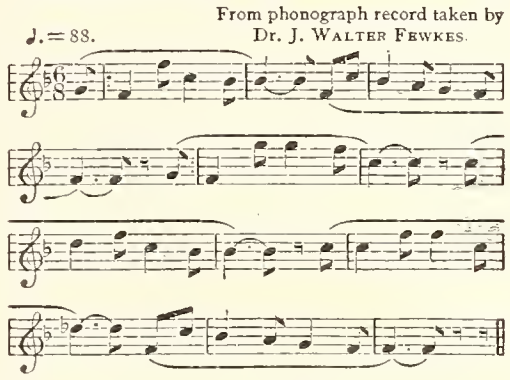
The element of doubt in the case of phonographic records arises mainly from the mechanical imperfections of the instrument, the more or less constrained poise of the performer, and, when a song is recorded the singer's lack of experience necessary to insure a faithful reproduction. I have listened to phonographic records, secured by Dr. Fewkes, of songs sung by Hopi (popularly known as Moki) Indians which were practically impossible of transcription because of the almost constant blare of the instrument due to the singer's mouth being too close to the mouthpiece. On the other hand, however, a song by a Winnebago Indian girl, recorded at the same time, came out very clearly:

This is not the whole song, but enough is quoted to show the general character of the music, which is quite comparable with ours. It is possible that it derives resemblance from influences due to the singer's having received her education among the whites.

Finally I may add that I have frequently lis-

WINNEBAGO INDIAN LOVE-SONG

From phonograph record taken by Dr. J. Walter Fewkes.



tened to a cylinder record of the singing of a native song by an Eskimo. This record was made on one of Lieutenant Peary's expeditions, and is now in the possession of Mr. R. J. Meigs, of Washington, D. C."

As the mechanical imperfections spoken of

above are now extinct, we may expect even greater strides on the part of the talking machine through the intricate paths of science.

Howard Taylor Middleton.

WEEKLY TALKING MACHINE RECITALS.

The Olney Music Co., St. Joseph, Mo., have arranged for weekly talking machine concerts in connection with the settlement work of the Free Kindergarten and Day Nursery of that city. At the first concert held a fortnight ago a large crowd listened with evident pleasure to the music.

A deaf and dumb mendicant in Berlin recently discarded the signs and pathetic letter for the much more up-to-date "talker." He has the list of his afflictions and the woes of his family recorded on a cylinder, and when the lady of the house opens the door in response to his knock she is greeted with a burst of eloquence from the talking machine. It is said the results pay handsomely.

THE Playrite TRADE MARK DIAPHRAGM

"The Name Tells What They Do"

RECORDS PLAY RIGHT

WITH THIS DIAPHRAGM

PRODUCES FULL VOLUME

Playrite TRADE MARK DIAPHRAGM "THE NAME TELLS WHAT THEY DO"

THE TONE IS NATURAL

A NEEDED IMPROVEMENT.

¶ Great improvements have been made in Talking Machine Records, resulting in more volume and better tone.

You cannot get the full benefit of these improvements unless the **Throat** of your Talking Machine is perfect. It it therefore important to improve the **Throat** of the Talking Machine as much as possible. The **Throat** is the **Diaphragm.**

THE IMPROVEMENT ACCOMPLISHED.

¶ After careful experiments a specially prepared Fibre Diaphragm has been produced that gives the desired Volume and Tone combined.

THE "PLAYRITE" DIAPHRAGM.

¶ Records Play Right when this fibre diaphragm is fitted in the speaker, and it is therefore known as the "Playrite" diaphragm for "The Name Tells What They Do."

¶ The Playrite TRADE MARK Diaphragm **Plays Right,** for it produces a **Loud, Clear, Natural Tone** without blasting or smothering the lighter tones. Vocal Records sound like the natural voice, and Instrumental Records have that round, mellow tone that has been sought.

¶ To hear a Record played with the "Playrite" diaphragm means you will want one in your speaker, and that you will get all the music on the Record hereafter.

ANY DEALER CAN SUPPLY IT.

¶ Any competent dealer can fit the "Playrite" Diaphragm in a speaker, and satisfaction is guaranteed or money refunded.

Each "Playrite" Diaphragm has a crosshead riveted to it, and therefore does away with loose crossheads. **"Playrite" Diaphragm** complete with crosshead, 25c. each.

The "PLAYRITE" Diaphragm is made in two sizes to fit Phonograph Reproducers and Victor Exhibition Sound Boxes. State which size is wanted. Other sizes will be ready soon.

PRICES ARE RESTRICTED. 25c. each with crosshead attached.

FREE SAMPLE To Dealers or Jobbers who write on business letter head and specify what machines they handle.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop'r.

97 Chambers Street **NEW YORK**

TRADE NOTES FROM INDIANAPOLIS.

Horn Question Discussed—Kipp-Lisk Co.'s New Home—Talkers for Concerts and Lawn Parties—Penny Arcades Doing a Good Business—Increasing Call for Commercial Graphophones—Talker Concerts a Success.

(Special to The Talking Machine World.)

Indianapolis, Ind., Aug. 1, 1907.

The announcement of the National Phonograph Co. that all their machines will in future be supplied with horns is causing a good deal of discussion among the Edison dealers of this city. The fact that the company will supply machines in this way means that all horns now on hand will be in the nature of a white elephant to be disposed of by the jobbers. It is known that some of the Edison dealers here now have a good supply of horns on hand. Others, however, are not so heavily stocked.

The new order also, it is said, will cause a great deal of extra work in the way of crating. Every time a machine goes out a horn will have to go with it, and this will mean much extra work. A. B. Wahl said that he canceled his order for horns in good time and was not caught by the new methods of the company. It is not known here yet whether or not the company will make any further arrangements for the convenience of the jobbers.

The Kipp-Link Co., extensive dealers in all kinds of talking machines, will soon be ready to move into their new home on Washington street. The building is now undergoing a thorough remodeling and will be ready within a few days. When completed this will be one of the best locations for a talking machine house in the city. The stock of the Kipp-Link Co. will be greatly increased, and both the jobbing and retail business will be carefully looked after.

Charles Craig, of the Indiana Phonograph Co., an extensive jobber in the Edison line, has been away from his place of business several days on account of illness. His sickness is said, however, not to be serious. It was reported at Mr. Craig's store that the retail business has increased rapidly during the last few weeks and has grown ahead of the jobbing business.

One way of accounting for the increase in the retail business is the great number of talking machines that are being used on canoes this season. Talking machines on canoes are something new in Indianapolis, but the resorters are taking to the custom readily, and almost every canoe on the river about Broad Ripple will soon be supplied with music it seems.

The Columbia Phonograph Co. are having a great run on furnishing machines for lawn fete entertainments. The Star, an Indianapolis paper, conducts a summer mission for sick children near Fairview park. Hundreds of lawn fetes are given for this enterprise each summer by the best people of the city, and the Columbia machine has come to be greatly in demand for such entertainments. A Columbia machine is shipped out to be used at these entertainments four or five times a week.

George Hall, who lives on North Pennsylvania street, has a Twentieth Century Columbia machine which he has allowed to be used at a number of lawn fetes. Mr. Hall is a great favorite with the young people, and when they ask him for the use of his machine it is forthcoming.

Mr. Williams, manager of the Columbia Phonograph branch at Terre Haute, was in the city on a business visit a few days last week. He said that business is unusually good at Terre Haute considering the season.

The Columbia Co. are having a good demand for their commercial graphophones. The custom of using them in business establishments is growing by leaps and bounds, and the trade of the Columbia Co. is greatly increased along this line. The branch here sells all of the office machines that it can get in stock.

The mayor of Noblesville, a city a few miles from Indianapolis, has caused consternation among the people of his city by closing up all places of amusement on Sunday. The mayor's orders are iron bound, and he will not even allow the most harmless amusement resort to remain open on that day. Meanwhile the amusement seeking people of the city are going to other cities on Sunday and the traction cars are crowded.

Never before in the history of Indianapolis has the business of penny arcades and five-cent vaudevilles been so good during the summer season as it is at present. Every place in the city is having a good business. One five-cent vaudeville man estimates that the summer season this year is cutting the business down only about 20 per cent. This is regarded as an unusually small cut, considering the great number of people who flock to the parks and summer gardens in the heated season.

The Bijou Dream Theatre is making a hit now with two sets of pictures, "Genevieve of Barbant," and "Chasing a Motorist." The house is drawing good crowds daily.

The Dreamland Amusement Co. is having a good business here, and reports that the outlook at Terre Haute is encouraging. O. L. Burton, manager of the company here, says that Terre Haute is one of the best amusement cities for its size in the Middle West. He was located at Terre Haute for several weeks after the arcade and vaudeville was started there by his company.

Frank Zepp, of the Vaudette, is planning to take a two weeks' vacation soon. He has not decided just yet how he will spend the time.

The talker concerts that are being given at Fairview by C. Koehring & Bros. are proving to be a great hit. These concerts are given with an auxetophone. This is a talking machine which is arranged in such a way that it gives out a great volume of sound. The music may be heard all over the park, and the concerts are drawing immense crowds to this pleasure resort, which is one of the most popular in the city.

MME. MELBA ENTHUSIASTIC OVER "TALKER."

Referring to her interview with Mme. Melba, Miss Mabell Wagnalls, the eminent pianist, author and musical critic, daughter of the publisher of The Literary Digest, The Circle and the Standard Dictionary, in her interesting book, "Stars of the Opera," writes as follows: "When asked her opinion of the new and wonderful records of her voice, Mme. Melba spoke with enthusiasm, 'They are, indeed, a remarkable achievement. I am looking, however, for still greater improvements, and am keenly interested in every new development.' A matter of 'keen interest' it must indeed be to every prima donna of to-day, this amazing magic trumpet that can record the subtle individual quality of a singer's voice and give it gloriously forth again when desired. By means of this weird invention the present vintage of fine voices can be bottled up like rare wine and poured out in future years. More wonderful still, like the 'widow's cruse,' this trumpet never grows empty; from its uptilted mouth the flow of song will stream on continuously, if so desired and directed. It is enough to make poor Jenny Lind and other long silent singers turn restlessly in their graves; they died too soon to profit by the powers of this recording trumpet, which surely has no rival save the one that Gabriel blows."

HERE'S AN ORCHESTRA THAT WON'T BOOSE.

H. C. Burrell, a Cleveland, O., shipowner who was much troubled by the orchestras on his boats, the members of which would get drunk and strike at frequent intervals, has tried the experiment of placing a large talking machine on one of his steamers, the Frontenac, plying between Cleveland, Lorain, Sandusky and Detroit. The $150 Columbia outfit, in charge of a cabin boy, gives better results than any orchestra he has previously had in his employ.

The extent of the talking machine system of language instruction may be realized when it is stated that among the many leading educational institutions using this system are the United States Military Academy at West Point, the Naval Academy at Annapolis and Yale University.

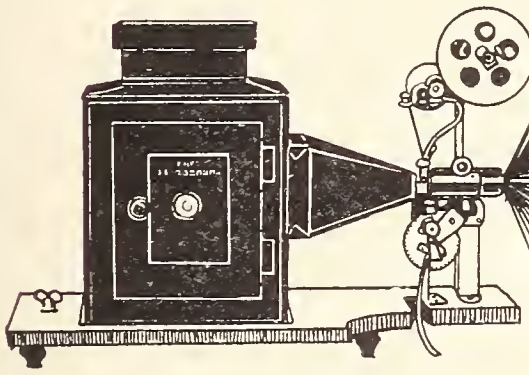
NORTHWESTERN DEALERS
TRY US
WE ARE
JOBBERS AND DISTRIBUTERS
EXCLUSIVELY OF
EDISON VICTOR
Phonographs Talking Machines
and Supplies
MINNESOTA PHONOGRAPH CO.
LAURENCE H. LUCKER
505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.

THE

IKONOGRAPH

A Perfect Moving Picture Machine

FOR THE HOME



ENOUGH SAID!!

IKONOGRAPH COMMERCIAL COMPANY
36 East 23d Street, New York, N. Y.

DISTRIBUTORS
OF THE
IKONOGRAPH

ALBANY, N. Y. ..... Finch & Hahn.

BALTIMORE, MD. .. E. F. Droop & Sons Co., 231 N. Howard St.

BOSTON, MASS. ..... Boston Cycle and Sundry Co., 48 Hanover St.
Iver Johnson Sporting Goods Co., 163 Washington St.

BUFFALO, N. Y. ..... The Talking Machine Co., 13 Genesee St.

CANTON, O. ..... Klein & Heffelman, 216 N. Market St.

CHICAGO, ILL. ..... Rudolph Wurlitzer Co., 266 Wabash Ave.

CINCINNATI, O. ..... Rudolph Wurlitzer Co., 10 W. Fourth St.

COLUMBUS, O. ..... Perry Whitsit Co., 213 South High St.

DAYTON, O. ..... Niehaus & Dohse, 35 E. 5th St.

EASTON, PA. ..... William Werner, 432 Northampton St.

HOBOKEN, N. J. ..... Eclipse Phonograph Co., 203 Washington St.

NEWARK, N. J. ..... Edisonia Co., 57 Halsey St.

NEW HAVEN, CONN. Pardee-Ellenberger Co., 96-104 State St.

NEW YORK, N. Y. .. Douglas Phonograph Co., 89 Chambers St.
Benj. Switky, 27 East 14th St.

PHILADELPHIA, PA. Louis Buehn & Bro., 45 North 9th St.
Penn Phonograph Co. 17 South 9th St.

PITTSBURG, PA. ..... Powers & Henry Co., 6th and Duquesne Sts.

PORTLAND, ME. ..... Portland Talking Machine Co.

PROVIDENCE, R. I. .. J. A. Foster Company Weybosset and Dorrance Sts.

ROCHESTER, N. Y. .. The Talking Machine Co., 97 Main St.

SCHENECTADY, N.Y. Finch & Hahn, 506 State St.

TROY, N. Y. ..... Finch & Hahn, 3 Third St.

UTICA, N. Y. ..... William Harrison, 41 Columbia St.

WASHINGTON, D.C. .. E. F. Droop & Sons Co., 925 Pennsylvania Ave., N. W.

Why not have your name in the limelight?

WILL SPEND $150,000 MORE.

Victor Talking Machine Co. Announce Big Increase in Advertising Appropriation—Most Vigorous Campaign to Carry on the Victor Development in a Most Emphatic Way.

Uuder date of July 26 the Victor Talking Machine Co. have issued a circular letter to Victor dealers annouucing that "another additional and special advertising appropriation, has just been made by our board of directors, of $150,000 in addition to our already huge advertising appropriations for this season. We believe that our Victor dealers throughout America will hail with joy the inauguration of this new idea of advertising so broadly over the entire couutry monthly the 'New Victor Records' and the 'Simnltaneous Opening Day' feature.

"We have studied the newspaper situation throughont America thoroughly, and feel that we have selected the leading uewspapers iu every city where a Victor distribntor is located, and that these newspapers, with their enormous general and out-of-town circulation will reach, with their iufinence for business, practically every hamlet in America. The combined daily readers of these papers, we are iuformed, is about 10,000,000 people.

"We hand you herewith the advertisement exactly as it will appear—design, size and wordiug—on the 29th day of this month (the 28th, this month, being Sunday) in all of the newspapers mentioned on the enclosed list.

"We would, were it possible, cheerfnlly insert in this advertisement the names of our various distributors and dealers in these cities, but on consideration yon will agree that this is not practical, there being in some cities altogether too mauy dealers to permit of this. It would not be fair to insert distributors' names and omit dealers, or vice versa.

"We have secnred the very best space in all these papers, and will not permit the insertion of other talking machine ads. on our page or surrounding our ad., but have no objection to auy enterprisiug Victor dealers placing an exclusive Victor advertisement on that page on the 28th day of each month if they choose, but the advertisement cannot contain auy refereuce to other talking machiues or other talking machine goods.

"Wise and euterprising advertisers will take advantage of this hint—that is one of the best ways of gettiug the full benefit of this advertising. We are spending all this money, and making all this effort, to send Victor business right to your store, and the more enterprisiug Victor dealers are eutitled to their greater share.

"On or about the 20th of each month the copy of the advertisement as it will appear iu these newspapers on the 28th will be mailed to all Victor dealers throughout America as a remiuder for them to arrange for their snpplemental advertising if they so choose.

The next new advertising idea and decision is the most far-reaching and influential that could be selected in any of the periodicals of the country.

"We have coutracted for an entire page in each issue of the Ladies' Home Jourual. An inside page in the Ladies' Home Journal costs $4,000 per insertion. Our outside pages in this same Journal cost $6,000 per insertion. The Ladies' Home Journal, according to the investigations of our own advertising department, has over 1,250,000 snbscribers. According to investigations made at a great expense, and for its own informatiou, the Ladies' Home Journal people discovered that they have at present about five readers for each Jonrnal printed. This means that onr monthly ad. cannot help but be seen by 7,250,000 of the best class of bnyers.

"This page ad. will be devoted to a monthly 'selected list of Victor records,' our idea being to rejuvenate and keep going the trade on truly excellent records, which perhaps have fallen off in their sale somewhat on account of inattention. A copy of this ad. will also be sent you each month, quite in advance of the appearance of the Journal, so as to give yon time to order any of these records that yon may not have in stock from your distributor.

"In addition to the above two new ideas, we also call your attention to the fact that we are spending an enormous sum this year in excess of any other year for regular magazine advertising. Furthermore, we are using many more back covers and colors in the principal mouthly and weekly publications, like the Ladies' Home Journal, Saturday Eveuing Post and Collier's Weekly.

"We are also developing more trade iu the farming districts. We have beguu a strong advertising campaign in the agricultural papers throughout the country. This space will be largely increased, begiuuing with the September issues. This campaign in the farming districts, through the agricultural papers, is aimed especially to develop instalment sales for Victor dealers. Within a few weeks you will receive from our advertising department the first advertisements or numbers of our educational campaign, for the instalmeut plan among dealers. We trust that all Victor dealers will find these instalment articles of great interest.

"Every Victor dealer throughout America shonld appreciate, by the above statements, the enormous confidence the Victor Co. feels in the coutinued growth aud prosperity of the talking machine business. Without a full and strong belief that these huge fortunes that are expended continuously in advertising will return agaiu iu the shape of largely increased bnsiness for us all, they would have better beeu expended in dividends to the present stockholders.

"Go after the Victor business in your neighbornood. Let yonr neighbors know that you sell Victors. If yon were exclusive agent for 'Royal Baking Powder' or 'Worcestershire Sauce' you wonld have to hang out a sign announciug the fact to sell much of it."

Is it any wonder talking machines are attracting widespread attention when there is such a propelling power behind them?

THE PATENT SYSTEM

Discussed by Thomas A. Edison—Says He Has Made Money Not by Inventions But by Manufacturing—His Advice to Young Inventors Worthy of Consideration.

Thomas A. Edisou is uot a great admirer of our patent system. He says that he has lost money on every one of his inventions, considering them purely as inventions, and has made his fortune by mauufacturing. Mr. Edison advises the young inventor not to attempt to get a patent, but to keep his invention a secret and mauufacture it himself. In this connection he said in a talk some time ago: "No sooner does an inventor make known some important mechanical discovery by applying for a patent than a pirate comes along and steals it. Years pass before the case comes to trial, and iu the meantime the practice of the courts gives the pirate the benefit of the doubt. Many patents are decided iu the inventor's favor only when the patent is about to expire, and has therefore become almost worthless. This is all wrong. The courts shonld give the man who first secures a patent or first makes applicatiou for it the benefit of the doubt uutil the question of priority has been finally passed upon and settled. As it is now the pirate staves off the trial from year to year and the poor inventor is robbed of his due, but if the change I mention was made, patent cases would be speedily brought to trial, and iu most instances justice done to all. When it is made, as it is sure to be sooner or later, there will be a rush of invention and discovery in this country such as we have never seen. Under the present conditions, however, not the big but the small inventions, a new toy for children, an improved lamp-burner, and the like, are the ones that are making the most money. Their iusignificauce protects them agaiust the pirate, who fails to discover that there is money to be made by stealing them. Still, my advice to a young inventor wonld be to study the expeusive operations of all large factories—every operation, yon know is expensive in proportion to the nuuber of men required—and try to devise a machine with which fewer men could do the work. The wealth of the moderu world has been made by labor-saving machiuery. The eud has not yet been reached in this field, and it is still possible for a young iuventor to devise a machine for some operation essential to the manufacture of steel which would save the labor of a number of men. Then if he went into the manufacture of that one product on his own account, he could hold his own with all the other mauufacturers aud undersell them as long as he kept his machine a secret. There is no better method by which the inventor in these days can get the full benefit of his invention."

MAGNIFYING CHOIR LEADER'S VOICE.

In the old village of Braybrook iu Northamptonshire is a monster trumpet 5 feet 6 inches in length, and having a bell-shaped end 2 feet 1 inch in diameter.

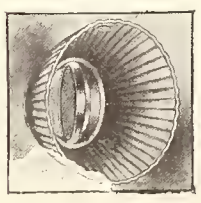
The trumpet is made np of ten rings, which in turn are made up of smaller parts. The nse of this trumpet—only four of the kind are known to exist at the present day—was to magnify the voice of the leader in the choir and to summon the people to the church service.

At the present time neither the choir nor the service is in need of this extraordinary "musical instrument," but the vicar of the church takes care of the ancient relic and is fond of showing it to all visitors.

HOW PROF. DUTTON MANAGED IT.

Recently Prof. Edward C. Dutton, professor of criminal law at the Washington College of Law, Washiugtou, D. C., had an invitation to deliver an address at two different points on the same evening. Oue of these addresses was a response to a toast by the freshman class of his college, and being unable to be in two places at the same time, he called at the Columbia Phouograph Co.'s store and dictated his response to a half-foot cylinder. A "Twentieth Century" graphophoue was sent to the banquet held by the freshmau class and Professor Dutton's toast was given just as though he were present. The machine was concealed by a large American flag, in one corner of the room, and when the toastmaster called upon Professor Dutton for his response, everyone looked greatly surprised, for he was not present in persou. Immediately, however, his voice spoke out from behiud the flag, just as natnrally as life. The astonishment was greater, however, at the end of the toast, when the American flag was withdrawn and instead of Professor Dutton being revealed, there stood the machine. The enthusiasm aroused by this was intense, and the "donbting Thomases" were amazed.

John Scott, salesman in the striug instrument department of C. H. Ditson & Co., 8-10-12 East 34th street, is enjoying life at Atlantic City, N. J. He will remain there three weeks and expects to return in fine fettle for a stirring fall business campaign. Louis Fricke, in the talking machine department of the same house, is spending his vacation at Easton, Pa. He claims to be au expert fishermau. His friends state that they are from Missouri and insist that they be shown sworn evidence.



MELLO-TONE

Attachment makes a *Perfect Musical Instrument* of a *Talking Machine* or *Phonograph.* Produces tones natural. Eliminates all metallic sounds and blasts. Regulates and mellows the tone. Can be adjusted while machine is playing. Is quite ornamental.

Prices and Samples sent to Dealers

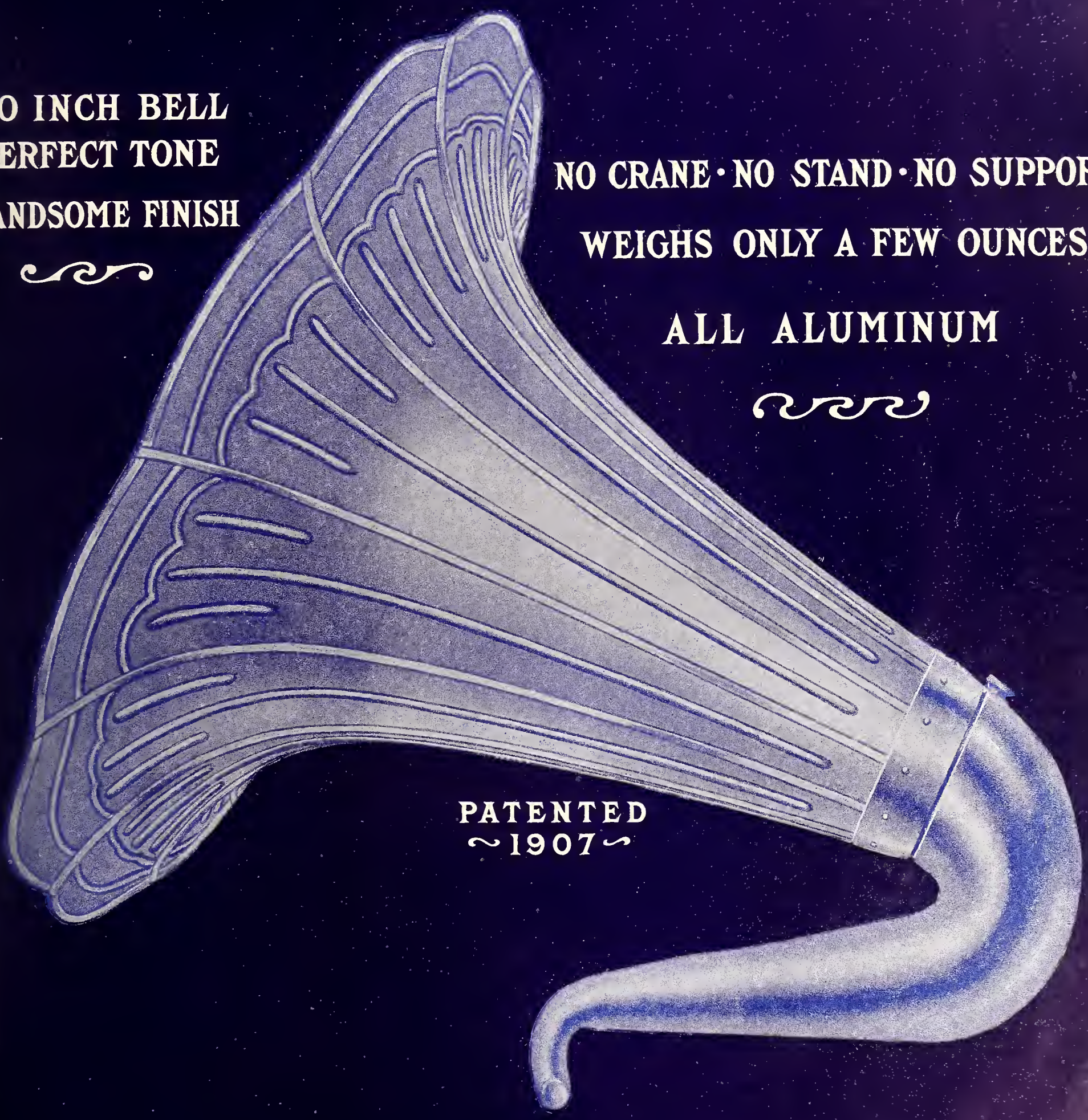
MELLO-TONE CO., SPRINGFIELD, MASS.

"THE IDEAL"

A SELF SUPPORTING HORN FOR ALL EDISON AND COLUMBIA MACHINES

20 INCH BELL
PERFECT TONE
HANDSOME FINISH

NO CRANE · NO STAND · NO SUPPORT
WEIGHS ONLY A FEW OUNCES
ALL ALUMINUM



PATENTED
~1907~

THE TALKING MACHINE WORLD
AUGUST 15, 1907

TELEPHONE

DEVINEAU

NEW YORK
36 E. 23RD ST.

THE IDEAL - ALL ALUMINUM - FITS ALL MACHINES - A SELF SUPPORTING HORN

MANUFACTURING Co.

CLEVELAND, O.
2095 E. 36TH ST.

New York August 13, 1907.

Mr. Dealer,
Everywhere, U. S. A.

Dear Mr. Dealer,

Replying to your favor of the 12th inst. we take great pleasure in giving you herewith the desired information concerning our new patented horn "The Ideal".

It can be instantly attached to the reproducer of any Edison or Columbia machine without the aid of crane, support or similar device for it is absolutely self supporting.

The balancing point of the horn being directly above the axis of the mandrel causes the friction to be reduced to a minimum.

The weight of the horn (only a few ounces) is equally divided, thus eliminating the heavy pressure on the feeder of the machine.

"The Ideal" is made entirely of aluminum with a twenty inch bell; all superfluous weight is removed bringing the total down to only a few ounces. Though extremely light, it is durable and strong.

The tone is exceedingly wholesome, loud and distinct.

Made in one size, one style and one shade which overcomes the necessity of carrying in stock large quantities of various styles, sizes, etc.

The inner and outer surfaces are satin finished which imparts a beautiful, dull, silvery shade.

The horn comprises two parts, the elbow and the bell, a feature that makes it easy to ship.

As we anticipate a tremendous demand for "The Ideal" we urgently request you to place your order at the earliest possible date to insure its delivery by Sept. 15th.

Yours respectfully,

Devineau Manufacturing Co.

...e Ideal" not being sold by us directly to dealers, kindly ask ...ber for a copy of our Retail Dealers' agreement for price list, ...unt. terms, etc.

TRADE HAPPENINGS IN CLEVELAND.

Business Termed Phenomenal for This Season of the Year—Italians Among Best Patrons of Talking Machine Houses—Orders for Wurlitzer—Improvements in Devineau Biophone—Auxetophone for Theatre—Multograph Co. Increase Capital—Neff to Represent National Co.—H. E. Jones Chats on the Growing Appreciation of the Commercial Graphophone in Business.

(Special to The Talking Machine World.)

Cleveland, O., August 10, 1907.

Trade in talking machine circles is considered somewhat phenomenal in this usually acclaimed "dull season." While business quieted down a little in July it was hardly noticeable by most dealers, and with some a notable increase over previous months is reported. Generally speaking, talking machine dealers have no reason to complain of present conditions.

The dealers are all well stocked, covering the entire field of talking machines and supplies, and are preparing for an expected good fall trade. Dealers are doing more advertising locally, and it is evident they intend to secure all the benefit they can from the extended publicity of the manufacturers in their efforts to interest people in their products.

The Italian population of Cleveland is large and constantly increasing, and comprises among its number some of the leading business men. They are among the best patrons talking machine dealers have, some of whom specially cater for their patronage, which is considered very desirable. They are liberal purchasers of the best in records.

W. C. Broadwell, representative of the Rudolph Wurlitzer Co., Cincinnati, whose territory takes in Michigan and the northern parts of Ohio and Indiana, is spending a few days in the city, and has taken a number of orders. He says he found business very good for this season of the year in all the localities he has visited. He recently sold two piano orchestrions to the Cedar Point Amusement Co., costing $7,000. The company use them in the dancing pavilion. He also made a sale of one to Drake & Wallis proprietors of the resort at St. Joseph, Mich.

Mr. Devineau states that he has been delayed in placing his Biophone on the market from the fact that he had to make some important changes. A new tone arm has been added, which wonderfully improves the sound, and the attachment has been so fixed that the Devineau self-supporting horn, the "Ideal," can also be placed on the biophone attachment. Mr. Devineau is giving the finishing touches to the "Ideal," which can be adjusted to all Edison and Columbia cylinder, and all Victor and Columbia disc machines, thus the biophone attachment making the "Ideal" a universal horn.

Mr. H. B. McNutty, of the Eclipse Musical Co., just returned from a brief trip as far east as Buffalo, says he found the talking machine business good all along the line, and returned with several good sized orders. Since embarking in the exclusive wholesale trade, Mr. McNutty states their business has increased by leaps and bounds, surpassing their most sanguine expectations.

W. J. Roberts, Jr., reports trade exceptionally good, his business during June and July being larger than in the same months a year ago. Besides sales of a good many of the various grades of machines he has sold a number of Victrolas, and could have disposed of a number more if it were possible to obtain them from the manufactory.

W. H. Buescher & Son recently sold an Auxetophone to the Family Theater, where it is doing duty as an entire orchestra, giving satisfaction to the mauagement and audiences. "Trade," said Mr. Buescher, Jr., "is good—fine! There is a general demand for machines, especially Victrolas. The August records, both of Victor and Edison, are selling well. We are having no dull season this year."

The Bailey Co. report the talking machine trade is good and that they are doing a fine business. Sales of machines are made daily, and they have sold several Victrolas, and are having inquiries for Auxetophones. The management stated they were doing well with Tonophones, and having a large and constant demand for records. The company have the Star machine on sale, and claim it is a fine instrument. The company anticipate a good fall trade.

"Business," said Mr. Bourgeois, assistant manager of the Columbia Phonograph Co., "has picked up wonderfully within the last two weeks, both in sales of machines and records. We sold six high priced machines last Saturday, and a large number of August records." Mr. Probeck has returned from his vacation trip West, much rested and in improved health.

"With the exception of last December, I did the best month's business in July of any since I started in business," said Hugh Gulley. "My sales were of high priced machines and Red Seal records. I am having inquiries right along for the best grades of machines and records, and August has opened up in the most encouraging manner, and gives promise of the most satisfactory results."

At the music store of H. E. McMillen trade in the talking machine line was reported grand and improving. The manager stated they were daily making sales of machines, and the demand for records excellent.

The Gottdiner & Wicht Co., Nos. 645-649 Pearl street, dealers in Victor and Edison machines, report the usual midsummer dulness. "We are selling some machines," said Mr. Gottdiner, "and are having a very good call for records. Business is just about as usual at this season."

L. Hartwell, of the West Side Phonograph and Talkiug Machine Store, said business was very good, that he was selling some machines and a good many records. The great majority of Mr. Hartwell's trade is German and Hungarian, and is very reliable. Mr. Hartwell is desirous of going West and is offering his store for sale.

The American Multigraph Co. have raised its capital stock from $250,000 to $5,000,000. For each share the stockholders have, twenty have been apportioned.

E. A. Neff, who for some time has been with the well-known firm of Ball-Fintze, Newark, O., large jobbers of talking machines, has left their employ, and will hereafter represent the National Phonograph Co., of Orange, N. J. Mr. Neff has an extended acquaintance throughout this section, and is well liked by the fraternity of talking machine men. The National have secured a valuable acquisition to their force of representatives and a number of dealers here expressed the hope that Mr. Neff would be assigned to his old stamping ground.

W. W. Young, representative of the "Mellotone" Co., of Springfield, Mass., was a recent visitor to Cleveland, and secured several orders for the attachment. Dealers say it is a valuable improvement, as it eliminates some objectionable features.

"Like everything new," said H. E. Jones, manager of the commercial graphophone department of the Columbia Phonograph Co., "which has to be actually tried before it is possible to demonstrate its superiority over older methods, business men are more or less reluctant to install the machines in their offices, even on a trial basis, fearing, through lack of knowledge of the ease and convenience with which the machines are operated by beginners, that the installation of the graphophone will interfere with the regular progress of their office affairs. In most cases where this feeling of reluctance withholds the concerns from trying out the machines, and they are, unlike the Roman emperor, fully and finally persuaded, to the point of installing them, they swing to the opposite extreme, and more enthusiastically approve the system than those others who are in a more receptive mood when approached by the salesman. It is a very agreeable fact also that the opposition, almost universal upon the part of the typist, to the primary introduction of the machines, is very soon changed by use of them to the most thorough satisfaction. It often occurs that the typist, who is sometimes almost hysterical at the idea of having to use the machines, will, after a few weeks' use, decide that it is much easier and more comfortable for her than to transcribe from notes. It is difficult to say just what brings this about, but it is undoubtedly due to the fact that they discover that the machine eliminates entirely the serious eyestrain incident to transcribing from notes, caused by the constant shifting of the eye from the notebook to the typewriter; and also that the graphophone saves so much time for them as to enable them to avoid entirely the necessity for overtime work, such as is almost universal in a busy office where stenography only is used."

"Are there are other uses to which the graphophone may be put, Mr. Jones, other than office work and letter writing?"

"Yes; one of the most unique uses to which it

JOBBERS!—DEALERS!

If you are overstocked on perfect goods which you think will not sell readily and want to unload quickly—write us—No quantity too large.

POWERS & HENRY CO.

101 Sixth Street PITTSBURG, PA.

has been put in this city was mentioned in the April issue of the Talking Machine World, although the practical results of this use of the machine were not then known. One of the concerns using the commercial graphophone has utilized one of their recording machines to make a series of records of a most unbearable racket occasioned by some machinery in an adjoining building. This unusual, unnecessary noise was such as to seriously interfere with the dispatch of business where the graphophone was in use. Well, the records made of this disturbance have been submitted to the firm's attorney, with the result that it is his opinion they will form adequate grounds upon which to bring suit for an abatement of the nuisance. This adds one more to the manifold advantages of having the commercial graphophone in the office. The little machine has demonstrated its ability to be about everything else heretofore, and now in this queer case adds the additional accomplishment of being a truthful, reliable and forcible witness in court."

THREE ORACLES OF SUCCESS.

Expressions of Opinion from Men in Three Different Branches of the "Talker" Industry.

The World man buttonholed three talking machine men in his trade rounds the past week, and got them on the subject of success in life. No. 1 was a manufacturer who said:

"One should learn to do the best he can when at work, and lay aside all worry as to results, when that work is faithfully done. A man soon learns another thing. That is, to first find a want, and then provide something to fill the same; and then to open your hand and show the people what you have—to advertise it. I have also learned that it pays to make an article first class in all respects. To hold the thing up in all lights and points of examination, and to ask: 'How can that be improved?' When you see where, go on and improve it. Spend money generously in labor-saving machinery and tools to produce it."

No. 2, a dealer, said: "I have been a talking machine dealer for many years now, and nothing else. Such success as I have gained I hold due to the fact that I have done the one thing, and have tried to do it as well as my limitations would allow."

No. 3 was a jobber, who has made his mark in the talking machine field. He expressed himself as follows: "A young man to be successful in business must possess a certain ability for that business, and we will also take it for granted that he has a fair amount of industry. But the thing that will give him the best service and insure continuous success is an unswerving honesty and a record for truthfulness that can never be doubted. Prosperity based upon dishonesty is uncertain, and this fact applies with special force in the mercantile world. Without these characteristics a man may succeed to a certain extent, but it will be something that adds neither to his credit nor his happiness."

WANTS NATIONAL ASSOCIATION.

Walter L. Eckhardt Chats Interestingly on the Growth of the Central and Eastern Jobbers Associations—Many Callers at Columbia Offices—Some Interesting Statistics.

In a chat with The World recently Walter L. Eckhardt, manager of the wholesale department of the Columbia Phonograph Co. made some interesting remarks, in which he said:

"After participating in the festivities of the two recent meetings of the Central States Jobbers' Association and the Eastern Talking Machine and Jobbers' Association, the former held in Chicago on June 17 and 18 and the latter in New York on July 22 and 23, I feel that the talking machine and graphophone merchants, jobbers, dealers and manufacturers are to he congratulated for bringing about the promising condition in which the industry is at present. On all sides there is a definite indication of prosperity due to the one priced system upon which graphophones and other talking machines are to-day sold.

"It has been announced that the two associations are to assemble in a joint meeting on September 11 and 12, and I sincerely trust that this meeting will result in the formation of a national association, which will no doubt promote the organization of a Southern and Western association. Four independent organizations governed by the national association would result, I feel confident, in the promotion of the best interests of all concerned in the talking machine industry.

"During the recent New York meeting it was a genuine pleasure to note the good fellowship and friendly spirit existing between competitive jobbers, which is, in my opinion, the best possible indication of fair and broad competition.

"Many members of the Eastern Talking Machine and Jobbers' Association visited our offices and were very much interested in the new Columbia products, the new Symphony grand graphophone, the upright grand graphophone and the new tapering arm cylinder machines. It was freely prophesied that these would obtain great popular favor.

"The orders now on hand and the arrears are both exceedingly large for this season of the year, and I would suggest to all intending buyers to anticipate their wants as far as possible in advance, as it is quite evident that the supply during the coming season will be oversold before the season is actually upon us."

In the course of Mr. Eckhardt's many years' experiences he has gathered some interesting statistics. He states that 75 per cent. of the talking machine men are under thirty-five years of age, 10 per cent. are below forty-five years of age, thus leaving but 15 per cent. for the "Oslerized" class.

The Milner Music Co., who have started in business in Cincinnati, O., will handle both the Victor and Edison lines. They are occupying tne former Ilsen & Co. store on Sixth street. Raymond Strief, formerly with the Rudolph Wurlitzer Co., is secretary and treasurer of the new concern.

Talking Machine Repair Parts

are necessary in your business. It is possible that so far you have been unable to obtain satisfactory results in your repair work due to cheap and inferior parts.

Every Talking Machine Jobber in the United States knows that our parts are the Very Best Made.

Belts of superior quality.

Sapphires, ground and polished to the thousandth part of an inch.

Needles—we are **Sole Agents** for the **Schwabacher Needle Factory, Germany.** All needles made of the finest **English Steel.** Needles are put up in envelopes and handsomely decorated tin boxes.

Partes de refaccion para maquinas parlantes

Son necesarias en sus negocíos probablemente no ha podido Ud. obtener resultados satisfactoriós en su trabajó de reparacion, debido á sus partes ó accesorios baratos y de inferior cualidad.

Todos los comerciantes en fonografos en los Estados Unidos.

Saben que nuestras partes de refaccion son las mejores manufacturadas.

Bandas de cualidad superior.

Safiros acabados con brillo y afinados á la milesima parte de una polgada.

Agujas Solo nosotros somas los unicos agentes de la gran fabrica de Alemania de agujas, marca "Schwabacher" las cuales son hechas del acero mas fino de Inglaterra.

Las agujas se empacan en sobres, puestas en cajas de lata, elegantemente decoradas.

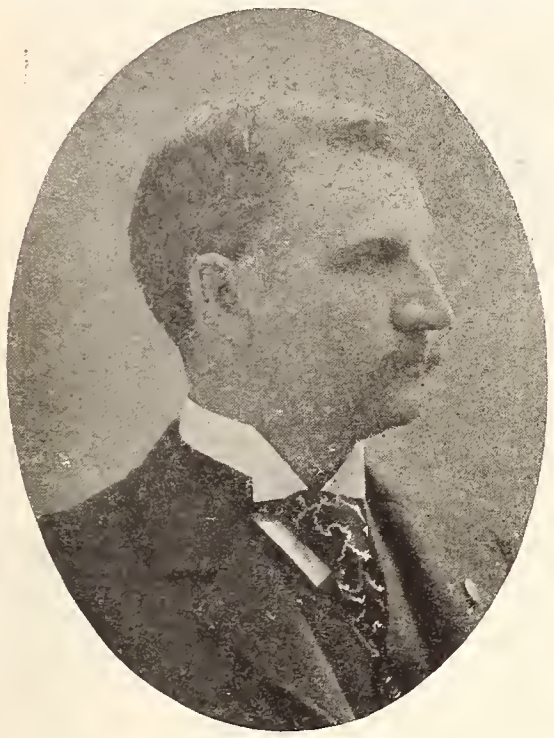
THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager. 400 Fifth Avenue, New York, U. S. A.

ANNUAL MEETING OF THE EASTERN TALKING MACHINE JOBBERS ASSOCIATION

The Most Successful Meeting Ever Held Was That at the Hotel Astor on July 22d and 23d—New Officers Elected—Many Matters of Importance Transacted—Banquet Tendered by the Greater New York Members Greatly Enjoyed—Members Later Guests of the Tea Tray Co. at Luncheon and of the Herzog Art Furniture Co. at a Delightful Outing to Coney Island.

The annual meeting of the Eastern Talking Machine Jobbers' Association, which took place at the Hotel Astor, New York, July 22d and 23d, was one of the most successful yet, held, especially from the point of attendance and the many important matters discussed and acted upon that is sure to redound to the best interest of the trade at large.



W. D. ANDREWS, PRESIDENT.

MONDAY'S SESSION.

The first session was held Monday afternoon at 2 o'clock, President W. D. Andrews presiding: After roll call, to which 35 members responded, the minutes of the previous meeting were read and approved. J. F. Bowers, as a representative of the Central States Talking Machine Jobbers' Association, was hereupon extended the courtesy of temporary membership, and took an active part in the discussions.

Reports of the Officers.

Addresses were then made by all the officers of the association, who referred to the hearty co-operation of the members, all of which worked for the upbuilding of the organization. Treasurer Davega's report was most gratifying, for it showed that the association had only spent one-half of the amount received during the fiscal year, leaving a good balance in the treasury.

Secretary Jacot urged that the members send in their credit reports more promptly, and pointed out their importance as a help to all the members in extending credits. He also asked that each member act as a committee of one in securing new members. He added that over thirty new members had been added to the membership roll during the year, and thanked the members for their co-operation on this score.

Directors and Officers Elected.

The nominating committee appointed at the last meeting submitted the following for directors as provided by the by-laws from which four officers were to be elected. W. D. Andrews, J. Newcomb Blackman, Louis B. Buehn, A. H. Jacot and E. F. Taft.

A resolution was hereupon offered: That the by-laws be amended giving the nominating committee power to select names for offices to be filled, which was adopted. The committee then retired, and later submitted the following nominations: President, W. D. Andrews; vice-president, J. N. Blackman; secretary, A. H. Jacot; treasurer, Louis Buehn. For directors: W. D. Andrews, J. N. Blackman, A. H. Jacot, Louis Buehn and E. F. Taft (five in all). The ticket was elected unanimously. S. B. Davega and W. O. Pardee, the retiring officers, were tendered a vote of thanks for their excellent service.

Reports of special committees were then read,

LOUIS BUEHN, TREASURER.

but action on certain far-reaching matters was deferred until the joint meeting, which is to be held September 9 and 10.

Letters from the Manufacturers.

Letters received from the Victor, Edison and Columbia companies relative to the difference in price of instruments sold for cash or on the instalment plan; the issue of the number of new records each month, the number of records catalogs should contain, and number to be cut out during the year, also the matter of regulating the time that jobbers are to extend dealers a cash discount of two per cent., were then read by the secretary, but no definite action was taken. It was deemed wise to take the matter up at the joint meeting to be held at Buffalo. Meanwhile the committees appointed will have received full reports from the manufacturers, and the members will be able to discuss the matter more fully.

J. NEWCOMB BLACKMAN, VICE-PRESIDENT.

Messrs. C. V. Henkel, Benjamin Switky and S. B. Davega were appointed a committee to wait upon the manufacturers and submit reports to the members at the earliest possible moment. After receiving these reports the members will be in a better position to handle the subjects intelligently, and take such action as they deem wise in the premises.

A. H. JACOT, SECRETARY.

The following were elected to membership, making a total of 64: Cressey & Allen, Portland, Me., and Arthur F. Ferriss, of Utica, N. Y.

Next Meeting to be Held in Buffalo.

It was voted to hold the next meeting at Buffalo, N. Y., September 9 and 10, and C. N. Andrews, of Buffalo; C. L. Neal, of Neal, Clark & Neal, of Buffalo, and C. V. Henkel, of New York, were appointed a committee to complete all necessary arrangements as to hotel accommodations, etc.

Resolution Regarding Entertainment.

Vice-President Blackman offered the following

GET THE BEST

RECORD FOOD

Improves, preserves and sells Records. No catch-penny fad or fancy to sell once and cast aside, but an item of merit and practical use based on a natural law of mechanics. Nothing like it. No complicated mixing or problematical quantity. The customer sees what he gets and common sense shows him it will do the work.

One jar, ready for use, covers 500 Records.

A Steady, Sure Seller
It Sells Itself and Records Too
Others Sell It, Do You?

Put up in large opal (white), screw-top jars.
Write us for terms and get it for fall trade.

RECORD FOOD CO.
KANSAS CITY, MO.

IT HAS STOOD THE TEST

resolution, which was adopted unanimously:

"Whereas, Members in cities where meetings of this association have been held have provided entertainment for the visiting members at considerable expense, and,

"Whereas, The expense of such entertainment has been distributed among a number of members; and,

"Whereas, A continuance of this practice would establish a precedent and be an expensive burden to be shouldered by members where meetings are held, and only a few could contribute; therefore, be it

"Resolved, That the best interests of the association will be served by discontinuing this practice and requesting all members to refrain from furnishing entertainment, unless the expense is borne pro rata by each one participating."

This was unanimously adopted.

Other Matters of Interest Discussed.

Several important resolutions offered were tabled for final action at the Buffalo meeting. Meanwhile the members are requested to weigh them carefully and offer suggestions, which will be incorporated in resolutions which are to be drafted by the committee specially appointed for this work. The committee appointed follows: J. N. Blackman, C. V. Henkel and A. H. Jacot.

In connection with the appointment of this committee it is suggested that members who may be diffident about expressing their views before the meetings, write them out and send them to J. Newcomb Blackman, 97 Chambers street, New York, the chairman. The committee will gladly welcome ideas in this form, and if they embody anything of practical value, it will be embodied in a formal resolution for the action of the Buffalo convention. Members are requested to jot down ideas as they occur to them from time to time, and give the committee the benefit of their consideration in concrete form.

Vice-President Blackman made a motion that as the secretary was obliged to expend certain sums which could not be incorporated in an incidental expense account that he be allowed $100 per annum to meet same. Adopted.

Regarding Special Business.

A member asked if the Victor Talking Machine Co. had taken any action relative to the grievance filed regarding their providing special envelopes to obviate breakage of records. It was pointed out that the jobbers had lost considerable through the breakage of records, and that the company had had ample time to rectify same.

Secretary Jacot explained that the Victor people had taken the matter under advisement, and had promised to give the subject early attention, but to date nothing had been done.

Secretary Jacot was instructed to communicate with the company again, and draw their attention to the great loss sustained, also to the patience displayed, a year having elapsed since the association made its request for reforms noted.

Issuing Sample Records in Advance.

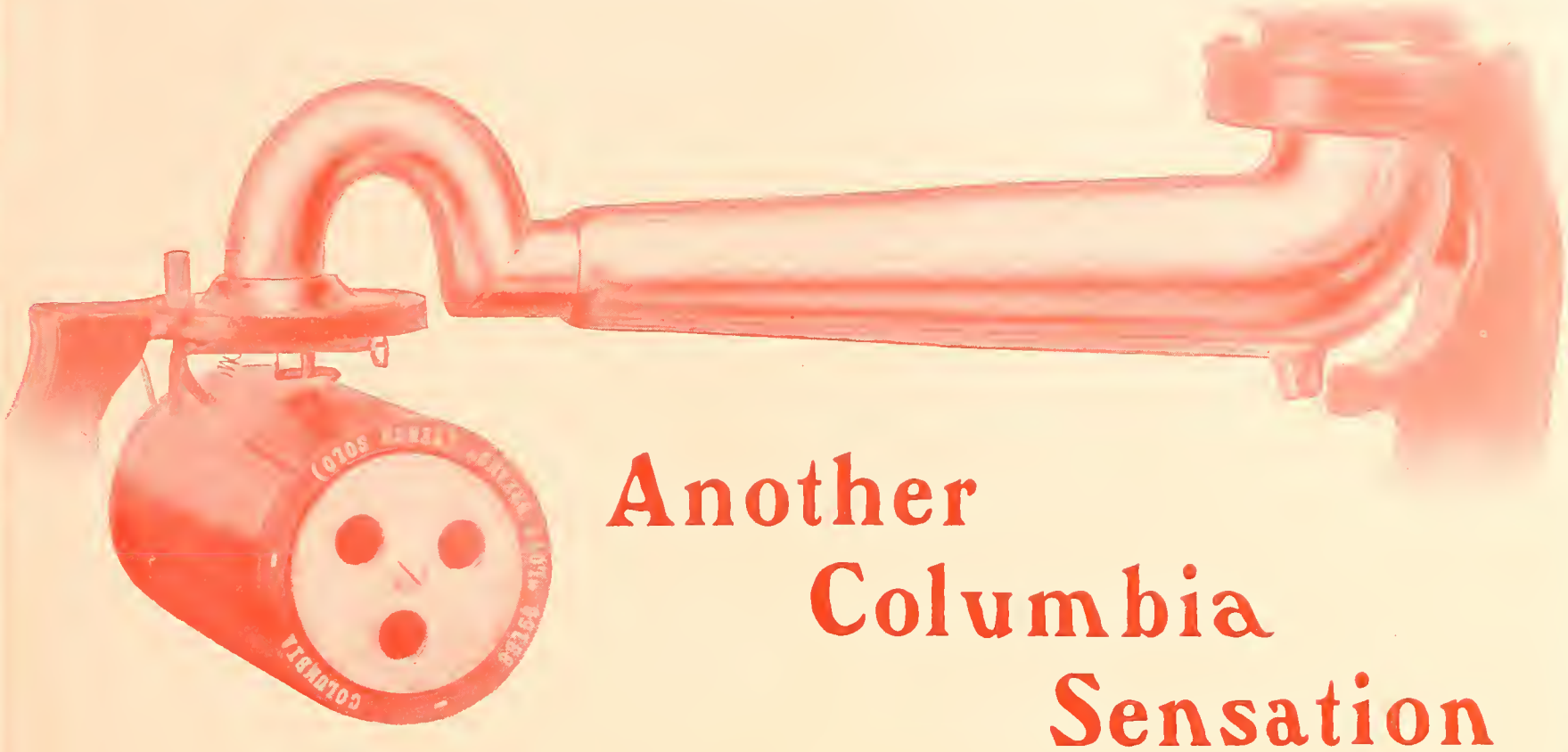
The matter of issuing sample records two months in advance was next discussed. Many of the jobbers complained that the dealers would not place orders for October records in July. It was pointed out that the National Phonograph Co. claimed it was necessary to submit samples two months in advance in order to manufacture the records and make prompt shipments. No action was taken. The meeting then adjourned to Tuesday morning.

THE BANQUET MONDAY NIGHT.

After the meeting was adjourned the members and guests repaired to the yacht room adjoining the banquet hall, where refreshments were served. During this interval the members were introduced to the guests of the evening. At the appointed hour, 7.30 o'clock, President Andrews and the other officers led the way to the Nimrod room, where the banquet, tendered by the Greater New York members, was served. The following sat around the festive board:

W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.; S. B. Davega, L. Kaiser; J. N.

The Banquet of the Eastern Talking-Machine Jobbers' Association at the Hotel Astor, Monday Evening.



Another Columbia Sensation

This is decidedly the greatest improvement in the evolution of cylinder "talking machines."

The musical world remembers the instant success that came to the Columbia *Disc* Graphophone when first equipped with our Aluminum Tone Arm.

We have now adapted it to the Columbia Cylinder Graphophone.

It is a scientific fact that aluminum metal has the remarkable quality, when used as a sound conveyer, of wholly eliminating all false vibrations and producing a soft, full, perfectly natural tone, impossible to obtain from any other metal. The Aluminum Tone Arm on this new model does away entirely with any of the hollow horn-tone that is unavoidable in the ordinary construction.

This model BQ machine is very compact, and very similar in general appearance to the Columbia Disc Graphophones, the horn swinging *over*, rather than away from the cabinet, occupying hardly more space than the cabinet itself, and wholly dispensing with the awkward, unsightly horn crane, horn stand, and rubber tube connection.

The motors are noiseless in operation, and the cabinets are beautifully designed, made of the finest selected oak and hand polished.

Every machine is equipped with the Lyric Tone Reproducer.

Model BQ.—A New Cylinder Graphophone selling at $30 retail, equipped with the famous Columbia Aluminum Tone Arm and Handsome Flower Horn.

COLUMBIA PHONOGRAPH CO., Gen'l

Tribune Building, New York

Stores in Principal Cities.

Dealers Wanted Wherever We Are Not Now Represented.

Blackman, G. G. Blackman, R. B. Caldwell, Blackman Talking Machine Co.; A. H. Jacot, Jacot Music Box Co.; J. F. Blackman, William Bohn, J. F. Blackman & Son; I. Davega, Jr.; C. V. Henkel, John Helm, John Kaiser, Douglas Phonograph Co.; Victor H. Rapke; J. B. Furber, A. E. Villard, the Regina Co.; Alfred Weiss; James Landay, Landay Bros.; A. P. Petit, Talking Machine Supply Co.; E. H. Leng, John S. Leng's Sons & Co.; George A. Stanley, Stanley & Pearsall; C. B. Warner, Kirtland Bros.; Benjamin Switky, Sol Bloom; W. L. Eckhardt, Columbia Phonograph Co., all of New York; Albert S. Marten, J. H. B. Conger, Howard G. Hull, Tea Tray Co., Newark, N. J.; John Rose, Astoria, L. I.; Clinton G. Price, H. S. Price, Price Phonograph Co., Newark, N. J.; N. D. Griffin, American Phonograph Co., Gloversville, N. Y.; Chas. B. Bailey, John F. Ellis Co., Washington, D. C.; J. F. Bowers, Lyon & Healy, Chicago, Ill.; William C. Finch, Finch & Hahn, Schenectady, N. Y.; W. O. Pardee, H. L. Ellenberger, F. H. Silliman, Pardee-Ellenberger Co., New Haven, Conn.; W. D. Wilmott, Fall River, Mass.; A. O. Petit, Edisonia Co., Newark, N. J.; Louis J. Gerson, Henry E. Marschalk, Musical Echo Co., Philadelphia, Pa.; Adolph Weiss, Western Talking Machine Co., Philadelphia, Pa.; Louis W. Fickett, Cressey & Allen, Portland, Me.; Herbert Lewis, Lewis Talking Machine Co., Philadelphia, Pa.; H. W. Weymann, H. A. Weymann & Son, Philadelphia, Pa.; C. L. Neal, Neal, Clark & Neal Co., Buffalo, N. Y.; Pat. Powers, Buffalo, N. Y.; Powers & Henry Co., Pittsburg, Pa.; R. H. Morris, American Talking Machine Co., Brooklyn, N. Y.; Louis Buehn, A. Buehn, Louis Buehn & Bro., Philadelphia, Pa.; John Herzog, M. A. Carpell, Herzog Art Furniture Co., Saginaw, Mich.; Theo. F. Bentel, Theodore F. Bentel & Co., Pittsburg, Pa.; William M. Davis, Forsyth & Davis, Kingston, N. Y.; E. F. Taft, Eastern Talking Machine Co., Boston, Mass.; John Miller, Penn Phonograph Co., Philadelphia, Pa.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Mr. Wonderlick, J. Samuels & Bro., Providence, R. I.

The tables were gaily decked with mounds of Jack roses and trailing fern, and withal made a pleasing picture. At each plate was also a boutonniere of lilies of the valley for each diner. The menu was as follows:

Lucines de Little Neck

Coupes de Gombo Froid
Olives Radis Amandes Salées

Truites de Rivière de Long Island, Meunière
Pommes de Terre Persillade

Filets Miguons de Boeuf aux Champignons Frais
Petits Pois Nouveaux

Asperges, Sauce Hollandaise

Sorbet Yvette

Ponssins de Philadelphie Rôtis sur Canapé
Salade de Coeurs de Laitnes et Tomates

Glace de Fantaisie
Petits Fours Fruits Assortis

Café Noir

Chateau Doisy Barsac, 1895.
Pontet Canet, 1898.

President and Guests Toasted.

After cigars C. H. Wilson, sales manager of the National Phonograph Co., proposed a toast to the visiting guests, which was drunk standing. This was followed by a toast to the new president, who, in acknowledging it, emphasized his need of the co-operation of every member in furthering the interests of the association. He next called upon Albert S. Marten, president of the Tea Tray Co.

Mr. Marten's Remarks.

Mr. Marten spoke most appreciatively of the honor bestowed on him as guest of the association, and added: "I see about me the most prominent men identified with the talking machine business and its allied industries, and feel that the work you are doing through co-operation must surely be for the best interest of all concerned; in fact it is remarkable what your association has accomplished through concerted action, and I feel that every manufacturer must surely appreciate it and cannot fail to work hand in hand with you, for the upbuilding and strengthening of the business in which we are all so vitally interested. As I look about me I note many who have worked their way up from the foot of tne ladder and have become a power in their several lines. For instance, there is Vice-President Blackman, who I well remember carried a horn in one hand and a standard machine in the other, and from a very small beginning has become one of the leaders in his line. The growth of our industry is marvelous and I know your association has done much to bring the business to such a high standard. Thanking you again for the honor conferred and hoping to be present at the next banquet I will close by inviting you all to be our guests at luncheon here Tuesday."

Vice-President Blackman Heard From.

Vice-President Blackman, who was next called upon, said in part: "What Mr. Marten said is true, for I did go around with a machine and a few records, and that was the beginning of my success in this special line and calling. I naturally had to overcome many obstacles, but success rewarded my efforts. As to association work we need the co-operation of every jobber in the country, for in unity there is strength. We want competent and fair jobbers. We want the manufacturers to be fair with us and co-operate with us to elevate the business in every point, and that means fair competition. We aim as an association to bring the jobber and manufacturer in closer touch with each other, to meet on these festive occasions as good fellows, and in every instance to work in unison for the success of every branch of the industry. Our organization is growing, and the trade now realizes that through its good offices we have corrected many trade evils and abuses. We aim to promote the interest of every manufacturer, jobber and dealer, and last and most important to elevate the business to the highest standard."

C. H. Wilson's Remarks.

C. H. Wilson, sales manager of the National Phonograph Co., on being called upon, said he was more than pleased to come in touch with so many representative men in the talking machine world, and added that W. E. Gilmore, president of the National Phonograph Co., who had arrived from Europe on Saturday, would have been delighted to attend the banquet and given a little talk on trade topics, had not pressure of business kept him away.

JOBBERS SNAPPED WHILE ON THE BOAT TO CONEY ISLAND.

"I assure you," contiuued Mr. Wilson, "that whatever steps your association takes, we believe is for the best interests of the trade at large. The jobbers and manufacturers should meet every issue squarely, and leave no stone unturned to have the business reach the highest standard possible in the mercantile world. The holding of these meetings and the discussion of the many problems of the trade is, I believe, conducive of much good, as they bring about harmony, which is a most important factor in every line of business. One important issue, I think, that should be taken up by your organization is the amalgamation of interests—to combine all the jobbers' associations under one separate head in a national association. By concerted ac-

To the Talking Machine Trade of Western New York

BUFFALO, N. Y., July 31, 1907.

I wish to inform you that I have just purchased the Edison jobbing stock and good will of Mr. Robert L. Loud, of this city. Having formerly purchased of him the Victor line, it removes Mr. Loud from the wholesale Talking Machine business entirely.

I only take from Mr. Loud's stock such goods as are in their original packages, and of the very latest pattern and style. He keeping the retail stock.

As I will continue in the future as in the past to cater to the wholesale trade exclusively, I ask for a continuance of your trade.

Mr. E. Burley who has represented this house in the past, is no longer in my employ. But a representative will call on you as usual.

Thanking you for all past as well as future favors, I remain,

Yours truly,

W. D. ANDREWS

TALKING MACHINES AND SUPPLIES

Seneca Street, Corner of Wells
Opposite Broezel Hotel

BUFFALO, N. Y.

tion you would be in the position to outline policies that would surely redound to the interest of every jobber and dealer in the country and accomplish much good."

J. F. Bowers of Lyon & Healy Speaks.

President Andrews then introduced J. F. Bowers, of Lyon & Healy, Chicago, and representative of the Central States Talking Machine Jobbers' Association, with some very happy remarks. Mr. Bowers, who spoke in a humorous vein, kept his auditors interested by citing stories that had a direct bearing on every point he wished to emphasize. He said in part: "I am a rank outsider, but, nevertheless, am pleased to be present at this sumptuous feast and listen to the various arguments which were presented by the previous speakers. This gathering brings to my mind a similar banquet held in this city some time ago when we took up the subject of the copyright law. Around the festive board were John Kendrick Bangs (a second Mark Twain), Bronson Howard, Victor Herbert, T. P. O'Connor, a member of Parliament, and other brilliant minds, none, of course, more brilliant than the toastmaster, for I was the toastmaster. (Laughter.) We discussed the subject of the copyright law pro and con, complimented Mr. O'Connor on his achievements in England, and by co-operation secured national recognition. The Music Publishers' Association has accomplished great good by banding together for one common end. Mr. Wilson's remark on amalgamation rings true. We need co-operation. There is a lack of affiliation between the Central and Eastern associations. A national association is what is needed. Let us get together and I know we will become a great power for good. I am a great believer in organization. Lyon & Healy are members of a number of local associations, and have been greatly benefited thereby. There should be a national association, and I think the hour is near at hand for its consummation. Let us get together and work to this end."

C. V. Henkel on Association Growth.

C. V. Henkel, of the Douglas Phonograph Co., outlined the growth of the association, and what good had been accomplished in a little over a year. He also argued strenuously for amalgamation, and spoke of the increase in membership and how it proved conclusively that the jobbers were being won over one by one by simply "being shown" what could be done and, above all, that they were studying their best interests by becoming affiliated and not attempting to fight the battle single handed. "We are not organized to intimidate the manufacturers," he added, "but to work hand in hand for the best interests of all concerned."

Other Gentlemen Who Spoke.

Other speakers were William Pelzer, of the legal department of the National Phonograph Co., who spoke on the one-price system and the laws affecting contracts in various States; W. A. Lawrence, of the Standard Metal Co.; J. A. MacNabb, of the Zonophone Co.; John Herzog and M. A. Carpell, of the Herzog Art Furniture Co.; J. B. Furber, of the Regina Co.; Pat. Powers, of Buffalo, and Walter L. Eckhardt, of the wholesale department of the Columbia Phonograph Co.

TALKING MACHINE JOBBERS IN THE ORIENT (CONEY ISLAND).

President Andrews asked for a rising vote of thanks to the jobbers of Greater New York for their sumptuous banquet and entertainment. Mr. Wilson also asked for a vote of thanks from the guests to the local association for being so ably entertained.

The members and guests then repaired to the roof garden, where a delightful hour was spent.

TUESDAY'S SESSION.

There was a goodly attendance at Tuesday morning's session when the following members were elected as a nominating committee for next year: John Miller, of the Penn Phonograph Co., Philadelphia; C. G. Andrews, of the Boston Cycle & Sundry Co., of Boston; C. V. Henkel, of New York; S. B. Davega, of New York, and A. O. Petit, of the Edisonia Co., Newark, N. J.

Protection in the Selling of Supplies.

Vice-President Blackman offered the following resolution:

"Whereas, The practice of most talking machine companies of selling their product through jobbers and affording the jobber protection has been approved by the trade in general and resulted in a healthy growth; and,

"Whereas, Horns and horn cranes have been sold by many manufacturers direct to dealers and without any protection to the jobber, and it has resulted in supplies being sold and made a part of the talking machine outfits, which were not up to the standard of quality maintained by representative manufacturers of machines, and has tended to cheapen and lower the standard of talking machine outfits in general, thus injuring a great industry; therefore, be it

"Resolved, That the members of this association are requested to support only such manufacturers of horns or other supplies, whose product is of standard quality and whose policy is that of following the talking machine manufacturers in protecting the jobber; and be it further

"Resolved, That the secretary send a copy of this resolution to manufacturers of horns and supplies, obtaining, if possible, their reply and their co-operation." It was unanimously adopted.

Subsequently Mr. Blackman suggested that

Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience." EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business ?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

any member send in the name of such manufacturers whom they desired to have a copy of the above resolutions, and it would be promptly forwarded. He would also impress upon the members to report the uames of the manufacturers who are not supporting the association, so that proper, suitable steps be taken to have the party fully understand the situation.

Keeping Tabs on Credits.

Vice-President Blackman submitted a most excellent card system fcr keeping tab on credits, and the majority of the members will adopt same forthwith.

Secretary Jacot Thanked.

C. V. Henkel offered a resolution which is to be engrossed and framed, and finally presented to Secretary Jacot, embodying the thanks of the

ANOTHER GROUP TAKEN ON THE PIER IN CONEY ISLAND.

association for his efficient work and good offices. It was pointed out that Secretary Jacot had worked most arduously and was deserving of the highest praise for work admirably performed.

Albert S. Marten Speaks.

After an executive session, several manufacturers and their representatives were asked to address the meeting. Albert S. Marten, president of the Tea Tray Co., spoke upon several topics of interest, and assured the association of the hearty co-operation of his concern in all matters affecting their interests.

Topham Complains of Trade Abuses.

A communication was received from James F. Topham, of Washington, D. C., calling attention to certain trade abuses; in fact, complained on the very score embraced in the foregoing resolution. Secretary Jacot was instructed to send Mr. Topham a copy of the resolution, and advise him of the association's action.

C. H. Wilson's Remarks.

C. H. Wilson, representing the National Phonograph Co., the next speaker outlined why his company had adopted a new horn and staud. He incidentally explained that they had learned that the cutting of prices could be traced direct to the handling of miscellaneous horns, and that the dealers were complaining bitterly on this score. He also noted that the jobbers were obliged to carry a large stock, and if his company supplied them it would eliminate price cutting to no small degree, and, moreover, the jobbers and dealers would make a greater percentage of profit. He also stated that his company wished to go on record as being iu hearty sympathy with the aims and objects of the association, and willing to do all in their power to advance its interests.

National Co.'s New Agreement.

Mr. Wilson was then asked several questions relative to the company's new agreement, which is to be issued Sept. 16 next. It was pointed out that the jobbers were in favor of a differential price schedule, which would allow a cash discount. This would cut off ruinous competition and protect the small dealer to no small degree.

The following members spoke on this important subject at considerable length: President Andrews, J. B. Furber, Secretary Jacot, Vice-President Blackman, S. B. Davega, Pat Powers and I. Davega.

The following committee was appointed to take the matter up at once with the manufacturers: Messrs. Furber, Buehn, Henkel, Pardee and Blackman.

Differential Price Discussed.

Tuesday's session was in great part devoted to the discussion of the differential price on goods sold for cash or on instalments. It was the consensus of opinion that the manufacturing companies should allow a proper discount as between the two sales, in conformity with the general practice in every line of business. The fact was pointed out that as it now stands that when a customer finds he cannot obtain better terms in buying for cash or on eight months' time, he will invariably take advantage of the latter, to the detriment and perhaps damage of the transaction. Further, it was held the one-price system placed the jobber and dealer on the same footing, but the present method of selling was driving jobbers into the retail business. This would be remedied were a differential schedule adopted by the companies and embodied in their agreements, a concession the trade were clearly entitled to by all known mercantile rules and usages. Mauy telling points were made by Messrs. Andrews, Blackmau and others. On August 7 the committee couferred ou this question with President Gilmore, at the New York offices of the National Phonograph Co., when their views were presented in detail. Mr. Gilmore listened attentively, asked a number of questions, and said he would take the matter under advisement, and promised an early reply. C. H. Wilson, manager of sales; F. K.

MESSRS. JACOT, ANDREWS AND BLACKMAN "DEAD TO RIGHTS."

Get Ready For Fall Trade

This will be the biggest Record year you have ever known — so, get ready. If you mean to get your share of the business, you must have your stock kept in the most convenient shape. That means you must have

THE "HEISE" SYSTEM OF WIRE RECORD RACKS

Made for Cylinder or Disc Records to fit any given space in your store or in revolving forms.

Hold most records —
Keep records clean —
Prevent damage —
Save much space —

Keep stock for you —
Tell you if stock is low —
Save clerk's time —
Save customer's time —

THEIR CONVENIENCE ENABLES YOU TO DO TWICE THE BUSINESS

Sold by Jobbers everywhere
Get a complete Catalog

"MADE IN SYRACUSE" BY THE

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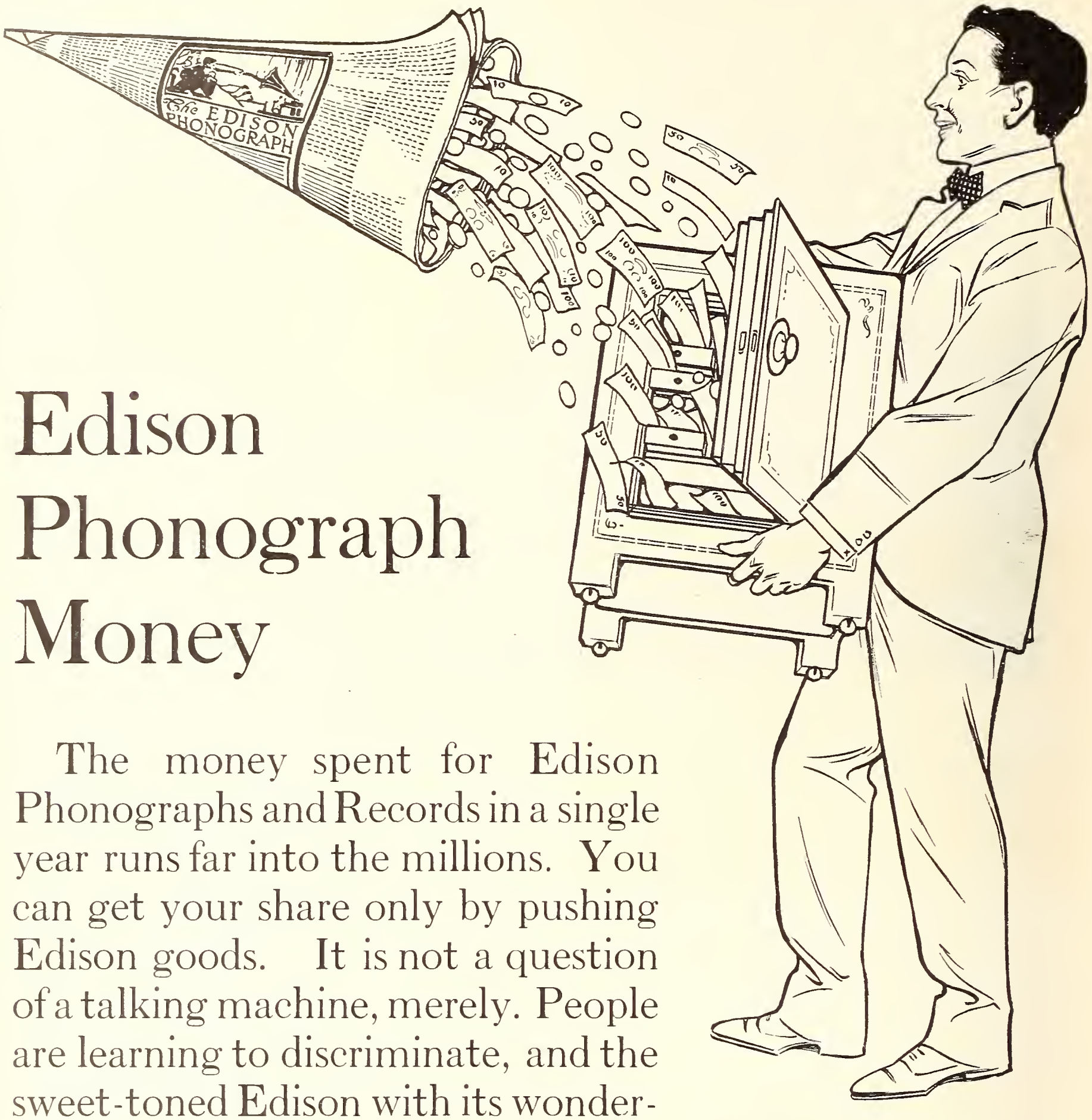
Syracuse, N. Y.



Edison Phonograph Money

The money spent for Edison Phonographs and Records in a single year runs far into the millions. You can get your share only by pushing Edison goods. It is not a question of a talking machine, merely. People are learning to discriminate, and the sweet-toned Edison with its wonderful powers of perfect reproduction makes the strongest bid for popular favor.

The demand for Edison Phonographs and Records is now the greatest in its history and is increasing, as our advertising prompts more people to investigate and the Edison itself influences them to buy.

If you carry Edison goods, put your best selling machinery behind them. It will pay you. If you are without Edison goods, write us for terms and the name of a nearby jobber who can supply you.

NATIONAL PHONOGRAPH CO., 59 Lakeside Ave., Orange, N. J.

concerned. I believe that this industry will move on to greater and grander accomplishments. The talking machine has ceased to be regarded as a toy, and it is playing its part as a great educational force on the world's stage. It is not only used as an entertainer, but it is used in educational institutions, and it is found as a companion of the business man in his office. I believe that its future is assured, and I know that with the men whom we have behind the guns greater victories will be accomplished. It is an industry which should be maintained on a high plane, and I believe that you gentlemen will all be interested in keeping it there, and I assure you, to the utmost of my ability, that my trade paper organization shall be pledged to its advance. Everything which we can do consistently shall be done to promote the legitimate interests of this trade, and I say confidently that its future advance will be just as miraculous as its development within the past half dozen years."

There is some difference of opinion as to which of the four machines is the best, but the opinion is unanimous regarding Herzog Cabinets.

SOUVENIR GIVEN OUT BY THE HERZOG ART FURNITURE CO.

THE TRIP TO CONEY ISLAND.

Immediately after the conclusion of the luncheon, given by the Tea Tray Co. to the visiting talking machine delegates, M. A. Carpell, New York representative of the Herzog Art Furniture Co., Saginaw, Mich., took the entire delegates in charge, acting in the capacity of host. Mr. Carpell proved himself a pastmaster in the art of entertaining, and from the time that the seventy-five delegates boarded the steamer for Coney Island until the close of the dinner, his effervescing good nature was everywhere manifest in making Tuesday afternoon and evening a red letter period in the memory of the talking machine men.

Mr. Carpell bought up a large portion of Coney

M. A. CARPELL.

Island, which he presented to the visiting delegates, who took temporary possession of the seashore domain of Manhattan. In his purchase Mr. Carpell included all of the shows at Coney Island, and in order to acquaint the delegates with the beauty and variety of his possessions he piloted them personally through every show known to Coney Island habitants. Mr. Carpell owned Dreamland on Tuesday afternoon and evening, and none disputed his authority. After the chutes had been shot, and the various shows had been carefully examined, and the dark corners of Dreamland explored Mr. Carpell invited the delegates to a sumptuous repast, and behind mountains of steamed clams and other appetizing accessories a couple of delightful hours were passed as a finale to the talking machine men's gathering in this city.

At the head of the table sat John Herzog, treasurer and general manager of the Herzog Co. Mr. Herzog contributed greatly to the evening's entertainment by some very clever and witty remarks at the close of the dinner. He spoke of his pleasant experiences in the talking machine trade, and gave an enjoyable and reminiscent talk. He said among other things that he regretted that the president of his company, John L. Jackson, was unable to be present, but that he took great delight in meeting the talking machine men of the East.

In response to a call from the chair, James F. Bowers, of Lyon & Healy, Chicago, gave an interesting and entertaining address, which was enthusiastically received by the banqueters. Among those present were: John H. B. Conger, W. A. Laurence, J. F. Bowers, F. H. Silliman, W. O. Pardee, W. D. Griffen, V. H. Rapke, W. L. Eckhardt, C. V. Henkel, A. H. Jacot, C. N. Andrews, William Bohn, John W. Blackmau, Lipman Kaiser, A. W. Barklow, Alfred Weiss, Adolf Weiss, W. D. Wilmot, A. P. Petit, E. C. Plume, William C. Finch, Benjamin Switky, R. H. Morris, John Kaiser, Ed. E. Buehn, F. B. Werner, G. T. Williams, J. D. Beekman, A. O. Petit, O. C. Neal, L. H. Stewart, L. Rose, C. G. Price, H. S. Price, J. Rose, S. B. Davega, J. Newcomb Blackman, John Herzog, Carl E. Ackerman, W. D. Andrews, Fred H. Thompson, Thos. Frost, M. A. Carpell, Louis Jay Gerson, Henry E. Marschalk, H. L. Ellenberger, T. F. Murray, Herbert T. Lewis, R. B. Caldwell, J. B. Furber, J. A. MacNabb, A. Hanz, P. A. Powers, I. Davega, Jr.

Thus closed one of the most enjoyable reunions of the talking machine jobbers ever held. Indeed, it would be hard to speak of any former occasion, excepting the Edison entertainment, given by the National Phonograph Co., July last, to which it could be compared, according to the statements of a number of the participants. That event—never to be forgotten—was more elaborate and on a greater scale, but it was generally believed no more cordial feeling of good fellowship could have prevailed.

A Chat With Mr. Carpell.

Later when Mr. Carpell, the sales manager of the Herzog Art Furniture Co., was asked about his impressions of the association, he said: "The difference between the personnel of the Eastern Talking Machine Jobbers' Association and other bodies in different lines I do business with is marked; in fact, it is striking. The questions they have handled were treated in such an open and broad way, that such an association must be beneficial, conducted as it is in such an admirable manner. As regards the members, I could not help but observe that they are high-minded and act accordingly; their heart and soul is in their business and it is conducted on live lines. In our dealings with the talking machine trade we have found more satisfaction than with many of the furniture people I could name. In brief, we were all greatly pleased and delighted."

FRED G. LOEFFLER'S GOOD BUSINESS.

Fred G. Loeffler, the talking machine dealer of 260 Bergenline avenue, Union, N. J., and who also conducts a store in Jersey City, is doing an excellent business in both popular and operatic selections. He caters especially to a large mailing list, and he says his chief trouble does not consist in getting orders but in getting enough of the popular records to fill orders. He claims to have lost several sales of the "Rigoletto" quartet, the most expensive record he carries, through his inability to get a sufficient supply from the jobbers.

AUXETOPHONE CONCERTS IN THE PARKS.

With the object of advertising his business, E. R. Kern, of the Kern Music Co., Jersey City, N. J., offered to give free Auxetophone concerts in the parks during the balance of the summer on the evenings upon which there is no concert by the municipal band. The electric light company, however, wanted $100 for furnishing light during concert evenings, which somewhat delayed the acceptance of Mr. Kern's offer by the city. The Kern Music Co. do a great deal of newspaper and street car and other forms of advertising and always keep before the public.

It is now about time to get in line for the fall campaign.

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
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SHANSINESE
KIANGNANESE
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SYRIAN
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AFGHANISTA'I
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MARATHI
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SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Local Trade Is Quiet, But Manufacturers Are Kept Busy Supplying Colonial Demands—American Houses Planning to Capture Foreign Trade—Victor Men Abroad—Dictating Virtually to the Type—Ruhl's Good Report—Factory Quarters for National Phonograph Co.—President Easton's Impressions—Chappell Watching Pirates—Reducing Record Prices—A New Record Box—British Sonogram Co.'s New Records—Barnett Samuel News—Columbia Outing—New Factors—Some Postage Points—Some Clever Bonci Publicity—Favorite Co. to Make Records—Dictaphone at the Business Exhibition—Sheffield Choir Records—Some Odeon Items—International Neophone Co. to Start Company in the United States—Interesting Budget of News Items.

(Special to The Talking Machine World.)
World Office, 69 Basinghall Street,
London, E. C., Eng., August 6, 1907.

One can summarize business conditions during the last few weeks from many standpoints. The "man in the street" would say it was distinctly bad as far as sales are concerned, while from the manufacturer's point of view the talking machine industry is most prosperous. This may read rather illogical, but the answer is supplied by the dealer who says: "It is not us who are doing the business, as the home trade is distinctly quiet all round with everybody outside the factors and manufacturers, whose factories are kept busily engaged supplying the wants of our colonies and other countries, where, of course, business is in full swing," and from my own observation this is the general state of things today.

The weather fortunately keeps pretty fine, but owing to the sudden changes we do not see as many machines on the lawns or up the river as we would wish, still this summer shows a distinct advance in the number and variety of machines in evidence on the punts and houseboats. Holiday making is in full swing during July and August, particularly, and with so many leading men in the trade and others now on their vacation it is not surprising that business must and does suffer to an appreciable extent.

Then, again, one must not lose sight of the adverse influence of the railway men's agitation, and threatened strikes in other quarters, while the bad weather we experienced up to a few weeks ago has had a most disastrous effect upon the crops throughout the land. Thus the feeling of insecurity these things engender, makes the spending class hold on tight to what little surplus they are able to save from their earnings, which, under better conditions, they would spend. There are, however, good prospects for an excellent fall trade. The leading firms are preparing for it in many ways, and when home orders come along they will all be ready to handle them with promptness and efficiency.

Hawthorne & Sheble Co. in London.

The Hawthorne & Sheble Manufacturing Co., of Philadelphia, are represented in London in the person of William McArdle, who is located at 10 Christopher street, Finsbury, one of the most convenient centers for talking machine men to get at. I found him in a spacious room surrounded by a variety of horns, machines, records and accessories, which, upon inspection, proved to be equal if not better than the best upon this market. I have not the space to enter into a detailed description, but Mr. McArdle will be pleased to convey particulars, or, better still, will give practical demonstration to such as are interested enough to make an appointment with him. He will fix up an agency with a good wholesale distributing firm in London, and also in the principal continental centers, which will be worked from this city. Mac is in splendid trim, and has requested me to convey his respects to the "boys" across the water.

Mr. Beecroft Also a Visitor.

Clement Beecroft, of the Tea Tray Co., is also over here on business for his house.

President Johnson Returns in September.

Another visitor is Eldridge R. Johnson, president of the Victor Talking Machine Co., who has been here for some time. He expects to return about September, but the date is not definitely decided upon. It may not be generally known that just previous to his sailing Mr. Johnson met with a very nasty accident. Out driving one day the horse bolted, with the result that the occupants of the trap were precipitated into the roadway. "At the time," said Mr. Johnson, "I thought it had only resulted in a sprained ankle, but on arrival here I sought medical advice, and under the X rays it was discovered that several bones of the foot were dislocated, while the leg bone was broken." I am glad to say that Mr. Johnson is now well on the road to recovery, and is able to transact business as usual. Mr. Johnson is not here on business. He makes it a practice to spend the summer in England, chiefly because the climate is more beneficial to his wife's health. This is only possible since he has brought his business to such a system as to be able to conduct it equally as well from London. "I have found trade generally good," continued Mr. Johnson, "but it lacks the stability prevalent in American circles."

Mr. Geissler, general manager of the selling department of the Victor Co., is yet another visitor this month, but he does not stop long this time.

From the Mouth Direct to the Type.

A novel experiment in journalism is being conducted by the editor of the Automobile Owner. He dictates his descriptive articles, news items and other matter to the Columbia Phonograph Co.'s "Dictaphone," and sends the cylinders direct to the composing room, where they reproduce his spoken words to the compositors. These clever "graduates of the case" set up type, not from copy, but from dictation. In describing this new method, the editor says: "A great part of the editorial portion of this paper has been produced without a word having been put on paper. Our innovation has been brought about by the use of the 'Dictaphone.' For some time past we have been using these machines in connection with the typewriter, the matter being dictated directly into the wax cylinders at odd moments, and then handed on to the typist to transcribe. In this way it is found we can keep our typist continually employed, and save the time occupied in dictation. This saving is approximately about two hours in three.

"This success suggested to us the possibility of applying the 'Dictaphone' to the linotype machine, and we approached the Columbia Phonograph Co. to co-operate with us in carrying out the undertaking. There was some difficulty at first in accustoming the lino operators to the sound of the voice, but it soon passed, and during the last month we have had Columbia 'Dictaphones' connected to three of the linotype machines at the works of our printers. These

THE NEW REX RECORD CO., LONDON

Offer a British made Record at a price which will command trade. It secures preferential tariff in all British Colonies. Get into touch with this line for future trade.

PARTICULARS FROM

THE NEW REX CO., 261 Liverpool Road, LONDON, ENGLAND

GEO. DYER, Sec.

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC

ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

FROM OUR LONDON HEADQUARTERS—(Continued.)

notes and certain other portions of the paper are the result."

Conscience in Business.

Shut out conscience from your methods, and you may make money; but you will certainly make enemies and lose friends, and possibly look around some day for a hand to shake and a heart to sympathize with you in some difficulty or other. Go straight to your creditors when in difficulty, explain your situation aud possibilities. Do not fear to "face the music," for the open course is the best always.

Trade Satisfactory With Ruhl.

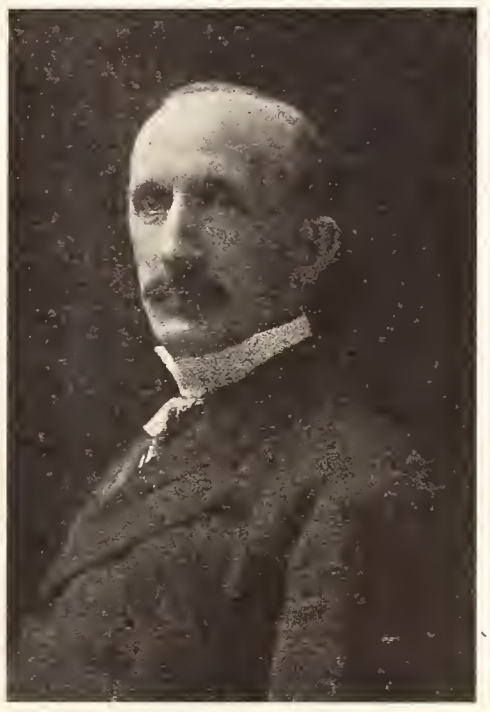
"Trade this month," said Mr. O. Ruhl, "has been most satisfactory. So far we show a 50 per cent. advance over sales in July last year for the Lindstrom machines, while the Beka record business is expanding all the time. Mr. Ruhl recently paid a visit to Newcastle, which, he says, was of a most satisfactory nature, and business generally up north was excellent.

Factory Quarters for National Phonograph Co.

The rumor announced in our June issue as to the probability of the National Phonograph Co. opening factories in London, is now a rumor no longer, for I am informed by Mr. Lemoine that commodious premises have been secured at Willesden for the purpose of manufacturing records, and which, it is expected, will be in full working order in a month or so. Edison factors and dealers will join us in congratulating the National Co. upon this, their latest, acquisition, which means that the trade may calculate upon a much improved service and quicker delivery facilities. In connection with the above, we hope it will enlighten our contemporary, who sits in a glass house and throws stones!

Interesting Interview With President Easton.

Just before his departure from these shores I was fortunate enough to secure a short chat with E. D. Easton, the Columbia Phonograph Co.'s courteous and strenuous president, who sailed with his family on July 31 for New York after a visit to all the branches of the company at Berlin, St. Petersburg, Vienna, Milan, Paris, and, of course, London. It has been Mr. Easton's custom for a number of years to combine with his annual holiday a tour of inspection of the continental branches. Not only does this give him the opportunity of keeping closely in touch with the needs and condition of each office, but his presence is a decided inspiration and encouragement to the managers. Mr. Easton was much



PRESIDENT E. D. EASTON.

impressed with the handsome appearance of the new Paris shop on the boulevard and its splendid prospects for retail business and while he did not reach London in time to visit the Business Exhibition at Olympia, he was naturally much pleased with the splendid results achieved by his company at the commercial stand there, and I was glad to learn that this branch of the business had made very great strides in America. While on this side of the Atlantic word came to him that the company's business for June had exceeded the previous June very considerably. Mr. Easton said that he expected it, for the business was never better than at present, and their manufacturing facilities were strained to the utmost—unfulfilled orders being more than double even this time last year. Asked as to the comparative volume of trade at the various centers, Mr. Easton stated that he had found the growth of business fairly uniform, the only difference being in the continuity of progress all the year round. "The talking machine trade is only in its infancy; yet, at least in America, we have reached that stage of stability which means business—and good business, too—each month throughout the twelve. As an instance, I may say our June sales this year were much greater than January, which is a state of things, I think, we should all like to see more universal." With this agreement I made my adieu, but not before I had been regaled with the following amusing story, which very forcibly illustrates a contrast, and at the same time shows a lesson in consideration:

"The police regulations in America are anything but pleasant to motorists who transgress the laws of the country, and it is no uncommon thing for a chauffeur to be placed under arrest on some petty charge and detained for a whole day before being released on recognizances. I am thankful to say," continued President Easton, "that I have so far escaped such an unpleasant experience, although I have been an ardent motorist for years, but in face of these expectations a little adventure I had in Switzerland was in the nature of an agreeable contrast—if amusing. It came about in this way: You know that I combine business with pleasure while upon my annual tour, and this time we spent ten days in beautiful Switzerland. Hiring an automobile, we

NEOPHONE DISC PHONOGRAPH

(SYSTEM DR. MICHAELIS)

NEOPHONE DISC RECORDS

NEOPHONES NEED NO NEEDLES

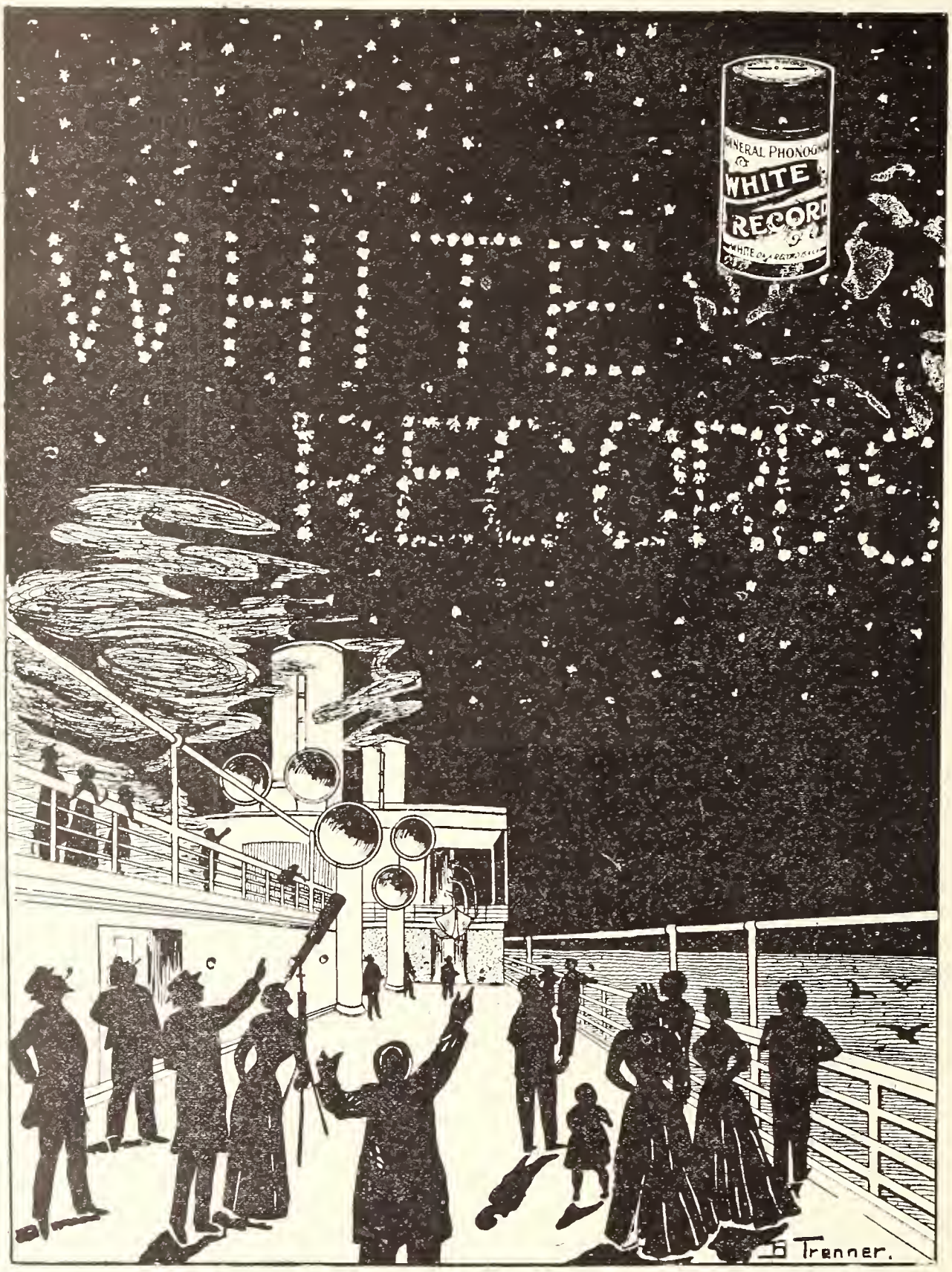
The First and Original Sapphire Discs
No Needles to Change
Plays With Permanent Sapphire Point

It is proposed to form subsidiary companies and establish agencies in all parts of America and all foreign countries, for the purpose of meeting local requirements.

For particulars apply to

The International Neophone Company, Ltd.

2 TABERNACLE STREET, LONDON, E. C.



HAVE THE BEST

Canadian dealers and jobbers should bear in mind,

The "WHITE" Record is BRITISH MADE

and by purchasing this record they benefit by the preferential tariff. Stock this record and increase your sales. The **"White" Record** has merit, and the large sales are the best evidence of this.

JAS. ANDERSON

255-257-259 Clarendon St., SO. MELBOURNE

SOLE SELLING AGENT FOR AUSTRALIA

RETAIL PRICE, 1/- EACH

LATEST TITLES—ALL GOOD SELLERS

INSTRUMENTAL

By the IMPERIAL TROMBONE QUARTETTE.
202 Cujus Animum (Stabat Mater).
203 Intermezzo ("Cavalleria Rusticana").

By H. LYELL TAYLER (harp and violin).
206 Ave Maria.

By the EMPIRE MILITARY BAND.
207 The Khaki Carbineer (march).
211 The Merry Widow (waltz).

VOCAL

By WILFRED PLATT.
200 The Storm Fiend.
201 Asleep in the Deep.

By JOHNNY WAKEFIELD.
204 The Little Shirt My Mother Made for Me.
208 What Did I Do?

By ARTHUR GILBERT.
205 Too-ral-i-oo-ral-i-ay.

By Miss FRANCES GROVES.
209 Poor John.
210 She Hasn't Done Her Hair Up Yet.

Supplementary List for August.

By the EMPIRE MILITARY BAND.
212 Morning, Noon and Night (overture).

By H. LYELL TAYLOR (harp and violin).
213 Intermezzo ("Cavalleria Rusticana").

By HECTOR GRANT.
214 By the Banks of Allan Water (Scotch comic).

By PETER DAWSON.
215 The Bells of Aberdovey.
218 Jolly Good Luck to the Girl who Loves a Soldier.

By the IMPERIAL TROMBONE QUARTETTE.
216 In Cellar Cool.
219 A Coon Band Contest.

By WILL DANBY.
217 Potted Poetry.

The following selections are from one of our foreign departments, and are all made by the Imperial Band of Berlin:
220 Army March.
221 Sansouci March.
222 Maxime March.
223 Carmen.

Ask your Jobbers for them; up-to-date Jobbers carry them in stock. Send for List and samples of our "Neophone" Disc Records, made by the latest gold moulding process, "White System."

THE GENERAL PHONOGRAPH COMPANY, Ltd.,

1 Worship Street, City Road LONDON, E. C., ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

one day found ourselves in a high part of the country where it appears motor cars were not allowed during certain hours. I can hardly say we were arrested, but any way, we found ourselves in the care of the law, and were treated most courteously. The trouble now was how to get away. We were told it would be necessary to hire a team of horses to draw the car away, deposit 100 francs, and last, but uot least, walk ahead in front of the horses out of the restricted area. And this is how we eventually met the obligations of the Swiss law." Said I, "It would have been a grand illustration to present to The World readers." "Yes," answered Mr. Easton, "but as cameras were scarce, you will have to do your best with the pen."

A Point for Salesmen.

Cultivate a cheerful manner. A cheery smile and bright speech is half-way toward making a sale; a sullen look and a surly tongue are sure guides to failure. Optimism is ever the ace of trumps in business and out of it.

Chappell & Co. After Pirates.

Outside all the police stations, and on the principal boardings in and around London are notices announcing a reward of £50 which will be paid by Messrs. Chappell & Co. for information leading to the conviction of persons guilty of printing pirated copies of the "Merry Widow" waltz.

Russell Hunting's Discovery.

I am authorized to announce that Russell Hunting, of Michael Casey fame, recently made a most important discovery bearing upon the recording art. It would, of course, be premature to say more at present, as the matter has only just got beyond the experimental stage, but suffice it to say that it will bring the reproduction of voice and music more nearer natural perfection than at present.

Walter P. Thompson Back from Canada.

Walter P. Thompson, representing Pathe Freres, has returned from his extensive Canadian trip, where he reports having done a large business. Messrs. Pathe Freres are now offering an 11-inch double-sided disc at four shillings.

Red Label Record Prices Reduced.

The Gramophone & Typewriter Co., Ltd., announce a reduction in the price of their Red Label records. As the reductiou amounts in some cases to more than 33 per cent., dealers handling these products will certainly not be the losers, since the sales and the profits must increase proportionately. Mme. Melba herself requested the company to sell her records at 12s. 6d. instead of one guinea, as so many unknown friends could not afford the latter price. A further list of records by Mme. Melba is now ready.

"Paris in London" Syndicate Plans.

The "Paris in London" syndicate, who have secured the long vacant Aldwych-Strand site, have in view the erection of a building costing £500,000, and which will contain a theatre, a concert hall, a restaurant, and, among other departments, galleries in which there will be a permanent exhibition of arts and manufactures. This means a series of industrial exhibitions which will encircle the interior of the building. Other notable features include the establishment of a French club and the running of a purely French theatre, wherein French plays in the lighter vein will be staged exclusively.

Melograph Record Co. Incorporated.

With a capital of £5,000, in £1 shares, the Melograph Record Co. was registered without articles on July 11 to adopt an agreement with Ernest Hesse & Co., of Berlin, to carry on the business of phonograph record manufacturers. Registered office, Lyceum Chambers, 97 Hanover street, Liverpool.

Duty on Australian Catalogs.

The duty on catalogs sent to Australia may now be prepaid in London at the rate of 3d. per pound. Duty stamps are issued from the Commonwealth office, 72 Victoria street, Londou, S. W.

An Improved Record Box.

The Russell Hunting Record Co. have issued an improved record box. The old label which has proved so popular, and which it would be hard to equal for effectiveness, has been retained, but the change consists in deeper caps, top and bottom, firmly gummed, flush with the body of the box. Thus there are no cap edges protruding, which in the case of the old boxes was so often the cause of records being broken by falling through. "The 'Merry Widow' opera has been so much in demand," said Mr. Manson, "that we have included no less thau four more selections in our August list." And, by the way, the first one I notice is "The Vilja Song," sung (under the title "Miss") by Mabel Manson, the wife of the genial manager of this company. Their new premises are giving much satisfaction, but it has been found necessary to take additional floor space in the building adjoining.

Reduction in Price of Edison Records.

The forthcoming reduction in price of the Edison gold-moulded record from 1s. 6d. to 1s. naturally caused somewhat of a sensation in the trade, but we think it a move of good policy on the part of the National company, and feel sure all dealers will recognize it in the same light, as it means more trade and consequently better returns in the future. The company recognize that a certain amount of inconvenience will ensue, and have therefore made a generous provision for rebate on purchases between March 1 and June 8, iuclusive. Those who have not received particulars of this should write to the National Company in London. Chatting with Mr. Lemoine upon the matter, I am told that the reduction has met with general approval.

A Test Case.

Application was made at Bow street, under the Musical Copyright Act, 1902, and a summons was granted against a hawker to show cause why a talking machine disc and a perforated music roll, which he had offered for sale, should not be destroyed.

Music Trades Exhibition in Manchester.

A musical instrument trades exhibition is to be held at Manchester. It opens September 9 at the St. James Hall.

Edison Bell's Comprehensive List.

The Edison Bell August list of records contains a most comprehensive variety of selections, and is one of the finest issued this year.

American Talking Machine Co. Notes.

Business was going apace at the American Talking Machiue Co. and at the time of my call there were distinct preparations for increased trade during this next season. A new catalog with buyers' index or trade tally will be issued in good time.

Cook's Athletic Co. Changes.

We have received a communication to the effect that Cook's Athletic Co. (1907), Ltd., has acquired the business of Cook's Athletic Co., Ltd., and is continuing same at the old address under entirely new management.

General Phonograph Co. Plans.

Last month I made reference to the fact that the General Phonograph Co. had taken over the business of Neophone, Ltd. All business, including that of the "White" gold-moulded cylinder record, will in future be carried on from No. 1 Worship street, City Road. Here it was that I found Mr. White with his staff of experts around him, all doing their share in producing what is claimed will be one of the best phonograph cut discs now on the market. It is intended to apply the gold-moulded process—White's system—to the well-established Neophone product, and it will be manifest to all that this combination means a record of excellence, and one that all enterprising dealers everywhere should handle. Terms and particulars will be supplied on application to the General Phonograph Co. at above address.

Fr. Rauth's Northern Trip.

Fr. Rauth recently made a round trip up north, and reports things as fairly satisfactory for the time of year. His very adaptable needle box is again offered in this month's advertisement.

CARL LINDSTRÖM, G. m. b. H.

BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality **Best Workmanship** **Best Value**

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St. London, E. C., England

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued).

Homophone Double-Sided Discs.

The August issue of Homophone double-sided discs contains the first new English repertoire.

New Series of Flower Horns.

Felix Heilbronn, of Willibold, Twier & Co., showed me a fine new series of Frankonia flower horns, brass and steel embossed, and in all colors. They report good business both in these and disc machines.

British Sonogram Co. Make Records.

By the courtesy of Mr. Mellerio I was enabled to hear about a dozen new titles comprising sentimental and coon songs, violin and pianoforte solos, just recorded under their improved system. One can speak very highly of these records on account of their natural musical qualities, apart from their distinct pronunciation; the violin solos are exceptionally sweet. These issues will comprise No. 2 list, which will be forwarded to dealers upon request.

Pathe Freres New Machine Catalog.

Pathe Freres state that they are well satisfied with the reception accorded their new 8½-inch double sided disc at 1s. 6d. I may say that these records are every bit as well recorded as the larger discs, while the tone volume and purity is excellent. A new machine catalog is in course of preparation, and will be ready shortly, as also a larger catalog covering over 2,000 selections on the 8½-inch and 11-inch records.

Recent Odeon Agencies.

We are informed that several important agencies have been arranged by the Odeon Co. Messrs. Ashton & Mitchell's Royal Agency have opened a showroom at 33 Old Bond street, W., devoted exclusively to Odeon and Fonotipia records. They are also arranging to open showrooms at their branches at 35 Sloane street, and 16 Gloucester road, S. W. Another important agency appointed is that of the Musetta Piano Player Co., 83 New Oxford street, W. C.

Records of Herr Kandt's Band.

During July a special issue of Odeon records was made, the series, consisting of six double-sized records by Herr Kandt's Band, under the direction of Herr Julian Kandt. Kandt's Band is one of the most famous and popular organizations of its kind. Among the numerous engagements it has fulfilled have been "Command Performances" before the King and Queen, His Majesty having on several occasions complimented Herr Kandt upon the perfect ensemble and refinement of his band. The band has also performed before the King and Queen of Spain, the Prince and Princess of Wales, etc., etc.

Barnett Samuel & Sons Offer.

In their advertisement (elsewhere in this issue) Barnett Samuel & Sons offer to send absolutely free to all tradesmen a (reduced size) sample of their record album, which is the only British-made album on this market. They are made in no less than six sizes and styles, and are very strongly put together, as the sample will demonstrate. Another new line issued by this firm is a patent divided needle box, to hold 200, put up in fancy tins printed in colors. It is a very neat little box, and contains a needle and waste receptacle all in one. Mr. Balcombe states that a new illustrated catalog is now in course of preparation, and is expected to be published early in September.

Columbia Co. Hold Their Outing.

On Saturday, July 6, the employes of the London factory, of the Columbia Phonograph Co., held their first outing at Halliford-on-Thames. The party enjoyed a delightful ride by brakes through the beautiful Thames Valley, and on arrival at their destination spent the time in boating and sports. After dinner various members of the party contributed to the program of songs and instrumental music. Mr. A. Gladden occupied the chair. The toasts were "Our Manager" and "Success to the Firm."

Latest Addition to List of Factors.

Constantine Craies & Co. are a new firm to enter the rapidly swelling list of factors. Those principally interested are Mr. C. Craies, late managing director of Neophone, Ltd., and Mr. Sidney T. Aldridge, late assistant manager of the same company, and also of the Gramophone and Zonophone companies, as export manager. I was permitted a view of the premises which were then being fitted up to carry large stocks of records and machines. There is ample accommodation, and I was informed by Mr. Aldridge of their intention to factor and carry a representative stock of all classes of machines, accessories and records, apart from which they are themselves manufacturing a splendid series of disc

Words Fraught With Meaning

TO YOU

Our catalogue is not the most expensive, but it is the most COMPREHENSIVE, and therefore the one of most use to you.

It contains illustrations and full particulars of every machine, record and accessory of merit now on the British market.

Our buying facilities place us in a position to quote rock-bottom prices.

Specify your exact requirements with quantities.

FREE—Export Catalogue on receipt of Trade Card.

AMERICAN TALKING MACHINE CO.
31 Tabernacle St., London, Eng.

WORTH A GUINEA A BOX

Registered in many countries

GREAT ADVERTISING LINE

Sapphires Guaranteed Genuine

Record Albums

Flexible Nickel End Connections Flower Horn Rubber Connections

WRITE FOR SPECIALTIES

FR. RAUTH, 9 Christopher St., London, E.C.

See my previous advertisements 10 & 12 inch FLOWER HORNS

THE BRITISH BOOM OF THE YEAR!

THE RECORD THAT'S HALF AN INCH LONGER!

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s. **Liberal Discount for Export** **25 CENTS**

MANUFACTURED By

THE RUSSELL HUNTING RECORD CO., Ltd.

13, 15, 17 City Road LONDON, E. C., ENGLAND

Australasian Representative: **H. A. PARKER, 19 Hunter Street, SYDNEY**

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

FROM OUR LONDON HEADQUARTERS—(Continued).

machines with inlaid Sheraton cases, and carrying a patent tone arm, which, with slight adjustment, will allow of both the phonograph cut and Berliner type of records being played.

New Columbia Catalog Coming.

The Columbia Co. state that a new catalog, covering all their machines and records, will be ready in the near future.

Enlightenment Still Necessary.

Every now and then one is astonished at the amount of misapprehension that exists with reference to the talking machine, even on the part of those who are supposed to know better. A recent incident of this kind occurred to one of the travelers of the Cardiff branch of the Columbia Co. He went to answer in person a letter received from a customer and happened to meet the lady at the lodge gates as she was coming out of her park for a drive in her motor car. She was exceedingly affable to the salesman, but the thing which made him stare with astonishment was her request, as she handed him a disc record to whistle the tune for her. Apparently she had a hazy notion that by looking at the engraving of the sound lines the salesman could read off the music as one does the printed sheet.

Lyon & Co. Preparing for Coming Season.

A. Lyon & Co., the city road factors, are busily preparing for the coming season, which they mean shall be a good one. Business was said to be satisfactory for the time of year.

Latest Imperial Records.

The August list of Imperial records includes a splendid variety of selections. At least one new artist, Albert Campbell, is listed, while I notice also the return of an old supporter.

Wilfred Samuel's Trip to Berlin.

Wilfred Samuel, of Barnett Samuel & Sons, paid a business visit to Berlin last month, which, it is understood, was of a satisfactory nature.

Received Highest Award.

At the talking machine contest at Epsom on July 17 the Odeon Co. received the highest award in the trade class for their needle disc records. The records which carried off the honors, were tne "Tancredi Overture" (grand opera, 13¾ in., Cat. No. 7201), and Mr. Lloyd Chandos' "Nirvana" (Cat. No. 606). Great surprise was evinced by these members of the trade present at the purity and volume of these delightful records and the honor was unanimously voted as fair and equitable. The instrument used was the "Exhibition" Discodeon.

Increased Postage to New Zealand.

On and after July 25 there will be an increase in the postage charged on parcels for New Zealand exceeding four feet in length and girth combined. The postage on parcels not exceeding that size will remain unaltered. A copy of the new regulations may be seen at any British post office.

The "Talker" in Morocco.

Did Kaid Maclean have a presentiment of his capture? He is said to have ordered only recently before he fell into Raisuli's hands a Columbia graphophone which had been sent out to him from London. The imagination pictures captor and captive dancing a merry fling to the waltz from "The Merry Widow," for if this music charms the continent, and takes all London by storm, may it not be expected to prove equally seductive in the wild hill country of Morocco? Still, if Raisuli continues to exhibit the storm qualities of a lion heart, there is some satisfaction in the thought that the Kaid may be deriving solace from the graphophone's companionship, forgetting his discomforts and minimizing the dreariness of confinement, while the barbarian amuses himself perplexing the Powers.

To Make Records in a Few Weeks Time.

I am informed by Mr. Fischer, of the Favorite Record Co., that he expects recording to commence in London in a few weeks' time.

British Sonogram Co.'s Announcement.

The British Sonogram Co. announce that No. 2 list of records will be ready about the first week in August, and a few days after they will have on the market ten or twelve new up to date "Sovereign" records made under an improved system. Recording was in full swing at the time of my call, "and while, said Mr. Mellerio, "machine deliveries are a little behindhand, we have excellent prospects for the season in sight.

Bonci Appearance With Melba.

The appearance of Signor Bonci with Mme. Melba at Covent Garden goes to show what strides the talking machine is making, and the manner in which the makers of high-class records are raising the level of this type of musical instrument. Signor Bonci is under contract with the Fonotipia Co. to make Fonotipia records, and it is interesting to note that Victorian Sardou, the famous dramatist, was recently persuaded to make records of extracts from his own works after hearing Bonci's record of "La Donna e Mobile." Messrs. Sterling & Hunting state that Signor Bonci's appearance has led to an enormous demand for his Fonotipia records, notably that of the famous "Rigoletto" quartet ("Bella figlia dell amore"), with Bonci as the Duke, as he played at Covent Garden. This record is a 13¾-inch size, and sells at 25 shillings.

Some Clever Advertising Work.

By the way, a brilliant piece of advertising work was achieved in connection with Signor Bonci's first appearance at Covent Garden on Saturday, July 13. Spaces were booked in three important dailies for the following Monday, and special arrangements made therewith for the receipt of "copy" at a very late hour. Accordingly Mr. Louis Sterling and a member of the staff of Sterling & Hunting, Ltd., witnessed the performance at Covent Garden, jumped into a waiting motor and were driven rapidly to the offices of the Daily Mail. Here the "copy," describing Bonci's reception, was prepared and handed in. The other two offices have arranged for the copy to be delivered on Sunday, and this was done.

THE POPULAR RECORD is now the **"SOVEREIGN"** Double-sided, Unbreakable Disc Record

(WILL NOT WEAR OUT)

THE BEST RECORD FOR THE SUMMER TRADE **THE BEST RECORD FOR THE SHIPPING TRADE**

THE BEST RECORD FOR THE MILLION

LIST No. 2. (50 Records = 100 Titles, mostly Bands and Instrumental Titles) is now ready.

LIST No. 3 of about 10 or 12 Double Sided Records (making 20 or 24 Titles) from The Sonogram's own new and up-to-date recording process, is in course of preparation and will be ready about August 15.

The "*Sovereign*" is the Record *most suitable* for use in *Tropical countries*, as the process of manufacture enables it to withstand the heat better than any other record in existence.

Retail Price, 2/-

THE "SONOGRAM"
Standard Machine
RETAIL PRICE, £5

SPECIFICATION.—Sound-tight Ball and Socket Joint, 10-in. Turntable, Silent Side-wind, Silent Movement, Double Spring, "Sovereign" Sound Box, Handsome Oak Cabinet (our own design), Flower Horn (22-in. x 22-in.)

THE POPULAR 30s.
THE DE LUXE £10
SONOGRAMS
Are also coming on the market shortly

WRITE FOR LISTS AND FULL PARTICULARS TO

ALL SONOGRAM GOODS ARE BRITISH MADE

The BRITISH SONOGRAM CO., Ltd.

Cable Address: EBNOLOID, LONDON

77, City Road, LONDON, E. C.

DEUTSCHE TELEPHONWERKE

G. M. B. H.

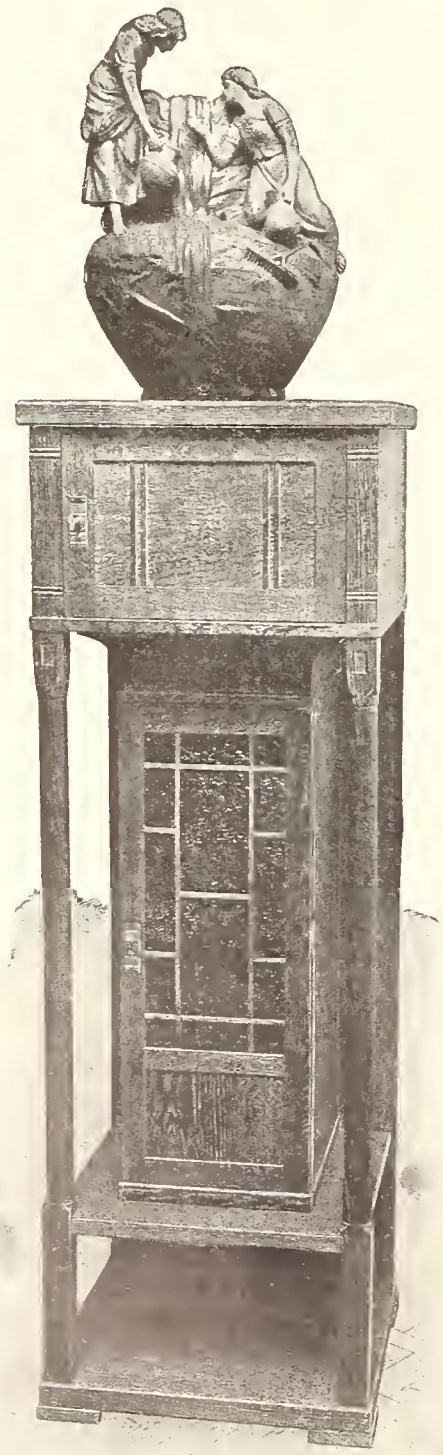
Talking Machine Department

BERLIN S. O. 33, ZEUGHOFSTRASSE 6 8

OUR NEW

ORTHOPHONE

LUXUS TALKING MACHINES



are up to date
at all points
and represent
a very high
class manufacture
besides being
of the
most modern
construction

FROM OUR LONDON HEADQUARTERS—(Continued).

The result was that almost side by side with the press criticisms of "Rigoletto" on the Monday there appeared in the advertisements of "Fonotipia" records an account of Bonci's debut, and a list of his records from that opera. Thus was an advertisement treated as news and advantage taken of the interest in Bonci's appearance.

Graphophone for the "White City."

At Manchester's new pleasure ground, the "White City,' a Columbia sound-magnifying Premier graphophone has been supplied to provide the mysterious music of mermaids, etc., on the "Mystic River."

Zonophone Stand Much Admired.

The Zonophone stand was the center of attraction for talking machine men and others at the Ironmongers' Exhibition held last month at the Agricultural Hall. The "boom" was felt even there, for good business was reported every day.

Talker Popular in Every Walk of Life.

Where is the talking machine not to be found? A correspondent points out that it is in evidence at the hospital, in the prison, the home, fetes, bazaars, churches, at political meetings, on yachts, in schools, at places of amusement, on the lawn; in fact, everywhere, and under many other circumstances, not the least of which is the street corner nuisance who endeavors to get music from worn-out records, and extract coppers from the pockets of the unwary as the perambulating policeman disappears from view.

Provides Music for the Soldiers.

In addition to the twenty-five guineas subscribed to the building fund of the Union Jack Club, the Gramophone & Typewriter Co. generously presented gramophones and records to provide music, which will enable the soldiers to pass away many pleasant hours.

Business Exhibition a Success.

The Business Exhibition held at Olympia, July 4-13, was the first of its kind to be held in this country. Its purpose was to bring together for the benefit of business men all those devices and inventions which have for their end efficiency and economy. It afforded opportunities to investigate those things calculated to make the conduct of business simpler, safer and more expeditious. Thousands visited the exhibition, some solely for the purpose of reporting on one particular invention only, and needless to say the large number of orders booked will keep the exhibitors busy for many a day to come. It was altogether an undoubted success, and should be held at least once a year.

The Dictaphone the Central Interest.

The only firm in the talking machine trade who secured a stall was the Columbia Phonograph Co., and their report is given hereunder:

One of the most interesting exhibits at the business show was the Columbia Phonograph Co.'s "Dictaphone." There were usually more people about this stand than any other in the big building. Its position was very prominent in the main aisle, close to the entrance. It occupied an entire block in the ground plan, so that it was surrounded on all four sides by aisles. Counters were built along the sides, covered with red upholstery, leaving the center for comfortable chairs, tables and the manager's desk. Along the counters were placed Dictaphones, both electrically driven and the spring motor varieties, and interspersed were the transcribing machines and typewriters for the typists' use.

A large force of experienced salesmen was on hand to demonstrate the advantages of the Dictaphone. They would dictate letters into the machine before their audience, pass the cylinder over to the typist, who transcribed the matter right away, and then show the letter to those interested. It was this public practical demonstration of the convenience and time-saving features of the instrument that attracted and fascinated the crowds and made it difficult at times for some of the people to get near enough to see and hear all that was going on.

A lot of educational work was necessary. A great majority of those who saw the Dictaphone at work had crude or wholly erroneous notions about it. Not once nor twice, but several times the demonstrators were asked if the dictated letter came out typewritten at the other end, indicating that the questioners thought that without any human intervention matter spoken into the cylinders could be reproduced at once to the eye in typewritten form. Other questioners inquired whether if a foreign language were spoken into the machine it would reproduce it. Still others had the idea that the dictator was speaking through a speaking tube directly to the typist who was writing down all he said at the very moment he said it.

Yet it was evident from the outset that the Dictaphone was attracting a great deal of serious attention from keen business men. The saving of all the time in taking down stenographic notes was at once apparent to them, and the economy this effected. Other advantages, its convenience and the saving of the high-priced men's time were appreciated after a little consideration and explanation. The daily papers, both in London and the provinces, gave generous notices to the Dictaphone, which were responsible for the visits of heads of firms from all over the country to Olympia, with the sole object of seeing it in operation and examining into its merits. The secretary of a huge manufacturing enterprise in Loughboro spent over an hour at the stand. He went into every detail of this new method of correspondence, and was immensely impressed. He stated that he had been sent to London by his firm to examine and report on the Dictaphone. He came direct to Olympia from the train, immediately hunted up the Columbia stand, and without visiting any other exhibit in the building, left for the Midlands as soon as he had become acquainted with the advantages of the machine. His was not an isolated case. Several other visitors stated that they had come to the exhibition from Hull, or Durham, or Liverpool, or Hunstanton, particularly to see the Dictaphone. Several heads of London firms made appointments for their typists to visit the stand and try their hands at transcribing. Not only was there this interest on the part of visitors, but many of the exhibitors themselves stated that the Dictaphone stand was the drawing card of the show.

Sales of several outfits were made during the exhibition, trial orders for many more were obtained, while the introduction secured to large commercial and manufacturing enterprises, business offices and professional and literary men are sufficient to keep the Dictaphone department busy for several months to come. It is, therefore, almost superfluous to add that the Columbia Phonograph Co. are highly gratified with the results of their exhibit.

British Mail Boats Fastest in Future.

The Government returns issued recently show the number of days, hours and minutes occupied in the transit of the mails between Great Britain and New York. In the matter of speed the German boats are ahead of the British, as the following figures of the last four voyages from New York made in 1906 by the Lucania, the Campania and the Kronprinz Wilhelm, exemplify:

Lucania.			Campania.			Kronprinz Wilhelm.		
d.	h.	m.	d.	h.	m.	d.	h.	m.
6	2	58	6	1	0	5	16	15
5	18	23	6	2	15	5	16	40
5	20	27	5	23	32	5	19	32
5	20	23	5	25	0	5	15	23

The German boats land their mails at Plymouth, whereas the Cunarders land at Queenstown. The new Cunarders, the Lusitania and Mauretania, are, however, expected to cover the distance between Sandy Hook and Queenstown in four days, sixteen hours, and the journey to Liverpool in about five days, so that the restoration of British supremacy is assured.

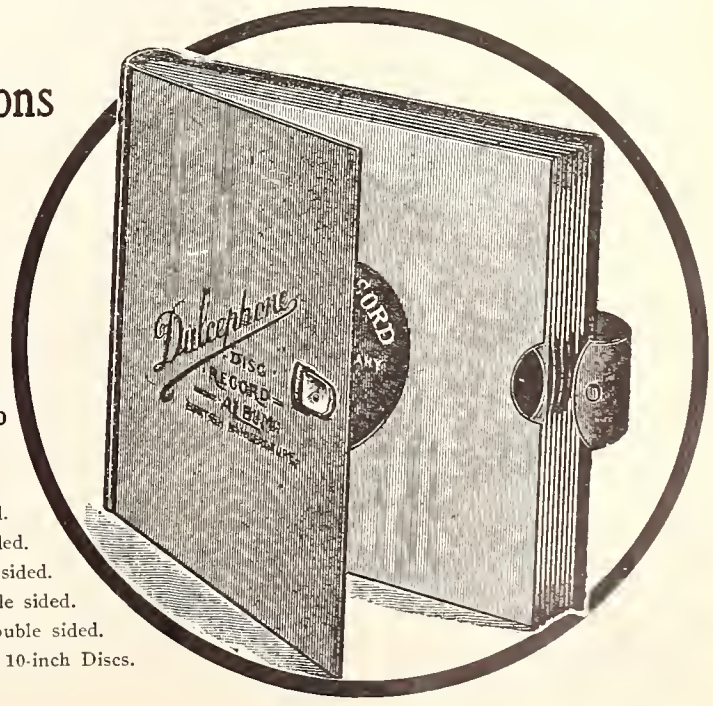
The Sheffield Choir in a New Role.

The world-famous Sheffield Choir, having achieved practically all that is humanly possible in the way of proving what a trained body of choristers can do, and having demonstrated that ability alike in London, Leeds and numerous other English musical centers, and in Dusseldorf, Cologne, Frankfort and other Rhineland cities during their last year's triumphal tour of Germany, are now essaying a somewhat more difficult role. Their series of triumphs recently brought them under the notice of one of the largest firms in the talking machine industry, and the suggestion was made that the Choir

FREE
SAMPLE (reduced size) of our
Dulcephone
ALBUM
Sent to Traders on application.

Barnett Samuel & Sons
LIMITED
ALBUM MAKERS
Manufacturers and Wholesalers of Phonograph Merchandise
WORSHIP ST., LONDON, ENGLAND

No. I...For 10-inch Discs...Single sided.
No. II....For 10-inch Discs...Double sided.
No. III.....For 10¾-inch Discs.....Double sided.
No. IV.....For 12-inch Discs.....Single sided.
No. V.....For 12-inch Discs.....Double sided.
No. VI.....EDITION DE LUXE.....For 10-inch Discs.



FROM OUR LONDON AND BERLIN HEADQUARTERS.

should make a series of disc records with the company in question. Dr. Coward, the popular conductor of the Sheffield Choir, fell in with the idea, once he was convinced that the scheme was practicable and that there was a greater chance of success with this particular company than had been evidenced by the efforts of record making companies previously. This was not a matter of great difficulty, for certain improvements had been effected of late which had a bearing upon the previous difficulty of making successful chorus records, and this, together with the fact that such artists as Mesdames Destinn and Hempel, of Covent Garden; Mr. Watkin Mills, Mr. Lloyd Chandos, Mr. Harry Dearth and the like had associated themselves with these records, proved in a convincing manner to Dr. Coward that the reputation of his fine chorus would be perfectly safe in being connected with Odeon records.

Accordingly the Odeon Co. sent down a special recording staff, equipped with the necessary apparatus, and supervised by its recording engineer, Mr. Arthur H. Brooks, to make, with the Sheffield Choir, a series of oratorio and other records. A hall at Messrs. Wilson, Peck & Co.'s Beethoven House, was specially arranged for the purpose, and here on Saturday (July 13) the selected members of the Choir, chosen among themselves by popular vote, and under the baton of their gifted conductor, Dr. Coward, assembled to give of their best for the delight of those musical people who, perhaps unable to gratify their love by performing their own vocal or instrumental music, rely upon the talking machine to supply their need.

The records made on Saturday include selections from the "Messiah," "Elijah" and "John Gilpin," as well as a number of unaccompanied part songs. When the operations (conducted in semi-privacy, of course, for there are numerous secrets jealously guarded by the experts) were concluded, the recording chief stated that the records from his point of view were very successful, though the necessary tests could only be made in London.

The Odeon Co. have been the recipients of flattering letters from the M.P.'s for the Sheffield divisions concerning this stroke of enterprise.

They also ask us to state that in addition to the splendid work which Dr. Coward has done toward making the records a success, they desire to acknowledge the indefatigable efforts of the secretary of the Sheffield Choir, A. S. Burrows, by whom most of the arrangements on behalf of the Choir were made. The Choir will visit Canada in the near future.

Revising Their List of Dealers.

Messrs. Sterling & Hunting, Ltd., state that they are revising their list of the dealers who stock "Odeon" records with a view to referring to dealers' inquiries from their localities. Dealers who are willing to execute such business when it is handed to them in this way should get their names on this list, and should send a postcard marked "Register of Dealers" to the company at 14 Hamsell street, E. C.

Odeon Records for August.

The complete catalog of Odeon records dated August has several points of interest. In the first place it is one of the most artistic productions it has ever been our pleasure to see. The cover is printed in two colors, black superimposed upon a dainty blue, and the design used is a fine piece of pen and ink work by Penryn Stanlaws. We congratulate the Odeon Co. upon securing this fine picture. Another feature of the catalog is the inclusion of an index, with numerous cross references to titles and instrumental solos, etc., which is a distinct innovation and one sure to be appreciated. Last of all we notice that the list of "Standard" (7½ inch) Odeon records has been eliminated, with a view, we understand, to publication in a separate form.

Neophone Co. Expansion.

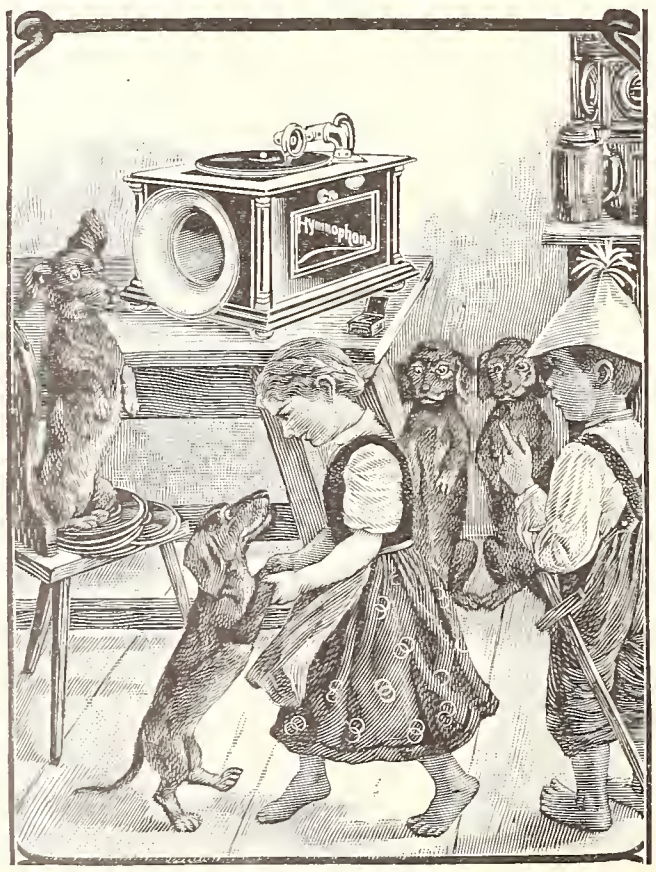
I have had a further interview with Dr. Michaelis, the inventor of the sapphire disc records, and he informed me that (as I pointed out in my last letter) the General Phonograph Co., Ltd., had purchased the business and rights of Neophone, Ltd., and that they are actively preparing a comprehensive catalog of new gold-moulded Neophone records to be ready in time for the coming season, and, as a matter of fact the first issue has already taken place, and we have listened with much pleasure and enjoyment to the perfect orchestration of their latest products. The whole of the foreign business in Neophone will continue to be effected as heretofore by the International Neophone Co., Ltd., whose general manager if Dr. Michaelis. This company is dividing into districts the countries under their jurisdiction, viz., all foreign countries (except Germany), and are appointing a sole agent for each division. Their product is now so well-known and appreciated that American dealers will, no doubt, quickly put themselves into communication with the International Neophone Co., Ltd., whose offices are No. 2 Tabernacle street, but before long the International Neophone Co., Ltd., propose to complete their arrangements for the formation of an American Neophone Co. Dr. Michaelis, with Mr. O. H. Waetzig, technical manager and head recording expert, is preparing to go over and commence his propaganda of the original sapphire disc talker, the Neophone.

The Best and Most Beautiful Talking Machine of the World is

Holzweissig's Talking Machine

HYMNOPHONE

20 Patterns Superiorly Finished



Only the Hymnophone is the ideal of talking machines

The exclusive privilege for the United States is to be conferred

U. S. Patent No. 825725

Ernst Holzweissig Nachf., Leipzig (Germany)

TRADE NEWS FROM GERMANY.

Talking Machine Business Expanding—Foreign Trade Is Especially Active—Beka Records for the World—Tone Arm Action—Dr. Moskowski's Visit—Some Figures Regarding Export of Disc Records and Machines—New Factory in Hanover—Dealers to Establish Fixed Prices—Exhibitors at Leipzig Fair.

(Special to The Talking Machine World.)

Berlin, Germany, August 2, 1907.

Business in this country is very brisk, the season considered, and there is a steady increase in the output of talking machines and records to meet domestic and export demands. The foreign trade is proving to be an important feature of the business of talking machine manufacturers, and exports are now being made to all parts of the world. Another pleasant development worth noting is the steady betterment noticeable in machines and records. It is true we have plenty of poor stuff—in fact, too much of it—but purchasers are evidently becoming more critical, and this is reflected in the demands by factors and dealers for a better grade of goods.

* * * *

There is an enormous demand for Beka records made in this city, and the manufacturers are now putting out a catalog, both international and domestic, that must prove amazing to those who have not kept closely in touch with the growth of this enterprise. This concern now control master records of practically every country "under the sun," and their excellence is paid tribute to by the large purchases in the great cosmopolitan centers of the world. In fact, the Beka people now control the largest and most comprehensive repertoire which has ever been compiled. Members of the trade desiring something very special should look up their advertisement in the London department and keep in touch with this great institution.

* * * *

The tone arm action of the Carl Lindstrom and the Odeon Co. against the German Gramophone Co., Ltd., has been decided in favor of the plaintiffs, and the German company's patent cancelled. The German Gramophone Co., Ltd., are going to take the case to the higher courts.

* * * *

The immense strides Germany has taken in the manufacture of disc talking machine rec-

ords may be realized when it is stated that though ouly about four years have elapsed since disc records were made in this country in marketable quantities, the following is the amount of export business from January to May, 1907, from German disc factories. The figures given are per 100 kilos (220.46 pounds): Belgium, 188; France, 727; Great Britain, 3,702; Holland, 186; Austria-Hungary, 565; European Russia, 339; Switzerland, 271; European Turkey, 94; Egypt, 282; Britisn India, 632.

In the matter of machines the following figures are given by the German press as being the amount of export busiuess in that line from January to May of this year: Belgium, 18,800 kilos; Denmark, 15,200 kilos; France, 43,000 kilos; Great Britain, 87,000 kilos; Italy, 14,800 kilos; Holland, 10,200 kilos; Austria-Hungary, 69,800 kilos; Roumania, 9,300 kilos; Russia, 113,600 kilos; Sweden, 12,000 kilos; Switzerland, 5,900 kilos; Turkey, 6,500 kilos; Egypt, 3,100 kilos; Argentina, 9,500 kilos; Brazil, 7,000 kilos; United States, 38,400 kilos. It will be seen that Russia offers the best market for German talking machines, with England second and Austria-Hungary third, though the latter country is Germany's political ally.

* * * *

A new factory has been established in Hanover, Germany, for the manufacture of disc records under the title of the International Gramophone Co., m. b. H. It is stated that the Deutsche Grammophon, A. G., have applied for an injunction against the new company to restrain them from continuing to use the name first adopted.

* * * *

The Society of German Dealers of Talking Machines has commenced its task of undertaking to establish fixed retail prices for all German talking machine articles. Despite strenuous opposition it is believed the society will succeed.

* * * *

The Deutsche Telephon Werke of this city will not exhibit at the Leipzig autumn fair this time, but they invite all customers and visitors to call at their showrooms at Berlin Zeughofstrasse, where the company will exhibit their latest types of machines, which include many novelties that most prove of world-wide interest.

* * * *

Americau manufacturers and jobbers cannot fail to be interested in the Hymnophone, Ernst Holzweissig's talking machine, an announcement regarding which appears elsewhere. It contains many individual features that must command consideration.

HORN SITUATION DISCUSSED

By Horace Sheble, of the Hawthorne & Sheble Mfg. Co.—Change in Edison Equipment Will Help Demand for Better Grade Horns.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 9, 1907.

In a recent interview with Horace Sheble, of the Hawthorne & Sheble Manufacturing Co., he was asked the question as to how their company figured the change in equipment proposed by the National Phonograph Co. would affect the sale of horns and cranes as independent transactions, and he replied:

"In the old days talking machines were all equipped with hearing tubes, and their sale was extremely limited. With the advent of the small horn the sale increased, the public realizing the benefit to be derived from dispensing with the objectionable hearing tubes. Many customers, however, desired to secure a better reproduction than could be obtained through using the small horn, which demand started experimenting in all quarters to produce a more effective article, the results of which experimenting evolved the present numerous styles on the market.

"The varieties thus secured have undoubtedly assisted very materially in the development of the talking machine industry, as the public differ in their ideas as to appearances as well as to results obtained, and by catering to this fancy as well as varying the equipment, the progressive dealer has been able to affect many sales that were otherwise impossible.

"Undoubtedly the change in equipment as proposed will affect the sale of certain style horns, but it will by no means usurp the horn market as applied to Edison phonographs. The public to-day is just as discriminating as it was last year, and what will suit one customer will not appeal to another, so that the progressive dealer will always find a good market for horns different from what is furnished with the original outfit. The move to sell large horns on machines as part of the equipment is not a new one, as it has already been employed by several machine manufacturers, but we have found a steadily increasing demand for horns of different design to be used on such machines.

"During the past two years we have noticed a much larger market for better grade horns, which fact has been demonstrated to our satisfaction by the enormous sale on our line of "Artistic" flower horns. We look for this demand to increase. The crane situation is in somewhat the same condition. Cheaply constructed cranes for Edison phonographs will be forced off the market, but cranes of different designs, which are equally as good or better than those furnished with the machine, will undoubtedly meet with a ready sale.

"We welcome the change of equipment as an assistance in educating the public to the advantages of using a large horn. The sale of horns other than similar styles to those originally furnished we believe will increase."

At the request of a large number of distributors, the Victor Talking Machine Co. have decided to mail two hangers aud advance copies of the regular and folder supplements from Camden on such a date as will insure there being in the hands of Victor dealers on the 28th of each month.

PACIFIC COAST HAPPENINGS.

Star Talking Machine in Great Favor—W. S. Gray's Good Columbia Work—Splendid Outlook for Good Fall Business—Some Recent Victor Visitors—Other Live News.

(Special to The Talking Machine World.)

San Francisco, Cal., August 6, 1907.

Kohler & Chase are now distributing pamphlets, issued by the Hawthorne & Sheble Manufacturing Co., makers of the Star talking machine, giving a full description of all parts of the machine, and the various models. There is a good Star business at the Oakland store now. Bernard S. Goldsmith, of the talking machine department, says that Edison goods are also doing well there, as the tapering arm attachment, which does away with the horn projecting in front, and produces a much fuller and sweeter tone, makes the Edison machine more attractive than ever. The scratchless Star records are also attracting a lot of business. Mr. Goldsmith, speaking of the outlook of the talking machine trade, says he believes that it will be the greatest part of the music trade on the Coast in a few years.

The Columbia Phonograph Co. have another new display this week. One of the windows is filled with little tents, over each of which is displayed the flag of some nation, in which, according to the inscription, the Columbia graphophone is admired. W. S. Gray, of the Columbia Co., has been sending out letters to many families in San Fraucisco, calling their attention to the Columbia Sterling disc graphcphone, and inviting everybody to the daily free concerts given at the Van Ness aveuue store.

Clark Wise is holding a bargain sale of talking machines this week, offering $25 machiues, which were somewhat damaged by rough handling on the cars, for $9.85 each.

The Eilers Music Co.'s Fillmore street store has now a full stock of Victor goods on hand, and sales are starting off very satisfactorily.

Mr. Ornstein, mauager of the sales department of the Victor Talking Machine Co., left for the North last week. Arthur Geissler, of the same company, was in San Francisco on a visit last week.

KELSEY WITH RAPKE.

J. P. Kelsey, well known in the talking machine trade, has been engaged as manager by Victor H. Rapke, and will locate at the Victor H. Rapke Co.'s factory, 530 East 72d street.

TALKING MACHINE DEALERS

SHOULD BE FAMILIAR WITH THE BEST

DRUMS

MADE—WRITE TO-DAY FOR CATALOG

EXCELSIOR DRUM WORKS

A. G. SOISTMANN, Manager

1109-1111 Locust Street Philadelphia, Pa.

The Latest Invention!

THE KEEN Attachment

CAN BE USED ON ALL CYLINDER MACHINES

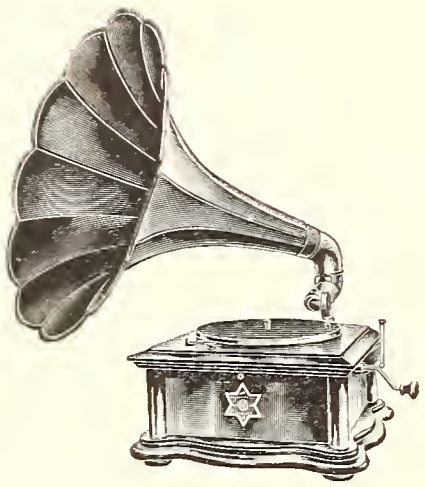
It improves the sound, softens the reproductions. The attachment enables the user to turn horn in any direction. Saves much annoyance and produces better results than the old way. Every talking machine man will see the advantage of this new invention. Don't delay investigation, you can increase your sales with it.

Invented by a pioneer talking machine man, whose practical experience has taught him the value of this attachment. RETAIL PRICE, $7.50. Liberal discount to the legitimate trade.

Keen Phonograph Co., Manufacturers

2443 Kensington Avenue - - - Philadelphia, Pa.

STAR TALKING MACHINES RECORDS

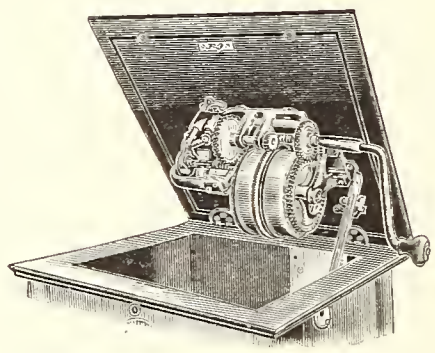


Star Talking Machines

Brilliant tone

Superior wearing qualities

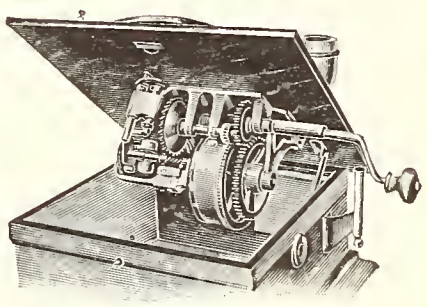
Handsome appearance

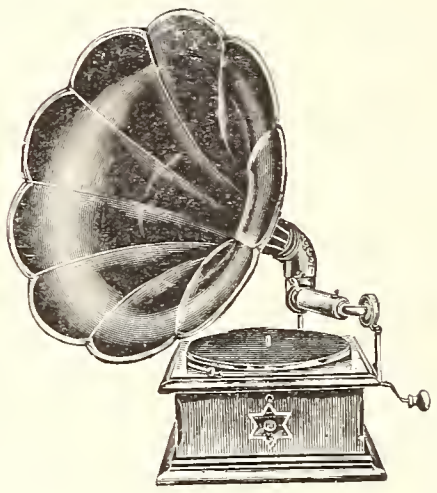


Star Records

Natural reproduction

Musical perfection





Write for Catalogue

HAWTHORNE & SHEBLE MANUFACTURING CO.

PHILADELPHIA, PA., U. S. A.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Business Shows a Healthy Increase Over Last Year—The Victor Co. Help Dealers—Henry Babson Married—C. W. Noyes' Successful Trip—C. E. Goodwin Visiting Yellowstone Park—Chicago Case Co. Increase Capacity—J. W. Mills Spreading Out—Edison Men Gather at Grand Rapids—The Columbia Boost Club—Arthur D. Geissler Returns from Vacation Spent on Pacific Coast—Reports Progress in This Territory—Movements of Regina Men—Improvements in Local Establishment of National Phonograph Co.—All the News of the Month.

(Special to The Talking Machine World.)

Chicago, Ill., July 9, 1907.

Both jobbers and retailers report business as keeping up remarkably well. July, as a whole, is generally reported as having been quite up to June, and in some cases a moderate increase in sales is reported. In most cases business is reported as showing a healthy increase over last year.

The remarkable efforts of the Victor Co. to assist dealers through the medium of advertisements in local dailies are the subject of favorable comment in the trade. The big 600-line advertisement announcements of the August bulletin which appeared in the Tribune, Record, Herald, News and American on Monday, July 29, are said by dealers to have had a distinct effect on sales. When one considers that these and similar announcements appeared in the leading papers of all the principal cities of the country, and that similar advertising will be done each month, in addition to greatly extended magazine publicity and a vigorous campaign in agricultural papers for the benefit of the country dealers, the finish of that extra $150,000 advertising appropriation can be readily seen.

Quietly and with no announcement of his going, but with quickened step and a new light gleaming in his eyes, did Henry Babson hie himself westward the latter part of July. His destination, though he breathed it not, was Seward, Neb., the old Babson home, and where all of the Babson boys spent the early part of their lives. It was to claim one of the fairest daughters of Seward that Mr. Babson turned homeward, and on the morning of August 2 he was married to Miss Laura Davis. They are spending their honeymoon in the mountains of Colorado and will return and be at home to their friends in Chicago's beautiful suburb of Riverside about September 1. To none of his friends, even those who entertained "suspicions," would Mr. Babson admit the object of his visit to Nebraska, and even his brothers insisted that he only owned up at the last moment when the fact that his absence would be so prolonged seemed to make explanations necessary. Both Frederick K. and Gus Babson have beautiful homes at Riverside, and another Babson residence will be erected there in the near future.

C. W. Noyes, secretary and Western representative of the Hawthorne & Sheble Mfg. Co., returned the latter part of last month from a trip among Central Western jobbers and will leave about the middle of August for the Pacific coast. "During the past month," said Mr. Noyes, "I have seen most of the jobbers from the Missouri river east to Pittsburg, and in all but one or two instances they report themselves as highly pleased with the volume of trade this summer. July equaled, and in the majority of cases exceeded, that of a year ago. No one looks for anything but an excellent business this fall, and the number of concerns who are arranging for larger quarters and are making extensive improvements to their premises speaks eloquently of the general prosperity." While in Detroit, Mr. Noyes spent Sunday with Charles M. Daniel (Niel Morret), composer of "Hiawatha," "Silver Heels," "Moonlight," "Cherry," etc. In speaking of the new copyright bill, which failed to pass the last session of Congress, Mr. Noyes stated that the failure was due to the fact that the fight for the bill was made by the publishers instead of by the composers, who were more vitally interested in its passage and whose arguments would have the most weight with the lawmakers. Mr. Daniels claimed to speak by the book when he said that the case would be reopened and that the composers would have a full hearing and would see that their claims were strongly and fully presented.

E. E. Forbes, of the E. E. Forbes Piano Co., Birmingham, Ala., and Memphis, Tenn., was a Chicago visitor last month.

E. C. Plume, Western wholesale manager for the Columbia Phonograph Co., returned the first of the month from New York, where he attended the various festivities attendant upon the Eastern Talking Machine Jobbers' Association. Incidentally he closed a deal with a local house which will not only do an immense mail order business in Columbia graphophones from Chicago but will also handle the company's full line exclusively at its numerous retail stores throughout the Central West and East. The contract involves something like a quarter of a million dollars, it is understood, and the initial order indicates that the company mean business with a big B.

Special Notice to Dealers

We spend **Ten Times** as much in Advertising Edison Phonographs and Records as any other Jobber.

As a Result **WE HAVE** Inquiries to refer and **WE DO** refer them **DAILY** to dealers **WHO BUY OF US.**

GET IN LINE

Remember that Jobbers who do not advertise cannot have many inquiries to refer.

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

Mr. Young, representing the Mello-Tone Co., Springfield, Mass., was a recent visitor to Chicago and secured a nice volume of business from local jobbers on the Mello-tone horu attachment.

C. E. Goodwiu, manager of the talking machine department of Lyon & Healy, left the middle of last month for the Yellowstone. After thoroughly exploring aud enjoying the wonders of Uncle Sam's wouderful little corner on Nature's wonders, he proceeded to Portland, where he is now visiting his pareuts. He is expected back about the middle of August. Assistant Manager L. C. Wiswell is in charge in Mr. Goodwin's absence. "We are having a good healthy summer business," he said, "and July ran considerably ahead of last year." The department has just issued revised lists of the best selling Victor aud Edison records, the Victor list includiug 300 names and the Edison 250. These lists have proved of real value to dealers, and they are carefully revised from time to time.

George M. Nisbett, wholesale manager for Babson Bros., left ou the 4th, accompanied by his wife and a party of friends for Minocqua for a stay of several weeks. Mr. Nisbett is a mighty fisherman, and also is a camera fiend of high degree. He has been experimenting this summer with a special trick camera of his own devising, and if he doesn't convince his friends on his return that he broke all Waltonian records at Minocqua the pictures will not be to blame.

Gus Babsou, of Babson Bros., is spending his vacation at Mackinac Islaud.

The Chicago Case Co. have greatly increased capacity in their new factory at 241 South Jefferson street, and have taken advantage of the comparatively dull months to accumulate a big stock of record cases wrapped and ready for shipment, so as to be prepared for instant satisfaction of the demands of the fall trade. They make five styles of cylinder and six styles of disc record cases of varying capacities and of superior and durable construction.

James W. Mill, the enterprisiug talking machine dealer of Elgin, Ill., is spreading out. On July 22 he moved from his former store, which he had made famous in Elgin as the "Mill on Spring street," to a new and more central location at 166 Chicago street. This store was formerly occupied by the W. W. Kimball Co., the agency for whose piauos Mr. Mill has taken. The store has been remodeled throughout, and has an excellent show window which Mr. Mill will know how to take advantage of. Mr. Mill carries the Edison, Victor and Columbia lines, and is preparing to add the Zonophone in the fall. In addition to talkiug machines and pianos, a specialty will be made of small goods, and the sheet music stock will be increased.

Two of the retail stores of James I. Lyons have been moved to larger quarters in anticipatiou of an increased fall trade. The Lincolu Avenue Phonograph Exchange, Chicago, managed by Elmer A. Fearn, is now at 1049 Lincoln avenue, while the Aurora Phonograph Exchange, at Aurora, Ill., now occupies a fine store at 113 Fox street, in charge of Walter A. Stephens.

E. H. Uhl, manager of the Chicago house of Rudolph Wurlitzer Co., reports au excelleut business this summer iu their automatic instrument department. They are just setting up on the third floor of the Wurlitzer building one of their latest band organs, an immeuse iustrument especially adapted for roller skating rinks and all places where an uuusual volume of sound is necessitated. The iustrument sells at $5,500. They are also showing the Wurlitzer orchestrians, which are becomiug exceedingly popular for high-grade restauraut use. Mr. Uhl, by the way, is building himself a haudsome home on the North Side.

That was quite a gathering of Edison missionaries over at Grand Rapids last month. For a fortnight they lingered in the Michigan town, talked over matters pertaining to the furtherance of the compauy's iuterests, and mingled with the visiting furniture dealers. There were preseut J. W. Scott, who represents the National Phonograph Co. iu New England, and the western traveling contingent, consisting of W. P. Hope, M. G. Kreusch, F. L. Fritschie, A. H. Kloehr, A. V. Chandler, H. A. Turner, and George A. Ranner. A. C. Ireton, superintendent of salesmen, came from the factory to meet the men. The object of the gathering was two-fold. Heretofore the western men have all gone East each year, before taking their vacations, for a chat at headquarters. This year it was decided to have the meeting, so far as the western travelers were concerned, in the West, and gathering at Graud Rapids at the time of the midsummer furniture exposition enabled the boys to meet the furniture dealers from all over the country, familiarize themselves with the opportunities for selliug phonographs in furniture stores, and avail themselves of the experience of dealers who are successfully conducting talking machine departments. A fine exhibit of Edison goods was made in the Klingman building, where the furuiture exposition was held. From Grand Rapids the men all went ou their vacations, and are now again in their respective territories.

C. W. Barues, manager of the commercial departmeut of the National Co., who looks after the interests of the business phonograph in Chicago, has returned from a trip to the factory at Orange.

A. V. Chandler, Chicago city representative for the National Phonograph Co., is fitting up a model phonograph store on the sixth floor of 304 Wabash aveuue. It is separated from the commercial departmeut by sound-proof partitions. Here a complete line of Edison phonographs will be carried, together with a record stock arranged ou modern shelving, with the latest type trays equipped with Rapke labels, the whole arrangement being devised to show the visiting dealers how to handle phonographs and records to the best advantage.

F. J. McArdle, proprietor of the Piano Player Co. and the American Talking Machine Co., at Omaha, Neb., has discontinued the player business and will devote his entire attention to the talking machine business in the future.

W. W. Parsou, manager of the commercial department of the Columbia Phouograph Co.'s local branch, is having a busy summer. He says that they are having difficulty in getting machines from the factory to supply the demand from Chicago's great commercial institutions for commercial dictation graphophones.

The Columbia Graphophone Club was duly launched the latter part of July, with a charter membership of fifty, a fine list of officers, and an ambitious program. That iuveterate organizer, O. W. Eckland, of the instalment department, started it under the guise of the Columbia Boost Club a few weeks ago, with the intention of confining it to the instalment salesmen, but the idea grew and grew, and is still growing. The membership of the club is to be open to anyone connected in auy way with the sale of graphophones. It is hoped eventually to have branch orgauizations in every city that boasts a Columbia store and where ten or more members can be secured, the officers of the various clubs to form a uational executive body. Ultimately it is expected that some sort of a sick benefit will be established by the club. The Chicago organization will hold its meetings on the first Monday of each month, the meetings being devoted to the discussion of topics dear to the heart of every graphophoneite and to planning social events calculated to promote good-fellowship among the members, and at the same time do a little legitimate Columbia boosting. Among the events already planned for the uear future are a trolley ride to one of the municipal parks and a moonlight excursion on the lake. The officers for the first year are: President, O. W. Eckland; vice-president, C. F. Baer; treasurer, O. M. Kiess; secretary, James Flanigan; executive committee, W. W. Parsons, chairman; E. C. Fuhri, T. F. McCarty, George Riemenschneider, Frank Cass.

Victor E. Green, one of the hustling Columbia crew managers, won the prize of a round-trip ticket offered to crew or store manager securing the largest business during June and July. A. Libben, manager of the Ashland avenue store, and A. Weiss, manager of the Halstead street store, were both close seconds.

George Ornstein, manager of the traveliug department of the Victor Talking Machine Co., was in Chicago for a few days early in the month on his return to the factory from a trip to the coast. He reported business on the coast as uuusually excellent this summer, and that far western Victor distributors are looking for an unusually good fall and holiday trade.

B. Feiuberg, of Dillbahner & Feinberg, proprietors of the Westeru Talking Machine & Supply Co., returned the first of the month from a three weeks' sojouru at St. Joseph, Mich., where he took the baths. After Mr. Dillbahuer has returned from a week's wrangle with the wriggly denizens of the Michigau lakes, Mr. Feinberg will start on a trip among the central western jobbers singiug the "everything in the supply line, f. o. b. Chicago" slogan.

Arthur D. Geissler, manager of the Talking Machine Co., returned to-day from a six weeks' trip to the coast, bronzed, healthy and happy, notwithstanding the fact that a log which turned

JOBBERS:

BEFORE PLACING YOUR ORDERS for Horns, Cranes, Cabinets, Needles, Main Springs, Disc Record Envelopes, Horn Connections, Oil Cans, and in fact anything in the supply line.

GET OUR PRICES

We can save you money, and make prompt shipment from our Chicago warehouse. Write for prices and samples of "Standard" needles. Have you received our new illustrated catalog and price list? If not, write for it to-day.

WESTERN TALKING MACHINE AND SUPPLY COMPANY

DILLBAHNER & FEINBERG, Proprietors - - - - - 6 East Madison Street, CHICAGO

up at the other end of a long dive from the wharf at Santa Barbara caused various aud sundry injuries to the Geissler countenance, which barely escaped leaving their record forever. A photograph taken some days afterward on the beach would hardly be recognized by friends of the popular talking machine man, but thanks to skilled care the classic features have again assumed their classic repose and beauty. "Barring the log, I had a delightful trip," said Mr. Geissler. "'Frisco is still having a fine talking machine trade, and the dealers all look for a big business the balance of the year. Of course, I called on all my old friends—Peter Bacigalupi, Byron Mauzy, Clark Wise & Co., Benjamin Curtaz & Sons, and others, and found them, as usual and in spite of everything, doing a fine business in their old-time, aggressive way, calculated to make eastern dealers who know nothing of the liberal buying policy of the public out on the coast open their eyes with astonishment. I spent a good deal of time at Sauta Barbara and Santa Catalina with an old college chum of mine, and dropped in on the Los Angeles trade, of course. The George J. Birkel Co., the Bartlett Music Co., and the Southern California Music Co. are all going after the trade vigorously, and are getting it. The way the latter concern advertises its talking machine business is a caution. Their advertising bills must be something enormous, but they find it pays to go after things in a large way. Reverting to 'Frisco and environs, there are a couple of news items I might give you. Mr. Smith, formerly manager of Wiley B. Allen's Oakland business, is putting in a large branch department at Kohler & Chase's Seattle store. The Oakland Graphophone Co., at Oaklaud, and one of the most active concerns across the bay, have grown wonderfully with the impetus given to Oakland the last year, and ranks right up with their brethren in 'Frisco in volume of business.

"On the way home I stopped at Denver—a big Victor town, by the way. The Knight-Locke Piano Co. is whooping things up along large lines, aud genial John Pass of the John Pass Music Co., is certainly making things hum as usual. Colorado Springs is a great Victor town. The wealthy retired miners there are devotees of the talking machine, and the Knight-Locke branch have a great trade on Victor 5s and 6s, on Victor Victrolas, and the entire line of Red Seal Records. Salt Lake City is another western town that is distinctly in line. I saw Carstenson & Anson and the Clayton Music Co., who are having a fine Victor business and pushing it for all they are worth.

"I find things have been moving along nicely in my absence. From all the reports I got while away regarding conditions in the West leads me to think that we are going to have a business of fine, large proportions this fall. There certainly are no indications of any let-up in the talking machine business.

W. F. Standke, manager of the Memphis, Tenn., branch of the Columbia Phonograph Co., was in the city the other day on his way to the wilds of northern Michigan for a brief vacation.

H. W. Wheeler, in charge of the St. Paul office of the Columbia Phonograph Co., and F. J. Weyel, manager of the commercial graphophone department for both Minneapolis and St. Paul, were in the city the other day. They were on their return from a visit to the factories, various of the eastern Columbia branches, and the Jamestown Exposition. While East they met O. J. Junge, formerly with the Columbia's Chicago office, but who is now in business for himself at Lincoln, Neb., as a jobber of Columbia goods.

George Cass, assistant manager of the Chicago office of the Columbia Phonograph Co., has just returned from his vacation, spent among the Michigau lakes.

John Otto, retail talking machine manager at Rudolph Wurlitzer Co., has become a suburbanite, haviug bought himself a home in Irving Park. The retail department is doing some effective work in the way of circulars describiug the best of the Victor records each month, the work of L. Keau Cameron.

W. A. Lawrence, representing the Staudard Metal Mfg. Co., Newark, N. J., was a recent Chicago visitor.

L. C. Wiswell, assistant manager of the talking machine department of Lyon & Healy's, is deelighted. It's a boy, and a ten and a half pounder.

W. H. Bagshaw and brother, of the great talking machine needle manufacturing house of W. H. Bagshaw, Lowell, Mass., were in the city recently on a general western trip.

J. Blumberg, western manager for the Regina Company, is spending his vacation with his family at Ottawa Beach. Secretary L. T. Gibson,

JAMES I. LYONS
JOBBER
EDISON AND ZONOPHONE
MACHINES AND RECORDS

SPECIALLY PREPARED
PHONOGRAPH OIL
ASK FOR OUR PRICES

NEW STYLE
RECORD CABINETS

SPRINGS IN STOCK FOR ALL MAKES OF TALKING MACHINES

192-194 VAN BUREN STREET
CHICAGO

IT'S ALL IN THE BALL

PAT. PENDING
"TIZ-IT"
THE NEW ALL METAL
HORN CONNECTION

THE MISSING LINK BETWEEN THE HORN AND MACHINE

RETAILS AT 50 CENTS

NEW MODEL HAS TAPERED BENT TUBE THAT FITS ALL HORNS

Can be used on all Edison Phonographs and new style cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulars and Discounts to the Trade
SPECIAL INTRODUCTORY OFFER TO DEALERS — Write for it To-Day

KREILING & COMPANY
INVENTORS AND SOLE MANUFACTURERS
853 North 40th Ave., CHICAGO, ILL., U. S. A.

The Victor Dealers' Warehouse

That's what we are. We are entirely at your disposal—as much so as if we were your employees.

We are in business wholly to serve you. We do no retail business, but we do the largest Victor business in the country.

Devoting every energy to an EXCLUSIVE WHOLESALE BUSINESS enables us to give the quickest and most complete service.

REMEMBER, we depend on your business, not the consumer; we must please you.

The Talking Machine Co.
VICTOR
RECORDS SUPPLIES

72-74 Wabash Avenue.
CHICAGO, ILL.

The "WURLITZER HARP"

A Refined Musical Instrument, operated by Electricity and Perforated Paper Rolls

A Few Points for

DEALERS

to Remember

1st. It is the most refined of all Musical Instruments.

2nd. It is no trouble to sell the "Wurlitzer Harp" if you can show and demonstrate it to your customers.

3rd. It is the only Instrument of its kind; being thoroughly protected by patents, it is impossible to imitate it.

4th. The soft, sweet music of the "Wurlitzer Harp" makes it especially desirable for high class, refined public places.

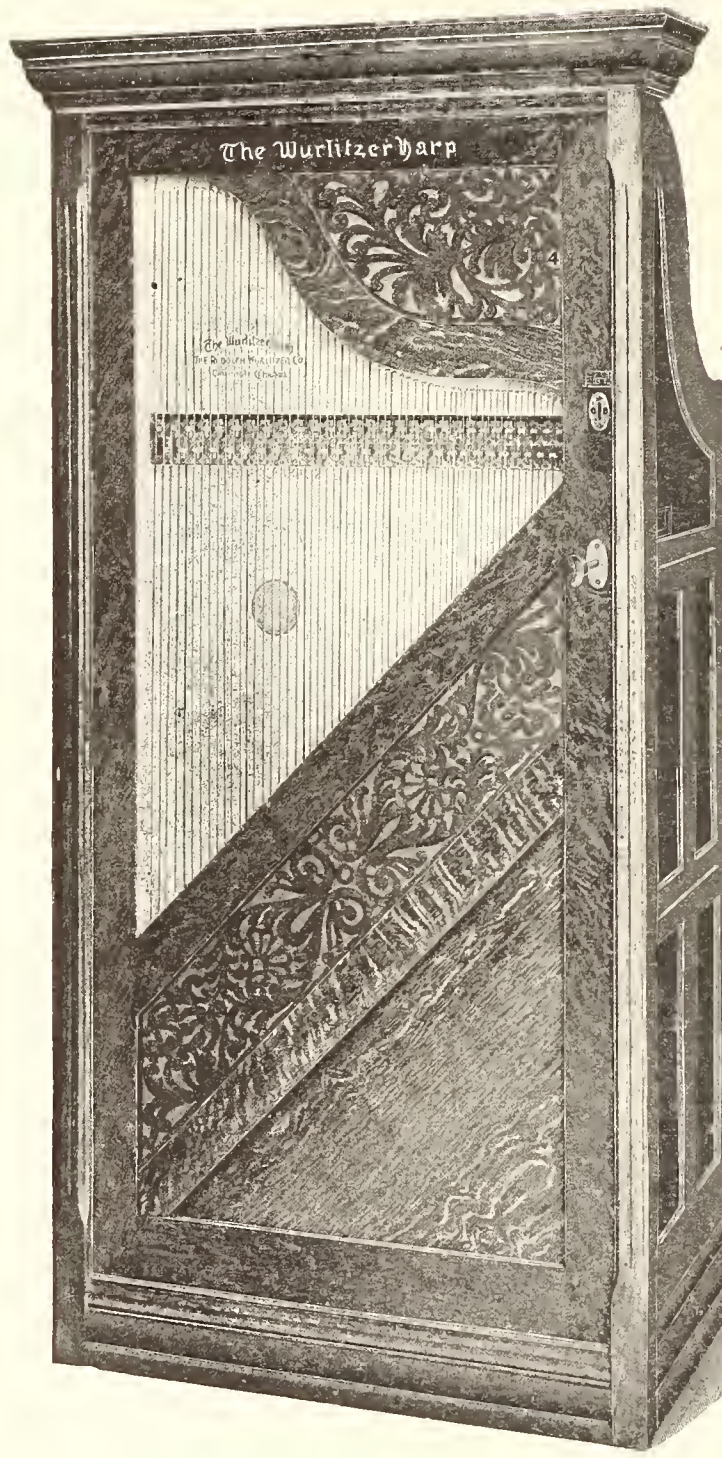
5th. The Harp automatically rewinds itself and therefore requires no attention.

PRICES:

Including Direct Current Motor and one Roll of Music, $500.

Furnished with Alternating Current Motor and one Roll of Music, $550.

Sold for cash or on the Easy Payment Plan.



THE

Wurlitzer Harp

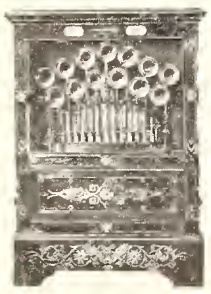
This beautiful instrument is conceded by every one who has seen and heard it to be the most wonderful as well as the sweetest musical instrument ever produced.

The Harp contains sixty strings which are picked by automatic fingers (almost human in their operation), and produces a volume of soft, sweet music equal to several Italian Harps picked by band. The face of the instrument is covered by a large harp-shaped plate glass, showing the interior lit up by electric lights and the wonderful little fingers picking the strings. This feature gives the instrument an exceedingly attractive appearance.

Like all of our automatic instruments, the Harp is operated by electricity and perforated paper music rolls; it is simple in construction and requires little more attention than the ordinary electric piano. The music rolls contain six selections each, and are operated by our automatic rewinding device, the same as in the Pianino. It also has a coin-detector slot which prevents the use of spurious coins to operate it. Yale locks are used throughout.

The case is beautifully figured quarter-sawed or weathered oak, with rich moulding, panels and scroll work, finished in every detail to conform with the beautiful instrument it incloses and will prove an ornament in any place.

As a money maker in fine hotels, cafés, restaurants, cigar and drug stores the harp has proven itself to be the King of them all; its soft, sweet music making it exceptionally popular in places where other instruments would be too loud.



MILITARY BAND ORGAN

Operated by pinned cylinders and intended for carousels, tent shows, etc.

Prices, $200 up.

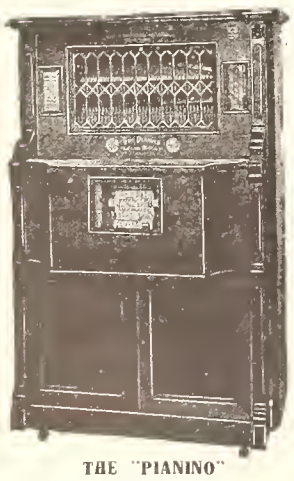
THE PIANORCHESTRA

Has established the fact that perfect music can be rendered by mechanical means. The Pianorchestra is certainly a wonderful instrument.

16 Styles.

Prices, $1,200 to $5,000.

GREATEST LINE OF AUTOMATIC MUSICAL INSTRUMENTS IN THE WORLD

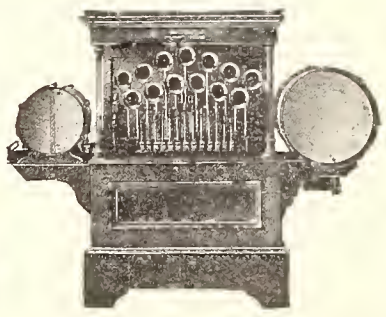


THE "PIANINO"

The latest edition to our line of Electric Pianos. This is a 44-Note Piano with Nickel-in-slot attachment. A great money-maker.

THE TONOPHONE

King of Electric Pianos. Operated by Electricity. All the latest music.

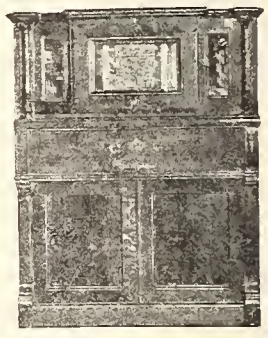


MILITARY BAND ORGAN

Operated with perforated Paper Rolls, and designed for Amusement Parks, Roller Skating Rinks and Dancing Pavilions.

THE WURLITZER PLAYER-PIANO

The only Perfect Player-Piano playing the entire keyboard. Can be played by hand or by Electricity with Perforated Paper Rolls.



THE MANDOLIN QUARTETTE

The most fascinating musical instrument on the market. This is a combination instrument, producing the wonderful music of four mandolins with piano accompaniment.

LIBERAL INDUCEMENTS

and exclusive agency in unoccupied territory. Beautiful Illustrated Catalog free upon request.

THE RUDOLPH WURLITZER CO.

CINCINNATI MANUFACTURERS CHICAGO

of the company, is here in his absence, and has no particular complaint to make of Chicago as a summer resort. Business is keeping up remarkably well on our entire line this summer, said Mr. Gibson. The new Reginaphones have met with exceptional favor with the trade. The Sublima pianos are taxing our factory capacity to the utmost.

BABSON BROS. BASE BALL TEAM.

Among the talking machine dealers who called on Babson Bros. the last week or two and inspected their new building out at Douglass Park were W. H. Jennish, Waterloo, Ia.; Otis Bigelow, Dowagiac, Mich.; Tom Bonfield, Hammond, Ind.

TRADE NOTES FROM BOSTON.

Look for Good Fall Business—Old Home Week Not Helpful to Business—C. J. Sylvester Manager of the Osgood Store—Leading Firms Make Encouraging Reports.

(Special to The Talking Machine World.)

Boston, Mass., August 10, 1907.

Summer business with the talking machine dealers has not been any better than they hoped for. Everybody is looking for a spurt as soon as the September records come. The recent issue of grand opera records has acted as an impetus on high class trade, but most of the "common people" regard the price as too high.

A good example for retail dealers to follow is seen at the warerooms of the Columbia Phonograph Co. here, where Manager Blakeborough has placed on a convenient counter by themselves all of the slow moving records, with placards calling attention to them as bargains at slightly reduced prices. This acts as an incentive to buyers to at least look them over, and as there are a great number of really good things that move slowly they are secured at a bargain.

Old Home Week here was very unsatisfactory from a business point of view, for none of the talking machine warerooms did any business at all. Most of them had kept their salesmen away from their vacatious for the week, when they might just as well have let them all go away for a rest and shut up shop.

C. J. Sylvester, who has until recently been with the Leland store at Worcester, has been appointed manager of the talking machine department of the C. S. Osgood Co., vice Herbert Royer, who resigned to go on the road for the Victor Co. The Osgood Co. have recently taken the jobbing agency for the Columbia goods, and have rearranged their warerooms.

At the Eastern Talking Machine Co. everybody is waiting for the new Edison equipments to arrive. Business is reported fairly good here. Wholesale Manager Chamberlain is about to take a two weeks' vacation. His new idea in a record carrying case has proven to be a good thing, and he is selling a lot of them.

The Boston Cycle & Sundry Co. are booming the sale of their patented carrying cases for disc and tubular records, and also their trays for the keeping of records on the shelves in warerooms.

"We are waiting, only waiting," is the refrain at the Oliver Ditson Co., where Manager Winkleman is planning for moving his talking machine department down three floors, and having the entire second floor of the Ditson building for it. Workmen are still hustling, getting the floor into shape, but it will be another fortnight before the department is in its new quarters.

GOOD REPORTS FROM BALTIMORE.

Summer Trade Makes Good Showing—Call Is for Expensive Machines and Records—Excellent Month With Edison Goods—Columbia Co. Also Make Encouraging Reports—All the Leading Houses Most Optimistic Regarding the Outlook for Fall Business.

(Special to The Talking Machine World.)

Baltimore, Md., August 10, 1907.

The popularity of the talking machine in this city is becoming more pronounced each month, judging from the manner in which business keeps up during the warm weather. The sales, according to the statements of those engaged in the business, were exceedingly large during the month of July, and the business, as a whole, during that month, was larger than any recorded for the same month of preceding years. The dealers are inclined to believe that the popularity of these machines at summer resorts, both at the seaside and in the mountains, was responsible for the heavy run of business during July on account of so many people going away to these places to spend the hot days. From the showing in the trade during the first week of August the dealers feel confident that there will be no let up in the sales, but are rather inclined to predict that the business will even surpass that of July.

While the sales of machines have been numerous, the demand for high grade and operatic records has been the greatest reason for the excellent condition of the summer business. These records have been more in demand than the ordinary ones, although the desire of owners of talking machines to have the latest popular airs to play on their instruments has been such as to make the sale of these records quite large. The operatic records, however, are the ones that took the premium for the largest sales during the past month, the demand for these being way above the average for other months.

George A. Gustin, manager of the Columbia Phonograph Co., West Lexington street, was one of those who announced that the business of his company has kept up in great shape, especially in the jobbing department. A large number of the Columbia phonographs were sold during the month, and the indications are that the good business will continue all during the warm weather. Records of popular selections were sold right along, and there seems to be no abatement in the demand.

The E. F. Droop & Sons Co. on North Howard street also experienced an excellent month with the Edison machine, while the sale of high-grade records by the company was up to the top notch. The members of the company look for the trade to continue good during the remainder of the summer, while they are making preparations for a heavy fall trade, when they expect business to take a big boom after vacation days are over.

The same encouraging reports in regard to the trade come from members of the firm of H. R. Eisenbrandt & Sons, Charles and Lexington streets. One of the members of the firm stated recently that "the demand for the Victors becomes greater each week, while the sale of high grade records is always on the increase." Their business was excellent during July, and like the heads of the other houses, the statement is made that the operatic records take the lead in the number of sales. Business in the jobbing department is also fine.

DEVINEAU'S IDEAL HORN.

An All Aluminum Product Which Weighs Only a Few Ounces and Requires No Support.

Talking machine jobbers and dealers will be interested in the "Ideal" horn, which is shown in another portion of this paper. This new invention possesses many individual characteristics, which will appeal at once in a favorable way to users of talking machines. The "Ideal" is handsomely finished, made of aluminum, requires no stand or support, and can be used with all Columbia and Edison machines.

It is interesting to note in this connection that there are many inventive minds which are working along the development of horns, and as a result new and original ideas along these lines will be constantly appearing. It is the "special" horn which to-day will attract attention.

This item, taken from the Capitol of Des Moines, Ia., shows how the good work is going on: "W. H. Jayne has installed in his office at the court house the most complete set of electrical phonographic appliances to be found in the county. Mr. Jayne is court reporter for Judge Howe, and he is kept so busy that he has decided to do transcript and court reporting at the same time, and thus save many hours. In leisure moments he will now dictate testimony for transcripts into the phonographs, start it going into the ear of his typewriter and hie himself back to the courtroom, there to resume the arduous labors of taking the evidence of witnesses right off the bat. The new machinery is very expensive, and is attracting great interest among the court house attendants.

Record and Machine Cases

We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

CHICAGO CASE MFG. CO.

241-247 S. JEFFERSON ST. CHICAGO, ILL.

IMPROVED

PETMECKY

Multi-Tone Needles

Ultra in quality

Supreme in universal esteem

Beyond question the best

EXPORT TRADE SOLICITED

SAMPLES, TESTIMONIALS, ETC.
SENT ANYWHERE UPON REQUEST

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SOLE MANUFACTURER

PETMECKY
346 Broadway
NEW YORK

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Trade for Summer Good With Healthy Outlook for the Fall—St. Louis Talking Machine Co.'s Report—Conroy's Big Edison Trade—Knight's Record Club a Success—Silverstone's Good Trip—Jobbers and Dealers Should Get Together—Columbia Co.'s Summer Business—Star Disc Machine Handled by Silverstone Co.—Some Recent Visitors—Invention of Some Moment by a Member of the Trade—Other News of General Trade Interest.

(Special to The Talking Machine World.)

St. Louis, Mo., August 6, 1907.

The jobbing trade for the past month has been very good, and gives promise of a large fall business. The retail trade is reported to have furnished a clever surprise by being much better than expected. High class outfits are in good demand, and the demand for records has been very satisfactory.

C. W. Long, manager of the St. Louis Talking Machine Co., reports the jobbing trade to be very satisfactory, and that their record sales have been very heavy. Manager Owens, manager of this company's retail department, reports an excellent trade, and that their record trade is of the best.

Manager T. P. Clancy, of the Columbia Phonograph Co., states that their summer's business is furnishing a great surprise in its large volume, and that the outlook for the fall trade could not be better. Mr. Clancy recently purchased the famous local horse Red Leaf, who is supposed to be one of the finest runabout horses in the West.

W. C. Fuhri, department manager of the Columbia Phonograph Co., with headquarters in Chicago, spent two days here recently.

Eug. Ketterer, manager of the talking machine department of the Conroy Piano Co., states that their jobbing trade on Edisons has been away beyond expectations, and that their retail trade for July furnished a very pleasant surprise.

D. K. Myers, jobber of Zonophones, reports trade very good, and extremely satisfactory for this season of the year.

The West End Talking Machine Co. is the name of a newly organized concern, who opened for business at 3839 Finney avenue, August 1. They will handle Zonophone and Edison machines and records.

John Magner, formerly assistant manager of the Boston, Mass., office of the Columbia Phonograph Co., has accepted a position with the local office of the same concern as manager of the commercial department.

A. A. Knight, the well-known jobber, reports trade good. He recently organized a record club for which he charges $1 for a membership, and with the return of one dozen records and the payment of 50 cents he furnishes another dozen records. He states that the club is quite a success.

Mr. Knight states that some time ago an individual called on him, and during the conversation stated that his wife had left him, and being quite lonesome he wanted to buy a talking machine and a supply of records. Mr. Knight sold him an outfit, and for some time after that this party proved to be an excellent customer for records. After a while he was missed, and Mr. Knight looked him up. When he found him he told Mr. Knight that his wife had returned to him, and that he had sold his talking machine and outfit.

By the closing of the O. K. Houck Piano Co.'s store here on September 1 they will also go out of the talking machine business. J. P. Booker, who has been the manager of their talking machine department, is no longer with them.

Marks Silverstone, president of the Silverstone Talking Machine Co., returned recently from an extensive trip through southwest Missouri. He reports that the section through which he traveled appeared to be very prosperous, particularly the mining section, of which Joplin, Mo., is the principal city.

A prominent jobber and dealer who is in the habit of making trips through this territory now and then, tells me that he thinks the jobbers should meet the dealers personally, and that he is making these trips for the sole desire of getting in touch with them. He states that it promotes good feeling, and gives the jobber an opportunity of giving the dealer the benefit of his experience by advising them how to increase their business. He also stated that upon his advice two dealers who handled the talking machine business as a side line, have decided to go in the business exclusively.

One of this jobber's suggestions to all dealers is to have the number and name of record together. He says it will be the means of selling more goods, particularly where the dealer carries only a limited stock.

The customer glancing over the stock will invariably select some records on account of the title being prominent.

The Silverstone Talking Machine Co. have been recently appointed jobbers for the Star disc machine.

Charles A. Tate, Flora, Ill., and W. S. Bell, of the Bell Bros. Music Co., Lawrence, Kan., talking machine dealers, were recent visitors at the St. Louis Talking Machine Co.

The St. Louis Talking Machine Co. are just putting on the market a handsome new cypress rack 7 feet 3 inches high and 6 feet long. It is for the purpose of holding disc records, and it promises to be a very valuable feature for all dealers. It will hold 2,500 records and is built in a most staple manner. The shelves are braced by a method that absolutely prevents them from warping or collapsing. The rack was patented by C. W. Long, local manager of the St. Louis Talking Machine Co., who sold the rights to the St. Louis Talking Machine Co. The patent was applied for on May 10, 1907, and granted on July 8, 1907.

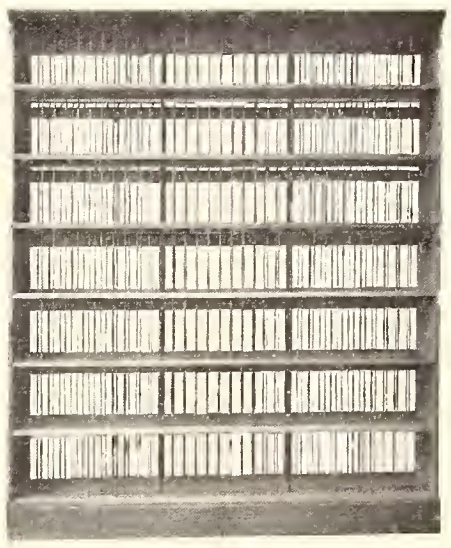
Wm. S. Byrd, traveler for the Columbia Phonograph Co., is home from a successful ten days' trip through Illinois.

Reg. U. S. Pat. Off.

PATENTED JULY 8th, 1907

"The St. Louis Record Rack"

Built of wood, with iron rods, every shelf braced, smooth finish, ready to paint or stain to match your fixtures, and shipped knocked down.



Made in Sections

of 6 feet long by 7 feet 3 inches high, each section holding 245 to 2,500 records.

Cleanest, strongest, and best appearing rack on the market.

Made in three styles—All 10 inch; 10 and 12 inch; or 8, 10 and 12 inch.

Price, $18 per Section

Quotations made on special sizes.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

The Only Exclusive Victor Distributors in Missouri

QUICK SHIPMENTS FROM ST. LOUIS

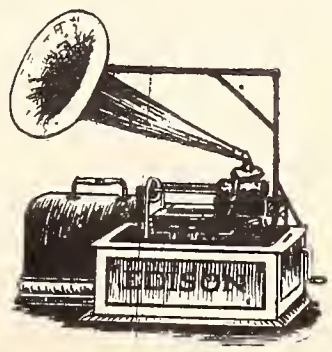
TO THE SOUTHWEST.

OF

EdisonMachines, Records

AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.



CONROY PIANO CO.

1100 Olive Street ST. LOUIS, MO.

TIMELY TALKS ON TIMELY TOPICS.

Fortunately for the trade the courts are in recess during the summer, and they are therefore spared the trouble of speculating "what will be done next" when a decision from somewhere is handed down. The past year has been particularly fruitful of litigation either over talking machine patents or agreements or contracts, neither of which have conduced to the comfort of those immediately or prospectively affected. Some curious situations have been created, but it is safe to say these will be pretty well cleaned up before another year rolls around.

It should be remembered that a few cases, over which a great hullabaloo has been created, do not affect the trade the slightest. The daily newspapers note these suits involve millions, so to speak, and that is sufficient for the majority of them to go off on a tangent, publishing sensational and highly colored stories which the jobbers aud dealers should take cum grano salis. The trade may rest assured that if any legal proceedings are under way in the courts The World will keep them fully informed as to their meaning and intent when a judicial opinion is delivered. To prejudge cases is purely idle speculation, and is neither profitable or satisfactory.

The export business of American manufacturers of not only machines and records is growing with amazing rapidity, but makers of horns, cranes, cabinets and the general line of requisites and the minor devices classified as general improvements are also feeling the impetus of a strong demand from foreign countries. It is universally conceded that American-made goods "have the call," as it were, wherever talking machines are known, and their supremacy is not likely to be superseded. In referring to this question not loug ago the manager of the foreign department of a prominent concern said to The World: "While the trade here is extremely interesting in its development, it cannot compare with that of the foreign business, in which something new is constantly coming up. New countries, new people and new conditions present entirely fresh phases at every turn. Of the magnitude of this trade, as an illustration, I may say that in the Argentine Republic alone the Victor Talking Machine Co. and the Columbia Phonograph Co. have yearly sales totaling fully $300,000 each, and this has been secured in a comparatively short time. The buyers place orders on a most liberal scale, and one of them will purchase more goods at one time than a half dozen of the largest jobbers in the United States. This may sound like boasting, but it is true, nevertheless."

"An important factor in the foreigu trade," continued the expert, "is the record repertory. You must have the native records, or you might as well retire from the field. It is not all skittles and beer recording abroad, and in my experience it does not pay to send recorders from this country. I would rather pay $10,000 to bring talent to the United States than spend $5,000 in any foreign country. Recorders who work at home, with every facility ready at hand, obtainiug splendid results day in and day out, when they go abroad and have to contend with wholly different conditions most always fail. Our compauy have had skilled men in China for a year and a half, and we have got no records yet. It is purely a gamble, evidently."

"Attention must also be given to the character and tone of the records. In warm climates, where the houses are open—in fact, many with no roofs to mention—the loud, brilliant record only will command a sale. What would be eminently satisfactory here would be neglected there. Then the disc record, which is not affected by climatic conditions, is the one that can be carried in stock without injury or deterioration, on account of the composition or material used. For example, I have known that of 100,000 cylinder records in Cuba 40,000 were useless inside of a year. This drawback, however, has now been largely overcome, and cylinder records are gaining ground right along."

The annual meeting of the Eastern Talking Machine Jobbers' Association, the proceedings of which are reported elsewhere, was a notable gathering from more than one point of view. The charge that this body was not representative must be revised, in face of the number and standing of firms who were in attendance or have qualified as members. While the sessions were executive it is known that the discussions were on subjects of direct and lasting import to every jobber who desires to see the business placed on a profitable basis, in which a high standard of mercantile probity will be maintained. The exchange of credit information has proven invaluable to every member, and the contention that the manufacturing companies should differentiate between cash and instalment sales as to price will doubtless bear good fruit.

Efforts were also made, in a suggestive form to be sure, that a difference should be drawn between jobbers who actually sell the dealer and those who are listed as such because they comply with the placing of the minimum initial order, but are exclusive retailers nevertheless. The association would like to persuade the manufacturers this practice is neither fair nor equitable, and should like them to define a jobber as one who has at least one traveling salesman out in the trade. Perhaps their views in this respect may prevail eventually, but the manufacturers are not disposed to make the concession just at present.

The Eastern Association, however, is on a high plane of efficiency, and the energetic spirits who rescued the organization from its former moribund condition, into which it lapsed through errors of judgment, are to be congratulated. The Central States Jobbers' Association have also been greatly strengthened, and the joint meeting of the two bodies in Buffalo, N. Y., next month is looked forward to as marking a new era in the history of the trade. Whether the organizations will become amalgamated as a national association, or the present status be maintained, with representatives possessing delegated powers from each, also remains to be determined. The opinions of several well-known figures in the trade are printed in this issue of The World, and they are worthy careful reading.

Within a day after William E. Gilmore, president of the National Phonograph Co., met the special committee of the Eastern Talking Machine Jobbers' Association, he addressed every Edison jobber in the country requesting their individual opinion concerning a concession of a 5 per cent. discount on cash sales on phonographs only, the part payment or instalment transactions to remain in statu quo. President Gilmore stated in his circular letter of the 8th inst. that he, with other officers of the company and the chiefs of departments, had conferred with the committee, and therefore he was desirous of having a consensus of views irrespective of the association. Replies are requested to be returned by August 19, with a possible plan of embodying the results of the canvass in the forthcoming new agreement about due from the company. The jobbers on receipt of the communication immediately commenced to get their dealers interested by personal visits and through special letters, explaining the situation, at the same time requesting their prompt acceptance and co-operation. It is now plain that if the Edison jobbers and dealers are sincere in seeking this advantage they should not neglect to file their indorsement or otherwise at once. The National Phonograph Co. have been the first of the manufacturers to take up this momentous question for settlement, and they are therefore entitled to a free, full and caudid expression of opinion regarding it from all in interest.

Owing to the enormous mail received by the Columbia Phonograph Co., sometimes reaching the total of 180,000 letters daily, a special room has been built onto the postoffice at Bridgeport, Conn., for the sole purpose of handling the mail of that concern.

H. C. Grove, manager of the Washington, D. C., branch of the Columbia Phonograph Co., has been elected a member of the Washington Chamber of Commerce.

The Jersey City, N. J., stores of the Columbia Phonograph Co., under Manager R. H. Hicks, have built up a very fine business, June being a record month in the matter of sales. Sixteen canvassers are kept in the field in that city.

Better to have fifty things down in your "want book" and decide not to order them, than to fail to put down one that you really need.

WE FILL OUR ORDERS COMPLETE

ONLY EXCLUSIVE JOBBER IN THE UNITED STATES
OF
Zon-o-phone Machines and Records
ALWAYS FULL STOCK — NO SUBSTITUTION

WE DO NOT RETAIL

Hence records come to you without marks of needle. Orders filled same day they are received.

Full Line Record Cases and Needles

Give me a trial order and you will not regret it.

WRITE FOR CATALOGUES, MACHINES AND RECORDS

D. K. MYERS

712 North Second Street - - - - - .ST. LOUIS, MO.

The ZON-O-PHONE RECORD is the BEST RECORD MADE

TRADE HAPPENINGS IN PHILADELPHIA.

Business for the Month a Pleasant Surprise—The Horn Situation Comes in for Much Discussion—Opinion Is That It Will Put an End to Price Cutting—Victor Co. Publicity Highly Praised for Its Help to Dealers—Jobbers Reunion Still Discussed—New Columbia Jobbers—Additional Factories for Victor Co. at Camden—Musical Echo Co. News—Disc Talking Machine Co.'s Advertising Campaign—Other Items Worth Recording.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 10, 1907.

Business in "talkers" for the month of July in this city proved to be a pleasant surprise, the only poor week being that of the Elks' convention, when, except for some possible publicity from concerts, etc., the men in this business might as well have closed shop (at least the retail end). There was such an improvement in trade the latter part of the month it brought accounts considerably ahead of last year's booking. August came in with a swing, as far as the retail end of the business is concerned, and nearly all the jobbers are most optimistic in regard to the outlook. Wholesale trade is, of course, quiet, and will probably continue so until at least the first of September. Collections for some reason or another continue below the satisfactory mark, though not dangerously so.

Just at present there are a number of subjects that are occupying a good deal of the attention of the jobbers here, one of the most important being the new move of the National Phonograph Co. in adopting a standard horn and crane to be sold with each machine of their manufacture, in regard to which the feeling is varied as it is uncertain. This, however, is the natural result of any sudden change of policy, everyone being vitally interested in the pros and cons of the case. A member of the trade, in speaking of the situation, said: "On the whole I believe it to be a good thing. Of course, it has come very suddenly—too much so, I believe, for the public to swallow easily—especially to the tune of $5. You see, the horn manufacturers have educated the public's taste to the fancy, bright-colored articles, and if the Edison people are going to restrict themselves and us to the common black horn, I think there will be trouble, at least at first. One thing I'm glad of, however—it will eliminate price-cutting and drive out the shysters."

Another remarked: "It wholly depends on how the thing is handled whether or not it will be viewed with entire favor. Just at present it has some of the dealers—I might say, many of them—worried as to how they will be able to dispose of their present stock of flower horns; others, especially in the poorer sections, kick on the increase in price. Personally, I am glad of the move, but think that the National Co. should crate each horn separately, instead of nesting them, as has been the custom of the horn manufacturers. In their case, with so many different styles, it was impracticable, but with the National Co. it would be a great saving in time and labor, and would insure the dealer or customer a bright, clean article, free from dust and scratches that are liable where horns are kept in stock. Then, again, in the matter of actual expense, to recrate each horn separately would cost the jobber at least 25 cents, and when this, with the time and labor considered, amounts to a good slice of what little profit there is in it, I think that if the National Co. would adopt this method of shipping, they would be fully repaid for their extra outlay."

"Mighty glad of it," was the verdict of a third. "It's going to stop all this cutting that has been the ruination of the supply business and put out of business all those cheap manufacturers who turned out their stuff in some attic and then peddled it around among the dealers—horns poorly made, that never gave any satisfaction, and only caused a lot of bad blood between customers who got stung and the dealers, and what is more, it will cut out the necessity of carrying such an enormous stock of all kinds of horns. Of course things may be a little unsettled at first, but after all, it's a little thing, and I don't think it will affect us much one way or another, only it will change the manner of sales somewhat, though a good many outside horns will continue to be sold, notwithstanding."

Not a jobber in this city who is handling the Victor Co.'s line but is congratulating that company on their latest flyer in the advertising field. As referred to elsewhere in The World, the Victor Talking Machine Co. have started to use each month a liberal amount of space in the leading daily papers in all the large cities throughout the country, and on Monday, July 29, the Inquirer, North American, Record and Bulletin came out with a 600-line advertisement in the form of the new August list of records. No names were given, but the North American's man saw a good chance for extra business, and before the paper went to press he had every Victor jobber in the city occupying space of some kind below the ad. From reports given out this one move of the Camden company has increased business marvelously. To quote Mr. Marschalk, of the Musical Echo Co.: "It has made the retail end of the business resemble December rather than August." At any rate, there is no question but that its effect on the trade in general will be decidedly stimulating and it will force many to advertise and adopt advanced methods that would have set back and let well enough alone.

Notwithstanding the fact that several weeks have now passed since the meeting of the Eastern Jobbers' Association in New York, one of the chief topics of conversation is the royal good time given the jobbers of this city on that trip, and many of the amusing incidents that hap-

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The **Lynn Record Cases and Peg Boxes** are another of our products.

We also manufacture the **Wentworth and No. 10 Horn Stands.**

Special Lines and Special Prices on Flower Horns.

We solicit a trial order.

Boston Cycle & Sundry Co.,

J. M. Linscott, Manager

48 Hanover Street, Boston, Mass.

pened either at the banquet or while guests of the Tea Tray Co., or that prince of hosts, Mr. Carpell, of the Herzog Furniture Co., are retold over and over again. All are now looking forward to the big meeting which is to be held at Buffalo next month, and all are much in favor of the proposed plan for a national association. Many of the jobbers will add a social feature to the trip by taking their wives along to enjoy the beauties of Niagara.

Business during the month of July was very satisfactory with the Columbia Co., both wholesale and retail departments doing well. This company are enjoying an immense demand for Bonci records. During the Elks' convention here a special record was brought out that took wonderfully, namely, "Hello, Willie," a take-off on the famous "Hello, Bill" of this society. The words were written by a local member and put to the tune of "Arrah Wanna." It was sung by the well-known baritone, J. W. Myers, who also being an Elk, put his whole heart and soul into the rendition. The Columbia Co. are pushing the wholesale end of their business for all it is worth and the following list of new dealers will prove that little grass is allowed to grow under their feet: Wm. Groff, Millheim, Pa.; W. C Jones, Hamonton, N. J.; McCurdy Bros., Philadelphia, Pa.; Moon & Miller, Hazelton, Pa.; Ernst B. Spring, Philadelphia, Pa.; George L. Anderson, Avondale, Pa.; Bennage Bros., Louisberg, Pa.; D. K. Bishop, Millroy, Pa.; Howard C. Bullock, Canton, Pa.; A. C. Beeman, Elkland, Pa.; Alex. Demacock, Bethlehem, Pa.; R. H. English, Wellsbro, Pa.; Gettysburg Department Store, Gettysburg, Pa.; Philip Gould, Olive Beach, N. J.

Plans have been completed and bids received for the erection of two additional factories and a power plant for the Victor Talking Machine Co. in Camden at a cost of $200,000.

The two additional factories will be erected at Second and Cooper streets, and the power plant to be installed will have a capacity of 4,000 horsepower. One of the new buildings will measure 92 by 174 feet, with one story and basement and provisions for five additional stories to be erected later. The other new building will be six stories high and will measure 80 by 173 feet. Both buildings will be built of brick with stone trimmings to match the present building. The column, floor and roof construction will be of reinforced concrete with slag roof covering. A triple window construction will be employed for obtaining the maximum amount of light. The power house will have a 4,000-horse-power plant installed.

The Musical Echo Co. report increased business for July and so far for August, as compared with last year. In fact, the retail business has taken a remarkable spurt, much of which Mr. Marschalk attributes to the extensive daily paper advertising now being carried on by the Victor Co. Louis J. Gerson has been away for some days on account of the serious illness of his wife, who has just undergone an operation for appendicitis, but is now thought out of danger.

Louis Buehn & Bro. report business very fair for this time of year. This company are as usual pushing the wholesale end of their business and devote their whole time to their dealers' wants, in consequence of which their list is not only a live one, but a growing one.

C. J. Heppe & Son are doing a thriving business at the old stand and report trade extremely good in Edison goods.

C. P. Bartholomes, chief inspector of the Columbia Phonograph Co., was a recent visitor in this city.

H. W. Weyman has now taken on his shoulders the troubles of a commuter and runs down to Atlantic City every evening for a dip in the briny. Mr. W. reports everything moving smoothly.

H. B. Herr, a dealer of Lancaster, Pa., was entirely burned out July 4. He has secured new quarters and will be open for business on or before August 15. The loss was covered by insurance.

The Penn Phonograph Co. report that orders have been booked away ahead for phonographs and films.

Herbert T. Lewis, of the Lewis Talking Machine Co., spoke very optimistically of the outlook in Columbia lines for this month and the fall, and said: "Yes, business is picking up fast with us this month, and the only trouble I'm having just at present is getting any Marconi stuff. While in New York recently I saw the new Columbia taper arm cylinder machine, and you can quote me as saying that I think without a doubt that it is the coming thing in this end of the business and will make a big hit." Chas. A. Swain, Cape May, N. J.; John Kirschneck, Media, Pa., and Samuel Brown Co., Philadelphia, Pa., have just been appointed Columbia dealers by this company.

F. H. Reiff, the enterprising Edison, Victor and Zonophone dealer of York, Pa., was a recent visitor and left several nice orders with some of the jobbers before leaving town.

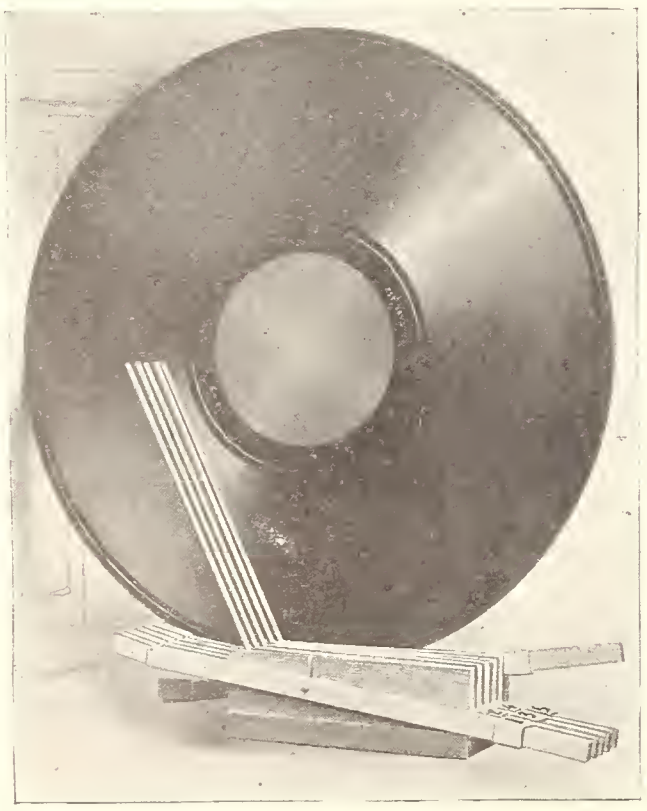
The Disc Talking Machine Co., jobbers in Zonophone machines and records, located at 13 North 9th street, report a pronounced increase in business during the past four weeks. H. N. McMenimen, lately sales manager for the Universal Talking Machine Co., holds the position of general manager with Harry K. Smith, formerly connected with the Berliner Gramophone Co., as an able assistant. This company are carrying on an extensive advertising campaign in the dailies, and a new follow-up system inaugurated by Mr. M. is showing excellent results in the wholesale department.

THE REGISTER RECORD HOLDER.

A Very Clever Device for Holding and Finding Record—A Time Saver to the Busy Man.

It is seldom that we find a long-felt want so admirably filled as in the case of the Register Record Holder. It is about to be put on the market here, and we understand it has already

No More "Time Lost" in Finding "What's Wanted"



Any Disc INSTANTLY FOUND and INSTANTLY REPLACED Where it Belongs!!

PRACTICAL! COMPACT! CHEAP!

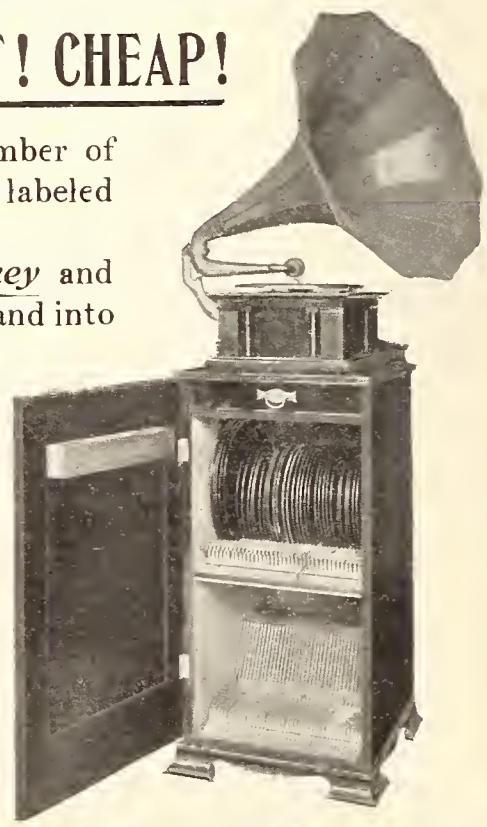
This device consists of a number of thin keys, each one numbered or labeled with the title of the disc it holds.

You have but to ***press the key*** and the mechanism rolls it slowly out and into your hand. The particular key remains depressed and open till disc is replaced.

No Talking Machine outfit is ***now complete*** without a cabinet or pedestal fitted with the

Automatic Disc Holder

Very few people ***had*** any use for cabinets, but



Now There's a Reason. Holders Fit Any Cabinet! Any Discs Fit Holders!

FOR PARTICULARS AND PRICE, ADDRESS

AUTOMATIC DISC HOLDER CO. - - 332 BROADWAY, N. Y.

been taken up by the Gramophone & Typewriter, Ltd., Pathe Freres, in Londou, and all the priucipal jobbers in Europe.

The device consists of a number of thin keys, each oue numbered or labeled with the title of the disc it holds, and pivoted at about its center in a small grooved block. In use the disc is placed in the front of groove and given a slight push. It rolls in and its weight depresses the back and correspondingly raises the front of the numbered finger, as shown in cut. It will thus be seen that on depressing the desired key in the front the disc will roll forward gently and out into the hand—but this is not all. The key of the empty groove will naturally remain depressed until the disc is replaced, thus insuring at all times that each record is put into its proper space. The facility with which any disc may be selected prevents the tendency, so general in other devices, of taking out three or four discs at a time to avoid the trouble of again searchiug for the ones that may be subsequently wanted. The whole arrangement is compact, neat and admirably carried out.

A cabinet as shown in cut (holding eight dozen records) will, we think, when geuerally known, be considered an almost essential part of a talking machine outfit.

The patentee, who is temporarily in New York, and whose office is 332 Broadway, is, we understand, desirous of making arrangements with manufacturers, jobbers aud dealers for the sale of this device. It is sold by the yard, each yard holding eight dozen records in sections of six keys each. The Register record holder fits discs of any diameter, and can be used with any size cabinet or pedestal.

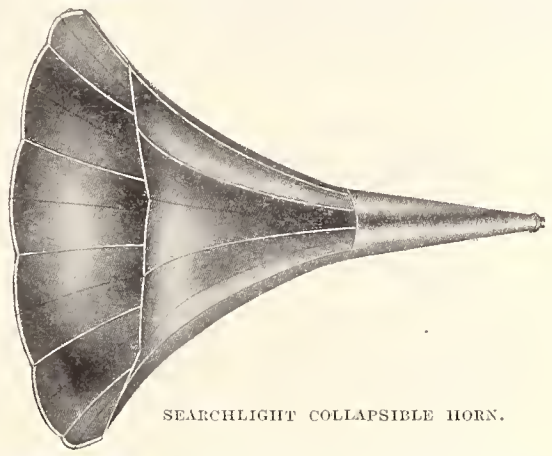
This matter is well worth the attention of every live dealer. It is inexpensive and undoubtedly one of the most practical devices of its kind that has yet appeared.

The Victor Talking Machine Co. will soon have ready a number of Mexican records, including numbers by noted bands and vocalists.

A NEW COLLAPSIBLE HORN.

Which Will Interest the Trade, Can be Reduced to Almost Pocket Size Quickly—Has Splendid Reproductive Powers.

The illustrations which are shown on a neighboriug page, and which are reproduced here in



SEARCHLIGHT COLLAPSIBLE HORN.

smaller form, of the new horn recently placed upon the market, will be of interest to talking machiue men everywhere. We refer to the new collapsible horu put forth by the Searchlight Horn Co.

The fact that this horn can be so quickly reduced to occupy but a small space makes it at once a desirable product for talking machine

SEARCHLIGHT COLLAPSIBLE HORN CLOSED.

dealers. Recently this new Searchlight product was subjected to rigid tests, and experts who were present did not hesitate to pronounce it a most admirable horn, not only from the fact that its novel form permitted it to be reduced in so short a time to almost pocket size, but the fact that it possesses marvelous reproductive powers. The tonal quality of this new folding horn elicited the warmest admiration and approval from those present. Some of the gentlemen had claimed that it was impossible to have a collapsible horn which was a good reproducer of sound, but those gentlemen who were skeptical at first admitted later when the tests were applied that this new claimant for horn patronage was a wonderful creation in every respect.

While the illustrations shown give a fair idea of this uew collapsible horn, yet it should be seen and heard to be fully appreciated.

One feature of this horn that appeals to seller and user is that the bell is self-sustaining and in one piece and can be made into a solid flower horn and ready for use, or collapsed for packing, within 10 seconds. It is made entirely of metal.

NEW VICTOR VICTROLA DESIGN

The Victor Talking Machine Co., Camden, N. J., have their new cabinet working plant now finished, and in excellent running order. One of the first products of this department of the great factory is a new model of the Victor Victrola, the first sample of which was received in New York by the Regina Co. The design differs materially in point of elegance and finish from the first of these notable machines, which has proven one of the best instruments of the Victor line ever manufactured by the Victor Talking Machine Co., of Camden, N. J.

Eddie Merritt, the Douglas Phonograph Co.'s only "ambassador of commerce" at present, leaves for his vacation next Saturday, the 17th. Mr. Merritt is one of the road cracks, and has rolled up a record in sales for the past year. The Douglas Co.'s interests are always in good hands when Eddie is on the job.

Announcement Extraordinary

On September 1st we will move our wholesale Edison and Victor Talking Machine Department to our new building at

126 UNIVERSITY PLACE

connecting with our present establishment, **32 E. 14th St.,** in rear. We will then be the **only** jobbers in the Metropolitan district devoting a building exclusively to wholesale interests.

S. B. DAVEGA

TELEPHONE { 985 / 984 } STUYVESANT

L. KAISER
Director Wholesale Department

32 EAST 14th STREET
126 UNIVERSITY PLACE
NEW YORK CITY

Indestructible Records

WIN ON THEIR OWN MERITS

WHY ?

Their musical tone surpasses all others
They will not become scratchy or unmusical
Constant handling does not wear them
They are suitable to all climates
Heat or cold does not affect them

100% VALUE

100% VALUE

YOU GET 100% VALUE WITH EACH SHIPMENT

SEND FOR CATALOGUE

35c. each Regular Discount to the Trade **35c. each**

The Indestructible Phonographic Record Co.

ALBANY, NEW YORK, U. S. A.

COLUMBIA PHONOGRAPH CO.'S BOOTH AT THE JAMESTOWN EXPOSITION.

One of the handsomest displays made by any manufacturer at the Jamestown Exposition is that of the Columbia Phonograph Co., who are located at the northeast corner of the Manufacturers' and Liberal Arts Building. As may be seen from the illustration herewith, the structure is a most imposing one, and is attracting unusual attention from all who visit the Exposition grounds. In this handsome booth are displayed all the latest Columbia products, including the improved commercial graphophone, which is so much in vogue with the great corporations, and the latest improved records, as well as many novelties which are now being introduced by the Columbia Phonograph Co. At the St. Louis and Portland expositions their display attracted considerable attention, and it is safe to say that this interest is being more than duplicated at Jamestown, where the gentlemen in charge are most attentive and courteous to all who call. The increasing interest in the exposition will bring lots of people to Jamestown the coming fall, and it is safe to say that no exhibit will win or deserve more consideration than that made by the Columbia Phonograph Co.

KEEPING SHOP BY MACHINE.

Showing How the Talking Machine Idea Has Been Adopted Into Commerce.

Near Amsterdam a tourist who does not know a word of Dutch recently saw in a shop window the announcement, "English spoken." He entered the shop. "English, sir?" asked a youth behind the counter.

Then he picked up a cylinder, placed it in a graphophone and the instrument duly sung out—but in German: "Sir (or madam), the proprietor, who speaks German, will be telephoned for and will return to the establishment in less than five minutes. Will you please be seated?"

Being familiar with German, the tourist seated himself. In came the proprietor, who, it turned out, spoke excellent English. The stranger asked why the graphophone did not talk English. The explanation was: "It's my stupid assistant! I have a cylinder on which is recorded the message in English; he used the wrong one.

"There is no excuse for him," continued the annoyed proprietor. "My English cylinder is tinted red at the ends and the German one blue. Lucky for me, sir, that you know German, else I might have lost an esteemed patron."

Quality Horns Count

TRADE STANDARD MARK

and every Standard horn that is put forth has passed the most rigid examination, and purchasers will have the satisfaction of knowing that the grade of the STANDARD is **unsurpassed** in finish, and in quality.

Our horns are exquisitely designed and made so that they will meet every requirement of the horn trade. The styles are original and there is an individuality about the Standard which commands trade.

STANDARD METAL MFG. CO.

Factory address, Jefferson, Chestnut and Melbourne Sts. - NEWARK, N. J.
Offices and Salesrooms, 10 Warren Street - - NEW YORK, N. Y.

COMING SEASON WILL BREAK RECORD.

The most conservative minded man in the trade cannot but admit that the coming season is going to break the record set up last year. He has only to note the always increasing growth to reflect that the orders he placed with his jobber last year at this time will not meet the demand which is at hand. We on our part, says the National Phonograph Co., are receiving orders from the longest headed men in the business far in advance of last season. Taking these as typical of what are to come, we feel that despite the great extension of our factories, the increased staff of workers and the high pressure kept up during the summer, we shall yet have to work overtime.

ADVANTAGES OF KEEN ATTACHMENT.

In another part of The World will be found an interesting announcement from the Keen Phonograph Co., of Philadelphia in which they are exploiting the Keen attachment, which is described as "the missing link to the phonograph." The manufacturers sum up these advantages as follows: (1) A clearer sound is secured. (2) The horn doesn't rest its weight on the sound reproducer (which nine times out of ten is the trouble experienced by phonograph users). (3) The horn can be turned to any angle. (4) Everything is more compact. (5) The improvement in appearance is marked. It is only necessary to study the points of this invention to appreciate its great advantages.

COLUMBIA RECORD IN NEW DRESS.

The "Columbia Record" for August appears in an entirely new form—quarto size, with an illustrated cover in colors, in keeping with the magazine idea of the day. Under the editorship of George P. Metzger, chief of the advertising department, the new "Record" supersedes the monthly publication so long identified with the interests of the Columbia Phonograph Co., General. In sending forth the revised and greatly altered edition, the manager adds these few pointed and pertinent words:

"Yes, the 'Columbia Record' has put on a new uniform, and its aims and purposes have been chirked up a bit, too. Hereafter the 'Columbia Record' will be devoted to the interests of Columbia dealers exclusively. It is not meant for the consumer. Consider this issue merely as a fair start—and then every month look for improvement, and take hold and help. If you see a knothole, stick a plug in it and sing out good and plenty. We'll take your suggestions with thanks and your kicks with meekness."

TRANSACT BIG HORN BUSINESS.

B. Schuyler Morris, general sales manager for the New Jersey Horn Mfg. Co., 271 Broadway, New York, is well pleased with the reception that is being accorded to their "Tulip" horns. At the factory in Newark, N. J., they have a capacity of 3,000 horns a week, and report that at the present time orders are being received from every point of the United States. The factory is in charge of Mr. Maurer, a practical man, who has been connected with the horn manufacturing business for the past fifteen years, and who makes a specialty of designing new styles. This company also manufacture a full line of Morning Glory horns of all sizes, suitable for the trade. Mr. Morris has inaugurated a very lively campaign in the interest of his house, and the claims made for his horns as to tonal excellence, durability and workmanship are worth investigation.

On August 1 William McArdle, the minister abroad for the Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa., went to Paris, France, from London, England. He briefly writes: "H. & S. on top."

A CHAT WITH C. V. HENKEL

On the Future of the Jobbers Association—The Formation of a National Association Interestingly Discussed by This Gentleman.

Following the late meeting of the Eastern Talking Machine Jobbers' Association in New York more or less talk was heard of the object and purpose of the national organization, proposed to be consummated at Buffalo, N. Y., September 9-10. Among others deeply interested in this project is C. V. Henkel, president and general manager of the Douglas Phonograph Co., and one of the committeemeu appointed to complete the arrangements for the convention, who talked with The World as follows:

"When oue gets right down to formulating a plan for organizing a National Association of Talking Machine Jobbers it is more or less of a problem. The question as it preseuts itself to me is: First, shall the national body supersede the sectional associations altogether? or, second, shall the present organizations be preserved? Better still, should still other associations—west, north, south and east—be formed, with each sending delegates to the national gatherings. As it now stands there may be strictly local associations, in Philadelphia for example, that in no way interfere with the Eastern Talking Machiue Jobbers' Associatiou.

"At present a lot of tiue is lost," coutinued Mr. Henkel, "in passing on questions of the utmost importance to the entire jobbiug trade. Personally, I would prefer one body at present, as the local associations are not strong enough to send enough delegations, in point of members, to take up and dispose of questions to the satisfaction of the trade at large. It may be that not only city, but State associations may follow in the course of time. You know there is always more or less criticism where business of this kind is left in the hauds of a few. Another thing, it has been said that our association is not representative, and a national organization would remove this objection effectually. Besides the value of the exchauge of credit information is greatly enhanced when a wider scope is given its operation, as it would be with a natioual association. Iu fact, a national association properly organized could afford to establish a separate and distinct bureau for this purpose, and place at its head a competent man who could conduct its affairs expertly and along up-to-date lines.

"One of the greatest helps created by these associations is the fraternal spirit that has been developed by the social functions incidental to the meetings. To my mind this does as much practical good as is accomplished by the business meetings. Just what will be done at Buffalo I am unable to say just now, but the trade may rest assured that the greatest good to the greatest number will be the guiding policy of the committee in charge of the arrangements, of which I have the honor to be a member."

GOOD REPORTS FROM CINCINNATI.

Summer Trade Shows Increase Over Last Year—Wurlitzer Co. Secure More Room—Reginaphone to Ireland—McGreal's Good Business—Expansion With Columbia Co.

(Special to The Talking Machine World.)

Cincinnati, O., August 8, 1907.

The trade in this vicinity, in the main, did not finish the month of July at the remarkable pace set in the early part of the month. Although everybody reports a good healthy increase over the same period of last year, the increase is not in proportion with that of May and June over the same months of last year. There is nothing to indicate, however, that a single condition stands in the way of making the fall and winter business of 1907 the greatest by far in the history of the industry.

The house of Wurlitzer has again found it necessary to reach out for more room. They have secured 15,000 feet of floor space in the large building located at 126 East Fourth street, directly opposite the main store, where the wholesale end of the talkiug machine department will have added facilities and advantages heretofore impossible, as this department had outgrown its former quarters. One of the floors will be devoted to Victor, Edison and Zonophone machines, while auother will be used for records. An up-to-date shipping room and a salesroom conveniently arranged and equipped, are the result of the acquisition of this much-needed floor space, and incidentally, a source of great satisfaction to Mr. Dietrich, of the house of Wurlitzer, as well as its patrons.

Mr. Bruce, of the Smith & Nixon Piano Co., who has charge of the sales department of the Reginaphone, reports good business in machines and records. They have just filled an order for a large Reginaphone for the Rev. Father Powers, of Queenstown, County Cork, Ireland.

Lawrence McGreal, 29 East Fifth street, reports a very satisfactory run of business for the month just past. The sale of high-class records is exceptionally good, the Edison leading in machine sales. Altogether, there is nothing to indicate that Mr. McGreal has been in Cincinnati but two months except the calendar. The present and the outlook are roseate.

The Columbia Phonograph Co. report the best July business they have ever experienced; the sales showing great increase, both in their retail and wholesale departments over any previous July. The "Symphony Grand Graphophone" was put on exhibition recently, and it is creating the greatest interest among the better class of trade, who simply stand in admiring amazement at its wonderful tones and beautiful construction. It is put up in the style of an upright mahogany grand piano, is made to hold a large number of ten and twelve-inch disc records, and the horn is hidden from view. The sales promise to be beyond the supply.

The Van Phonograph Co., Mr. Salm says, has no fault to find with July's business, as it was in excess of the July of '06, both in record and machine sales.

John Arnold, of the Arnold Music & Phonograph Co., says they are having a wonderfully good trade in Victor records, especially.

SYMPHONY GRAND GRAPHOPHONE

Recently Placed on the Market Is Being Caught Up by Purchasers—Mrs. Gates Selects One and Her Friends Order More—Will be a Big Seller the Coming Fall and Winter.

The symphony grand graphophone is the latest high grade product of the Columbia Phonograph Co., Geueral. The first machine coming through the factory was placed in the window of the company's 23d street store, New York, last week, and was snapped up by Mrs. John W. Gates, wife of the Western financial magnate, who bets a million at a clip, within fifteen minutes of its first appearance on the floor. On removing the machine to the Waldorf-Astoria Hotel in less than an hour after delivery a couple of ladies from the famous hostelry came in the store and each wanted a symphony grand also, and immediately, they were so pleased with the one sent Mrs. Gates. This instrumeut stands about as high as the ordinary upright piano, is hornless, of beautiful design and finish, comes in mahogany and sells for $200. The company believe they have one of the handsomest machines ever put on the market, and are arranging to push its manufacture as rapidly as possible, as the symphony grand graphophone has been put down as one of the biggest sellers ever.

GEN. BRESLER'S GOOD WORK.

Among the guests of the Long Beach Hotel at the time of the recent fire that destroyed that resort was Gen. A. L. Bresler, export manager for Caille Bros., the large manufacturers of slot machines, with offices at 32 Union Square, East, New York. By hard work Gen. Bresler saved about one-third of his baggage, and after the fire had charge of a temporary police force, formed by swearing in a number of deputies, who preserved order and prevented the looting of the property of the guests.

Central States Edison Dealers

I AM ready to look after your Phonograph needs from my Cincinnati wholesale place. My stock from beginning to end is new and fresh and my aim shall be to give dealers not only good service, but aid them in every way to make money with the line by giving them every assistance possible, and ten years' experience, first as road salesman for the National Phonograph Co., and four years of jobbing Edison goods exclusively in Milwaukee, should fit me for the successful work of middleman.

I MOST RESPECTFULLY SOLICIT YOUR VALUED PATRONAGE :: WRITE FOR CONTRACTS

LAWRENCE McGREAL, Cincinnati, Ohio

29 East 5th Street

ANENT DIFFERENTIAL PRICES.

Henry E. Marschalk Says That the Trade Is on the Threshold of a Solution of One of the Greatest Trouble-Breeders With Which the Talking Machine Business Is Afflicted—Lack of Differentiation as Between Cash and Instalment Sales.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 12, 1907.

Henry E. Marschalk, of the Musical Echo Co., the prominent talking machine jobbers, at 1217 Chestnut street, this city, in a chat this week with The World he said:

" 'Necessity is the mother of invention.' This old familiar phrase may be appropriately applied to the present-day talking machine situation, more especially as it relates to the instalment bugaboo. At last our brains have begun to gyrate, and it would appear that we are upon the threshold of a solution of one of the greatest trouble-breeders with which the talking machine business is afflicted, namely, the lack of differentiation as between cash and instalment sales. The element of rascality is sometimes present, as it may seem; but more failures may be traced directly to the instalment business than to any other source.

"Long and assiduously have manufacturers and jobbers flaunted the slogan, 'Go after the instalment business; increase your retail sales,' and the sentiment found fruitful echo in the dealer—large and small. It looked dazzling at the start, and the 10 per cent. above list prices, which everybody charged, added the necessary rose-colored hue to these boomerang sales to induce redoubled effort to 'get more.' Everybody made remarkable strides (especially the manufacturers); business increased with wonderful rapidity, and when our sales sheets (not our cash sheets) were gone over and showed gains of from 50 to 200 and 300 per cent., certainly we had good cause to sing praises of our phenomenal prosperity; but we reckoned without our host. The big fellow had not then begun to lop off that extra 10 per cent., and the little fellow had not then lost his inducement for cash. The big fellow did lop it off, and the little fellow did lose his inducement, and then—trouble. That is where we stand to-day—face to face with trouble, and lots of it. The little dealer who had been 'going right along with the gang,' making great leaps and bounds in his sales and, at the start, getting a fair share of cash business—enough to bolster up the instalment end—began to realize that the big fellow was rapidly killing his chance for cash sales, and that the alternative confronted him either to quit the job or meet competition. The average American is not a quitter and, above all, is an optimist, so it was in order to figure that either Providence or good luck, or perhaps even hard work, would make this instalment business self-supporting. Then began a race for more instalment sales with the prospect for cash business practically eliminated. Some of them, miraculous as it may seem, have held together in one way or another; but the great majority are, to use the vernacular of the day, "up against it." They have either failed already and ruined their credit standing by a trip through the bankruptcy court, or some poor jobber is nursing them along, hoping against hope.

"Who stands under this burden? Is it the manufacturer? Emphatically no! It is the poor jobber. He is the follow, alas! who has been supplying the small dealer, while the latter has been wrecking himself on the instalment shoals, perhaps unconsciously, but with a degree of certainty which is appalling. He it is who hustles his check off to the manufacturers on the 10th and 15th of each month. He it is who paralyzes his profit and loss account with these bad debts—debts directly due to an incorrect condition of trade—i. e., lack of differentiality in prices, above referred to. He it is who sucks the lemon, while the more luscious and palatable fruit goes in another direction.

"So we have 'necessity' as the 'mother of invention.' We must needs rejuvenate the cash business, for under present conditions who but an ass or a rich man would buy for cash when he can make one of these 'unfeelable' weekly or monthly investments at no added cost? Thus, also, we have our brain gyrations—a hash of intellect in some wise head—and, behold! a result—a suggestion that we allow 5 per cent. discount for spot cash! How simple, yet how effective! May blessings be upon this head, may blessings be upon the other heads which gave impetus to the thought, and may blessings be upon the heads of the manufacturers for quickly grasping the thought and embodying it in their contracts, for surely they will do so."

AMERICAN TEN INCH RECORDS

We have about 5,000 new ten-inch American Records. Chicago selections, 18c. each in thousand lots. Address, "Blue Records" Talking Machine World, 1 Madison Ave., New York.

WILL SELL BUSINESS.

FOR SALE.—Thriving piano, phonograph, bicycle and sporting goods business, established 30 years, in live town, 50 miles from New York. Valuable agencies. One side line pays rent and clerk hire without any investment. Fullest investigation. Fine store, fresh stock, inventory about $5,000. Half cash; balance secured. Address "PIANOS," care Talking Machine World, 1 Madison Avenue, New York.

FOR SALE.

200 brass and black and gold regular and flower horns at 25 per cent. off jobbers' cost; new wholesale stock. List of sizes on application. Robert L. Loud, Buffalo, N. Y.

S. B. DAVEGA EXPANSION.

Lease 126 University Place Which Will be Connected With 32 E. 14th Street—New Quarters Will be Devoted to Wholesale.

S. B. Davega, the enterprising talking machine jobber at 32 East 14th street, this city, has leased spacious quarters at 126 University Place, which will be occupied on September 1. These premises will be connected with his present establishment and will be devoted exclusively to the wholesale trade. This will give Mr. Davega one of the most central establishments in the city, as well as facilities that will enable him to cater to the demands of his growing trade.

NEW EDISON CATALOGS.

Copies of the numerical and alphabetical catalog of records, form No. 1,120, have been mailed the trade. This includes in one cover the catalogs which have heretofore appeared separately, and supersedes numerical catalog No. 1,020, and alphabetical catalog No. 1,025. It contains all domestic and foreign records listed to and including July, 1907, and will be current for six months. The domestic, grand opera and foreign lists are first given in numerical order, followed by the domestic list in alphabetical form. This combined form will be a permanent feature. Jobbers will please bear in mind that copies have been mailed to all dealers and that it will not be necessary to supply them with other copies except upon request.

Copies of a new edition of the machine catalog, form No. 1,135, were mailed to the trade during July. Although this catalog is bound in a new cover, it is only intended for use until the new equipment becomes effective on September 16. At that time an entirely new catalog will be printed, covering all the changes in equipment and prices.

W. D. ANDREWS BIG PURCHASE.

W. D. Andrews, the prominent talking machine jobber of western New York, and president of the Eastern Talking Machine Jobbers' Association, recently purchased the entire stock of Edison machines carried by Robt. L. Loud, of Buffalo. Having purchased the stock of Victor machines from the same party a month ago, this gives Mr. Andrews a magnificent line of machines, which are being shown to advantage at his warerooms on Seneca street, corner of Wells, where he is splendidly located to carry on a great jobbing trade.

Turn Waste Into Profit

That waste space in your store is rich soil. A good side line will make it yield big profits.

Musical Instruments is the logical side line for talking machine dealers.

There's more money to be made out of musical instruments than any other line you could add to your talking machine business.

And they pull well together—that's the beauty of it!

Musical instruments require little space and less time. Odd corners in store and windows, tops of show cases and counters are excellent places to display them.

Durro Violins
Lester & Monarch Accordeons
Duss Band Harmonicas
and Durro Strings

in fact all our specialties are the best known instruments and admittedly the best sellers on the market.

Our prices are just as unique as our goods—none so attractive. That means you can make business *come to you* instead of you going after it.

Musical instruments will bring you a class of individuals with musical ideals who still have the notion that talking machines are mere mechanical play-toys. You thus can have within earshot people you could not reach otherwise and convince them to the contrary.

This is the best proposition ever made to you. Grasp it! Write for Catalog and special prices. But act quickly, because your competitor around the corner may be reading this.

Buegeleisen & Jacobson

113-115 University Place
NEW YORK

Sole Importers of the Famous DURRO VIOLIN

"TALKERS" GREATLY IN VOGUE

In the Twin Cities—The Leading Jobbers and Dealers Well Pleased With General Conditions—Latest Trade Happenings.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Aug. 5, 1907.

Talking machines are in greater vogue in the Twin Cities than ever before in the history of these devices in Minnesota. Notwithstanding the dulness that comes with the heated period all the houses are doing an exceptional business. Particularly flattering reports are given by the Victor dealers, but all report a trade far in excess of what was done a year ago.

A. M. Magoon, who handles the talking machine department for the New England Furniture Co., says that the trade is unusually strong for this season of the year. The Edison trade continues to hold its own very nicely and is a considerable factor. There has been a very decided increase in the demand for grand opera records.

J. H. Wheeler, a jobber in the Columbia goods, says that the country trade is unusually strong for this season of the year.

T. C. Hough, the pioneer talking machine man in the Twin Cities, finds himself and his office force unusually busy for this time of the year. The machines have found a field, and the trade appears to be as well established as any other line of business in the country.

The Minnesota Phonograph Co., of which L. H. Lucker is proprietor, with headquarters in Minneapolis, is steadily enlarging their trade in Victor and Edison machines and records, and they are well pleased with the business outlook.

EDISON MONTHLY'S NEW DRESS.

With the new form of the Edison Phonograph Monthly for August, Editor McChesney says: "At the age of four and a half years the Edison Phonograph Monthly has assumed a new and more becoming dress. The new cover, with its colored stock and two colors of ink, will be changed each month, and it is hoped that its attractive appearance will be appreciated by the trade. It will be noticed that the advance list and comments are combined, and that the publishers' names are incorporated with them, instead of occupying a separate space, as heretofore." This last announcement should be particularly pleasing to the music publishers who have long contended that if their names only were connected with their publication the cup of happiness would be overflowing and they would rest content, despite the lack of royalty fees.

COLUMBIA'S NEW HOME.

Their Great Retail Headquarters Out of the Hands of the Decorators at Last—Handsomely Fitted Up—Attractive Window Displays That Merit Special Praise.

After weeks of unavoidable delay the Columbia Phonograph Co.'s new establishment at 35-37 West 23d street, New York, is practically to rights, and we may add that it is one of the handsomest and best equipped in Greater New York. The color scheme throughout is forest green, with light green side walls decorated with silver, bronze and gold panels and medallions, the latter having the monogram C. P. emblazoned in their center.

The display windows are in quarter-sawed green-tinted oak, with leaded glass and prism panels above a paneled wainscoting, and matches the general interior decoration to a nicety. The mezzanine floor, which forms a crescent in the rear of the store, is of quartered oak and of the same tint as the display windows and soundproof booths erected underneath. The floors are also to be covered with dark green linoleum to harmonize with the decorations as noted. Leading up to the mezzanine floor is a stairway with a mirrored background, which, together with mirrored doors which lead to the rear private offices, telephone exchange booth, stock room, etc., and situated directly underneath the balcony, gives an exaggerated depth to the main or store floor. Two electroliers in bronze on each side of the balustrade, and many electric light globes distributed every few feet along the balcony railing, sheds a subdued light and gives a touch that is most pleasing to the eye. The mezzanine floor is set apart to the bookkeeping and minor departments, and this gives the entire store floor for the display of machines, cabinets, horns and miscellaneous stock.

Since the display windows were completed, H. P. Godwin, the display advertising manager, has arranged several most attractive exhibits, and they are attracting much favorable attention. This week the arrangement is most effective. In the west window is a graphophone suspended from a birch standard, and the sign post reads, "A strong guarantee holds your machine up to the mark and insures free repairs for one year." The certificate printed from an engraved plate seemingly holds the links of the suspended chains together and literally carries out the argument so tersely told. A sprinkling of graphophones makes a pleasing background. In the east window, and at right angles, are two large machines with notes issuing from the horns. The notes are caught up with black thread, and a close inspection is necessary to solve the optical illusion. The sign between the instruments reads, "There is music in the air; also in our records." A choice display of disc and cylinder cabinets in all the popular woods and finishes completes the picture.

DEALERS ON SUSPENDED LIST.

The following dealers have been placed on the suspended list since July by the National Phonograph Co.: George Swinehart & Son, Cooksville, Ill.; Bullock & Lyman, Cushing, and John J. Carpenter, Medeville, Ia.; C. H. Cobb, Gardner, and H. M. Burnham, Oldtown, Mass.; H. C. Ingalls & Co., Dover, N. H.; Italo-Americano Phono. Co. (R. Guard & Co.), New York City; Ben Hart, Fargo, N. D.; Clarence D. Baird Music Concern, Alexandria, Tenn.; Daynes Romney Music Co., Salt Lake City, Utah; W. Reichenstein, Norfolk, Va.; G. H. Stewart, Walworth, Wis.

WITHDREW APPLICATION FOR COMMISSION.

Before Justice Mills, in the special term of the Supreme Court held August 3 in the chambers in Mount Vernon, N. Y., an application on behalf of the New York Phonograph Co. was made for an open commission to take evidence from witnesses outside of the State. The application was later withdrawn. It was reported that the real purpose of the appointment of the commission was to obtain Thomas A. Edison as a witness.

INVESTIGATORS WERE DISTURBED.

During the recent telephone investigation in Boston, Mass., a morning session of the hearing was broken up by the antics of a talking machine in the neighborhood, which butted in with all too appropriate songs at the critical points in the testimony. While the investigators were inquiring just what a certain high salaried "advisor" did for the telephone company, the strains of "He Walked Right in, Then Turned Around and Walked Right Out Again" issued from the horn of the machine. After this personal thrust, officers suppressed the talker for the balance of the hearing.

H. M. Holleman, president of the Texas Phonograph Co., Houston, Tex., expects to attend the joint meeting of the talking machine jobbers to be held in Buffalo next month, and from there will visit the New York markets for the purpose of buying stock. This company now operate three stores in Houston and supply over two hundred dealers.

The Schmelzer Arms Co., Kansas City, are sending out an attractive series of advertising postals calling attention to special records in the Victor list for August, made by May Irwin and Alice Lloyd, the former making four and the latter three records each out of the list. The matter is printed on the back of a regular post card.

A PLAN WORTH $$$$

MR. RETAIL DEALER: Get the business coming your way early this fall. Plan No. 14 will do it. **IT'S ORIGINAL.** Making **BIG MONEY** for all that are using it.

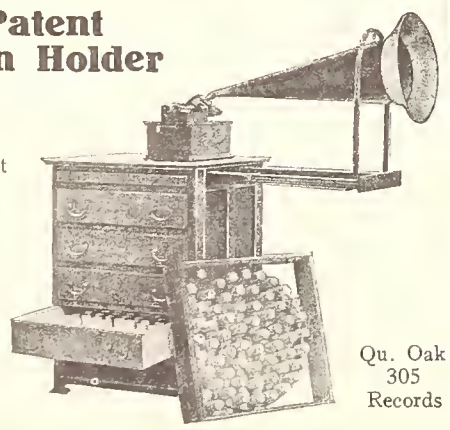
SELLS standard makes of **MACHINES** at **FULL PRICE.** Equally successful in large cities or small towns. No extra stock required. Dealers in other lines of business, interest their customers in this plan. It's their gain and **COSTS** you **NOTHING. EACH CUSTOMER** they send to you means a **PROFIT TO YOU OF $19.20.** 8-page Folder describes it. Price $1.00 in currency. FREE—30 Days. Copy for **TWO-BUSINESS-GETTING-ADS.** with each folder ordered prior to September 15.

Advertising has made us successful retailers of Talking Machines. We can help you.

BARD BROS. ADV. DEPT. WHEELING, W. VA.

Best Phonograph
CYLINDER RECORD CABINET
Patent Horn Holder

Out of Sight when not in use, In Place when wanted



For particulars write

Qu. Oak 305 Records

SYRACUSE CABINET CO., Syracuse, N.Y.

NYOIL FOR PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

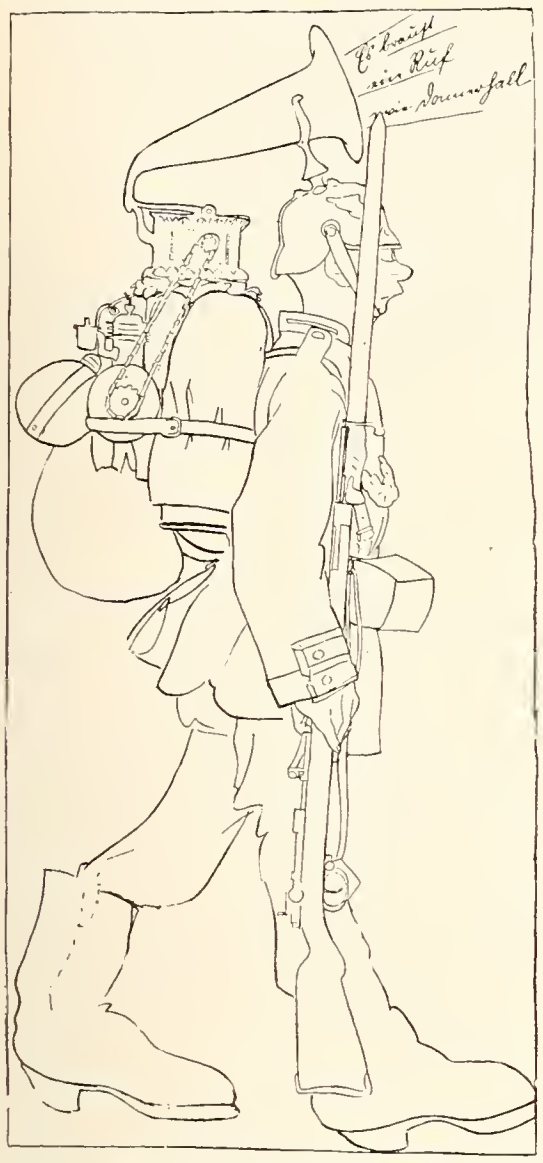
It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

UNIQUE GERMAN IDEA.

How the Talking Machine May be Utilized in Military Circles for Drilling or Cheering the Men on to Victory.

The ever useful talking machine has been suggested to fill still another sphere in German military circles, with what definite object has not been stated. According to the suggestion, the regulation talking machine is carried on top of the knapsack as shown in the accompanying illus-



tration taken from a German paper, the horn being carried forward over the soldier's head.

Whether the device is intended to lighten the march despite the additional weight of the machine, to enable the infantrymen to raise the cry, "Hoch der Kaiser" automatically, or to raise the yells of conflict while still saving the soldiers' breath is not stated. An army corps all equipped with talkers spouting out the German battle hymn or the music of Wagner should strike terror into the heart of even the bravest enemy, especially those who have attended an amateur saengerfest in times of peace.

WM. E. GILMORE AT THE HELM.

On July 19, William E. Gilmore, president of the National Phonograph Co., got in from his European trip aboard the "Celtic" of the White Star line. He had been away since May 8. Mrs. Gilmore and J. R. Schermerhorn, assistant general manager, and his wife, returned with Mr. Gilmore.

TALKERS ON THE MISSISSIPPI.

What would the old-time pilots of the romantic days of the Mississippi think if they could return to earth, take their places in the pilot houses and hear the strains of a talking machine issue from the cabin. The steamer New Camelia, of the river fleet plying between New Orleans and Lake Pontchartrain, is the latest vessel to be equipped with a Victor machine and a bountiful supply of grand opera records, and it is said the passengers express themselves as being delighted with the voices of the grand opera stars which go to fill the leisure hours of the trip.

HERE AND THERE IN THE TRADE.

On August 10 George P. Metzger, manager advertising department of the Columbia Phonograph Co., General, started on a week's vacation, which he enjoyed aboard his yacht in Long Island Sound waters, with headquarters at Port Jefferson, N. Y.

During the past month the following jobbers registered at the New York offices of the National Phonograph Co.: J. F. Bowers, of Lyon & Healy, Chicago; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; C. Davidson, of Perry B. Whitsit & Co., Columbus, O.; C. N. Andrews, Syracuse, N. Y.; E. Percy Ashton, of the American Phonograph Co., Detroit, Mich.; W. E. Henry, of the Powers & Henry Co., Pittsburg, Pa.; T. H. Towell, Eclipse Music Co., Cleveland, O.; H. Shields, of the Denver Dry Goods Co., Denver, Col.; John N. Willys, of the Elmira Arms Co., Elmira, N. Y.; T. Lamaze, of the I. C. S., Scranton, Pa.

Frederick D. Wood has been appointed music director of the Leeds & Catlin Co. He was formerly a band and orchestra leader in London, Eng., and has been identified with recording work for a number of years. Recently he held the same position with the now defunct American Record Co. The Leeds & Catlin Co. have now completed samples of their new mechanical feed machines, and on Tuesday an order was placed for the first consignment. It is a popular price machine, with complete horn equipment.

On the 12th R. E. Caldwell, manager of sales of the Blackman Talking Machine Co., New York, returned from his annual fortnightly vacation, the charms of Saratoga Springs claiming his attention.

George McGrath, at one time a well-known traveling salesman in the shipping department of the Douglas Phonograph Co., New York, died on the 11th inst. at Rahway, N. J., of pneumonia, after a brief illness. The company sent a handsome floral tribute in memory of a faithful employe.

Robert L. Loud, of Buffalo, who recently closed out his talking machine business, announces elsewhere the sale of his horn stock at a discount that is worth considering.

The striking popularity of the commercial graphophone with corporations having much correspondence is well illustrated by the order just received from Sears, Roebuck & Co., Chicago, calling for 1,000 blank records to be delivered every month for the use of the 300 graphophones employed by the company. When you realize that each record has a capacity of eight average letters and that it can be shaved at least 100 times, thus in reality giving each record a capacity of 800 letters, some idea can be gathered as to the immense amount of correspondence handled by that firm.

J. T. Williams, general manager of the Victor Distributing & Export Co., 77 Chambers street, New York, who has been spending the past fortnight with his family at Asbury Park, N. J., returns to business Monday.

Edward N. Burns, third vice-president of the American Graphophone Co. and manager of the Columbia Phonograph Co.'s export department, returned Monday from a special trip to Cuba.

Miss Gertrude Gannon has been made manager of the new Cincinnati, O., branch of Lawrence McGreal. She has been employed by McGreal Bros. for a number of years and has a thorough knowledge of the business.

PRESIDENT EASTON BACK FROM EUROPE.

Edward D. Easton, president of the Columbia Phonograph Co., General, returned from Europe on the "Adriatic," of the White Star line, August 7. Paul H. Cromelin, vice-president of the company, who had preceded Mr. Easton abroad, came back on the same vessel. They were accompanied by their wives and others.

J. A. BERST RETURNS FROM EUROPE.

J. A. Berst, manager of the American branch of Pathe Freres, the famous French manufacturers of talking machines, records, the cinematograph system of moving pictures, etc., 42 East 23d street, New York, returned from his six weeks' trip to Paris last month. Mr. Berst reports business in his special line in the French capital unusually strong, the capacity of the great factories being pushed to the utmost.

The Blackman Talking Machine Co. have recently put on the market a new concealed horn cabinet suitable for any tapering arm disc machine. The bell of the horn is against a perforated panel in the side of the cabinet, and the sound issues from it in full volume.

In the July issue of "The Voice of the Victor" there is a very interesting article on Caruso, which is humorously illustrated. There are a number of other valuable pointers of interest.

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RAPKE'S SPECIALTIES

are indispensable in any Talking Machine store.

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it will be money in your pocket to order
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Jobbers of Edison, Columbia, Zonophone and American machines and records.
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Talking Machines and Records. The Biggest Assortment of Hebrew Records.
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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., August 5, 1907.

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

JULY 15.

Bombay, 14 pkgs., $337; 7 pkgs., $100; 4 pkgs., $197; Buenos Ayres, 16 pkgs., $2,212; 43 pkgs., $4,589; Callao, 8 pkgs., $280; Cardenas, 4 pkgs., $188; Cristobal, 5 pkgs., $411; Hamburg, 2 pkgs., $28; Havana, 15 pkgs., $1,927; 13 pkgs., $374; Havre, 25 pkgs., $938; La Guaira, 9 pkgs., $634; Lanchezbe, 10 pkgs., $434; London, 169 pkgs., $4,378; 25 pkgs., $1,675; Melbourne, 14 pkgs., $552; Milan, 30 pkgs., $580; Para, 16 pkgs., $892; St. Petersburg, 8 pkgs., $493; Singapore, 9 pkgs., $229; Vera Cruz, 103 pkgs., $4,123.

JULY 22.

Alexandria, 2 pkgs., $107; Antwerp, 1 pkg., $100; Bombay, 35 pkgs., $830; Buenos Ayres, 2 pkgs., $111; Cartagena, 3 pkgs., $1,332; Ceara, 12 pkgs., $488; Delagoa Bay, 3 pkgs., $207; Glasgow, 5 pkgs., $118; Guayaquil, 14 pkgs., $666; Havana, 23 pkgs., $1,292; 22 pkgs., $456; Havre, 4 pkgs., $100; Limon, 1 pkg., $118; La Paz, 20 pkgs., $1,232; London, 8 pkgs., $706; 10 pkgs., $484; 178 pkgs., $3,590; Manila, 12 pkgs., $1,187; Oporto, 3 pkgs., $185; Port Au Prince, 2 pkgs., $140; Rio de Janeiro, 11 pkgs., $272; Southampton, 37 pkgs., $16,280; Smyrna, 3 pkgs., $242; 2 pkgs., $138; Trinidad, 11 pkgs., $203; Valparaiso, 1 pkg., $294; 3 pkgs., $328; Vera Cruz, 11 pkgs., $575; Yokohama, 29 pkgs., $857.

JULY 29.

Berlin, 102 pkgs., $1,062; Buenos Ayres, 17 pkgs., $1,379; Calcutta, 10 pkgs., $306; Hamburg, 2 pkgs., $150; Havana, 52 pkgs., $1,253; 34 pkgs., $397; Havre, 14 pkgs., $500; Liverpool, 1 pkg., $200; London, 163 pkgs., $3,460; 1 pkg., $100; Manila, 2 pkgs., $216; Milan, 6 pkgs., $190; Rio de Janeiro, 3 pkgs., $302; St. Kitts, 9 pkgs., $130; St. Petersburg, 9 pkgs., $461; 7 pkgs., $536; Vera Cruz, 37 pkgs., $1,877; Wellington, 7 pkgs., $139; Yokohama, 150 pkgs., $4,639.

AUGUST 5.

Antwerp, 3 pkgs., $400; Buenos Ayres, 8 pkgs., $423; Colon, 3 pkgs., $309; 13 pkgs., $128; Corinto, 6 pkgs., $112; Guayaquil, 6 pkgs., $229; Hamburg, 1 pkg., $155; Havana, 8 pkgs., $297; Havre, 25 pkgs., $784; Iquitos, 2 pkgs., $125; Iquique, 2 pkgs., $184; Liverpool, 181 pkgs., $5,118; Savanilla, 3 pkgs., $443; Sydney, $2,608 pkgs., $29,649; Valparaiso, 7 pkgs., $160; 7 pkgs., $359; Vera Cruz, 65 pkgs., $1,561.

Edwin Walker, of the Walker Talker Co., Erie, Pa., was a recent World visitor.

There Is Unmistakably A Growing Demand

for a better grade of Horns, especially accentuated in decorated styles. We have just brought out a new line of Artistically Decorated

Morning Glory Horns

Jobbers! If you are looking for a line of quick sellers drop us a postal.

The following are a few of our new decorations: White, Yellow or American Beauty Roses, Water Lilies, Tulips, Golden Rod and Daisies, Black Berries, Gold Leaf, landscape and special designs in striping. Write for prices on our regular line of flower horns.

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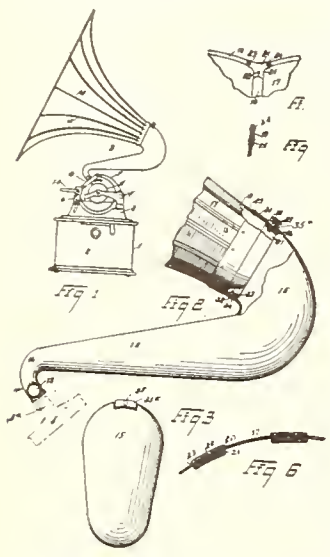
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., August 6, 1907.

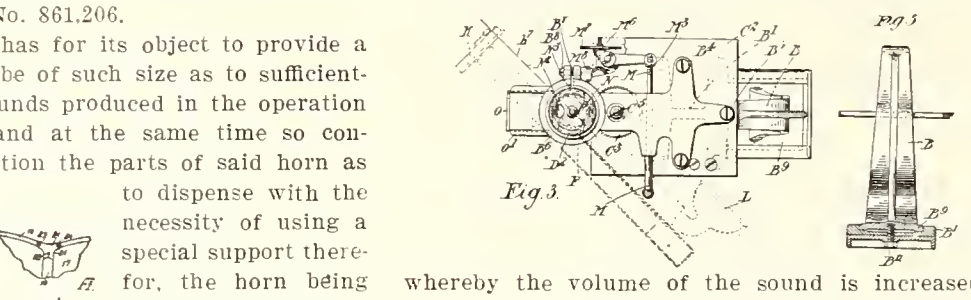
PHONOGRAPHIC HORN. Louis Devineau, Cleveland, O. Patent No. 861,206.

This invention has for its object to provide a horn which shall be of such size as to sufficiently amplify the sounds produced in the operation of phonographs and at the same time so construct and proportion the parts of said horn as to dispense with the necessity of using a special support therefor, the horn being carried and supported entirely by the tubular portion of the reproducer. A further object of the invention is to relieve the bearings on which the carriage traverses from undue friction. A still further object of the invention is to produce a horn of this type which is extremely light and attractive in appearance, and which may be conveniently assembled and disassembled. Fig. 1 represents a side elevation of a phonograph of standard construction having the horn applied thereto; Fig. 2 represents an enlarged detail, partly in elevation and partly in section, of the horn, a portion of the reproducer being shown in dotted lines; Fig. 3 represents an end elevation of the elbow of the horn, and Figs. 4, 5 and 6 represent details of the bell of the horn.

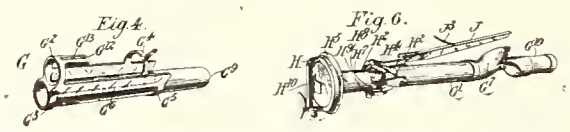


SOUND-REPRODUCING MACHINE. Frederick Myers, London, England. Patent No. 860,878.

This invention is for improvements in or relating to sound-reproducing machines and has particular reference to those in which disc records are employed. According to this invention, the record, instead of being carried upon a table rotated by the motor, as heretofore, is supported upon a stationary table, while the sound-box travels in a circular path over the face of the record. One advantage of a machine constructed in this manner is that it is found to operate efficiently even when tilted considerably out of the normal level, whereas machines having a rotating record are rendered irregular in action or even inoperative under similar conditions. The sound-box is driven by the motor but is also free to move laterally in a straight line and preferably in a path strictly radial to the record for the purpose of following the spiral groove therein in the well-known manner. In disc machines at present on the market, the sound-box is carried on a pivoted arm and therefore cannot move in a straight line whether such line be radial or otherwise, but traverses a path constituting an arc struck from the pivot of the arm. A further feature of this invention consists in utilizing the movement of the sound-box to provide a forced draft through the intake of the trumpet whereby the volume of the sound is increased and the quality improved.



In the accompanying drawings Fig. 1 is a central vertical section of the machine viewed from the front; Fig. 2 is a side elevation of the same viewed from the right of Fig. 1; Fig. 3 is a plan of the machine; Fig. 4 is a perspective view of a detail; Fig. 5 is a rear elevation of the supporting bracket, and Fig. 6 is a perspective view of the sound-box and adjacent parts.

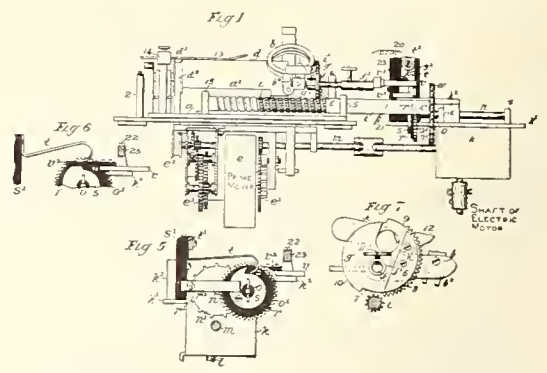


AUTOMATIC PHONOGRAPH. William W. Rosenfield, New York. Patent No. 859,114.

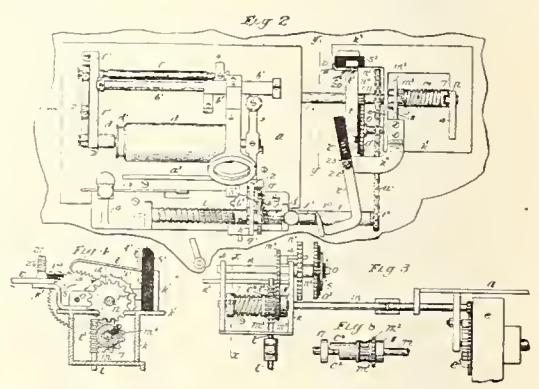
This invention relates to automatically operated phonographs, and more particularly to means for raising the reproducer from the record and for returning the parts to normal or starting position.

In accordance with the present invention, the return mechanism of the phonograph is actuated by a motor other than that by which the phonograph is given its reproducing movements, such additional motor being preferably an electric motor. By providing such additional motor for operating the return mechanism, the motor by which the phonograph is given its reproducing movements is relieved of the work of actuating the return mechanism and a much quicker return may be obtained than would otherwise be possible with such motors as are ordinarily used for operating the phonograph.

The invention has been made in connection with and in some of its features is especially adapted for use with phonographs provided with means for automatically rewinding the motor by which the phonograph is given its reproducing movements, and more particularly phonographs of this class in which the phonograph is actuated by a spring motor which is automatically rewound by an electric motor. When the present invention is applied to such phonograph the automatic return mechanism may be actuated by the electric rewinding motor, the spring motor being thus relieved of the work of actuating the return mechanism. The invention is not, however, to be limited in all its features to a construction in which the return mechanism is actuated by the rewinding motor, since obviously a special motor might be provided for actuating the return mechanism, and when such special motor is provided the invention might be applied to a phonograph not having a rewinding motor as well as to one having a rewinding motor.



A full understanding of the invention can best be given by a detailed description of a preferred construction embodying the various features thereof, and such a description will now be given in connection with the accompanying drawings which show the invention as applied to a spring motor actuated phonograph.



In said drawings, Fig. 1 is an elevation. Fig. 2 is a plan of a spring motor actuated phonograph of known construction provided with an automatic return mechanism and with rewinding means constructed in accordance with the present invention. Fig. 3 is a view of parts of the operating mechanism looking from the back of Figs. 1 and 2. Fig. 4 is a view, partly in section

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Have you ever lost a sale in consequence? Then you can appreciate the value of doing business with a Jobber who can fill your orders promptly.

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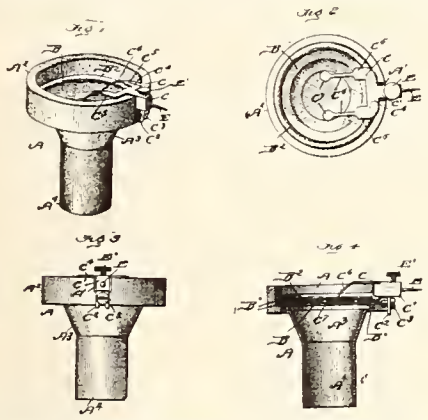
on line x—x of Fig. 3. Fig. 5 is a view, partly in section on line y—y of Fig. 2, looking toward the right. Fig. 6 is a view of parts shown in Fig. 5, but in a different position. Fig. 7 is an enlarged view of parts of the automatic return mechanism, looking toward the left in Figs. 1 and 2. Fig. 8 is a detail view of the friction coupling interposed between the electric motor and the spring motor, the friction spring of such coupling being removed.

GRAPHOPHONE SOUND-BOX. John F. Murray, Lindsay, O. Patent No. 860,604.

This invention relates in a reproducer or sound-box having a peculiar shape, and having a double armed stylus lever, and needle adapted for use

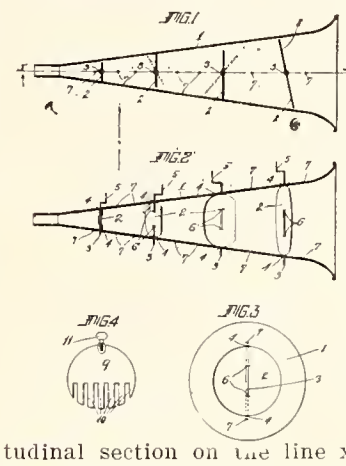


with the hard disc records. The object of the invention is to obtain a clear, distinct and natural tone. Fig. 1 is a perspective view of the improved attachment. Fig. 2 is a plan view. Fig. 3 is a side elevation. Fig. 4 is a vertical or longitudinal section.

PHONOGRAPH HORN. Henry B. Seaman, New Brighton, N. Y. Patent No. 858,763.

This invention has for its object the provision of a horn which shall be free from the raucous noises characteristic of many horns constructed at the present day. Many efforts have been made to do away with the detrimental quality above mentioned, the most recent attempt to accomplish this being what is known as the "Morning Glory" horn, but it has been discovered that the raucous quality proceeds not so much from the shape of the horn as from the uninterrupted reflection of the sounds from the sides of the horn, which in the human throat is prevented by tonsils, teeth, etc.

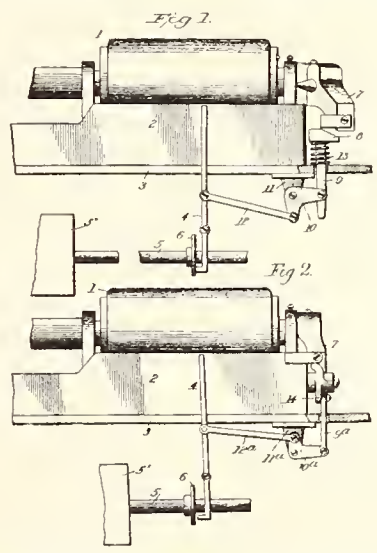
Accordingly baffling means have been devised to interrupt the sound waves in their progress from the reproducing device through a phonograph horn, and these means may take, conveniently, the form of a plate or gate of which it is preferable to provide several within the horn, arranging them also preferably so that they will be adjustable at the will of the operator. By this means a tortuous passage is provided for the sound waves, considerably modifying the quality of the tone transmitted by the horn, and also enabling its volume to be controlled by the operator readily.



In the drawings, Fig. 1 is a longitudinal sectional view of a phonograph horn, in the construction of which the improvements have been embodied; Fig. 2 is a vertical longitudinal section on the line x—x, Fig. 1; Fig. 3 is a front elevation looking from right to left on Fig. 2, and Fig. 4 shows a modified form of baffle member.

STARTING AND STOPPING MECHANISM FOR PHONOGRAPHS. Clarence H. Wilkes and Howard Lyle, Little Falls, N. Y. Patent No. 860,110.

This invention relates to starting and stopping mechanisms for phonographs. It has for an object to provide a means connected to the starting lever and operated automatically either by

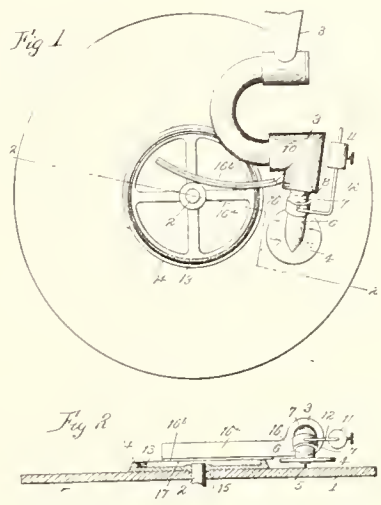


the closing and the opening of the gate or by the shifting of the lock for the gate. In the drawings Fig. 1 is a front elevation of one embodiment of the invention, and Fig. 2 is a front elevation of another embodiment of this invention.

TALKING MACHINE. William Rabe and Carl Kamrath, of New York, N. Y., assignors to Landay Bros., New York. Patent No. 859,180.

This invention relates particularly to machines of the flat record type and consists in means for adapting such machines to the making and reproducing of "home" records, and to that end they are here shown, and are preferably constructed so as to be applicable to the ordinary machines now in use, and intended for use only in reproducing commercially made records.

The object has been to produce a mechanism simple and cheap in construction, convenient and certain to operate, of great amplitude of movement so as to be applicable to records of various



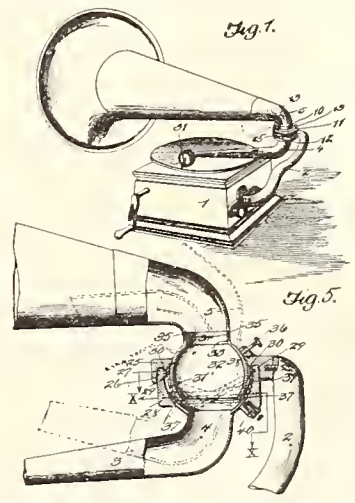
sizes, accurately adjustable to the work to be done and smooth and noiseless in action.

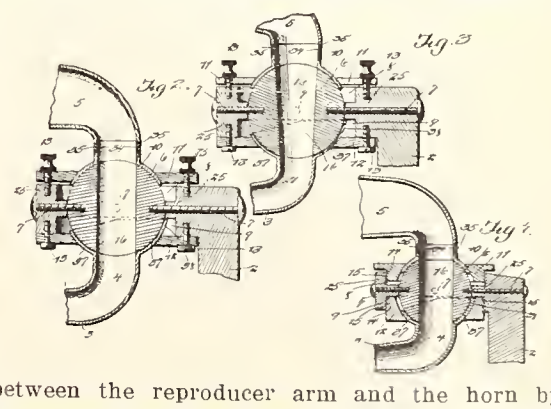
In the accompanying drawings, the mechanism is shown arranged for the production of records of the graphophone type, wherein the sound waves are recorded and reproduced by vertical movements of the stylus, but it is not intended to limit the scope of the invention to that use.

In said drawiugs, Fig. 1 is a plan view of the improved mechanism with so much of the parts of an ordinary talking machine as is necessary to an understanding of the same. Fig. 2 is a vertical, sectional elevation thereof taken on the planes indicated by the dotted lines 2—2, Fig. 1.

SOUND-CONVEYING TUBE FOR TALKING MACHINES. Robert A. Boswell, Washington, D. C. Patent No. 859,165.

This invention relates to sound-conveying tubes for talking machines, particularly talking machines of the disc type, and has for its object to provide a simple, inexpensive and efficient construction of the joiut or connection between the reproducer arm and the delivery or amplifying horn of such sound conveying tubes, by which the necessary movements of both the reproducer arm and the horn, both horizontal and vertical, may all be effected from substantially the same point of center. A further object of the invention is to provide a construction of joint or connection





between the reproducer arm and the horn by which these parts may have freedom of movement independent of each other, so that whatever may be the position of the horn the free end of the reproducer arm may move freely as may be required to permit the stylus to follow the record

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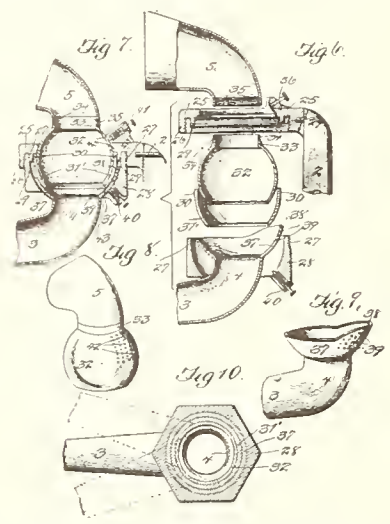
groove. A further object of the invention is to provide means by which the horn may be held in any position in which it may be placed so as to direct the sound in any desired direction and to provide means by which the free end of the reproducer arm may be held in raised position when it is desired to lift it from the record to permit the record to be removed and a new one placed in position. A further object of the invention is to provide means by which the free end of the reproducer arm will be prevented from sagging if swung to one side of the record.

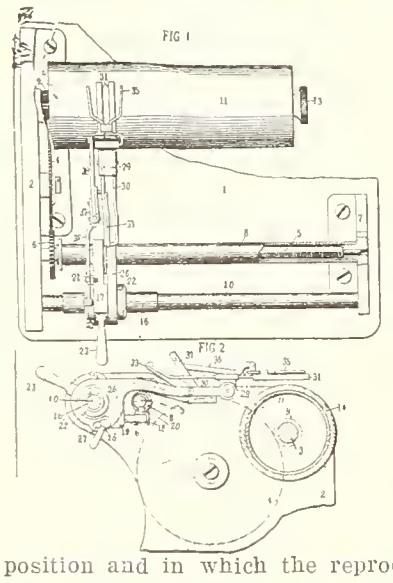
Referring to the drawings, Fig. 1 is a perspective view of a talking machine having the invention applied thereto; Fig. 2 is a vertical sectional view through the joint between the reproducer arm and the horn; Fig. 3 is a view similar



to Fig. 2, but showing a slightly modified form of joint; Fig. 4 is a view similar to Fig. 2, but showing a further modification; Fig. 5 is a view similar to Fig. 2, showing a further modification; Fig. 6 is a detail sectional view of the construction shown in Fig. 5, but showing the parts in position to be assembled; Fig. 7 is a view similar to Fig. 2, showing a construction similar to that shown in Figs. 5 and 6, but with slight modifications; Fig. 8 is a detail perspective view of the joint end of the horn shown in Fig. 7; Fig. 9 is a detail perspective view of joint end of the reproducer arm shown in Figs. 5, 6 and 7, and Fig. 10 is a horizontal sectional view on line x—x of Fig. 5.

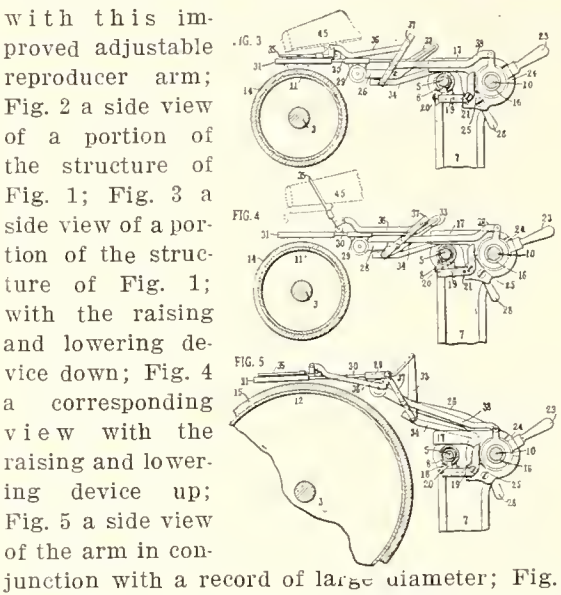
ADJUSTABLE REPRODUCER ARM FOR TALKING MACHINES. Walter C. Runge, Camden, N. J., assignor to International Royal Phone Co., Boston, Mass. Patent No. 860,332.

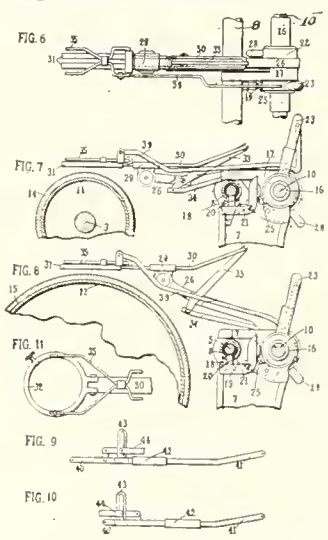
This invention relates to reproducer arms for talking machines using different mandrels of various diameters on a mandrel shaft having



a fixed position and in which the reproducer is shifted with respect to the sound record by adjusting the arm instead of shifting the mandrel shaft as in previous machines. One of the objects is to provide mechanism by means of which the reproducer can be shifted with respect to the mandrel shaft so that records and mandrels of different diameters may be used on the same machine. Another object is to provide means whereby the reproducer stylus will be automatically placed in proper position on records of various diameters. Another object is to provide means for placing the reproducer into or out of operative engagement with the record regardless of the diameter of the latter or the position of the arm. Another object is to provide means for guiding a reproducing trumpet along the record in such manner that it will be free to move universally under irregularities in the record, but will hold the stylus firmly in the sound groove.

Fig. 1 is a top view of a graphophone provided with this improved adjustable reproducer arm; Fig. 2 a side view of a portion of the structure of Fig. 1; Fig. 3 a side view of a portion of the structure of Fig. 1; with the raising and lowering device down; Fig. 4 a corresponding view with the raising and lowering device up; Fig. 5 a side view of the arm in conjunction with a record of large diameter; Fig. 6 a top view of a slight modification of the arm





in conjunction with a record of small diameter; Fig. 7 a side view of the structure of Fig. 6; Fig. 8 a side view of the structure of Figs. 6 and 7 in conjunction with a record of large diameter; Figs. 9 and 10 detail views of a form of manually operated lever system; Fig. 11 a detail view of a sound-box holder mounted on the arm in place of the trumpet yoke.

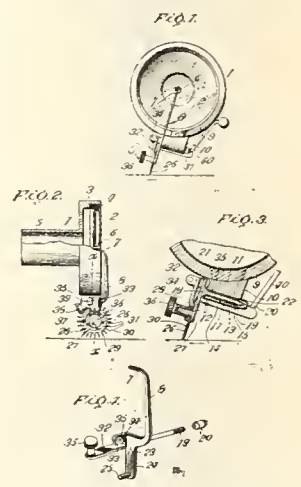
SOUND-BOX FOR TALKING MACHINES. Minard A. Possons, Cleveland, O. Patent No. 857,483.

This invention relates to improvements in sound boxes for talking machines, and is for use in connection with that class of machines in which a disc record is used and a metal stylus. It is well known that in the machines which use a disc record and a metal stylus, that are now so generally used, that the needles or stylus are intended to be used but once, and that after such use the needle is removed and another unused one substituted therefor.

One object of the present invention is to avoid the necessity of removing the stylus from its support as is required in the machines now in use, by providing an improved stylus formed from sheet metal and having a plurality of closely arranged reproducing points which can be cheaply constructed, and a new reproducing point brought into operative position by a slight rotary movement of the disc.

Another object is to so construct the stylus that it is rigid in the lateral direction of the sound waves formed upon the disc record to prevent any possible loss in the transference of the delicate variations thereof to the sounder disc, but which is flexible in a direction at right angles to these sound waves so that it will yield to the roughness and unevenness of the bottom of the sound wave groove, which is found, in practice, to very materially soften the tone and to avoid the well-known grinding and grating sound very common to these instruments.

Another object of the present invention is to support this disc-like stylus with its plurality of reproducing points with the plane of its flat surface extending across the disc record, or radial thereto, and the axis thereof at right angles to said direction, which causes the lateral irregularities of the sound waves to act upon the stylus in a direction parallel with the flat plane or surface of the disc, and therefore offering a rigid unyielding stylus in that direction, but which will yield in the direction at right angles thereto for the purpose stated in the preceding paragraph.



Another object of the present invention relates to an improved oscillatable support for the stylus and in the manner of connecting the stylus bar with the sound disc, as well as other details of specific construction of the stylus itself.

In the accompanying drawings Fig. 1 is an end view of the improved sound box, Fig. 2 is an edge elevation of Fig. 1 partly shown in section; Fig. 3 is an enlarged sectional view taken longitudinal the oscillating support for the stylus. Fig. 4 is an enlarged detached view in perspective of the stylus carrying member.

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RECORD BULLETINS FOR SEPTEMBER, 1907.

NEW EDISON GOLD MOULDED RECORDS.

Edison Gold Moulded Records are made only in Standard Size. Both Standard and Concert Records may be ordered from this list. Order by number, not title. If Concert Records are wanted, give the number and letter C.

9626 Comin' Thro' the Rye—Humoresque (Bellstedt) .....Edison Concert Band
9627 Jack and Jill (Cohan).....Ada Jones
9628 When the Bluebirds Nest Again, Sweet Nellie Gray (Helf).....Mauuel Romain
9629 Hungarian Dance—No. 2 (Brahms).....Edison Hungarian Orchestra
9630 Theodore (Bryan).....Edward M. Favor
9631 Many's the Time (Rose & Fischer).....Collins and Harlan
9632 When Someone Really Cares (Cahill).....Irving Gillette
9633 To Your Health (Gesundheit) Waltz (Helf).....Edison Military Band
9634 I'd Rather Two-Step than Waltz, Bill (Burt).....Billy Murray
9635 An Amateur Minstrel Rehearsal (Original).....Edison Vaudeville Co.
9636 Just Because I Loved You So (Harris).....Harry Anthony
9637 Chopin's Nocturne (Chopin).....Hans Kronold
9638 I Think I Oughn't Ought to any More (Bryan).....Edward Meeker
9639 Tell Mother I'll Be There (Fillmore).....Edison Mixed Quartet
9640 Your Lips, Your Eyes, Your Golden Hair (Sturges).....Reinald Werrenrath
9641 The Magpie and the Parrot (Bendix).....Edison Symphony Orchestra
9642 Brother Noah Gave Out Checks for Rain (Longbrake).....Arthur Collins
9643 Herman and Minnie (Original).....Ada Jones and Len Spencer
9644 A Little Suit of Blue (Chattaway).....Byron G. Harlan
9645 Red Wing Medley (Original)....Albert Benzler
9646 Everloving Spoony Sam (Fischer)...Bob Roberts
9647 Flanagan at the Barber's (Original).....Steve Porter
9648 The Blue Jay and the Thrush (Fulton)..Harlan and Belmont
9649 The 74th Regiment March (Losey).....Edison Military Band

COLUMBIA 10-INCH DISC RECORDS.

3672 March of the Powhatan Guard (Wm. Wall Whiddit). Official March of the Jamestown Tri-Centennial Exposition.....Prince's Military Band
3673 Jamestown Dixie or Dixie Patrol (A. Patricolo) .....Prince's Military Band
3674 Since You Called Me Dearie (Durand). Tenor Solo, Orch. Acc.....Byron G. Harlan
3675 You Splash Me and I'll Splash You (Solman). Soprano Solo, Orch. Acc...Miss Ada Jones
3676 I'm Happy When the Band Plays Dixie (Vanderveer). Whistling Solo, Accomp. by Prince's Military Band.....Edward Ables
3677 When the Bluebirds Nest Again, Sweet Nellie Gray (Costello and Helf). Vocal Quartet, Male Voices, Piano Acc.....Columbia Quartet
3678 Ev'ry Little Bit, Added to What You've Got, Makes Just a Little Bit More (J. Fred Helf). Baritone and Tenor Duet, Orch. Acc.....Collins and Harlan
3679 Many's the Time—Coon Song (Rose and Fischer). Baritone and Tenor Duet, Orch. Acc.....Collins and Harlan
3680 Little Black Lamb (Theo. Morse). Baritone and Tenor Duet, Orch. Acc..Stanley and Burr
3681 Red Wiug—An Indian Fable (Kerry Mills). Baritone and Tenor Duet, Orch. Acc.....Stanley and Burr
3682 Won't You Be My Honey (Theo. Morse). Soprano and Tenor Duet, Orch. Acc.....Ada Jones and Billy Murray
3683 Everloving Spoony Sam—Coon Song (Rice and Fischer). Baritone Solo, Orch. Acc.....Arthur Collins
3684 Face to Face—Sacred (Herbert Johnson). Tenor Solo, Orch. Acc.....Henry Burr
3685 Saved by Grace—Sacred (Crosby and Stebbins). Tenor Solo, Orch. Acc....Henry Burr
3686 A Little Suit of Blue (Chattaway). Tenor Solo, Orch. Acc.....Byron G. Harlan
3687 Die Wacht am Rhein. Tenor Solo in German, Orch. Acc.....Emil Muench
3688 Die Welt ist Meschige. Contralto Solo in Hebrew, Piano Acc.....Frau Pepi Littman
3689 Schulem Eleichem. Contralto Solo in Hebrew, Piano Acc.....Frau Pepi Littman
3690 Herman and Minnie (introducing the song "Herman"). Vaudeville Specialty, Orch. Acc.....Ada Jones and Len Spencer
3691 Flanagan at the Barber's (Steve Porter). Vaudeville Specialty, Orch. Acc...Steve Porter
5605 Presidente Quintana—Marcha (Ricardo Herold) .....Banda Espanola
5655 Lejos Del Dien Amado—4 Vals Boston (Gerardo Metallo).....Banda Espanola

COLUMBIA 12-INCH DISC RECORDS.

5700 Royal Italian March.....Banda Espanola, Senor C. A. Prince, Director
5708 Selection from "Madame Butterfly" (Puccini).....Banda Espanola, Senor C. A. Prince, Director
5710 Selection from "Traviata" (Verdi).....Banda Espanola, Senor C. A. Prince, Director
5711 Overture "Magic Flute"—Die Zauberflote (Mozart) .....Banda Espanola, Senor C. A. Prince, Director
9000 Gems of Bohemia—Smes Ceskych Pisni (F. V. Sasfranek).....Prince's Military Band
30079 Selection from "Martha" (Flotow).....Prince's Military Band
30080 From Greenland's Icy Mountains—Sacred (Dr. Lowell Mason). Baritone Solo, Orch. Acc.....Charles Gordon

NEW COLUMBIA X.P. (CYL.) RECORDS.

33159 Since You Called Me Dearie (Durand). Tenor Solo, Orch. Acc.....Byron G. Harlan
33160 You Splash Me and I'll Splash You (Solman). Soprano Solo, Orch. Acc.....Miss Ada Jones
33161 I Know That I'll Be Happy 'Till I Die—Solo by Arthur Collins. Minstrel, Orch. Acc.....Rambler Minstrel Company
33162 When the Bluebirds Nest Again, Sweet Nellie Gray (Costello and Helf). Vocal Quartet, Mlae Voices, Orch. Acc.....Columbia Quartet
33163 Red Wing—An Indian Fable (Kerry Mills). Baritone and Tenor Duet, Orch. Acc.....Stanley and Burr
33164 Wou't You Be My Honey (Theo. Morse). Soprano and Tenor Duet, Orch. Acc.....Ada Jones and Billy Murray
33165 Everloving Spoony Sam—Coon song (Rice and Fischer). Baritone Solo, Orch. Acc.....Arthur Collins
33166 Where the Silv'ry Colorado Wends Its Way (Charles Avril). Baritone Solo, Orch. Acc.....J. W. Myers
33167 Saved by Grace—Sacred (Crosby and Stebbins). Tenor Solo, Orch. Acc....Henry Burr
33168 A Little Suit of Blue (Chattaway). Tenor Solo, Orch. Acc.....Byron G. Harlan
33169 Herman and Minnie (introducing the song "Herman"). Vaudeville Specialty, Orch. Acc.....Ada Jones and Len Spencer
33170 Flanagan at the Barber's (Steve Porter). Vaudeville Specialty, Orch. Acc...Steve Porter
40543 Glorias Nacionales—Paso Doble Militar (Rafael Gascon).....Banda Espanola
40548 Tarde Otonal—Vals (Juan G. Evans).....Banda Espanola
40551 De Flor en Flor—Schottische (Juan G. Evans).....Banda Espanola

NEW COLUMBIA B. C. (CYL.) RECORDS.

85132 Medley Two-step (Arr. by R. L. Halle)...Prince's Orchestra—Dance Music
85133 Adoree—Valse Lente (F. Legrand).....Prince's Orchestra—Dauce Music
85134 Medley Waltz (Arr. by C. A. Prince).....Prince's Orchestra—Dance Music
85135 Waltzes from "The Red Mill" (Victor Herbert).....Prince's Orchestra—Dance Music
85136 Many's the Time—Coon Song (Rose and Fischer). Baritone and Tenor Duet, Orch. Acc.....Collins and Harlan
85137 Little Black Lamb (Theo. Morse). Baritone and Tenor Duet, Orch. Acc.....Stanley and Burr
85138 Face to Face—Sacred (Herbert Johnson). Tenor Solo, Orch. Acc.....Henry Burr
85139 Chimmy and Maggie in Nickel Land—Tough Dialect (Len Spencer). Vaudeville Specialty, Orch. Acc..Ada Jones and Len Spencer
85140 Uncle Josh in Society (Cal Stewart). Uncle Josh Weathersby's Laughing Story.....Cal Stewart

ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.
834 Gallant Fifth March.....
835 Grand Mogul—March and Two-step.....
836 I'd Like to Know Your Address and Your Name—Medley Waltz .....
837 I'd Rather Two-step than Waltz, Bill—Medley Two-step .....
838 Marching Home Thro' Dixie Land—March.....
839 Pickles and Peppers—March.....
HAGER'S ORCHESTRA.
840 Brookfield—Two-step .....
841 Dark Eyes—A Mexican Dance.....
842 Gibson Girl—Waltz .....
ACCORDION SOLO BY J. J. KIMMEL.
843 Straight Jigs—Medley.....
CLARIONET SOLO, PLAYED BY THEO. PUSSINELLI, WITH ORCH. ACC.
844 Little Nell .....
VOCAL SELECTIONS WITH ORCH. ACC.
826 Chimmy and Maggie in Nickel Land—Descriptive Scenc....Ada Jones and Len Spencer
845 Dinner Time.....Arthur Collins
846 Ev'ry Little Bit, Added to What You've Got, Makes Just a Little Bit More.....Collins and Harlan
827 Harrigan .....Billy Murray
828 Holy, Holy, Holy....Mendelssohn Mixed Quartet
829 I'm in Love with the Slide Trombone.....Miss Ada Jones
830 Mammy's Little Curly Head.....Miss Ada Jones
847 Mighty Lak' a Rose.....Henry Burr
831 Oh, That Will Be Glory.....Peerless Quartet
848 Reed Bird (The Indian's Bride).....Collins and Harlan
849 Rescue the Perishing.....Frank C. Stanley and Henry Burr
832 Take Me Where There's a Big Brass Band..Billy Murray
850 Theodore .....Edward M. Favor
833 Where Are You Going to, My Pretty Maid?..Mendelssohn Mixed Quartet

NEW VICTOR RECORDS FOR SEPTEMBER.

ARTHUR PRYOR'S BAND.
5203 Comedian's March—From Bartered Bride. Smetana 10
5205 Austrian Army Bugle-Calls—Waltz....Tlusty 10
5206 On the Belvidere—Two-step (Na Belvederu Pochod) .....Faster 10
31650 Daughter of the Regiment Overture. Donizetti 12
31651 The Death of Custer—The Battle of Little Big Horn 12
31652 Red Mill Selection .....Herbert 12
VICTOR ORCHESTRA, WALTER B. ROGERS, CON.
5185 The Minute Men—March and Two-step... Winburn 10
5208 Merry Widow Waltz.....Lehar 10
VICTOR DANCE ORCHESTRA.
31655 Merry Widow Waltz (Ballsirenen.....Lehar 12
BELL SOLO BY CHRIS. CHAPMAN, WITH ORCH.
5188 Medley Dance ..... Kamman 10
MEZZO-SOPRANO SOLO BY MISS PEARL BENHAM WITH ORCH.
5187 In May Time.....Speaks 10
TENOR SOLO BY HENRI LEONI WITH ORCH.
5201 I Love You, Ma Cherie..... 10
TENOR SOLO BY HARRY MACDONOUGH WITH ORCH.
5189 Dreaming ..... Dailey 10
COMIC SONG BY MISS ADA JONES WITH ORCH.
31654 I'm in Love with the Slide Trombone..Furth 12
TENOR SOLO BY FREDERIC C. FREEMANTEL WITH ORCH.
5194 Over the Line.....Phelps 10
BASS SOLO BY FRANK C. STANLEY WITH ORCH.
31653 Chorus, Gentlemen! .....Lohr 12
SONGS BY BILLY MURRAY WITH ORCH.
5195 I Think I Oughtn't Auto Any More..... 10
5196 In the Land of the Buffalo..... Williams-Van Alstyne 10
5197 Harrigan—From Fifty Miles from Boston. Cohan 10
"COON" SONG BY ARTHUR COLLINS WITH ORCH.
5204 Brother Noah Gave Out Checks for Rain... Longbrake 10
DUET BY STANLEY AND MACDONOUGH WITH ORCH.
5200 When Johnny Comes Marching Home.Lambert 10
FOUR RECORDS BY VESTA VICTORIA.
5181 The Next Horse I Ride On..Murray-Everhard 10
5182 Waiting at the Church .....Leigh-Pether 10
5183 Poor John .....Pether 10
5184 Billy Green .....Lawrence-Gifford 10
LAUGHING SPECIALTY BY FAMOUS COMEDIANS.
52000 Laughs You Have Met.—Illustrated by five famous fun-makers 10
GERMAN SPECIALTY BY JONES AND SPENCER WITH ORCH.
5186 Minnie and Herman. 10
MALE QUARTET BY THE HAYDN QUARTET ORCH. ACCOM.
5167 The Last Rose of Summer is the Sweetest Song of All. .....Sidney 10
COMIC DUETS BY COLLINS AND HARLAN WITH ORCH.
5190 There's Room for Us All on the Trolley.. Bennet 10
LYRIC QUARTET ORCH. ACCOM.
5199 Rock of Ages .....Buck 10
ARTHUR PRYOR'S BAND.
5192 Ship Ahoy, March .....Lusk 8
VICTOR ORCHESTRA.
5193 The Banner March.....Von Blon 8
YODEL SONG BY GEORGE P. WATSON WITH ORCH.
5129 Sour Krout is Bully..... 8
DUET BY MISS JONES AND MR. MURRAY WITH ORCH.
5137 It's Nice to Have a Sweetheart—From The Tourists. .....Kerker 8

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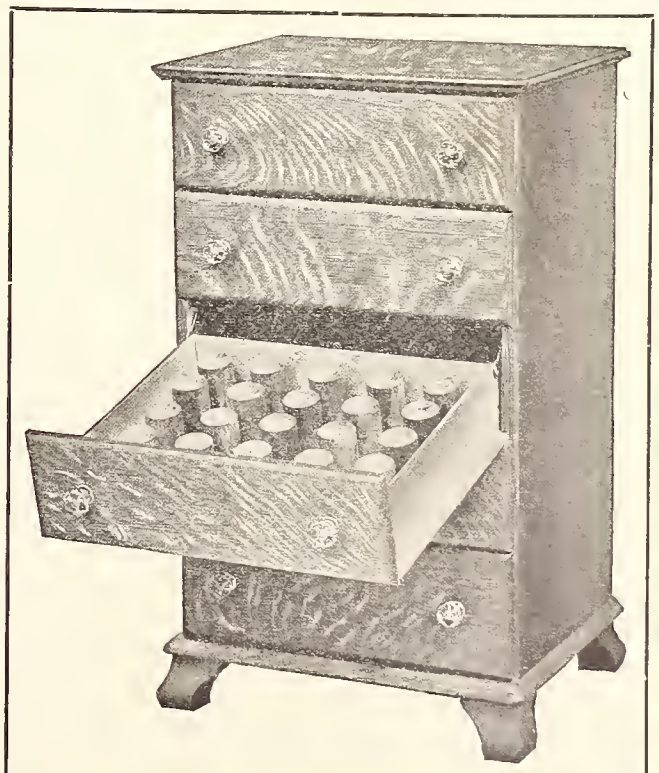

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DESCRIPTIVE SPECIALTY BY COLLINS AND HARLAN.
1727 Two Rubes in a Tavern .....Stanley 8
YANKEE TALK BY CAL STEWART.
1640 Uncle Josh on a Street Car.....Stewart 8
TWO "TEDDY BEAR" RECORDS.
Issued especially for the children.
5202 Frolic of the Teddy Bears—Adapted from Bratton's "Teddy Bear's Picnic" (played by Victor Orchestra).
5191 The Teddy Bear's Lullaby—Sung by Mr. Macdonough, with orchestra. 8
NEW RED SEAL RECORDS.
ALICE NIELSEN, SOPRANO, IN ITALIEN.
74074 Barbiere—Una voca poco fa—(A Little Voice I Hear) .....Rossini 12
FLORENCIO CONSTANTINO, TENOR.
34072 Rigoletto—La donna è mobile—(Woman is Fickle) .....Verdi 10
74074 Barbiere—Ecco ridente—(Dawn, with her Rosy Mantle) .....Rossini 12
DUETS BY NIELSEN AND CONSTANTINO IN ITALIAN.
74075 Traviata—Parigi o cara—(Far from Gay Paris) .....Verdi 12
74076 Faust—Dammi ancor—(Duet from Garden Scene) (Let Me Gaze on Thy Beauty)..
Gounod 12
MARIO ANCONA, BARITONE (IN ITALIAN).
87010 Mattinata—Morning Serenade.....Tosti 10
87011 Ivano—Serenata—In Vain..... Tosti 10
HERBERT WITHERSPOON, BASS.
74071 Meet Me by Moonlight Alone.....Wade 12
74072 Messiah—Why Do the Nations.....Handel 12
AN ORATORIO NUMBER BY DE GOGORZA.
EMILIO DE GOGORZA, BARITONE, IN ENGLISH.
74069 God, My Father—From "Seven Last Words of Christ" ..... Dubois 12

EDISON CIRCULAR TO THE TRADE.

Notice of Change in Horn Equipment and List Prices of Edison Phonographs, to Take Effect September 16, 1907.

The following communication was sent out to the talking machine trade on July 22 by the National Phonograph Co.:

"Beginning September 16, 1907, all Edison phonographs will be equipped with a horn support and solid metal polygonal shaped horn, somewhat different from any now on the market. The horns will be finished in black, with gilded decoration, and present a very neat, as well as attractive appearance. They will also produce better and more satisfactory results phonographically. The sizes of horns for different machines follow: Gem, 19 inches long, 11-inch bell; Standard, 30 inches long, 19-inch bell; Home, 32 inches long, 21½-inch bell; Triumph, Balmoral, Conqueror and Alva, 33 inches long, 24-inch bell.

"It is a well-known and established fact that for several years the price of all material, as well as labor, used in the construction of mechanical and musical instruments has constantly increased, and although we have heretofore considered raising the prices of phonographs to meet this increase in cost of manufacture, we have withheld doing so up to the present time. Now, however, that we are going to supply, at a further increase in cost, a larger horn and horn support, we are compelled to do so, and, beginning September 16, 1907, list prices of the different types of Edison phonographs, including horn and horn support, will be as follows: Gem, $12.50; Standard, $25; Home, $35; Triumph, $55; Balmoral, $70; Conqueror, $85; Alva, $85. Discounts to jobbers and dealers will remain the same as at present. No changes will be made in equipment or prices of slot machines of any style.

"Jobbers and dealers having a stock of machines on hand September 16 must equip them with the new horn and horn support, and sell them at the increased prices. To enable them to do this we will supply the horn and horn support separately from machines, at the increase made in price of outfits, these prices being subject to regular machine discounts, i. e., horn and horn support for Gem machine, at $2.50 each, list; horn and horn support for Standard, Home, Triumph, Balmoral, Conqueror or Alva, at $5 each, list. Dealers should order from their jobbers, and the jobbers from us.

"It is impossible to tell just when we will be able to begin shipping machines with the new equipment, but whenever it is, it must be distinctly understood that such outfits must not be sold to users until on or after September 16. There will be no objection, however, to a jobber supplying them to dealers prior to that time, provided it is understood and agreed to that they cannot be put on sale until that time. To take care of requirements up to September 16 we will continue filling orders with the present equipment, unless instructed otherwise.

"Within the next two or three weeks we hope to be in position to supply sample outfits complete, to such jobbers as may desire them, or to show them what the new horn and crane will be. If you desire samples sent you, please place your order immediately, plainly specifying thereon: 'One each Gem, Standard, Home and Triumph machines equipped with new style horn and horn support, or should you not want all of these different styles, specify just which particular types you do want.

"In order to include the foregoing changes, and to embody other minor changes, a new agreement will also be issued to take effect September 16, 1907. Jobbers' copies of these agreements will be forwarded to jobbers at the earliest possible date, and they should be signed and returned to us not later than September 16. New agreements will also be forwarded to dealers, either direct or through their jobbers, and should be signed and returned immediately to either the jobber or us direct, as the case may require.

"To provide against delay in supplying extra horns and supports for machines on hand, we would thank dealers to notify their jobbers, and jobbers to notify us on August 15, as to the approximate number of each style they will require on September 16, and would suggest your placing orders for them as soon after August 15 as possible.

TALKING MACHINE SAVES LIVES

Of a Picnic Party During a Recent Outing—Honored as a "Hero."

A large talking machine equipped with a very loud reproducer and big brass horn was the means of saving the lives of a picnic party of ten on a recent holiday. Five young couples had started early in the day for a launch trip on Long Island Sound, and in addition to a generous supply of edibles and drinkables had brought along the "talker" and a number of choice records to enliven the idle hours.

All went well until, while returning at sunset, a heavy and sudden fog blotted out everything except within a few yards of the boat and rendered the shore line and passing craft invisible. The situation was especially dangerous owing to the fact that one of the many sound steamers leaving the city late in the afternoon might bear down and run into them before a move could be made toward safety. Those in the launch who realized the danger and their helplessness had resigned themselves to the worst, when one bright mind suggested the use of a talker as a fog horn. A record of a full band selection was placed on the mandrel and hardly had the machine started to play when shouts and the tinkling of engine-room bells were heard and a big passenger steamer swept by not ten yards away, with propellers churning up great seas in an effort to arrest her progress with full speed astern, and the rail lined with anxious faces. Only the sound of the talking machine had given the pilot warning of the proximity of the launch and enabled him to sheer off in time to avoid a collision. As it was, the steamer's wash almost swamped the little craft.

The picnic party reached shore safely, although the hour was late and all suffered from a bad case of nerves, but the talker was hailed as a guardian angel and holds a place in the heart of the owner that could not be filled with the possession of a half dozen automobiles.

WALZ'S BIG TALKER TRADE.

The El Paso Dealer Says Sales Are Running Away Ahead of Last Year.

W. G. Walz, of the W. G. Walz Co., dealers in pianos, organs and talking machines, El Paso, Texas, was among recent trade visitors. Mr. Walz incidentally called at the National Phonograph Co.'s headquarters in Union Square and talked shop with several heads of departments. He stated that his sales of talkers ran away ahead of last year, and that he looked for a rousing business this fall, as prosperity was in full swing throughout the entire State, and that every industry was booming.

This Show Case and 50 per cent. Cash Profits are yours

Hohner Harmonica Display

SHOW CASE and HARMONICA ASSORTMENT

This offer consists of an excellent assortment of the best selling HOHNER Harmonicas, to retail at prices ranging from 25c. to $1.00, and a first-class show case, made of the best material and perfect in every respect. The assortment is made up of seventeen different styles, with not a dead seller among them. Each style comes in a separate package which is labeled to show at what price its contents can be retailed for and contains an assortment of keys. The case is made of solid quarter-sawed oak, plate glass, and is specially designed for displaying Harmonicas. The instruments appear on an elevated platform, under which there is room to store a small stock. With every case a number of price-tickets are given which can be placed on each instrument to display its retail value.

THIS IS WHAT YOU RECEIVE:

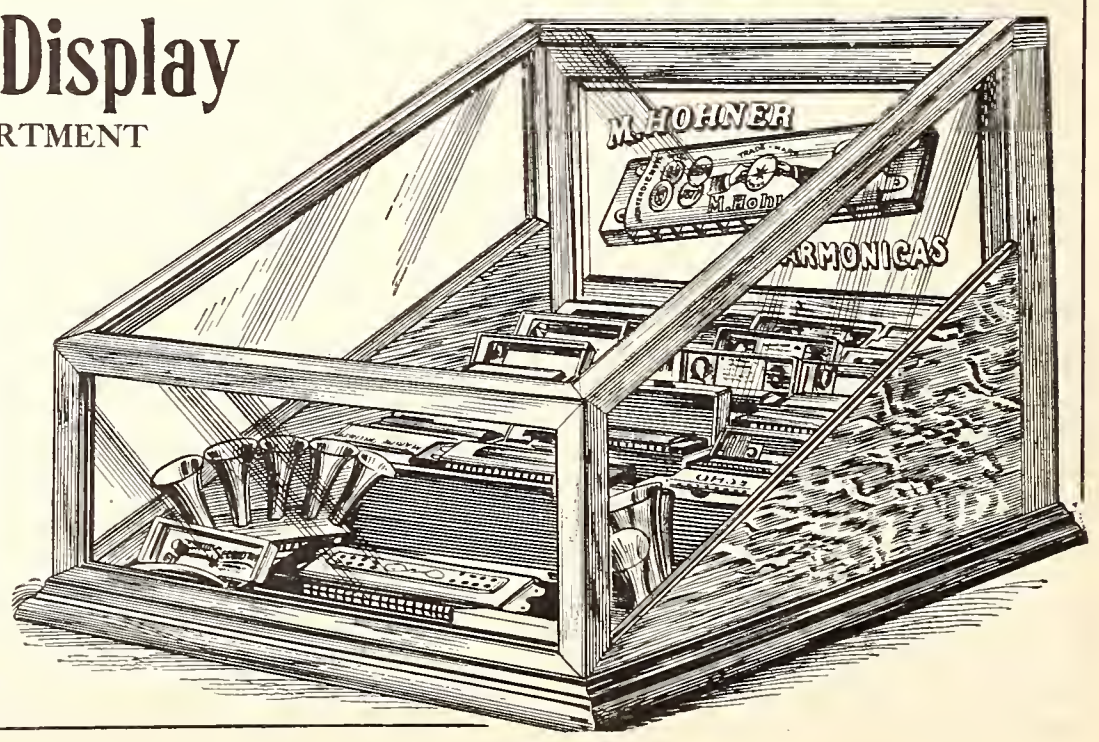
4 dozen Assorted Harmonicas, to retail at 25c. each	$12.00
2½ dozen Assorted Harmonicas, to retail at 35c. each	10.50
2 dozen Assorted Harmonicas, to retail at 50c. each	12.00
½ dozen Assorted Harmonicas, to retail at 75c. each	4.50
½ dozen Assorted Harmonicas, to retail at $1.00 each	6.00
Total retail value of Harmonicas	$45.00
Value of Show Case, at least	12.00
Total Value	$57.00

Your Gain A Show Case which will last indefinitely 50 per cent. Cash Profit on your investment.

Size of case: 20¾ inches wide, 24¼ inches long, 14 inches high.

Ask Your Jobber

M. HOHNE 475 Broadway, NEW YORK
Canadian Office, 76 York St., Toronto



MOVING PICTURE AND AUTOMATIC MACHINES

WHAT HAS BEEN ACCOMPLISHED

In Bringing the Moving Picture and Its Commercial Possibilities to the Attention of the Talking Machine Trade—Facts in This Connection That Are Well Worth Thinking Over.

Nearly a year has passed since The Talking Machine World first brought the moving picture machine to the attention of this trade as an article of great commercial possibilities. At that time it was only its use in the 5-cent theaters that we referred to. We saw these places of amusement spring up one after another until not a prominent thoroughfare in our city was left unoccupied. At first it was supposed that this was but another craze which had taken hold of the American public, and which would soon die out, but one only has to visit the Nickelodian of to-day to realize that these places are here to stay. Most important of all, however, they awakened the brains of inventors to the immense field open to the man who could invent a motion machine suitable for home use. This, as our readers know, is no longer a dream, a longed-for attainment, but a settled question. Like in every other phase of life when necessity calls human brains respond, if not to the letter at least with a practicable substitute.

With our large facilities for gathering news from all parts of the globe we have been keeping our finger on the pulse of this trade, and on the appearance of this new aspirant for trade favor were promptly on the ground in the interests of the talking machine trade, for we realized the importance of pushing the motion picture machine along with the "talker." Hence we have opened this department in the interest of these devices, and to keep the manufacturer, jobber and dealer acquainted with the condition of affairs. To-day, at least a score of the largest jobbers in this country have taken up the moving picture machine, and are pushing them in their territory, with the aid of their road men, with such good results that when asked by The World what he thought of the possibilities one jobber said: "Why, I have already sold my entire first order and have not received the first shipment yet."

This certainly is an encouraging start, but one must remember that this is but the beginning, for after the sale of the machines come films, an endless list, with fresh subjects coming out each month. In many ways there are advantages in this business over the talker; for instance, in shipping films to dealers or customers, the saving in freight charges will be enormous. Dealers won't have to worry, either, about how large a percentage of broken records the month's report will show, for films are put up in little round fireproof metal boxes, which eliminate all chances of damage. The supply end of this new business is very large, and an endless number of lights, lenses, rewinds, tanks for gas, wire, etc., etc., for all of which there will be a goodly demand, which means an extra profit for jobber and dealer.

Like in every phase of business any radically new invention is looked upon skeptically at the start. This in most cases arises from ignorance of the article or subject involved. One of the first points to be brought to light was the exorbitant cost of films. This was a perfectly natural conclusion to arrive at when it is remembered that the only pictures which came under their notice were those used by professionals and manufactured by the old-established houses in this line. Films of this character, of course, are beyond the purse of private parties, costing, as they do, from 14 to 16 cents a foot, many of the subjects running up to the 1,000 foot mark. The new companies knew that to give an exact reproduction of these large pictures and market them at a reasonable figure was impossible, so they began to study the problem before them with the following results: Firstly, for home use, it was unnecessary to throw a picture more than a half or third the size used in theaters. It was therefore decided that a smaller film would be desirable, for the saving in cost would be material. Secondly, by reducing the picture the flicker so noticeable in many of the larger would be reduced, if not wholly eliminated, and, thirdly, by just so much as the film picture was reduced the number of pictures to the foot would increase. For example, a 50-foot film, with pictures measuring one-half inch, would do the same work that a huudred-foot film picture measuring one inch.

Of course, it would only be possible to carry this proportion out to a limited point, for if the picture was too small you would lose both scope and much detail. Our readers must not think, however, that because a film happens to be half the size of a regular it can be retailed at 7 or 8 cents a foot instead of 14 or 16, for this is not the case. It is true that there is a good deal saved on the raw material, but one must take into consideration that each picture is retouched separately, and if the number is doubled to the foot the cost of this process is in proportion increased, therefore, when the new companies turn out a subject to retail at 10 cents a foot, with a liberal discount to jobbers and dealers, they have performed what not so long ago was thought impossible. Of course, as this business progresses it is certain that a process will be found whereby the cost will be still more reduced. Even at the 10-cent rate, however, the manufacturers had to turn out subjects that would not exceed $1.50 for the benefit of those who could not afford a longer film. But 10 or 15 feet are run off too quickly to give any satisfaction, so these pictures are joined together into what is called an endless film, and as the subjects for the most part are such that one cannot tell just where each begins or finishes, such as a bathing scene, railroad trains, a prize fight, etc., very good results are obtained.

As time goes on and the "talker" trade becomes more familiar with this business, many ideas now in embyro will be developed to push the film business. The same thing is true in this as in that of the phonograph field. The money will be made mostly from the pictures. One thing undoubtedly will be brought about, namely, an exchange system, whereby owners of machines buying a certain number of films outright will be allowed to exchange them for a uominal charge—enough to cover wear and give a fair margin of profit to the dealer. Dealers should also get their customers to form clubs if possible, thereby lessening the individual expenditure. This will also spread the craze, for members will invite outsiders to their entertainments, and these in turn are likely to club in or buy an outfit for their own use. These social gatherings will do much toward arousing new interest in talkers, for the two go hand in hand and the retailer who has his eyes open ought certainly to reap a harvest.

WILL IT BE AN "ARCADE" MERGER?

A. L. Erlanger Who Recently Completed a Great Vaudeville Combine Sees Big Money in the Nickel Moving Picture Theatres—Makes Friends With His Doughty Antagonist Impresario Hammerstein.

Oscar Hammerstein was sitting on the steps of the Victoria Theater recently talking about some of the things he was going to do in opera this year. Most of the people who came along stared at him, for the fame of the new impresario has gone far, but he did not pay any attention, except to say: "I guess they wonder why I have so little dignity."

Down the street came another man at whom all the wise ones stared as he came along. His name is often upon the lips of theatrical people, and it had figured in the newspapers of the day as the head of a great world merger of theaters. This other man was Abraham L. Erlanger.

Now, among the traditions of the Rialto are several which deal with the feuds of Oscar Hammerstein and Abraham Erlanger, and at present the Hammerstein vaudeville interests and the Erlanger vaudeville interests are clashing in serious fashion. It has been a long time since the two had met and talked. But for all that Mr. Erlanger walked across to the stoop where Mr. Hammerstein was sitting. He held out his hand and Mr. Hammerstein shook it.

"Tell me about that merger," said Mr. Hammerstein.

Mr. Erlanger just smiled.

"Tell me, honestly, is there anything you are going to keep your fingers out of?" persisted Mr. Hammerstein.

"Well, I might have some fun with a circus," said Mr. Erlanger.

"How about the five-cent phonograph places?" asked Mr. Hammerstein.

"There's money in them," smiled the head of the theatrical syndicate. "I've talked that over."

"I suppose you'll have a string of opera houses next," said Mr. Hammerstein.

"No, I guess I'll keep out of that," reflected Mr. Erlanger. Then he smiled.

"But, say, you seem to have got in pretty well on that, didn't you? Saw the country was coming that way. There's money in it."

Mr. Hammerstein started to retort, but Mr. Erlanger stopped him. "Now, don't you try to tell me you are in it for art or I'll go away," he said. "What's your subscription? And, by the way, how would you like us to do your booking? You needn't come over to our office at all. I'd come over here and we'd sit out on the front stoop and fix the whole thing up."

"There, didn't I tell you," said Mr. Hammerstein. "You can't keep out of it. You'll be merging grand opera yet. When you take that, will you let me keep this theater a while?"

"Oh, I'm thinking of selling seats good for

The Card Printer

Prints your name on five cards for one cent. It is the best slot machine ever produced.

MANUFACTURED BY

The Card Printer Co.

79 East 130th Street NEW YORK

MOTION PICTURE

Machines, Films and General Supplies

Sole Agents for

POWER'S CAMERAGRAPH

EDISON'S KINETOSCOPES

The largest and only exclusive store of its kind in the city.

THE SWAAB CO.

330 Spruce Street PHILADELPHIA, PA.

We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and your investment will net you 150 per cent. to 300 per cent. per annum.

LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of $600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success*.

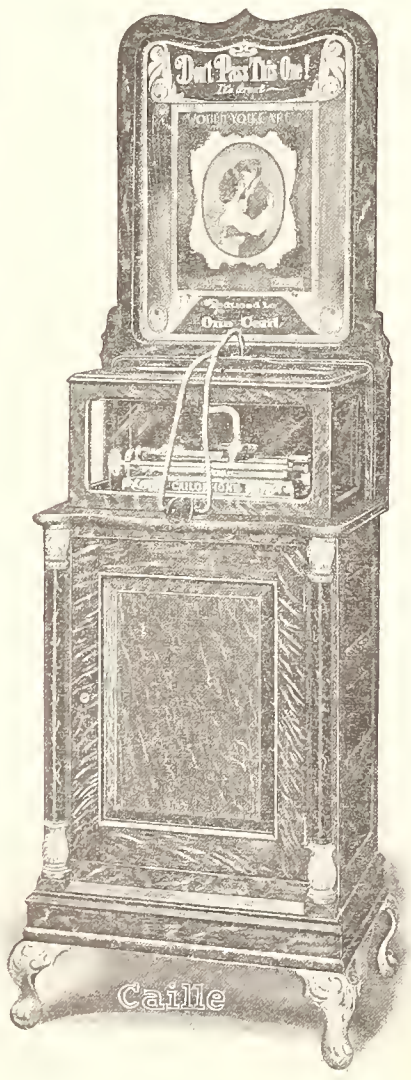
Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!



The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

WRITE TO-DAY and be
First on the Ground.

The Caille Bros. Co.
DETROIT, MICH.

Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago

both the New York and Victoria," smiled Mr. Erlanger. "Want to go in on it?"

"Don't look at me in that money-making way," protested Mr. Hammerstein.

"Well, I haven't done any busiuess for five minutes, and I'm lonesome," said Mr. Erlanger. "You'd better think over that opera and vaudeville business. By the way, that's a fine tie you have on."

"Got it in Paris," said Mr. Hammerstein.

Then they talked of Paris, and Mr. Erlanger went away smiling. The wise theatrical people began speculating what new combination was in the air, but this was just what they had said.

CINEMATOGRAPHS IN SPAIN.

Demand for Films Is Quite Active—Orders Placed Largely With France, England and Germany—Chances for American Firms.

(Special to The Talking Machine World.)

Washington, D. C., Aug. 4, 1907.

Consul-General B. H. Ridgely reports to the Department of Commerce and Labor that Barcelona is becoming a center for cinematographic shows and a thriving business is being done in films, which are principally imported from France and England, some also coming from Germany, with occasional purchases from American firms. He adds: "It is impossible to state the number of films sold her, but Barcelona is the best market for them in Spain, Madrid being the next best. All the leading French and English makers have local agents. The length of the films sold varies from 44 to 110 yards. They are delivered at 2 pesetas (38 cents) per meter (39.37 inches). The subjects preferred depend somewhat on the class of entertainment for which they are required. The cinematograph, which claims to have the most select patronage, prefers scenes from nature. There are 30 or 40 cinematographic shows in and around Barcelona. All sorts of moving pictures representing life in America would be popular in Spain. Any American firm furnishing films of this sort would probably find it profitable to send an agent to Barcelona."

THE AUTOMATON WAS HUMAN.

C. W. Solomon Tells How He Had Been Duped Into Becoming Part Owner of Automatic Checker Player.

Chagrined because he had beeu duped iuto becoming part owner of an automatic checker player, which he afterward found contaiued a small boy, Charles W. Saloman, of New York, recently told some more interesting details of his negotiations with one Morris J. Mansfield, "inventor" of the apparatus, who was charged with swiudling and arrested.

In bewailing the fact that he had been cleverly duped, Saloman told how he had been approached by the owner of the wonderful piece of mechanism, and had taken the bait. The "machine" worked to perfection, and a fortune seemed in store for the purchaser until the boy was discovered in the interior.

"Why, I was ready to form a stock company, with $1,000,000 capital, to show the figure all over the country," said Saloman. "I had scores of friends who were crazy to buy the stock. Mansfield told me the figure was an exact duplicate of the famous one in the Eden Musee, and it looked so to me when I investigated.

"The contrivance was a wonder even without the boy in it, but it was useless without Mansfield to operate it. It ran by clockwork, not electricity, as Mansfield alleged. The batteries shown to the public connect with wires that did not run anywhere. The clockwork simply bent the automaton forward every time it said 'check' in playing chess or checkers.

"That fifteen-year-old son of Mansfield who was in the machine was a marvel at playing chess or checkers when he is outside of the figure. His father, I have since learned, has taught all of his four children, almost from infancy, to play the games.

"Why, the night before the figure was placed on exhibition, my brother-in-law opened $150 worth of wine—real champagne, too—and christened the figure Hassan Paska, saying we would get back the money for the wine the uext week. Oh, I dou't hesitate to say we thought we had a good thing with millions in it. Even after I exposed Mansfield's trick he wanted me to stand for it and allow him to take it around couutry fairs, where he said he could win $5 a game betting on checkers. The 'fake' cost me $150, but think what it cost Leopold!"

TRADE ITEMS.

The average life of a moving picture film is between 1,000 and 1,200 times exhibited. Of course, care in handling and the machine, whether good or bad, prolongs or lessens its wearing quality.

At a meeting of the directors of the American Mutoscope & Biograph Co., held July 17, the position of general manager (held so long by Mr. George Van Guysling, the vice-president of the company) was abolished. Mr. Van Guysling, who has but recently recovered from a severe attack of nervous prostration, has been granted a two months' vacation, and has gone South.

Edward E. Warren, an usher in the Hathaway Theater, New Bedford, Mass., was arraigned before Justice Stetson on July 16, for having violated the laws of that State, by operating a moving picture machine in the theater without having a license. The fine in such cases is not less than $5 and not more than $500, but at the suggestion of his counsel the court allowed the case to be "put on file," as the proceedings were sufficient to warn the management of all theaters that the laws of the State must be respected.

We learn that rigid laws to decrease the fire risk now said to be caused by conditions around the various moving picture shows in Birmingham, Ala., will most probably be adopted by the city council at an early date.

Mayor W. P. Ball, of New Orleans, La., is carrying on a strenuous campaign to stamp out the use of suggestive or criminal pictures in the nicelodians in this city. He has been joined in this work by the Protestant Ministers.

The slot machine business has beeu quiet. The export business aloue has kept up to the mark, and large shipments to foreigu countries go out on every steamer. The American manufacturer still holds his owu at the top of the list abroad, and our machines are always given the preference. Much of the slackness in the States is credited to the widespread craze for moving pictures, and there is little doubt that a good deal of coin is being sidetracked by these uickelodians.

The Giant Bean Shoot is one of the newest slot machines on the market. This device is 7 feet 6 inches high, made of hardwood, oak finish, with a red background, which makes it a very attractive ornament. When in use a ball is discharged from a gun, throwing out while ascending from one to five signals, and when blown to the limit (600) will ring the bell at the top. It retails for $25, and is a money maker.

The Marvelous Automatic Palm Reader continues to hold the public interested, and is conceded one of the greatest money makers ever produced in this country.

GRINDS OUT HARD COIN.

Easy Money Found in the Coin Operating Machines and Moving Picture Business—The Picture Business Should be Kept Clean—Talking Machine Men Should be Alive to the Dollar Making Power of the New Device.

The value of coin-operatiug machines should be apparent to every dealer, aud there are plenty who are making modest fortunes annually out of these automatically operated devices. They are silent, tireless workers. Chatting with one of the leading meu in the trade the other day he said:

"I have been much pleased with the coin-in-the-slot devices which I have handled. We have been doing a big jobbing business all over this country, and in some others as well, and it seems to me that talking machine men are not alive to the opportunities of this business, for they overlook its possibilities.

"I was interested in an article which appeared in The World of last month relating to moving picture developments, and I agree with the sentiment expressed in that article that moving pictures have won a splendid position, and like the talking machine business it is only in its infancy as far as development is concerned. Of course, there have been a few men in the business who helped to degrade it, and in some of the leading towns there has been a lot of obscene and impure scenes depicted which should be kept away from the young, for they have a tendency to drag down the business. Any man who presents immoral pictures to the public ought to be kicked out of the moving picture trade. The business should be kept clean, and it can be maintained there if only decent men take up the business. It is a charming business in many ways and if run properly it can be made into a big paying enterprise."

When one stops to think of films, moving pictures, etc., a big business vista is opened, and if we investigate, to the extent of obtaining statistics as to the amount of money which is spent annually in supporting the various moving picture theaters over the land, it would be surprising; and when we look into the automatic machine business we will find that results there are just as astonishing. Mechanical instruments of all kinds have leaped into popularity, and are now producing big business for dealers in all parts of the country. This line embraces almost everything from pianos down to the smallest known product. With the countless parks and places of amusement which are open during the summer mouths it should be extremely easy for every man to secure a fair amouut of business. If the pages of this publication are consulted it will be found that there are a number of money making devices which are exploited in our columns.

LEWIS M. SWAAB'S SUCCESS.

Lewis M. Swaab, of 338 Spruce street, Philadelphia, Pa., who is sole agent for Power's Cameragraph and also handles the Edison kinetoscope in that city, started business in the back parlor of his residence only three years ago, devoting himself exclusively to the motion picture business. The business has prospered until at the present time he occupies the entire floor, together with an exteusion in the rear, one of the largest moving picture stores in the city, and is looking for larger quarters nearer the heart of the city. He has discontinued his second-hand

USE OUR **FILMS** THEY ARE THE ACME OF PERFECTION

You expect maximum results from your show, don't you? Then let us supply your Film service. Our prices are right. Our subjects always the best (we don't handle any other kind). Adopting our service means increased profits. Does away with all worry about repeaters or poor service. Courtesy and honest treatment alike to one and all has placed us in the lead of Film Renters of America.

All standard machines and accessories in stock. Can make prompt deliveries. Better order now before the rush of the season commences. We have the best shipping facilities in the country. Our motto: Orders filled in a minute.

STRIP TICKETS, 20 CENTS PER 1000 IN 5000 LOTS. **PATHE'S LIFE OF CHRIST—rented reasonable. TRY IT!**

Write for our list of subjects, songs, prices, etc., to-day.

O. T. CRAWFORD FILM EXCHANGE COMPANY. **Gayety Theatre Building, ST. LOUIS, MO.**

business, and handles only new goods, though he does a large renting business. He credits honest dealing as being the basis of his success. Mr. Swaab states that he contemplates engaging in the manufacture of machines and films in order to supply his trade.

TRADE NEWS FROM CLEVELAND.

Owing to the Commendable Efforts of the Proprietors Picture Shows Are More Popular—Automatic Vending Co. the Latest—Recent News.

(Special to The Talking Machine World.)

Cleveland, O., August 8, 1907.

As a result of recent agitation against alleged objectionable moving picture shows in Cleveland there has been a marked improvement in the character of the films now shown. The change is due to the commendable efforts of the proprietors themselves. At the time objection was made to some of the exhibits, they formed an organization and appointed a committee, Mr. C. M. Christian, chairman, to have supervision and visit all moving picture shows regularly, and report any infringements of propriety. "We can't afford to get the women, the churches, the Y. M. C. A. and the City Hall down on us," said the proprietor of one of the popular resorts, "so we're going to be good."

The Automatic Vending Co. of Cleveland was recently incorporated in this state for the purpose of operating the "Universal Salesman or Penny Department Store." It is a penny slot machine exhibiting in a dust and waterproof show case samples of the goods, enabling the purchaser to select from a large number and variety such articles as he wishes. The machines are furnished by the Universal Salesman Co. of Detroit.

A firm at Massillon, O., are offering for rent a film of the Elks' parade at Philadelphia, 720 feet in length. It has not yet been put on exhibition in Cleveland.

"The American," claimed to be the first motion picture theatre in Cleveland, and the largest between New York and San Francisco, is a popular resort, and doing a good business. The company have been using films of their own make for some time, and are now installing a plant to increase the capacity and produce all kinds of films on a more extended scale. Mr. Wm. Bullock, the manager, says they antedate the Gaumant chronophone by two years, having given a demonstration at that time called "Retribution." The American use a Columbia electric disc machine with Marconi records.

Summer resorts are attracting the crowds and has had the effect of decreasing the patronage of the moving picture theatres and penny arcades, although they are all doing a paying business. "The Marlo," adjoining the talking machine store of W. H. Buescher & Son, is popular and well patronized. Tony's electric theatre, at 410 Lorain street, was the first moving picture show established on the West Side and has been doing well. The manager stated business was a little quiet at present, owing to the numerous summer resort attractions. Mr. Long uses a twentieth century machine, and gives six changes a week.

I. R. B. Arnold, proprietor of the Stereopticon Exchange, 45 Sheriff street, reports business fairly good in stereopticons, slides, acetylene and calcium light, electric outfit and films. Mr. Arnold says trade will be fine next fall and winter.

The Great Penny Arcade, 2043 W. 25th street, was put out of business the other day. One would suppose such a place would be the last a burglar would have designs on, but when Elmer Masetacs, the proprietor, opened the place he discovered thieves had broken in during the night and robbed him of the entire outfit, entailing a loss of $500.

OMAHA AUTHORITIES' RADICAL STEP.

(Special to The Talking Machine World.)

Omaha, Neb., Aug. 6, 1907.

It is probable that slot machine players of all kinds in use in public places in the city will be put out of business by the action of the Fire and Police Commissioners of Omaha. Ordinances of the City Council require a license for each machine which vends music or merchandise, but no attempt has ever been made to force payment so long as the machines did not become a nuisance. Now, however, as the result of a crusade against slot machines in cigar stores, saloons and other places for gambling and other purposes, the ban has to be put on anything provided with a slot for the reception of coins or checks by enforcing the ordinance, its provisions requiring a license rather too high to be paid with profit. It is hoped, however, that a distinction will be made between these places and well-conducted amusement resorts.

NEW PLACES JUST OPENED.

Nicolet—Harry Metz, 187 Passaic street, Passaic, N. J.

Opera House—Manager McDonald, Chicago, Ill.

Mr. Lawler, South Ohio street, between Main and Second, Sedalia, Mo.

C. H. Lucas, Black Block, Plain City, O.

Nickelodian—Cary Block, Plain City, O.

Spokane, Wash., has a new moving picture theater which opened last month. It is termed "The Scenic." This company has exclusive right to use the viascope. W. H. Bell, of Chicago, has charge of the moving picture machine department.

The Westminster Theater, of Providence, R. I., is open for the summer season. The views shown will be strictly up to date.

The new theater is open at Muscatine, Ia., at 112 West Second street. This will be managed by John Gordon, of Sioux City, Ia., who calls his new theater The Unique. Illustrated songs will be one of Mr. Gordon's specialties.

Charleston (S. C.) proposes to give the best of fire protection to all of the moving picture patrons in that city. A new ordinance has recently been passed which makes an offender liable to a fine of $100 and imprisonment for violating the ordinance.

George Behrens and Clinton Spencer, of Muskegon, Mich., have opened a Nickelodeon at Big Rapids, Mich.

Fred E. Fink and H. H. Niemeyer are managing a new moving picture theater at Portage, Wis.

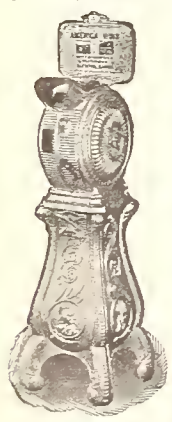
MARVELS OF SOUND REPRODUCTION.

Harry Burgess, under the auspices of the Victor Co., recently delivered a most interesting lecture in London upon the "Marvels of Sound Reproduction; or Romance of Sound." To an audience of nearly eight hundred, Mr. Burgess described the first talking machine and its development up to the time the present marvelous instruments were produced. Selections played upon the different machines did much to illustrate the real progress made in the field, as where the first records when reproduced or the early machines were devoid of expression and enabled the listener to hear only about one word in three, the latest Caruso record rivaled the great tenor himself in perfect rendition. Stereopticon views also tended to better acquaint the audience with the subject of the lecture.

The first coin in the slot machine dates back to Egypt's halcyon days. It was an automatic receptacle which sold holy water and was placed at the doors of the temples in which the Egyptians worshipped daily. A tiny coin was dropped into the basin and immediately a certain amount of water was ejected.

An entire building, at 1012 Chestnut street, Philadelphia, Pa., has been leased by H. A. Weymann & Sons, who has removed from 925 Market street, which has proven too small for their growing business. They are Victor and Edison distributers.

The Lavery Phrenologist is making a great sensation in this city. It is proving itself not only a mystifier, but a money maker.



TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY

PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York

Branch Office, 625 F St., Washington, D. C.

FROM **EASY MONEY** GET ONE

(Easy Money Catalogue, Copyrighted)

COUNTING THE MONEY

is the greatest hardship in paying for a Peerless Coin Operated Piano. We sell the piano to the dealer and he pays for it with the money received from his customer—**he is satisfied.** The customer pays for it with the money taken from the cash-box of the Piano—**he is satisfied.** The man who puts the nickel in the Piano hears it play—**he is satisfied.** Everyone has made a good thing on his investment, **is satisfied,** and it has been so easy to get the money. You can't find any other line of business where the profits are so large and sure to all concerned, and where no one has to worry over anything more serious than

COUNTING THE MONEY

ROTH & ENGELHARDT

Props. PEERLESS PIANO PLAYER CO.

Windsor Arcade, Fifth Avenue, New York. Factories, St. Johnsville, N. Y.

Good Money in Columbia Records

If you were located close enough to the Tribune Building to see how the jobbers are coming in without solicitation and going out well equipped with delivery dates, you would begin to see why our statements and predictions are so cheerful.

You wouldn't wait long before getting a line on certain signs of the times that mean as much to you as they do to us—and they mean doubled orders, and doubled output, and steadily increasing success to us.

If there ever was a time when time meant money to you and every other man in the business, it's right now—and if you're keen you won't lose any of it before getting stocked up with Columbia Records.

COLUMBIA GRAPHOPHONE

COLUMBIA RECORDS

Columbia Phonograph Co., Gen'l
Tribune Building, New York

GRAND PRIX, PARIS, 1900. GRAND PRIZE, MILAN, 1906.
DOUBLE GRAND PRIZE, ST. LOUIS, 1904

Stores in all Principal Cities

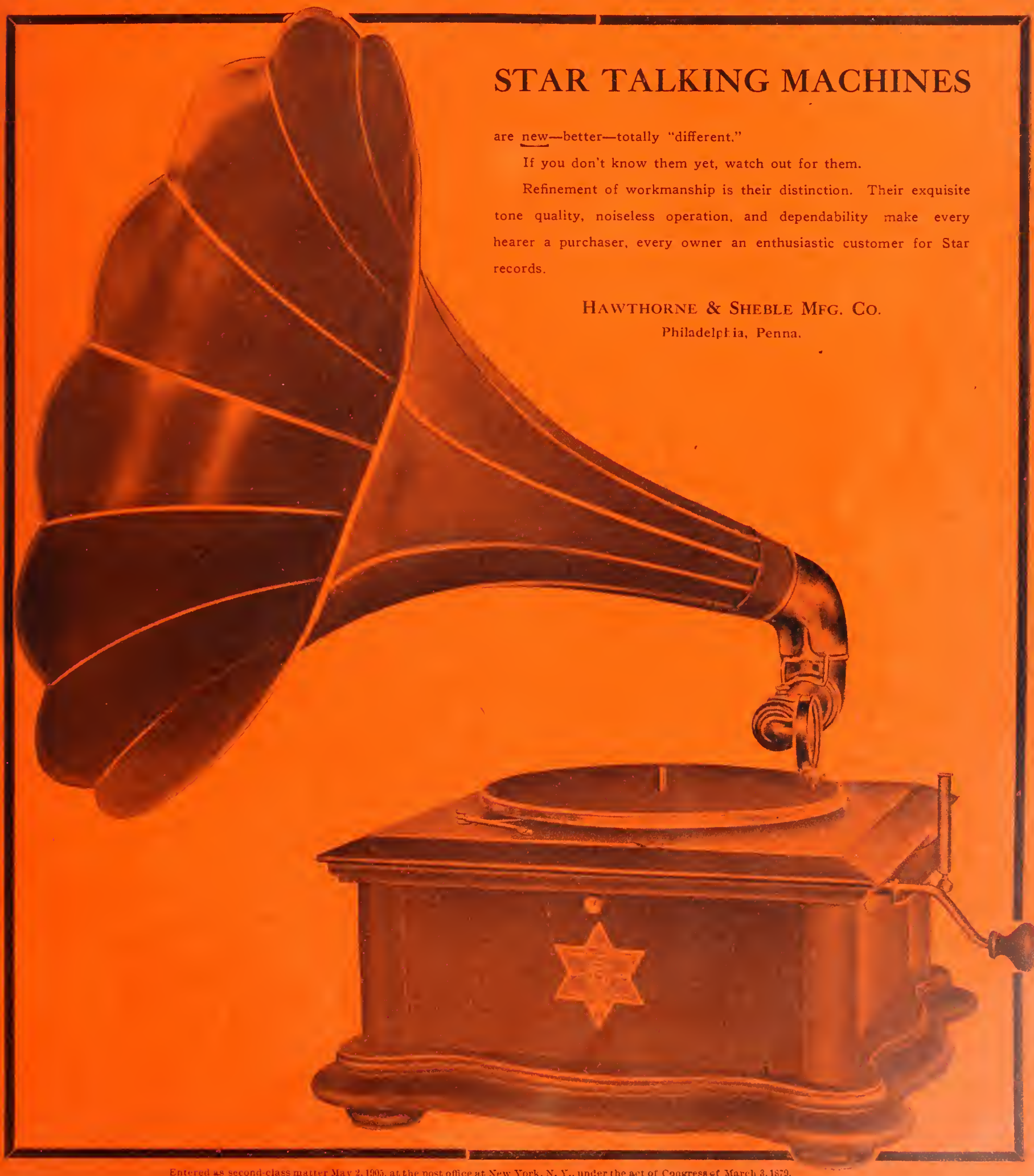
Dealers wanted wherever we are not now represented

And Sales Are Climbing Every Day

VOL. III. No. 9. EIGHTY-FOUR PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, September 15, 1907

STAR TALKING MACHINES

are new—better—totally "different."

If you don't know them yet, watch out for them.

Refinement of workmanship is their distinction. Their exquisite tone quality, noiseless operation, and dependability make every hearer a purchaser, every owner an enthusiastic customer for Star records.

HAWTHORNE & SHEBLE MFG. CO.
Philadelphia, Penna.

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

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.
GENERAL SUPPLIES FOR CYLINDER MACHINES

Douglas Phonograph Company
MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT
Salesroom, 89 Chambers Street
Cable Address, Douglphone, N. Y.
New York
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.
GENERAL SUPPLIES FOR DISC MACHINES

Business and Weather

Some dealers figure that business is affected by weather, particularly hot weather, to such an extent that they do not place the same energy on the selling end of the business which they should. Now, the dealers who listened to our little World "talk" recently profited thereby. They wrote us regarding Summer specialties and they found that we had something new to offer, and as a result July and August trade was materially strengthened. They have made money. All dealers do through a Douglas connection.

Make September and October record breakers. Fall is here and business will reach enormous proportions. The calamity howlers are retired and the prosperity shouters have the floor.

A concern like ours, carrying, as we do, the largest stock of talking machines and accessories which can be found in any one establishment in the world, must naturally be accumulating some bargains. There are always some goods which are a trifle shopworn. There are always some changes in styles. In fact, there is hardly a month in the year when we have not specialties in the way of bargains to offer the regular trade, and yet, while liberal discounts are made from our list price for these goods, the average person could not distinguish where the slightest damage existed, and as a result dealers have been making big money through us. We ransack the world for something new and novel in the talking machine line, and of course we have the old American standards with a lot of smaller specialties from Europe, which are thoroughly up-to-date and good sellers.

Be wise, Mr. Dealer, and continue this conversation with us. You will be the gainer and be in readiness for the Fall business.

The Talking Machine World

Vol. 3. No. 9. New York, September 15, 1907. Price Ten Cents

IMPORTANCE OF INSURING.

Wide-Awake Talking Machine Men Should Never Overlook This Phase of Their Business—A Well Insured Firm Is Better Rated by Credit Men—Some Reflections on This Timely Topic—A Credit Man Supplements It With Some Views Worth Noting.

Words are hardly strong enough to urge the retail merchant to a sense of his duty to insure mercantile stock to the best advantage. In fact, we consider a merchant, without ample insurance to cover as much as possible of the losses which are likely to occur iu any business, as a cart without a horse.

Take the difference between the merchant who insures and the merchant who does not. The merchant who insures his stock tells the agencies so in his report; he makes a proud boast of it in speaking of his business, and if he has at any time been unfortunate enough to burn out, he reverts to the fact that he was able to collect his insurance and go right along in business, as soon as he could procure another store. The merchant who does not insure is worried about his store night and day. If the fire bell rings, he is up and out in all kinds of weather for fear it may be his store, or adjoining property, a fire in which he would also suffer. He cannot be satisfied with existing circumstances, as can the man who is insured, and the very fact that he is not insured, and the fact that he does not appear insured, in the agencies' report, is a damper to the credit man whenever he turns his attention to the case. In fact, if the man who does not insure knew to what extent his credit was injured by his own neglect to subserve his best interests he would certainly change his tactics.

Without giving any definite figures, it is safe to say that three-fourths of the retail merchants of the United States are insured, and the passing of the back number merchant who does not insure is a matter of but a short time. Some wholesale houses go as far as to forbid their travelers selling a man who is not insured, to a reasonable extent.

Why!

First.—Because it is good business foresight for self-protection.

Second.—Because debtor is in duty bound to take all reasonable precaution to protect creditors' interests, and the creditor has an interest to the extent of credit granted in all of debtors' assets, and insurance on merchandise up to a large per cent. of its value is of vital importance as one of the means to reduce to a minimum possible loss in assets.

Speaking with a well-known credit man the other day on this subject, he said: "Of the many property statements coming under my observation, I feel safe in stating that there is not one in fifty which shows the trader carrying sufficient fire insurance. I had occasion only a day or two ago to ask a merchant for a property statement, which disclosed the fact that on a stock valued at $14,000 he carried only $5,000 insurance; aside from his stock of merchandise, his other available assets amounted to less than $1,200, while his liabilities footed up to $6,700. This party considers himself a first-class merchant, and among his creditors are some of the most prominent jobbing houses in the country, and yet should fire overtake him, he would not ouly lose the entire equity in his business, but would be unable to pay his debts. This case would indicate that even the better class of country merchants frequently carry inadequate insurance, and that jobbers extending large lines of credit are not paying attention to this very important feature of the credit risk.

"A few weeks ago we had occasion to ask a merchant who desired to open an account with us for a property statement. It was furnished promptly, and from it we learned that he was carrying only $500 insurance on a stock valued at $2,500. In acknowledging receipt of his statement we informed him that before we would care to extend any considerable liue we would waut him to increase his insurance, and earnestly urged that he do so for his own protectiou, whether he concluded to buy from us or not. Two weeks later we received a letter from him, from which I quote: 'Your advice to me to increase my fire insurance has proven wise. I increased my iusurance $1,000, and intended, before the other policy expired in November, to increase still further. On the moruing of September 25 my store with ten others was destroyed by fire. I will have enough money to pay all my debts, and hope to start again.' This was a small dealer, and had it not been for our suggestion he would be a bankrupt to-day."

This incident illustrates the necessity of requiring merchants to carry fire insurance as an essential to credit.

MRS. EDDY'S "ARTIFICIAL SINGER"

Entertains Masters Who Recently Visited Her With Selections on the Talking Machine.

During the recent visit to the home of Mrs. Eddy, the founder of Christian Science, of the three Masters appointed by the Superior Court to decide upon Mrs. Eddy's mental condition, she entertained her guests with an unexpected but welcome concert. Mrs. Eddy had been asked if she were fond of music, and she told of having an "artificial singer up here in my house." This proved to be a talking machine. Pulling the bell cord at her side Mrs. Eddy summoned an attendant and ordered that Mr. Frye be sent to her. As he glided into the library and bowed low in response to her introduction to the Masters he received the instructions of the aged woman to "show them my artificial siuger." Guided by Frye the Masters passed into the adjoining room, Mrs. Eddy's bedroom, and seated themselves in front of the talking machine and were entertained by leadiug singers and instrumentalists. The records showed that Mrs. Eddy has a keen, discriminating appreciation of the best in music.

QUALITIES THAT SPELL SUCCESS.

Defined by a Man Who Knows the Ropes—Three Essentials Cleverly and Clearly Explained for the Benefit of Our Readers.

Chatting the other day with one of the brightest minds in the music trade industry—a man who has made his way to the top, and whose establishment now handles talkiug machines with success—he said informally:

"I take it that the qualities which should distinguish the successful man in the talking machine industry as iu all others, are: First, an intuitive knowledge of human nature; second, a genius for organization, and, third, the capacity of inspiring his subordinates. The great manager who will succeed is not merely a specialist, excepting so far as it is his special function to understand the human machine. You may find men who will become famous as specialists in many brauches of life, especially in professions. Great talent in one line will atone for the lack of many other qualities.

"But in the business career there must, I think, be au all-roundness to secure success. The decisions a business man is called upon to make every day, sometimes every hour, are momentous and involve many interests. His judgment needs to be sure upon a wide range of subjects.

"I do not believe any one man can make a great success of a business nowadays. I am sure I never could have done so without my employes, I should call them my partners, of whom I had thirty-two, the brightest and cleverest young fellows in the world. I have often said that if I had to lose all the capital I had in the works or lose my partners, I should let all my capital go and start again without a dollar, but with the organization intact.

"No man will make a great business who wants to do it all himself, or to get all the credit of doing it. The spirit is fatal and the sure proof of a small mind.

"As long as a successful man remains a captain of industry his business must be conducted on business lines, but the wisest policy that an employer can pursue toward his men is to show by his actions that he has a heart. In cases of accident, distress or any trouble, the firm should show that its heart has beeu touched and that it can be generous and beuevolent. The firm that has a reputation of taking the best care of its men has the best chance of success, because the best men, which is the same thing as the wisest men, who agaiu are the ablest, will gravitate to that firm and stay with it. Nothing pays so well in business as geuerous treatment. Indeed, the firm which sees that its men make the highest earnings is certaiu to be the most successful.

WIRELESS TELEPHONY.

First Actual Application of This Principle Was Made at Put-In-Bay During the Week of July 15 to 20—Carried for Four Miles.

The first actual application of wireless telephony to practical work anywhere in the world, says the American Telephone Journal, was made in Put-in-Bay, on Lake Erie, during the week July 15 to 20, in reporting the regatta of the Interlake Association.

A wireless telephoue outfit was installed on board the yacht Thelma while a shore station was equipped in Put-in-Bay.

The distances which were attained even exceeded the hopes of those in charge of the apparatus. The Thelma followed the competing yachts or motor boats around the course through most of the races and accounts of occurrences during the races were telephoned to the shore station exactly as the events occurred.

Not only was speech transmitted but a number of interesting experiments were conducted; singing, whistling and talking machine music or dialogues were interpolated with the news reports. People on the yacht and ashore were surprised at the clearness and fidelity of the reproductions. Friends recognized one another's voices without difficulty.

The scratching of the talking machine needle over the disc after the record had been played through, even the tapping on the mouthpiece of the microphone transmitter with a pencil, was distinctly heard at a distance of three miles from shore. The greatest distance at which the reports from the yachts were heard and recorded was four miles.

HOW SOUSA WAS CAUGHT.

Sousa was recently badly caught by a prominent singer in an argument regarding the application of the copyright law to phonograph records. The singer's view caught the band leader by surprise, and he could only gasp for breath, unable to reply. It was, in brief:

"That, as the record is canned music, its regulation falls properly under the Pure Food Law and the copyright bill has no business with it."

INCORPORATED IN ILLINOIS.

The Hawthorne & Sheble Mfg. Co., of Philadelphia, Pa., was recently incorporated under the laws of Illinois, with a capital stock of $75,000, for the purpose of manufacturing talking machines and their supplies.

TRADE NOTES FROM INDIANAPOLIS.

Kipp-Link Co.'s Handsome New Quarters—Columbia Co.'s Novel Window Display—Chas. Craig on the Edison Move—Success of Nickel Arcades—Other Notes of Interest.

(Special to The Talking Machine World.)

Indianapolis, Ind., Sept. 7, 1907.

The Kipp-Link Co. have just about completed fitting up their rooms on East Washington street between Meridian and Delaware. The rooms when completed will be about the most convenient for the talkiug machine business in the Central West. The locatiou is excellent and the arrangement on the inside is superb. Special advantages are offered for showing goods to retail dealers. There are iudividual rooms with a window opening out into a hallway where are stored the records. The demonstrator stands in this hallway and the arrangement is such that he can show records to three customers at the same time. Meanwhile the many individual rooms offer seclusion for the customers. Then there are other general salesrooms and an office room. Farther down on West street is the wholesale department of the store, i. e., the rooms where the records are kept in quantities. There is room for more than 10,000 records and the floor space is 135,000 square feet.

The Kipp-Link Co. made the move from their old place on North Illinois street to the new place without losing one minute of their advertised "Can't-Be-Beat Service." The company devote practically all of their attention to the wholesale business and advertise it as the "Can't-Be-Beat Service." The company handle Edison machines and a number of other brands.

Thomas Devine, of the Columbia Co., showed a novel window advertisement last week. It was a light ball which rolled around in the reflector of a lamp turned upside down. Evidently there was no power to move the ball, and yet it kept rolling around constantly. The device was extremely simple, and yet it attracted a deal of attention. The power that moved the ball was furnished by two small electric fans concealed in the window.

Charles Craig, of the Indiana Phonograph Co., who handle Edisou machines, fears that the new rule of the Edison Co. providing that horns be furnished with machines will not prove highly satisfactory. The only thing Mr. Craig fears is that the black horn furnished will not always be satisfactory, and that it will be hard to sell. He counts on the future by his experience in the past. He has found that there has been a great demand for highly-colored horns, and he believes that it will continue. Mr. Craig has just given his order for fall stock. He ordered 1,500 machines and 20,000 records. He says that the retail business has been unusually good, and he believes that both the retail and wholesale business will improve within the next few months

Thomas Devine, of the Columbia Co., made a business trip to Martinsville last week.

The reputation of a five-cent theatre is being well demonstrated here by the Bijou and the Bijou Dream, both under the same management. The Bijou has been established for two or three years. Recently the Bijou Dream was established about three blocks away on the same street. The Bijou Dream has a much better location, being in the midst of the shopping district. Notwithstanding, the Bijou does the best business.

The Dreamland Arcade, on South Illinois street, has put in 20 new Edison machines and mutoscopes. The machines have been arranged in the front part of the building, and the office has been removed to the rear. The Dreamland had good crowds during the K. of P. encampment.

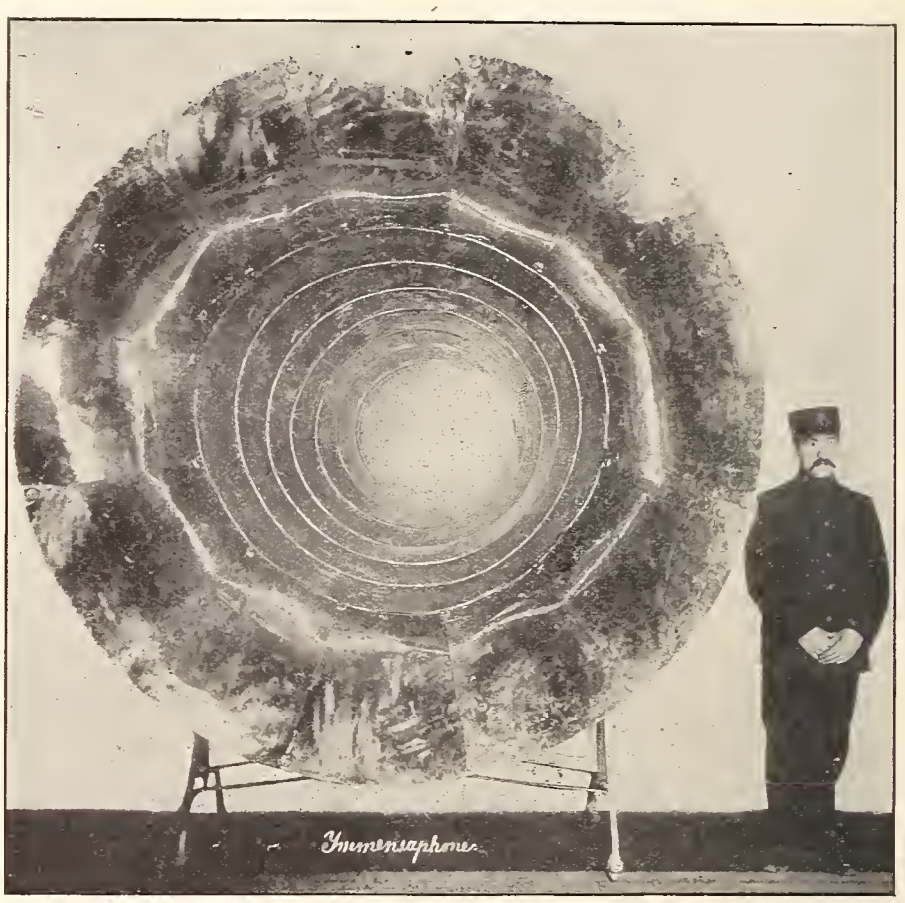
Frank Zepp, of the Vaudette, has just returned from a two weeks' vacation at Atlantic City and New York. He says his company had an unusually good business during the K. of P. Encampment, especially on the day when the parade was given on the principal streets of the city.

Fred Oeser has just come from Philadelphia to care for a number of automatic instruments kept in different pleasure resorts here by the R. Wurlitzer Co., of Cincinnati. Mr. Oeser says he has simplified the working of the pianos greatly by taking out the cut-off boxes and placing a belt instead to do the work. Mr. Oeser cares for 53 machines here for his company.

A REMARKABLE CREATION

Is the Immensaphone, Made by the C. G. Conn Co., for Lasky, Rolfe & Co.

Perhaps the largest horn ever made is the Immensaphone, illustrated herewith. It has a diameter of twelve feet and a length of about thirty-five, and was built in the great band and orchestral instrument factory of the C. G. Conn Co., Elkhart, Ind., for Lasky, Rolfe & Co., the vaudeville syudicate of New York. It has the effect of an immense phonograph, and has made a great hit under the name in vaudeville. Eight musicians with band instruments are located at the small end, and they, of course, are practically the living human record, producing music in the mouth of the horn that when amplified at the bell produces a volume of sound almost equal to Sousa's band. The instrument is so large that it was necessary to be built in sections to facilitate transportation.



THE IMMENSAPHONE.

HE BORROWS THE GOOD IDEAS.

There is a talking machine dealer in Illinois who looks over several newspapers daily, and whenever he sees an advertisement that he thinks is taking and progressive he cuts it out and pastes it in a scrap book. It makes no difference what line of goods it may treat of, if he sees how it can be adapted to the talking machine trade. Then when he comes to write up his own ads., he has a wealth of suggestions and experience to lean on, that never fails him in his dullest hour of need.

A new building, 60 by 100 feet, six stories, is being erected in Detroit, Mich., to cost $150,000, for Grinnell Bros. It will be ready for occupancy by December, and is to be of reinforced concrete, and fireproof throughout. They have branches in Adrian, Bay City, Escanaba, Flint, Hancock, Petoskey, Pontiac, Port Huron, Saginaw, Sault Ste. Marie and Traverse City, Mich.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

"Pulling even"

Mr. Victor Dealer, you are piling up Victor sales for 1907 to an immense figure. You are pulling a mighty strong oar on your side of the boat, and we want you to know that we are bending our backs to pull even with you at every stroke.

We are using every means that enterprise and money can command to make the Victor not only the best, but the *best selling* of all musical instruments.

We are securing the greatest artists; making perfect records; and doing the best kind of advertising—and plenty of it.

We have fourteen new Melba records; six fine concerted numbers by Caruso, Sembrich, Eames, Scotti, Homer, Plancon, Abott and de Gorgorza; we have such new artists as Geraldine Farrar, Ancona, Alice Nielson, and Constantino, three times as many names added to our Red Seal list as in any previous year. In the popular-record class we have enlisted May Irwin, the queen of fun-makers who could never before be induced to sing for any talking machine; Vesta Victoria, Alice Lloyd, and many others.

We are spending hundreds of thousands of dollars *more* than last year in advertising. Besides a large increase in our regular magazine advertising we are pushing three special new campaigns—in the newspapers; in the agricultural papers; and full pages every month in the *Ladies' Home Journal*, with its five million monthly readers throughout America.

Keep up your splendid stroke, Mr. Dealer. We are pulling with you!

Victor Talking Machine Company

Camden, N. J., U. S. A.

Here is your opportunity

MR. DEALER: Our special newspaper advertising in the principal cities of the country has already immensely increased the demand for records.

Place a standing order with your distributor for all the new Victor records every month. Then you are sure to have what your customers ask for.

Victor Talking Machine Company, Camden, N. J.

Full information can be obtained from the following Victor dealers:

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

RULES FOR SALES FORCE.

A List of "Don'ts" for Talking Machine Employes to Remember—Ideas Rather Generally Adopted by Progressive Stores.

Every well organized establishment finds it necessary to suggest or enforce certain store rules which usually cover specific points of deportment and relate to laws which employes must not violate. Many stores supplement these rules by suggesting to clerks how they can make themselves more valuable to the business by extra attention to the finer points. The list of "don'ts" below is one of the methods of doing this, and although we have covered this subject pretty fully heretofore in The World, the topic is always a "live" one:

Don't make a practice of coming late to business. It's more to your interest to come a few minutes early.

Don't dress dowdily, gaudily or dudishly; but cleanly, neatly and nicely.

Don't wait upon customers with your hands dirty or your finger nails in mourning.

Don't manicure your nails during business hours.

Don't forget it doesn't cost a cent to be a mannerly man or a womanly woman.

Don't address a customer as "lady"—madam is the proper term—or say "gents."

Don't leave your department except in the interest of the business.

Don't allow dirt or disorder in your stock. Keep store as a good housekeeper would keep house.

Don't dust your goods or counters aisleward while customers are passing.

Don't allow a customer to look in vain for somebody to wait upon her while you are engaged in talking to your fellow clerk about last evening's experiences.

Don't get excited in times of rush or any other time; it shows the customer that you are inexperienced and unaccustomed to an active business.

Don't chase customers. Wait till they stop and show that they are interested in goods or some department, then approach them in a business-like manner.

Don't greet your customer with a beer, tobacco or onion breath. It hastens them to move on to more fragrant surroundings.

Don't chew gum or tobacco.

Don't be disloyal to your employer.

Don't indulge in gossip.

Don't be discourteous to customers. It's a fault which cannot be excused.

Don't stand and stare at customers or make remarks or criticisms in regard to the style or color of their dress.

Don't laugh loudly or use slang phrases.

Don't congregate and visit.

Don't stand in a listless manner while customers are examining goods; be attentive and show an interest in your employer's business.

Don't forget that being absent from your department, in the basement or elsewhere, decreases the amount of your sales.

Don't always show the cheapest goods first. Sales are sometimes lost that way.

Don't fail to remember that it is your interest as well as your employer's for you to take short lunch hours on busy days.

Don't make out a sales check without fully itemizing it, and write plainly.

Don't take an address for goods to be sent a C.O.D. order or a charge without being positive that you take it correctly.

Don't forget that no sales means no profit, or that upon the amount of your sales, to a great extent, depends the amount of your salary.

Don't misrepresent goods. You can sell more without. "A pleased customer, always a customer."

Don't fail to know what goods are in your stock, and where to find them quickly.

Don't underestimate the real worth of a customer to your employer. Sometimes a good customer indirectly pays your salary.

Don't permit a customer to leave a department dissatisfied or offended before sending for some one in higher authority.

Don't be so persistent in your efforts to make a sale that you make yourself objectionable to your customer.

Don't argue or contend with business associates in the presence of customers.

Don't permit envy or unfriendliness to exist between you and other employes. Best results are obtained by concerted action.

Don't disregard instructions from those holding superior positions.

Don't think all customers are honest or give might-be thieves a chance to steal.

Don't write notes or read papers, books or letters during business hours.

Don't be an eye servant. Be a faithful co-worker in sight or out of sight.

Don't expect an increased salary from any source but faithful and valuable service.

Don't let false pride hinder you from doing honest labor.

Don't think you are not appreciated if you are worthy. When business justifies it you'll share in the benefit.

Don't say "I was not hired to do that." It might cost you your situation and reference to obtain another.

Don't delude yourself by thinking you are deluding your employer if he does not constantly call your attention to your business faults.

Don't lose sight of the fact that your record is as much to you as your salary—sometimes more.

Don't misuse privileges. There is some one who appreciates fair treatment waiting for your situation.

Don't be afraid of making suggestions for the betterment of the business. If heard from it is a sign that you are using your eyes and ears to advantage.

Don't promenade the aisles arm in arm. This is a habit employes occasionally fall into when meeting by chance on store business errands.

Don't ask, after a customer is through making a purchase, "Is that all?" The customer may think her purchase is considered too small; but ask, "Is there anything else you wish?" or "Is there anything else I can show you?"

Don't send a customer to any part of the store for goods called for unless you are sure they will be found in the place as directed.

Don't "hum" or "whistle" in a department or at a desk; it annoys customers and aggravates your business associates.

Don't say of goods asked for and not in stock that same are not made; you might be mistaken.

Don't disparage other stores or people connected with same. Keep silent rather than make any uncomplimentary remarks of business neighbors.

Don't allow yourself to become irritable because some customers occasionally detain you a few minutes after doors close.

Don't promise "special delivery" without first consulting proper authority.

Don't tell a customer that goods on display in windows are not for sale.

Don't entertain those who seek social visits; social visits from friends are not proper during business hours.

Don't accept a position unless you are perfectly willing and anxious to follow the rules of the store in every detail pleasantly and efficiently.

Don't try to substitute anything for tact, push and principle.

WHEN TRYING THE RECORDS.

The following list of "don'ts" was compiled by a successful talking machine man for the benefit of his staff, says the Canadian Music Trades Journal, and is passed on to our readers with a recommendation to read and remember:

Don't slam a door.

Don't walk with your heels striking the floor hard.

Don't walk between the machine and the persons listening to it, unless unavoidable.

Don't start another machine until the first stops.

Don't talk or laugh; if you do you may as well stop the record. Your customer came to hear the record, not you.

Don't get mad when they tell you they know more about the goods than you; they do—not, but don't get mad.

Don't let your customer wait; play some records for him.

Don't stop a machine until you raise the needle from the record.

Don't allow a machine to run down while playing.

Don't allow customers to enter the record department.

Don't play a two-verse song record through when we're busy; stop it after the first verse. Certain records cannot be treated like this, but many can. Use your own judgment.

Don't think you haven't time; make it.

Don't put your hands on a horn or on a mahogany cabinet.

Don't let your customer if you can prevent him.

Don't hesitate to ask what you don't know.

Don't forget the don'ts.

The battle for fall trade is now on.

THE CABINET QUESTION

¶ Did you ever stop to consider, Mr. Dealer, that the sale of a Cabinet means, as a rule, the sale of as many records as that particular Cabinet holds? Just figure it out and see if it does not pay to push Cabinets.

¶ We have a large variety of Cabinets, both as to style and size, and our prices are right. A postal will put you next to our catalog.

THE PARDEE-ELLENBERGER CO.

96-104 State Street, NEW HAVEN, CONN.

New Victor Records for October

8-inch 35 cents

Victor Orchestra, Walter H. Rogers, Conductor

No.
2146 Anvil Chorus from "Il Trovatore".....Verdi

Cornets and Trumpets of Arthur Pryor's Band

5210 Bugle March No. 2.

Clarinet and Flute Duet by Christie and Lyons

WITH ORCHESTRA.

5229 Spring Greetings.....Benedict

Comic Song by Arthur Collins

WITH ORCHESTRA.

5233 And a Little Bit More.....Fischer

Duet by Miss Jones and Mr. Murray

WITH ORCHESTRA.

5165 Kiss, Kiss, Kiss (If You Want to Learn to Kiss) .....Hoffman

Tenor Solo by Harry Tally

WITH ORCHESTRA.

5230 Take Me Back to New York Town..Von Tilzer

Songs by Billy Murray

WITH ORCHESTRA.

5236 Lucia .....Klein
5231 I'd Rather Two-Step Than Waltz, Bill...Burt

March Song by Frank C. Stanley

WITH ORCHESTRA.

5235 Honey Boy .....Von Tilzer

10-inch 60 cents; 12-inch $1.00

Arthur Pryor's Band

5217 Telescope March—10-inch.....Seltzer
5218 Comin' Thro' the Rye—Humoresque—10-inch. Bellstedt
5222 Reed Bird (The Indian's Bride)—10-inch..Reed
31658 Scarf Dance (Pas des Echarpes)—12 inch. Chaminade
31659 Blissful Dream—Intermezzo—12-inch..Helmund

Victor Dance Orchestra

31665 Ambrosia Waltz—12-inch.....Tracy

Field Music

Three splendidly played records of Field Music which will delight those who love the sound of the drum and hugle.

Cornets and Trumpets of Arthur Pryor's Band

5209 Bugle March No. 1—10-inch.
5212 Army Bugle Calls, No. 2 (with the calls announced)—10-inch.

Victor Drum, Fife and Bugle Corps

5211 My Maryland March—10-inch.....Rogers

Accordion Solos by John J. Kimmel

For a great many people in the world there is no music like that of an accordion. Here are two very loud and splendidly played records, Mr. Kimmel's execution being simply astonishing.

5237 Irish Boy March—10-inch.....Kimmel
5238 Medley of Irish Jigs—10-inch.

Xylophone Solo by Chris Chapman

WITH ORCHESTRA.

No.
5219 Watermelon Club March—10-inch.....Lampe

Clarinet and Flute Duet by Christie and Lyons

WITH ORCHESTRA.

31660 Sweet Visions of Childhood—12-inch....Glover
31657 Ecstasy Waltz—12-inch.

Soprano Solo by Helene Noldi

ACCOMPANIMENT BY VICTOR ORCHESTRA.

5215 Rock Me to Sleep, Mother—10-inch.....Allen

Two New Records by Miss Lloyd

WITH ORCHESTRA.

5225 You Splash Me and I'll Splash You—10-inch. Lamb-Solman
31662 Story of a Clothes Line—12-inch.....Tate

Two New Records by Vesta Victoria

WITH ORCHESTRA.

5180 Summer Blouses—10-inch.....Helbury
5221 Man, Man, Man—10-inch.....Helbury
(Girls, You're Thinking Too Much of the Men.)

"Coon" Song by Miss Ada Jones

5226 If the Man in the Moon Were a Coon—10-inch. Fischer

Yodel Song by George P. Watson

WITH ORCHESTRA.

5232 Hush, Don't Wake the Bahy—10-inch.

Tenor Solo by John A. Finnegan

ACCOMPANIMENT BY VICTOR ORCHESTRA.

31666 Stahat Mater—Cujus Animam—12-inch. Rossini

Tenor Solo by Harry Macdonough

ACCOMPANIMENT BY VICTOR ORCHESTRA.

31656 Messiah—Comfort Ye My People—12-inch. Handel

Tenor Solo by Byron G. Harlan

WITH ORCHESTRA.

5214 'Neath the Old Cherry Tree, Sweet Marie—10-inch .....Van Alstyne

Songs by Harry Tally

WITH ORCHESTRA.

5213 Ballooning—10-inch .....Hern
5224 Broncho Buster—10-inch .....Madden

March Song by Billy Murray

WITH ORCHESTRA.

5207 Honey Boy—10-inch.....Von Tilzer

"Coon" Songs by Eddie Morton

WITH ORCHESTRA.

5220 Mariuch Danca da Hootch-a-ma-kooch—10-inch. Von Tilzer
31661 That's Gratitude—12-inch.....Camp

"Coon" Songs by Arthur Collins

WITH ORCHESTRA.

No.
5228 If I'm Goin' to Die, I'm Goin' to Have Some Fun—10-inch .....Cohan

Duet by Collins and Harlan

WITH ORCHESTRA.

5227 Who? Me?—10-inch.....Snyder

Lyric Quartet

ACCOMPANIMENT BY VICTOR ORCHESTRA.

31664 The Radiant Morn—12-inch.....Woodward
5198 The Kerry Dance (unaccompanied)—10-inch. Molloy

Billy Murray and Haydn Quartet

WITH ORCHESTRA.

5216 Take Me Where There's a Big Brass Band—10-inch .....Morse

Descriptive Specialty by Miss Jones and Mr. Spencer

WITH ORCHESTRA.

31663 Jimmie and Maggie in Nickel-Land—12-inch.

New Red Seal Records

Four New Records by Maud Powell, the greatest of women violinists

10-inch size, $1 each.

64073 Menuett .....Mozart
64074 Souvenir .....Franz Drdla
64075 Melodie .....Gluck
64076 (a) The Bee .....Schuhert
(b) Minute Waltz .....Chopin

A New Record in English by de Gogorza Baritone Solo by Emilio de Gogorza

12-inch size, with Orchestra, $1.50.

74077 Drink to Me Only With Thine Eyes.

Two New Witherspoon Records by Herbert Witherspoon, Bass

12-inch size, with Orchestra, $1.50 each—in English.

74078 Gypsy John .....Clay
74079 (a) By the Short Cut to the Rose. Old Donegal Air
(b) Black Sheela of the Silver Eye. Old Ulster Air
74080 Messiah—The Trumpet Shall Sound....Handel

Six New Schumann-Heink Records by Mme. Ernestine Schumann-Heink, Contralto

10-inch size, with Orchestra, $2 each—in German.

87012 Frühlingseit (Spring-tide) .....Becker
87013 Der Tod und das Mädchen (Death and the Maiden) .....Schubert

12-inch, with Orchestra, $3 each—in German.

88090 Mignon—Kennst du das Land (Knowest Thou the Land) .....Thomas
88091 Orfeo—Ach ich habe sie verloren (Che fara senza Eurydice (I Have Lost My Eurydice). Gluck
88092 Rheingold—Weiche, Wotan, Weiche! (Waver, Wotan! .....Wagner
88093 Bolero—La Gitana (The Gypsy)—in Italian. Arditi

This list, with the regular Victor border design, will appear in space of 600 lines, in leading daily newspapers all over the country on September 28—the simultaneous opening day throughout America for the sale of October Victor Records.

This newspaper advertising reaches millions of people and benefits dealers everywhere. It's to your advantage to have the complete list so that you can take care of every customer.

You know every Victor Record is a perfect record; has the unequaled Victor tone quality. And every Victor Record you sell means a pleased customer, and helps you build a steady, profitable record business.

So make an effort to get all this desirable trade that's in your neighborhood.

Victor Talking Machine Company

Camden, N. J., U. S. A.

AN INDUSTRIAL LEADER

Is Albert S. Marten, President of the Tea Tray Co.—Something of the Career of a Forceful, Energetic Business Man Who Has Developed an Important Industry.

Frequent comment has been made in these columns regarding the almost phenomenal development of the talking machine industry during the past few years. This trade has been indeed fortunate in having associated with it men of keen intelligence whose business judgment convinced them of the great future which lay in the talking machine and allied trades.

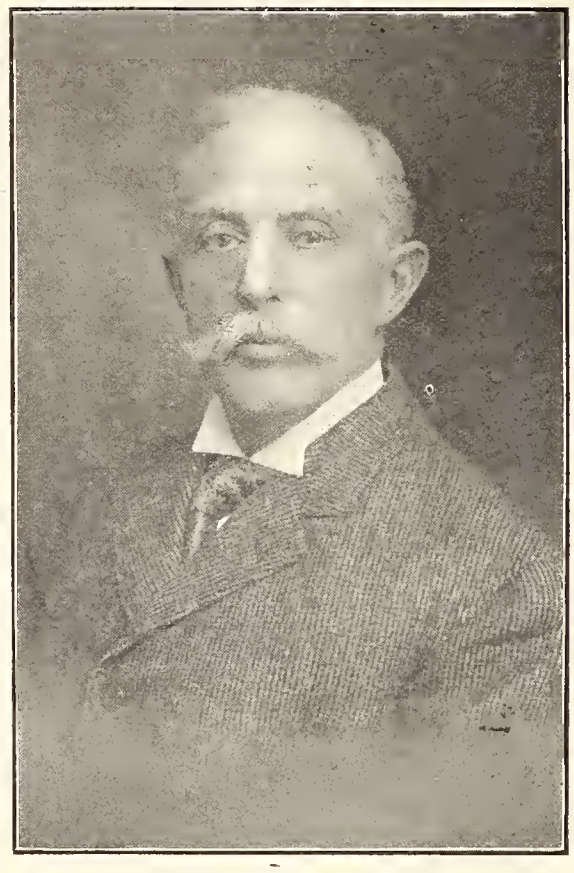
Prominent among these business leaders is Albert S. Marten, president of the Tea Tray Co., of Newark, N. J. The company of which Mr. Marten is head, manufacture the celebrated Art-Tone horns, and none who have not personally inspected the Tea Tray plant can have a fair conception of the magnitude of this business, which has been developed in a few years to the million dollar class.

The demand for the products of this concern comes from all parts of the world, and the recent large orders which have been taken on render imperative an increase of their already vast plant.

Inasmnch as this company is closely allied with the talking machine trade the personality of the man who has built it will be of interest to World readers.

Albert S. Marten, who came from good old English ancestry, first saw the light of day in New York in the month of June, 1845. He takes his bouyancy from his natal month, for Mr. Marten is always an optimist. He takes pleasure in his bnsiness, in his clubs, in his home and in meeting his friends. His years and his honors rest lightly upon him.

After completing his education in the public schools of New York he entered the employ of a silk merchant and later entered the Ninth National Bank, where he remained for some time. Shortly after the termination of the Civil War he became interested in the firm of A. & S. Baker & Co., large importers and dealers in foreign fruits. In 1875 Mr. Marten and his associates formed the firm of Matthew Dean & Co., which afterward became a great factor in the fruit trade. On account of ill health Mr. Marten retired from active duties, but a man of his temperament could not long remain out of the harness.



ALBERT S. MARTEN.

After he had recuperated in 1892 his attention was called to the business possibilities of the Tea Tray Co., of Newark, and as a result he purchased the entire interests and formed a corporation, retaining the original name with himself as president and John H. B. Conger, son of the founder, as secretary. Since that time talking machine men are more or less familiar with the accomplishments of Mr. Marten.

Aside, however, from the manufacture of horns this company conduct a large business in fire extinguishers and hold patents controlling important inventions in this indnstry.

They also hold valuable working patents for a large line of electrical goods, known all over the world as "Marten Specialties."

While Mr. Marten gives the closest attention to business he also finds time to participate in many ontside affairs and lend his help and advice to many organizations.

He serves on the directorate of the East Orange Library, is secretary and trustee of the Board of Trustees of the Calvary M. E. Church, holds membership in the Arsdale Golf Clnb, the East Orange Historical Society, Municipal Art League, Philadelphia Trades Leagne, Board of Trade of Newark, National Association of Mannfacturers of the United States, British Fire Prevention Committee of London, is a member of the National Board of Fire Underwriters of the Hardware Club of New York City, Golf and Forest Field Club of Newark, and a member of the Republican Clnb of East Orange. In politics he has always been a staunch Republican.

Mr. Marten is one of those men who believes in putting his whole heart into everything that he does, whether business, club or home life. He has a beautifnl residence in East Orange, where with his charming wife and two daughters he enjoys the refining inflnence of an ideal home.

TO PLAY THE WEDDING MARCH.

So numerons have been the marriage ceremonies held in the office of the Recorder of Deeds in Kansas City, Mo., where the licenses are issued, that it has been snggested by the clerks that a talking machine be purchased together with records of the popular wedding marches, in order to lend enchantment to the scene.

DID YOU HEAR IT YET?

No! Well, Get Busy. It's Worth Your While

FOR CYLINDER TALKING MACHINES

The Maestrophone Reproducer is the Limit. Deep, Vibrant Tone, Loud, Clear and Natural

Entire obliteration of that execrable, tin-panny effect. No rasping vibrations

NOTHING BUT A NATURAL, CLEAR, LOUD, RICH, FULL AND MELLOW TONE

Thrice louder than any detachable reproducer on the market to-day

Through samples sent out last month we received orders for exactly nine times as many from all points of the compass. Here is an illustration from one of the largest jobbers in the North-west:

THE MAESTROPHONE PHONOGRAPH CO., Lincoln, Nebraska.

Gentlemen:—Your sample reproducer received. Inclosed please find $ ——, for which send me one dozen MAESTROPHONE reproducers as good as sample, which we find to be very satisfactory and superior to any we have tried. T. M. P. C. (*Name and address sent upon request.*)

This is one out of about fifty satisfied customers. Get in line and send in your order. You will sell more records in a week than you do in two with the regular reproducer.

PRICE, $10.00 (TEN DOLLARS) **An allowance of $3.00 will be made on all Model C or Columbia Spring Contact Reproducers sent in**

All orders MUST be accompanied by full amount of remittance. Please do not waste your time and ours by asking to have Reproducers sent on consignment or approval. Money will be cheerfully refunded if you are not satisfied upon receipt of Reproducers.

REFERENCES { First National Bank; Columbia National Bank; National Bank of Commerce; First Trust and Savings Bank } LINCOLN, NEBRASKA.

Regular discount to jobbers and dealers on initial order of six or three respectively, accompanied by remittance.

THE MAESTROPHONE PHONOGRAPH COMPANY **BURLINGTON BLOCK LINCOLN, NEBRASKA**

NEWS FROM THE GOLDEN GATE.

Trade Conditions Certainly Improving—Dealers Look for Splendid Fall Trade—New Needle Introduced—Marconi Records in Demand—Sherman-Clay Activity in Oakland—Columbia "Ginger Meetings."

(Special to The Talking Machine World.)

San Francisco, Cal., Sept. 4, 1907.

Among other changes which Kohler & Chase are making in their small-goods department the San Francisco jobbing business in talking machines has been put in charge of A. C. Neale, who has formerly managed only the local retail department in talking machines, band instruments, etc. The house will continue its wholesale trade in its lines of talking machines throughout the State, in about the usual manner.

Byron Mauzy is selling a good many small Edison machines, and is making a feature of them in his window display.

Clark Wise states that his trade in Victor machines has been above the average since the beginning of July, and there has been an especially strong demand for the improved Victor lines.

J. R. Smith, at 2126 Sutter street, is now carrying a full line of talking machines.

The Pacific Wholesale Co., who have located at 12 Commercial street, are introducing a new needle, called the "Exhibition," the use of which, it is claimed, will preserve a record three times as long as where ordinary needles are used. The company have been sending out sample packages.

W. J. Reynard has been made manager of a talking machine store recently established by the Southern California Music Co., at Santa Barbara, Cal.

The Marconi records handled by the Columbia Phonograph Co., have been a great success all along the coast, and it has so far been impossible to keep up with the demand of the retailers in various sections. Goods are now being shipped direct to the retailer, as it takes too much time to send them through the San Francisco office. The Columbia records are also meeting with an increased demand. The coast people are waiting for the new type C. T., which has uot yet been seen here. It is expected to create a sensation in San Francisco, as it is said to be the finest thing yet gotten up in the way of a talking machine. There is no horn, but the sound is transmitted through sound-chambers, by which the volume is increased, and all the ordinarily objectionable features of the talking machine eliminated.

Byron Mauzy is still taking large orders for the Allen papier mache horn, and numerous shipments are going forward. The sale of high-class Victor machines is increasing.

Fred Sherman, of Sherman, Clay & Co.'s Oakland branch, says that the talking machine business there is always good, and has come forward especially well since that department was fitted up, and the separate trying-out rooms were installed. The opening of a large popular theater in Oakland in the near future will, it is thought, cause a great improvement iu the talking machine business, and particularly in the sale of the latest records, as it will increase the vogue of new popular music.

The Columbia Phonograph Co. held one of their monthly "ginger meetings" last Thursday night, and practically every salesman in the neighborhood of San Francisco was present. Mr. Gray says that a great benefit is derived from these meetings, as tne men get better acquainted and have the benefit of each other's experience. The greatest gaiu is from the practice sales, which enable the men to meet emergencies.

The store of Bacigalupi & Cruells, on Mission street, is now owned entirely by Emilio Cruells, P. Bacigalupi & Son having sold out their interest. This store has been selling a great many Edison machines lately, and the records are in great demand. P. Bacigalupi & Son's retail store on Fillmore street also shows a great improvement this week.

THE "TALKER" AIRS ITS VIEWS.

(Special to The Talking Machine World.)

Des Moines, Iowa, Sept. 5, 1907.

A clever practical joker fixed up a deal with a talking machine which threw into consternation the District Court in Des Moines, Iowa, the other day. Recently the talker was introduced in court procedure here. Anticipating that the voluminous testimony of an equity case would be needed in another trial Court Reporter William H. Jayne had the evidence fired into a record, and when court opened the other morning the machine was set in motion.

"Courts are the abomiuation of the earth and lawyers are the emissaries of the devil," drawled tne talking machine, while Judge Howe, Court Reporter Jayne, officials and operator looked at each other in blank amazement. "With the courts abolished and all laws repealed America would be free indeed and liberty would come into her own," it continued.

By this time Reporter Jayne had grabbed the machine and the wanton desecration of the temple of justice ceased.

PATHE FRERES NEW WAREROOMS.

The American branch of Pathé Frères, the celebrated manufacturers of talking machines, records and moving pictures, under the capable and progressive management of J. A. Berst, on the 1st removed from 42 East 23d street to 41 West 25th street, New York. Their new offices and salesrooms, greatly augmented as to space and conveniences, are in the Mitchell Building, where they will occupy the entire fourth floor.

Clement Beecroft, manager of sales of the Tea Tray Co., has returned from a combined pleasure and business trip abroad in time to attend the Jobbers' Conventiou at Buffalo. Mr. Beecroft's many friends will be grieved to hear that Mrs. Beecroft has been very seriously ill, but is slowly improving.

THE

Petmecky Company

Will Pay To Any One

$500.00 REWARD

if it cannot from its letter files produce 10 or MORE testimonials *for every claim we make* for the Petmecky Multitone Talking Machine Needle than any other needle made.

Just One Unsolicited Testimonial

Cainesville, Mo., Aug. 9, 1907.

Petmecky Co., Kansas City, Mo.:

Gentlemen—Enclosed we hand you order for 10 M. needles. This is our second order. After using 5,000 of them we unhesitatingly say they are the "stuff." Our competitors "knock" your needles fiercely, but we go on selling them, *and are selling more records than both of our competitors combined.* Send needles by first mail; we don't want to be without them.

H. C. McDaniel & Co.

Hundreds of dealers use the Petmecky *and nothing but the Petmecky* in demonstrating. DO YOU?

Kindly write us for samples, Needle Booklet and prices.

Carefully note our address,

Suite: 506 New York Life Building

KANSAS CITY, MO., U. S. A.

?

¶ Do you like this issue of the World?

¶ Is it not worth something to you in your business?

¶ Do you receive it regularly?

¶ If not, why not?

¶ The fault is your own, for we've done our part in supplying you with a sample copy.

¶ Subscribe for it.

¶ That's the only way to get it.

¶ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

¶ Be progressive and read the World. Your competitor takes it and he knows its value.

¶ It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

¶ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and cash, at your risk.

THE

Talking Machine World

SUBSCRIPTION DEPARTMENT

1 Madison Avenue, New York

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. H. Dykes, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin.

Boston Office: Ernest L. Waitt, 278a Tremont St.

Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.

Telephones: Central, 414; Automatic, 8643.

Philadelphia Office: H. F. Thompson.

Minneapolis and St. Paul: Adolf Edsten.

St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

Berlin, Germany, Chas. Robinson, Breitestrasse 5.

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SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, $1.25. England and her colonies, five shillings.

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

REMITTANCES should be made payable to Edward Lyman Bill. Currency received at sender's risk.

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

Long Distance Telephones—Numbers 1745 and 1761 Gramercy. Cable Address: "Elbill," New York.

NEW YORK, SEPTEMBER 15, 1907.

GENERAL talking machine trade for the past month has held up wonderfully well. Somewhat unsettled plans have prevailed in the horn department of the industry, but they will soon have become adjusted to the new conditions. Special horns are in demand. The talking machine men view the trade outlook confidently. Tne great producing houses are far behind in their orders on many lines of goods, particularly the higher priced machines. In the record department there is still inability to produce certain kinds of records iu the quantity desired by the trade.

There is nothing in the business horizon, as we view it, that should disturb the plans or peace of talking machine men in the slightest. Whether the country is approaching a period of business depression is a subject which is interesting the minds of business men all over the country, but it is not considered that the depression will, by any means, if it comes, be of long standing. There will be no sudden drop, because as a matter of fact, business institutions for a long time past have been conducting their affairs on a more conservative basis than formerly; credits have beeu scanned more closely, and the business concerus of the country are on a sounder basis than they were two years ago. Evidence of this is seen in the few failures which have occurred notwithstandiug the fact that the money market has been greatly pinched recently.

BUSINESS institutions are on a sounder and healthier foundation than before for years, and there is no doubt that men are exercising more care in the adjustment of credits, and it is right that they should. The situation demands that, but it does not pay to be over-conservative. If we can forget about Wall street and the big financiers and go ahead and conduct our business, and make our plans as we think the general conditions which surround us demand, we will come out all right.

The policy of the Government towards corporations has necessarily affected the stock market, and the business community is still closely watching the effect of the sentiments upon the people which Taft and Roosevelt uttered from the platform last month. They wish to know whether the pronunciamentos sent forth will be favorable or unfavorable to the country's trade.

IT is difficult to tell whether this condition is to be taken to indicate that a new view of the executive prerogative has actually come into vogue or that a supersensitiveness of executive influence has actually taken hold of business. At least, it is significant.

In the iron trade the plants are all running under higher pressure, and will do so the balance of this year in order to fill orders now on the books. Skilled labor in all trades is generally employed at splendidly remunerative wages, and the latest crop reports certainly should be encouraging to the business men in every sectiou.

THE parcels post question will be reopened at the coming session of Congress. The advocates of such an extension of Governmental conveyance to their busines have too much to gain to discontinue their efforts to persuade members of Congress that the establishment of a parcels post is one of the most trying needs of the times.

It was generally believed in days past when this subject was brought up for legislation, that the great catalogue houses were behind the move, simply because they could, with Government assistance, undersell the country merchants in remote localities. They were helped in this when they could deliver a parcel two thousand miles away at the same cost which they could deliver to a nearby town.

This proposed legislation would not affect the talking machine trade particularly, for Attorney General Meyer proposes placing a ten-pound limit on the parcels; that, however, would enable horns to be shipped by mail, but talking machines, save the smaller types and records, would be excluded.

COPYRIGHT legislation will come up again before Congress at the next session, and this industry will be represented by able advocates who will endeavor to convince legislators that the talking machine is an educator in the broadest sense, and that no legislation should be acted upon which will curtail the production of records by creating conditions whereby the retail purchasers will have to pay increased prices for records.

The hearing before the last committee would seem to prove conclusively that talking machines have been au aid to the composers in making their compositions known to thousands of people who otherwise would never have heard of them had it not been for the agency of the talking machine. In fact it has been clearly proven by documentary evidence that many of the music publishers were only too anxious to have their new compositions known to the world through the talking machine. They considered it the best kiud of advertising they could have.

AT the copyright hearings in Washington last December many commuuications were read from music publishers in which they showed the strongest kiud of iuterest in having the talking machine men put new compositions on talking machine records so that they could get the advertising value from that source.

The quickest way to get a composition before the people is through the mediumship of the talking machine. Statistics show that it has stimulated the sale of sheet music rather than injured it.

The effect of the new copyright law in Italy is obvious. One or two of the great music publishing houses absolutely control the situation.

It is not probable that Congress will pass an international musical copyright bill which will be detrimental to American manufacturers. The talking machine men have put vast sums in their manufacturing plants, and it is not very likely that they will be placed in a position where they will have to make terms with a few of the leading publishers of Europe, or else reduce their catalog list very materially; for it is noticed that siuce the passage of the new law in Italy companies outside have had to cut off many names from their monthly bulletins.

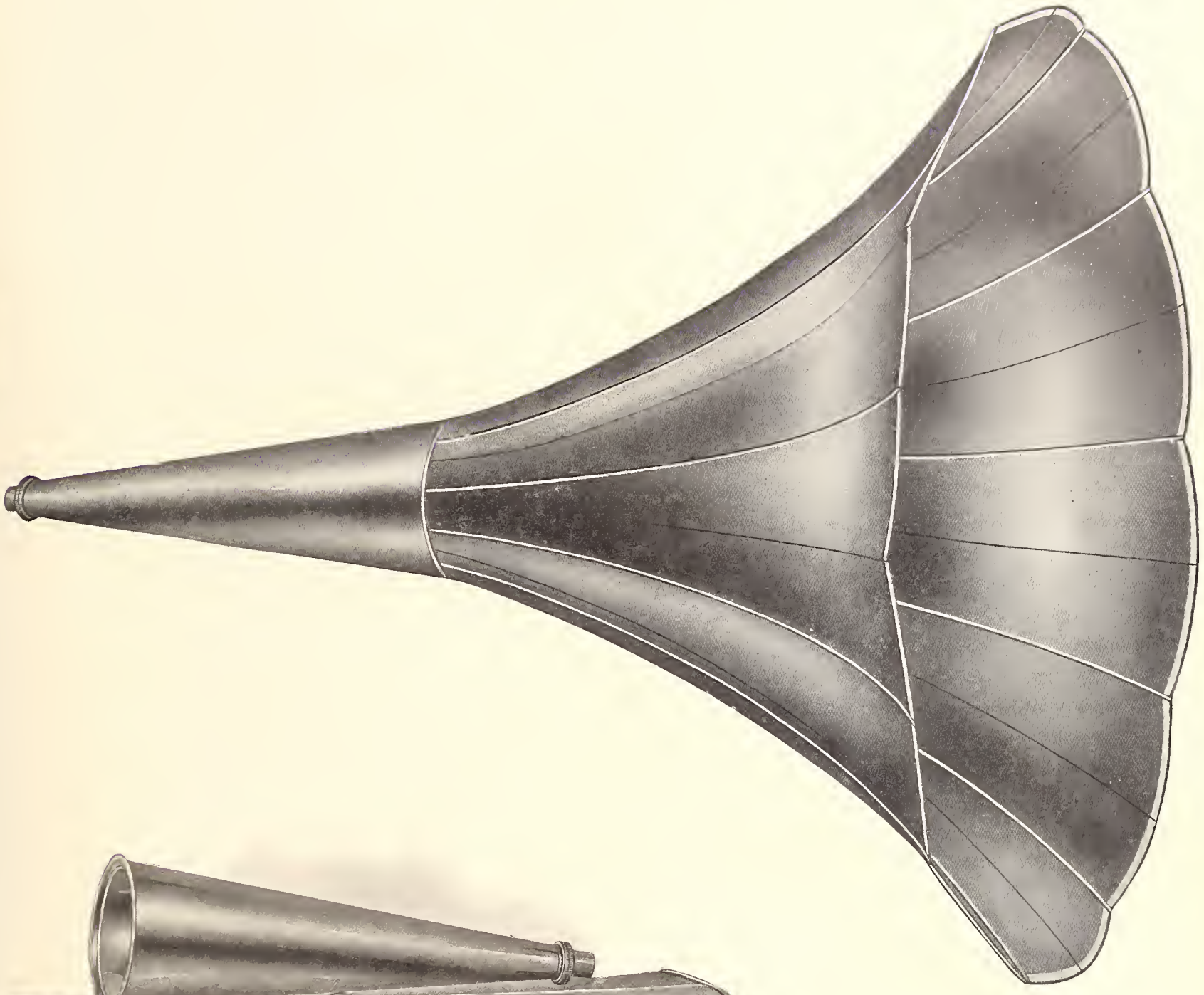
Two important court decisions rendered in Hungary and in Belgium on copyright appear in the news department of The World. These decisions serve to show that the European countries are taking a reasonable view of the true position of the talking machines to the people.

DR. LEE DE FOREST, the eminent inventor of wireless telegraphy and telephony, writes The Talking Machine World: "We are giving daily graphophone concerts between our two stations in Toledo by wireless so that anyone who wishes can hear grand opera or rag time by the etheric route. The articulation is perfect." What wonderful possibilities lie in the future for the transmission of sound! Dr. De Forest does not hesitate to say, that in five years we will be able to talk by wireless telephony five hundred miles, and in ten or fifteen years' time across the Atlantic. Indeed in the language of the Virginia preacher, "the world do move."

THE suggestions made in the last World anent the formation of a National talking machine association have been widely and favorably commented on. The move is a popular one, and from present indications before the last form of Tne World shall have gone to press a National organization will have become an established fact, for at this time of writing indications now point to the formation of a National organization at Buffalo. The move is in the right direction, and when the talking machine organization is perfected, as it should be, along National lines, it will be helpful to the general interests of the trade.

THE differential prices between cash and instalmeut sales has been the subject of considerable trade discussion during the past month. The National Phonograph Co. have taken up this subject with their jobbers in response to a request made by a committee of the Eastern Jobbers' Asscciation. They addressed a letter to all their jobbers, requesting that they get the opinion of as many dealers as soon as possible. At this time of writing we learn that after careful deliberation the National Phonograph Co., through President Gilmore, have notified the jobbers in conveution at Buffalo, as well as the trade at large, that they were of the opinion that it was for the "best interest of all our jobbers and dealers that a discount for cash or otherwise should not be permitted on retail sales of Edison phonographs, parts, records, or blanks."

THE SEARCHLIGHT FOLDING HORN



Patent No. 771441
Oct. 4, 1904

Patent No. 12442
Jan. 30, 1906

THE ONLY PRACTICAL, COLLAPSIBLE HORN IN THE WORLD

Style—Gun Metal Finish—Gold Striped.

For all Edison and Victor Machines except Victor 1.

Size, 23 x 28 Cylinder; 23 x 21 Disc. Boxed, 3½ x 7 x 20 Inches.

"Your mill will never grind with the waters that have passed."

Mr. DEALER:

You have at least one hundred old customers who are looking for a horn that won't be in the way when not in use—that can be taken apart in ten seconds and put in a drawer or on a shelf—that can be carried in the pocket when visiting friends.

Be progressive.

SEND TO YOUR JOBBER FOR SAMPLES

SOLD ONLY THROUGH JOBBERS

MANUFACTURED BY THE
SEARCHLIGHT HORN COMPANY
753-755 Lexington Avenue Borough of Brooklyn, New York

TALKERS FOUND EVERYWHERE.

Howard Taylor Middleton Writes an Interesting Letter Regarding a Trip to Northern New York and Canada, and Was Pleased to Find Talking Machines Practically at Every Point Visited This Summer.

Howard Taylor Middleton, whose name is familiar through his contributions to The World, recently spent his vacation in Canada with a friend. His letter to the managing editor recounting his experiences is so "newsy" that we have taken the liberty of quoting it in part:

"My dear Mr. Spillane—I had such a delightful trip to Canada that I have decided to tell you a little about it. It was a revelation to me as far as talking machines are concerned too as you will learn later. Mr. Mountain and I left Philadelphia on Friday morning, August 2, and at 11 o'clock that night we boarded the steamer Kingston, at Charlotte, on Lake Ontario, and journeyed to Prescott through the Thousand Islands of the St. Lawrence River, and many other places of great interest and beauty. It was while passing through these islands on which the palatial homes of New York's millionaires looked down at us, that I realized for the first time in my life the wonderful perfection of the talking machine. Many and many a time we heard sweet orchestra music, and the golden tones of some renowned vocalist wafted across the still waters to our ears from a cottage veranda. A lady sitting near us called my attention to the fact, and asked wonderingly: 'Can you tell me please, how all these people can afford to have bands, orchestras, and skilled singers always on hand? I cannot understand it; it must cost them a fortune.' 'It is very easily explained,' I answered smiling, 'the music you are enjoying so much comes from the horns of talking machines.' 'Oh! pardon me, but you really are joking, are you not? I do not think it possible to obtain such perfect melody from a squeaky talking machine.' Such was her opinion of talking machines, and after a half hour's explanation I converted her to the belief that they were the only real musical instrument nowadays; the only machines that would give with the strength and melody of the original, the endless number of instruments which comprise the great bands and orchestras of the world, and also the vibrant tones of the opera singers who bring thousands of people to hear them every night during the opera season in the large cities here and abroad. She was so enthusiastic when we arrived at Prescott that she was going to Ottawa especially for the purpose of procuring an expensive outfit.

"Another triumph for the talking machine was the fact that the pilot of the steamer had one, a Columbia graphophone, in the pilot house. As soon as I found this out, I determined to interview him on the subject. As I endeavored to pass by the sign, 'No Admittance,' I was halted by a lookout. 'Cawn't you read, young man?' he asked sarcastically. 'Yes, I think so,' I replied, 'at least, that is what I was sent to school for, but the fact is I want to interview your pilot upon a very important matter relative to the influence that talking machine there has upon him while on duty. Will you hand him my card, please?' He did as I asked, and then the pilot's mellow baritone floated out to me from the interior of the pilot house: 'Let the gentleman come in, Jim.' I accepted the invitation with alacrity and was soon chatting gaily with one of the most interesting men I have ever had the pleasure of interviewing. He told me most emphatically that he considered the talking machine one of the most wonderful things on earth. 'The eighth wonder of the world,' he called it. 'When the night comes on and there is nothing to do but gaze out over the black waters and keep the old girl on her track, I tell you, sir, that machine there comes in nice to keep my thoughts where they belong, that is, on the cheerful side of life. I have quite a stock of records in my chest, and am constantly adding to them. Yes, the talking machine is fine, and you can say that for me with a capital F.'

"When I reached Ottawa I found the 'talker' right on the job there, too. All the hotels, wine shops, as they call the saloons, and all places of amusement used them exclusively, and judging from the crowds around, they were a great success.

"We arrived at our destination, Fort Coulonge, on Saturday evening, and were met there by friends of ours from Montreal, by the name of Scott, and from that time on during our stay of one week, we had a time never to be forgotten by either of us, for it was full of pleasure. We canoed up the Ottawa River to a little island right in the heart of the Canadian wilds, and after a good supper turned in. In the morning we went fishing for catfish, and I caught several, one weighing eighteen pounds (this is a true fish story), and several other fish, including black bass, eels, pickerel and gold fish. The country around Fort Coulonge, which, by the way, is an old French and Indian village which was quite noted during the war in Canada, is a hunter's paradise. It is so wild that it has not been visited very extensively as yet, and deer, bear and water fowl abound in great profusion. One morning we arose at 3 o'clock to go after deer, and were fortunate in seeing a large doe for a moment as she emerged from the 'bush' as they call the woods up there.

"Even in this wilderness we encountered an old Irishman, Sullivan, by name, who had a talking machine, and often of an evening as we paddled down the river in a birch bark canoe, we could hear the silvery notes of an Irish love song drifting out from the open door of his cabin on the shore."

IN THE MEXICAN CAPITAL.

C. F. Lightner Secures Records of the Police Band and Other Musical Organizations in Mexico, as Well as Records of Noted Singers in the Land of the Montezumas.

(Special to The Talking Machine World.)

Mexico City, Mex., Sept. 1, 1907.

After getting records from the police band and other musical organizations of Mexico which rank among the highest in the world, and also obtaining records from the famous singers of this city, Charles Ferrie Lightner, of the Victor Talking Machine Co., and his wife left last week for New York.

Just before leaving Mr. Lightner was presented with an autograph photo of Capt. Presa, leader of the Police Band, which he prizes highly.

The Police Band played more than twenty selections, which will become known all over the world, spreading the fame of this city's famous musical organization into remote corners where it has not been heard of.

Esperanza Pastor, the well-known singer and comedienne of the Principal Co., sang a number of solos for the talking machine. Other well-known Mexican voices gave their best efforts into the recorder.

Mr. Lightner and wife have been to Mexico several times before and are well known in the city. They will have but a short stay in New York, leaving there Sept. 5 for Brazil and Argentine, the coming trip making their ninth into those countries. They will return to Mexico next year.

THE POINT OF VIEW.

"My dear," murmured the sick man to his wife, "I am nearing the golden streets. I hear strains of sweetest music, unearthly in its beauty, I——"

"John," said the wife, "what you hear is a phonograph in the next flat."

"So it is. Darn those people, anyhow. No consideration for their neighbors. Go and tell 'em to stop that infernal racket at once."

"When will my goods be shipped"

How many times have you written or telegraphed some message like that to your jobber before you succeeded in getting the goods you ordered?

You never need to resort to such measures with us. It is a question that is already answered and settled once for all.

We ship all goods the very same day the orders are received. That's promptness for you! It's the right way to run a business, and you ought to encourage it for your own good.

Think what a grip it gives you on your trade when you don't need to keep your customers waiting! How much more confidence you have in yourself when you know you can get goods right when you want them!

That's the kind of service our customers enjoy—all the time. To them our large and varied assortment of Victor talking-machines and records, record cabinets, fibre cases, English needles, trumpet horns and other accessories is just like a big reserve stock of their own. They can send to us at any time with the certainty of getting just what they want.

How about your jobber—is he alive to your interests? If you have your whole heart in your business, you can't stand for a half-hearted jobber!

Better write to-day for our latest catalogue.

The Victor Distributing and Export Company

77 Chambers Street New York

STEWART

You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

Something Out of the Ordinary

That's what adds a selling force to any kind of business.

Get out of the rut! Sell something different than every other dealer in the same line offers to the public.

We have the article. It's name is

The REGINAPHONE

Have you seen it? If not, lose no time in looking into its merits, for it makes easy dollars for the talking machine dealer.

In many families there are differences of opinion on the question of entertainment. One member of the family wants a music box. Another member wants a talking machine. To such a family you can easily sell a Reginaphone, which is a music box ***and*** a talking machine.

Getting right down to brass tacks, so to speak, can you not sell a beautiful music box and talking machine combined at a very small advance above the price of the regular Regina Music Box?

Of course you can, and you can sell a good many of them if you put them out in your store where they can be seen.

You don't want to hide them under the bushel of indifference and expect them to sell, but put forth such a novelty as The Reginaphone properly, and it will turn trade to your store; it will make your establishment talked about, and best of all, you will be selling a money-making product.

As far as the talking machine mechanism which accompanies The Reginaphone is concerned, it cannot be surpassed by any outfit on the market. And then we have special points of excellence found in no other product.

THE REGINA CO.

Main Office and Factory, Rahway, N. J.

BRANCHES:

Broadway & 17th Street, New York **259 Wabash Avenue, Chicago**

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks and Regina Sublima Pianos.
Distributors of Victor Talking Machines and Edison Phonographs.

THE HOUSE OF PATHE-FRERES.

The Big French House with Branches Covering the Globe.

The great French house of Pathé Fréres maintains offices in the principal cities throughout the world. It is surprising, when we review the history of this marvelous institution, how wonderfully it has developed within the past ten

M. PATHE.

years. The Pathé Fréres talking machine products are known the world over.

M. Pathé, one of the celebrated brothers who visited America last year, was much impressed with what he saw on this side of the Atlantic. This concern now have made arrangements for a special representation in French Canada, and it is possible that further developments of Pathé Fréres may render it necessary to erect factories on this side of the water to take care of the growing trade in Pathé specialties here.

An illustration which will give an idea of the vastness of the Pathé business is seen in the statement that over four thousand people are employed in the Pathé factories. We are advised that every department is extremely busy, and that a new complete catalog is expected off the press at any moment. This will contain over twenty thousand titles—certainly a remarkable international repertoire.

Each of the brothers Pathé is a practical man, and their inventive skill and business ability is splendidly illustrated in the world-wide business which they have developed during a very brief period. Aside from manufacturing and selling talking machines and discs, it should be understood that Pathé Fréres have an immense business in moving pictures. In this country the business is under the direction of J. A. Berst, who has offices at 41 West 25th street, New York, and who is an able representative of the great international house.

CARUSO CALLED TO MUSICAL SLEUTH.

Hoagland, of the Keen Ears, Struck Song Trail and Found Stolen Phonograph.

"'Tis Caruso's voice, none other," whispered Detective Elmer Hoagland, of the Brownsville Station, Saturday night. "You are not mistaken," said Detective Collins, joyfully. "Listen, I cannot be mistaken. It is the 'Siciliana' from Cavalleria Rusticana Caruso is singing."

Hoagland and Collins stood in front of the house at No. 1882 Dean street, Brooklyn. They were wearied by a day's unsuccessful search for a burglar who had entered Mrs. Clara Young's ice cream parlor at No. 2006 Atlantic avenue. She reported later to Captain Reynolds, of the Brownsville Station, the loss of a phonograph and records valued at $300. "You've been bragging about your musical ear," said Captain Reynolds to Hoagland, "and you're just the man for this case."

Hoagland asked for Collins' assistance and started out to prove that a musical ear is an asset to a good sleuth. They visited pawn shops without result, and then made a tour of homes throughout the neighborhood. Windows were open and dozens of phonographs were going. Hoagland listened to scores of musical samples and shook his head. The clue on which he pinned his hopes was furnished by Mrs. Young. She said three of the stolen records were of Caruso in his famous songs. Collins had listened to "Love Me and the World Is Mine," "My Dear" and other popular songs until he was sick of his job. Hoagland's enthusiasm was undimmed. He analyzed carefully everything that floated on the night air. Collins nearly jumped out of his shoes when Hoagland caught him by the shoulder in front of the Dean street house and announced: "That's it!"

They traced the music to Mrs. Mary Corcoran's apartment on the second floor, introduced themselves as building inspectors, and Hoagland entered the parlor where the phonograph was going. He saw the number was 4,721, the same as the stolen instrument. Mrs. Corcoran said her son, James Mulvey, aged nineteen, brought the instrument home at 5 a. m., having purchased it at a nearby second-hand store. Collins went to the store and was told that no phonograph had been sold. The instrument was taken to the station, and Hoagland is looking for Mulvey.

A VALUABLE COLLECTION OF RECORDS.

One of the most valuable and interesting collections of talking machine records in Great Britain is owned by a resident of London. In the collection are several records by the late Lord Tennyson, among them the "Charge of the Light Brigade," an address by W. E. Gladstone, and records by Henry Morton Stanley, the explorer, and P. T. Barnum, the famous showman. There is also included one in French by Prince Louis Napoleon, who met an untimely death in the Zulu war. One of the most highly prized records is by Florence Nightingale. It was made in 1890, at the time an exhibition was held for the survivors of the Balaklava, and contains the following words: "God bless my gallant comrades of Balaklava and bring them safe to shore. —Florence Nightingale."

NEW CLEVELAND DEALERS.

Two new talking machine agencies were added to the already long list in Cleveland, Ohio, early this month. One is in the large furniture store of Brown Bros. and is in charge of J. E. Archer, while the other is in the furniture store of Nathan & Skale, located quite near the Brown establishment. The former concern have installed the Columbia line, and the latter the Victor. With fifteen important agencies already in the field and with about fifty smaller ones trying to get business it would seem as though the two new agencies would find considerable to attend to this fall and winter.

A HELP TO RECORD PURCHASERS.

In order to enable talking machine owners to more readily pick out their favorite grand opera selections or the records of their favorite artists the Victor Talking Machine Co. recently issued a very convenient list of operatic records alphabetically arranged. The title of the opera is given, as well as the English translation of both it and the selection, the number and price are stated, and an index of the entire list of operas and singers is included in the catalog.

The object of the catalog is to still further increase the sale of Red Seal by making the assortment of those records readily accessible to the intending purchaser. As the Victor Co. say in a circular letter, "Red Seal records and operatic selections impress Victor 'Quality' on all who hear them."

This Then

will inform you that our new issue of photographs of the Talking Machine artists, will be ready on October 1st. These are neatly framed and each packed in a separate mailing box, protecting them and making them convenient for handling.

Dealers will find these framed goods ready sellers, also very attractive for window or store decorative purposes. We will mail you a sample of either framed or unframed, on receipt of price; unframed 35c. each, framed 50c. each.

ADDRESS

The Channell Studio for Photography,

30 Harrison Street,
EAST ORANGE, N. J.

INCREASE YOUR OUTPUT

Bargain Offer

Record Duplicating Machines

FOR SALE

EACH MACHINE WILL DUPLICATE 15 RECORDS PER HOUR

They can be fitted with individual electric motor or a number of them can be run from a shaft driven by a ½-horse-power motor.

WRITE FOR PRICES

Only a limited number of machines on hand.

For full description and particulars address

W. W. ROSENFIELD

585 Hudson Street
NEW YORK CITY

VALUE OF KNOWING GOODS.

A Story Showing How It Paid to Bring the Merits of Talking Machines to the Attention of Friends—Many Are Still Skeptical as to the Musical Qualities of the Talker.

One day I was talking with a gentleman who is a member of a music firm, says a correspondent of the August Circle. During the conversation he said: "The trouble with the talking machine business is that the people do not realize the marvelous strides that have been made in improving them. Most people have heard the old-style machine, which was uneven in tone and very indistinct, and so hardly a single person will bother to listen to an up-to-date one."

That evening I got to thinking about what he had said. The next morning I went to him with a proposition. I was to take a machine and about a dozen records by way of an outfit. A commission was to be paid me on every machine I sold.

I started to work, my idea being "hearing is believing." I went first to my friends and made appointments to bring my machine to their homes some evening. Of course, I assured them that they would be under no obligations to buy. Out of ten persons upon whom I called I sold to seven.

My plans worked better than I had anticipated. I then interested another young man, and soon had him doing the same kind of work. I paid him a regular salary. Later I had four young fellows working for me, and was doing a land-office business.

I did not stop there, but turned my thoughts to the country. Farmers living away from a city have very few amusements. I knew a talking machine would just please them. So I hired a man to drive out into the country and stop at the farmhouses. We did even better than we did in the cities, selling on the average to eight out of every ten upon whom he called. I was working for a firm in the daytime, and did all this work in the evening. Soon I was putting quite a good deal of money in the bank. There is a good field open to bright young men who have a little "hustle" in them, and who make themselves familiar with the improvements in the goods which they handle.

THE FAMOUS DOG FIGHT RECORD

Brought Into Evidence for the Edification of a Section of Waterbury.

(Special to The Talking Machine World.)

Waterbury, Conn., Sept. 5, 1907.

This city has recently enjoyed all the noise of conflict usually attending a dog fight, but with the assurance that nobody's pet canine was having his ear chewed off or being otherwise mutilated.

The children of Mr. Atwood were playing with Rod Tuttle's poodle dog one Sunday.

"I wish you would keep your poodle away from my children. I'm afraid it will bite them," said Mr. Atwood to Mr. Tuttle, his neighbor.

"No well-bred dog ever bit anything," retorted Mr. Tuttle, tartly.

This answer nettled Mr. Atwood. One word led to another and Atwood, furious, parted from Tuttle, exclaimed "I'll show you whether a well-bred dog ever bit anything!"

Hurrying home, he started his phonograph with the record of a dog fight which he happened to have. Yelps, growls, barks, snarls, squeals of dogs, and shouts of men, "Eat him up, Buster!" "Sic him, Tige!" emerged from Edson Atwood's house in the direction of the Tuttle's residence, as a warning that dogs, in the past, have been known to bite. For hours the neighborhood sounded like a kennel, a dog-pit or Constantinople with its hordes of hungry mongrels. On one occasion a crowd of boys and young men, encouraged by the sleepless inhabitants, stoned Mr. Atwood's house. He chased them, but caught nobody.

Atwood thereupon bought four horse-pistols. Then he consulted a lawyer as to how to protect his children, his home and his phonograph. The lawyer told him he could carry the pistols if he did not conceal them. Mr. Atwood therefore promenades the main street, four pistols in his belt, in Western style, as seen in melodrama and magazine pictures.

And the musical dog fight goes on.

THE PHONOMETER

(PATENT APPLIED FOR)

The Only Talking Machine Speed Meter

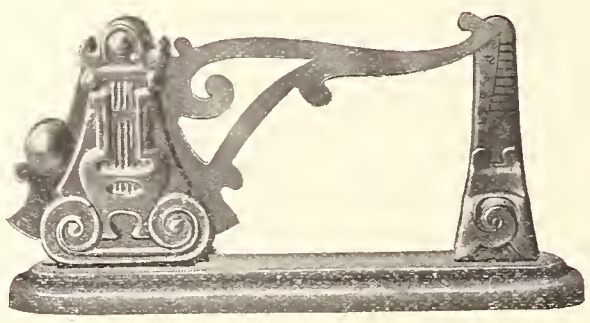
Instantaneous in Action. Permanently Effective. Absolutely Accurate.
FOR USE ON ALL DISC MACHINES

REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

I. BECAUSE it is **absolutely accurate.**

II. BECAUSE it indicates the speed of all disc machines **instantly.**

III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) **reproduced in the same musical key (or pitch)** that the artists originally sang or played the selections.



RETAIL, ONE DOLLAR.

IV. BECAUSE the **voices** of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., **cannot be faithfully reproduced** from records and thus bring forth the individuality of the artists or instruments, the tone quality and life-like realism required, **if the machine is not accurately and properly regulated.**

V. BECAUSE you can sell a **Phonometer** to every machine or record customer upon demonstration.

VI. BECAUSE it becomes an **absolute necessity!**

VII. BECAUSE **the Phonometer** is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:

BLACKMAN TALKING MACHINE CO., 97 Chambers St., New York.
DOUGLAS PHONOGRAPH CO., 89 Chambers St., New York.
S. B. DAVEGA, 32 East 14th St., New York.
I. DAVEGA, Jr., 125 West 125th St., New York.
JACOT MUSIC BOX CO., 39 Union Square, New York.
LANDAY BROS., 400 Fifth Ave., New York.
VICTOR H. RAPKE, 1661 Second Ave., New York.
REGINA CO., 41 Union Square, New York.
STANLEY & PEARSALL, 541 Fifth Ave., New York.
ALFRED WEISS, 1525 First Ave., New York.
C. KOEHRING & BRO., 878 Virginia Ave., Indianapolis, Ind.
POWERS & HENRY, Sixth St. and Duquesne Way, Pittsburg, Pa.
METROPOLITAN TALKING MACHINE CO., Jacksonville, Fla.
VICTOR DISTRIBUTING AND EXPORT CO., 77 Chambers St., New York.
LYON & HEALY, Chicago, Ill.
FRIEDRICH'S MUSIC HOUSE, 30-32 Canal St., Grand Rapids, Mich.
STONE & BARRINGER CO., Charlotte, N. C.
CRESSEY & ALLEN, Portland, Me.
SOL. BLOOM, 3 East 42d St., New York.
MARITIME PHONOGRAPH CO., 32 Dock St., St. John, N. B.
LOUIS BUEHN & BRO., 43 North 9th St., Philadelphia, Pa.

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.

39 South Ninth Street = = Brooklyn, N. Y.

VICTOR CO.'S GREAT PLANT.

The World Representative Visits the Splendidly Equipped Plant of the Victor Talking Machine Co. and Records His Impressions for the Benefit of Readers of This Publication—Structures That Tell of the Tremendous Progress of the Talking Machine Business.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 10, 1907.

The manufacturer in any industry plays much the same part, to that industry, as is played by the human heart to the body as a whole. The first turning of its wheels means the creating of a new mercantile force, which grows and expands just so fast as this organ acquires perfection in its work; in other words the manufacturer is the creator; on his shoulders to a great extent rests the future of the business; on his resources depends its advancement.

Having for some years been connected in one way or another with the talking machine trade, principally as a representative of the World, and therefore vitally interested in all things pertaining to it, it was with great pleasure that I could accept the cordial invitation from H. C. Howard, advertising manager of the Victor Talking Machine Co., to inspect their factories at Camden, N. J., and it will be my effort as far as possible to convey to World readers at least a general idea of this enormous plant, the only or rather the most feasible way being to write of it as I saw it.

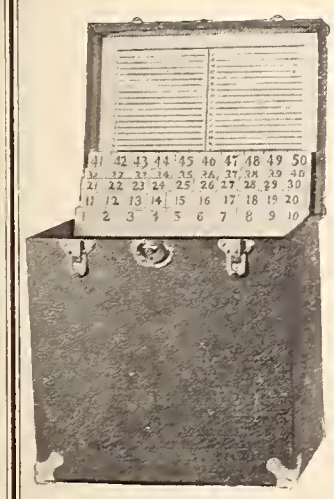
Arriving in Camden about 8.30 a. m. I went directly to see the author of the invitation, but caught him over ears in work on the great daily paper advertising uow being done by this company; however I was delivered into the hands of a worthy substitute, namely, Howard J. Shartle, who, much like the hotel clerk, gets paid to catch all the complaints that are coming in for inability to keep abreast of Victor orders.

RECENT ADDITION TO THE PLANT OF THE VICTOR TALKING MACHINE CO.

RECENT ADDITION TO THE PLANT OF THE VICTOR TALKING MACHINE CO.

The first building that you enter and in which are now the executive offices, is what is called the office and record pressing building; this measures 70 by 225 feet, and is a four-story structure. The front section is devoted exclusively to the offices as follows: First floor, executive; second, export and patent departments and show rooms; third, bookkeeping, accouuting and purchasing departments; fourth, drafting and experimental work. The pressiug plant, or to be more explicit (for the benefit of those who may not understand the trade vernacular) the record manufacturing plant, occupies the rear half of the building; on the first floor the raw material is brought in and put into large kettles where it is mixed, then rolled out into long strips and cut into squares in sizes necessary for the 12-inch, 10-inch or 7-inch records. These blocks or squares are then sent to the second or third floor where they are pressed, the rough edges trimmed, and the labels put on. The fourth floor is used for renickeling the matrices and the inspection of the finished records; each record passes through the hands of a number of experts who examine them for scratches or other imperfections, and one out of every 100 is played over, which insures the dealer and jobber a perfect stock.

Directly in back of this building lies the hydraulic engiue room. The machiues placed here use 3,000 gallons of water a minute in operating the hydraulic presses; the water is taken wholly



SOMETHING NEW IN RECORD CASES

The "Knickerbocker" Pegless

Made to carry cylinder records in cartons, thus furnishing double protection from dust and accident. When desired case can be used as suitcase or satchel; made in 12-24-36-48-72 and 96 record sizes. We also make cases with pegs and for disc records. The Knickerbocker "Made Right" Record Cases have character. They are easy to sell and stay sold.

Ask for Catalogue.

THE KNICKERBOCKER CASE CO., La Salle Ave. & Michigan St., CHICAGO, ILL.

from artesian wells of which there are thirty right on the place.

Opposite the engine room is the fire or boiler room which contains six huge boilers. Passing through this plant we come to the factory building, probably the most interesting of all, at least to those of a mechauical turn. This measures 75 by 180, five stories iu height. This structure is built in two sections with a broad areaway between and connected only by enclosed bridges at each floor. This, of couse, insures the best of light and air to all the workmen. This department is under the direct management of L. Lambert, who, for twenty-five years, was promiueutly connected with the famous Brown & Sharpe Mfg. Co., of Providence, R. I., and therefore peculiarly well adapted to take charge and push this end of the Victor business. Section One—on the first floor, is what is called the punch press aud annealing room. Here is where many of the small parts are turned out; one particularly interesting process is that of making the elbows. This work is all done with hydraulic expanding and bending machines. Thus these elbows are made in one piece, which is a marked improvement over the old method. Floor one, section two, is devoted to the stock room for rough product and small parts, such as screws, nuts, etc. The system in vogue in this department is absolutely perfect; everything is wrapped in packages of 100 and 1,000, so that when a rush order comes in there is no lost time or waste material. The stock is kept tab of by a card system which is a great labor saver, and no matter how busy they may be there is not the slightest hitch. The machine aud tool room occupies the second floor, section one. All the jigs, fixtures, reamers, taps, etc., for the manufacture of the Victor are made here and keep sixty men busy twelve hours in the day. The gear cutting and milling is done on the same floor in section two. The third floor is devoted to drilling and the makiug of screws, spindles, windiug keys, washers, rivets, etc.; fourth floor, section one, to buffing and polishing, getting the parts ready to be plated, oxidized and lacquered; section two, the assembly room, where all parts are put together. To give some idea of the output it might be well to state here that it has been estimated that one machine for every minute in the year goes out of this room. On the fifth floor, first section, is one of, if not the largest plating plant in the United States. In the gold-plating department there are three tanks, each one of which holds one thousand dollars' worth of gold chloride. The copper, nickel and oxidizing are also done on this floor. The second section, fifth floor, is devoted to the manufacture of Auxetophones. In passing through this building your representative was somewhat surprised to find a number of the Victor roadmen in overalls working on the lathes, etc., in the various departments, and was informed that every one of the gentlemen is compelled to go through each department so tnat when he goes out he knows what he is talking about. However, this is but another of the Victor company's advanced methods to which they owe, to a marked degree, their phenomenal success. Another thing that forces itself upon the visitor is the enthusiasm shown by every employe to do his best with the one idea in view—the improvement and success of the Victor.

A new office building is now nearing completion just across from the factory. This is a six-story structure, measuring 80 by 100, and will be, when finished, one of the finest private buildings of its kind in the country.

The new fire-proof factory building which is now under way will be situated to the rear of the old one; this will be six stories high, 180 by 150, and will be fitted out with all the latest appliances.

On our arrival at the new cabinet factory, which is located on Delaware avenue and Cooper street, we were taken in charge by E. T. Kiefer, the superintendent. This gentleman formerly held that position with the Pooley Furniture Co., until the Victor decided they needed him to insure buyers of Victrolas a perfect product of the cabinet-maker's art. This building is 100 by 60, four stories, but has been found too confined for their work, and a larger building will shortly be put up, and when completed the cabinets for all the machines will be made at home. A new kiln dry building is also being planned. The new fireproof shipping and assembly building on the corner of Front and Linden streets was the next and last to be visited. This is a four-story building 200 by 250. On the first floor is the packing and export shipping department; Auxetophone and Victrolas are also assembled here and tested. The receiving and record stock room occupy the second. Here all orders are filled, checked and wrapped. Third floor, shipping department and stock room. Fourth, motors are put in the cabinets and tested, and sound boxes assembled.

The entire inspection occupied over four hours and this scarcely more than a superficial one. However, it left a deep and lasting impression, one that made the visitor realize to the fullest extent the gigantic strides made by this industry in the past few years.

If there is a dealer or jobber in this country who for a moment doubts the future of the talking machine business let him not hesitate to pay a visit to this plant where over two thousand human beings are working night and day in order, not only to keep up to the demand for the present product, but the demand of the future. It is the best medicine that he could take for business weak heartedness, and the cure is absolute.

OUTDOES "HIS MASTER'S VOICE."

The dog is usually considered the most sagacious of animals, and not without reason. An instance is related of a dog which apparently recognized his master's portrait, not to mention "his master's voice." The dog's owner was sitting for his picture and not being satisfied with the artist's work wanted certain alterations made. The artist refused to make them, but offered to let the dog act as arbitrator. "You bring your dog in, and if he doesn't prove it is a good portrait by licking it, I'll paint another without charge."

Accordingly the animal was called in, and on seeing the portrait, at once ran up to it and licked it affectionately. This was proof so positive that the painter was paid his price without further argument. It may be added that he had previously rubbed bacon on the picture; but it would be presumptuous to say that really affected the result.

TALKING MACHINES DOES HIS WORK.

A road builder in one of the country districts of England, who was instrumental in having a fine roadway built where none had been before, but was at the same time badly needed, when about to leave for America dictated into a talking machine all the details of the work for the benefit of his enthusiastic fellow townsmen, even going so far as to name the exact number of tons of broken bottles and old shoes used in its construction. How many road builders on this side of the water would be honored by having their farewell words or a description of their work treasured on a talking machine for the benefit of posterity. Yea, republics were ever ungrateful.

EDWARD N. BURNS AT THE HELM.

Edward N. Burns, a vice-president of the American Graphophone Co., and manager of the export department of the Columbia Phonograph Co., who had been vacationizing in the Thousand Islands for two weeks, returned to New York Wednesday, as brown as a berry and feeling like a two-year-old. Mr. Burns is one of the most popular men in the trade, his intimate knowledge of the business being of vast assistance to his company associates.

Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience." EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business ?

Write us a postal to-day.

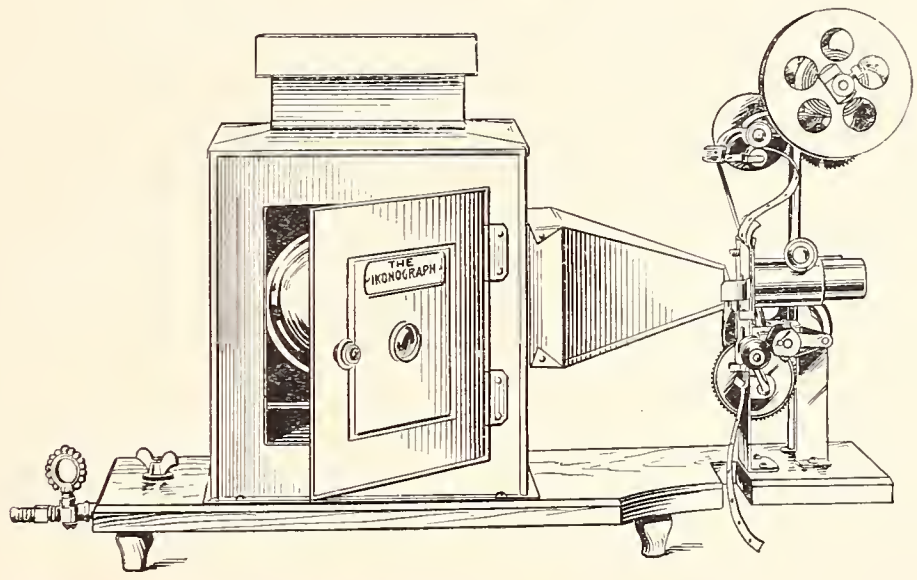
INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

FROM ALL QUARTERS THE SAME NEWS

"YOU HAVE A WINNER"

"There is a great field for it"—"Nearer perfection than the first phonograph"

IKONOGRAPH



A PERFECT MOVING PICTURE MACHINE FOR THE HOME

If you handle Talking Machines, Musical Instruments, Photographic Supplies, Etc., THE IKONOGRAPH will make your line complete.
Others think so, why not you?

IKONOGRAPH

DISTRIBUTORS

ALBANY, N. Y. ..... Finch & Hahn.
BALTIMORE, MD. .. E. F. Droop & Sons Co.
BOSTON, MASS. ..... Boston Cycle and Sundry Co. Iver Johnson Sporting Goods Co.
BUFFALO, N. Y. ..... The Talking Machine Co.
CANTON, O. ..... The Klein & Heffelman Co.
CHICAGO, ILL. ..... The Rudolph Wurlitzer Co.
CINCINNATI, O. ..... The Rudolph Wurlitzer Co. McGreal Bros.
CLEVELAND, O. .... Fowler & Slater.
COLUMBUS, O. ..... Perry Whitsit Co.
DAYTON, O. ..... Niehaus & Dohse.
DUBUQUE, IOWA ... Harger & Blish.
EASTON, PA. ..... William Werner.
HOBOKEN, N. J. ..... Eclipse Phonograph Co.
MINNEAPOLIS, MINN. ..... Minnesota Phonograph Co.
MILWAUKEE. WIS. .. McGreal Bros.
NEWARK, N. J. ..... Edisonia Co.
NEW HAVEN, CONN. The Pardee-Ellenberger Co.
NEW YORK, N. Y. .. Douglas Phonograph Co. Benj. Switky.
OMAHA, NEB. ..... A. Hospe Co. Nebraska Cycle Co.
PHILADELPHIA, PA. Louis Buehn & Bro. Penn Phonograph Co.
PITTSBURG, PA. .... Powers & Henry Co.
PROVIDENCE, R. I. J. A. Foster Co.
ROCHESTER, N. Y. . The Talking Machine Co.
SCHENECTADY, N.Y. Finch & Hahn.
SAN FRANCISCO, CAL. ..... Clark, Wise & Co.
ST. PAUL, MINN. ... W. J. Dyer & Bro., Inc. Minnesota Phono. Co.
TOLEDO. O. ..... W. L. Milner & Co.
TROY, N. Y. ..... Finch & Hahn.
UTICA, N. Y. ..... William Harrison.
WASHINGTON, D.C. .. E. F. Droop & Sons Co.

IKONOGRAPH COMMERCIAL CO., 36 East 23rd Street NEW YORK

TRADE HAPPENINGS IN PHILADELPHIA.

Business for August Makes Favorable Showing—Attendants at Buffalo—Chas. Bobzin Visits Ditson Headquarters—Louis Buehn & Bro. Make Important Changes in Their Quarters—Weiss Very Optimistic—Penn Co. Report—New Symphony Columbia Grand—Stewart Banjo Sells Well—Failure of the Lewis Talking Machine—The Excelsior Drums as a Side Line—Swaabs Display of Moving Picture Specialties—The News of the Month.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 7, 1907.

August business in "talkers" was very much of a pleasant surprise; in nearly every case it not only ran far ahead of July, but the books show an increase over last year's account for that period. The opening days of September, it is true, were not as good as was expected, but if indications do not lie this slump will be more than made up shortly. All the jobbers are having calls for dealers' contract blanks, and while this in itself is not unusual the fast-increasing number of applicants shows a healthy condition of affairs.

Every one is looking forward to the meeting at Buffalo on the 9th and 10th, and all are unanimously in favor of the proposed national association. As one jobber said: "There is no doubt but that the time is now ripe for such a movement. For a long while we have all felt the need of getting together to discuss conditions and make plans, and it was this feeling that gave birth to the present Eastern Association. But this business is growing. It has become one of national importance, and we no longer can get the best results from a local body if we are to protect ourselves and the industry. We must have some way of getting all the jobbers in the States together, so that when important matters come up that affect us all we will be able to move as one man to solve it. To me a national organization seems most necessary. Concerted action is often necessary, and I for one will do my level best to forward the enterprise."

Charles Bobzin, the well-known talking machine man of Boston, was a recent visitor to this city, and while here made things hum at the Ditson store, 1654 Chestnut street. A new manager, W. C. Holzbaur, has been put in charge and the whole building put in the hands of carpenters and decorators to be remodeled. A complete line of Victor machines and records has also been added which will be pushed to the limit. The Ditson Co. are finely located between 16th and 17th streets, and as their patronage is wholly high class they ought to make a big Red Seal showing, as the expression goes. But this is not all by any means that C. B. accomplished. Before leaving town he added the name of J. P. Drew, the well-known small goods man, on Tenth and Walnut streets, to the already long list of Ditson dealers. Mr. Drew will handle the Victor line extensively, and when called on by The World man was ears over in work preparing for his new baby.

If you happen down in the neighborhood of 45 North Ninth street, do not be surprised if you don't at first recognize the home of Louis Buehn & Bro., the well-known talking machine jobbers of this city. Since last month this company have devoted a good deal of their spare time to renovating and remodeling the place. Booths have been erected and the whole establishment shifted around. Nothing has been overdone, and we must congratulate them on their taste. The changes are most practical and sensible, and that's what a jobber should first of all consider. On account of their increased business a third floor has been added, which will be devoted exclusively to wholesale stock. This company are doing a large cabinet business and have just gotten in several carloads of new styles. New should be written in capitals, for this line is certainly a winner. Dealers should not fail to write for their catalog of these goods, an advertisement of which will be found in this issue.

Did any one see Ed. Buehn, the popular road man and partner, in the Shriners' parade on the 4th? Well, he was there—put off his trip to be present. You see he has just been admitted to that mystic circle, so you can't blame him. However, he's off on the road now putting the dealers through the third degree and initiating them into the way to push the Edison and Victor lines in the Buehn way.

Adolf Weiss, of the Western Talking Machine Co., has just returned from his vacation and is now busily engaged in preparing for fall trade. He spoke very optimistically of the outlook, his one complaint being that on account of his recent absence he finds it impossible to go on to Buffalo to the convention. He says all the boys have his best wishes for the successful culmination of the event.

Business has been very brisk at the Weyman's building on Chestnut street, and every one is in a happy frame of mind. Fall trade has begun to come in and a number of big advance orders taken. J. Ford and Norbert Whitley, the travelers for this house, are now on the road with the October Victor and November Edison lists booking orders.

T. W. Barnhill, of the Penn Phonograph Co., is spending his vacation at Atlantic City, where he will remain a week and then go to his old home for the second. The Penn Co. report August business considerably ahead of last year's, with an outlook ahead far brighter than has been experienced for the past six months. Their wholesale department is rapidly growing and absorbs the greatest part of their attention. Their new line of phonographs have arrived in good condition and have proven most satisfactory.

R. L. Gibson, the talking machine expert, in company with Bently Reinhart, of the Victor, is now making daily trips in the former's automobile to Mr. Gibson's summer residence at Ocean City. Who says there's no money in selling talkers?

The new symphony grand is making a great sensation at the Columbia headquarters on Chestnut street, and dealers all over are flocking to see, hear and wonder over this new product from Bridgeport. There is no doubt but that this machine is the high-water mark of this company's line and ought to make a big difference in fall reports. The B Q tone arm, standless, is also attracting a good deal of attention in the window and will prove a good seller. Manager Goldthrop was very enthusiastic over the prospects and reports trade conditions excellent for this time of year. Harry P. Van Steenburgh is on his vacation in Toronto at his wife's home and expects to make things fly when he gets back on the road.

The Musical Echo Co. continue doing a big business in Victors. Retail trade has been most satisfactory, and while the wholesale has not been breaking records it is yet early for this department to get fully under way.

Fred Geisberg, of the Gramophone-Typewriter Co., Ltd., of London, and one of the original record makers, was a recent visitor, but he had absorbed so much of the English manners since taking up life across the pond that his old friends hardly recognized him at first, but before leaving kinder made him feel homesick for the old sod.

N. J. Elwell, manager of the talking machine department of C. J. Heppe & Sons, is spending his vacation at Delaware Water Gap.

The Disc Talking Machine Co., the Zonophone distributors of this city, report business far beyond all expectations. This line has been little pushed in this State, but in the hands of this concern is fast winning a place for itself in the hearts of the public. W. L. Ziegler has just come in from a most successful trip through this territory, having added a number of very prominent names to their list.

"Phono Vitas," the now famous oil for talking machines, is meeting with a large demand in this trade. This oil is especially made for this purpose, and is without question one of the finest products ever placed on this market.

Emil Bauer, of the Bauer Co., the well-known manufacturers of the S. S. Stewart banjos, mandolins and guitars, has just returned from his vacation which he spent at Ocean City and Boston, where he went during Old Home week. Mr. B. is looking strong and husky and well prepared to handle his fast-increasing business. His line of instruments has grown immensely popular in this trade, as dealers find them an excellent side line to handle in connection with the talking machine.

Lewis M. Swaab, sole agent for the Powers moving picture machines in this city, reports business for August 25 per cent. ahead of any month in his experience. In speaking of the outlook he said: "Of course I am somewhat of an optimist but if indications have anything to do with things, this winter will prove the banner season in this business; there is no let up in public interest, the manufacturers are doing nobly in the matter of new improvements, and as if each was a stimulus the motion picture is still growing in popularity, if such a thing can be conceived." Mr. Swaab has everything about that is worth while under his roof, and parties who are contemplating a flyer in his line should not fail to write for his new catalogs.

The Excelsior Drum Works, 1111 Locust street, are running to the limit in order to keep up with their growing business. In fact A. G. Soistman, the president, is now looking for much larger quarters elsewhere in order to get things out on time. This company's drums are one of the finest products ever placed on the market, and talking machine dealers who are handling them say they are great sellers.

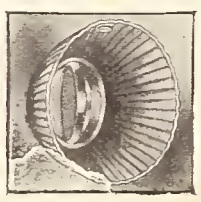
The failure of the Lewis Talking Machine Co., Columbia jobbers in this city (referred to elsewhere), has occasioned much regret, because through the closing of this establishment the trade loses, temporarily at least, one of its most genial members in the person of Herbert Lewis. He has connected himself in an important way with the Helas Electric Co., of this city. His many friends will wish him the best of success in his new field.

MUSIC FOR THE SODA FOUNTAINS.

According to a humorist in the New York World ice cream and soda water would taste much sweeter if appropriate music was played while it was being disposed of, and makes the following suggestions as to records in harmony with various flavors as for instance with chocolate—"Way Down Upon the Suwanee River;" strawberry, a Caruso number; pistachio, "The Wearing of the Green;" lemon, "No Wedding Bells for Me."

A fortune is predicted for the man who instals a "talker" and a suitable line of records in his "palace of frozen dainties" and then studies the tastes of his customers.

L. Mazor, the Zonophone jobber of Baltimore, Md., was in New York recently, visiting the Universal Talking Machine Mfg. Co.'s plant in Newark, N. J., and the recording laboratory in New York.



MELLO-TONE

Attachment a great improvement for the *Talking Machine* or *Phonograph.* Produces tones natural. Eliminates all metallic sounds and blasts. Regulates and mellows the tone. Can be adjusted while machine is playing. Goes in the horn, opens and shuts.

RETAIL PRICE $1.00 EACH Discounts and Samples sent to dealers on application

MELLO-TONE CO., SPRINGFIELD, MASS.

"THE IDEAL"

A SELF SUPPORTING HORN FOR ALL EDISON AND COLUMBIA MACHINES

20 INCH BELL
PERFECT TONE
HANDSOME FINISH

NO CRANE · NO STAND · NO SUPPORT
WEIGHS ONLY A FEW OUNCES
ALL ALUMINUM

PATENTED
~1907~

THE TALKING MACHINE WORLD
SEPTEMBER 15, 1907

EDISON GEM

COLUMBIA JEWEL

TO THE TRADE

In answer to the extraordinarily large number of inquiries that we have received concerning our patented horn, we beg to inform all dealers that the "Ideal" is sold through jobbers exclusively and that such jobbers will, on request, provide dealers with copies of our "dealer's agreement" which contains full information as to condition of sale, list price, discount, etc.

We shall publish in the next issue of the "World" a complete list of distributors of the "Ideal."

Respectfully,

DEVINEAU MANUFACTURING COMPANY

36 East Twenty-third Street, New York

EDISON TRIUMPH

COLUMBIA SOVEREIGN

TRADE HAPPENINGS IN CLEVELAND.

An Optimistic Feeling Prevails—Gaumont Chronophone Co. in New Quarters—Towell Secures Big Orders—Roberts' Splendid Business Report—Victor Advertising Bringing Results—New Columbia Specialties—May Co. Enlarge Their Department—Nathan & Skall Recent Dealers—Coblitz Bros. Make Specialty of Foreign Records—News of the Month.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 10, 1907.

The talking machine business in Cleveland continues good and is daily improving. There is an optimistic feeling prevailing among the trade generally that bodes a good, healthy fall business, in fact, it has already set in with many of the dealers. The difficulty heretofore experienced in procuring goods promptly from the manufacturers has been to a great extent eliminated, and the dealers are filling up and enlarging their stocks more extensively than ever before. A large per cent. of increase in sales over a year ago is noted by the dealers. The demand for records is constantly increasing, and is best for the higher-class goods in both machines and records. An evidence of prosperity in the talking machine trade is the enlargement and improvements now under way in a number of stores.

The Gaumont Chronophone Co. have moved their headquarters to the factory building at 312 High street, where fine offices have been fitted up for a permanent home. The building is a five-story brick and the upper stories will be utilized as the company's workshop. They are now prepared to transact business, and Mr. Faetkenhauer is now in the East making arrangements to place the machines in the principal cities.

W. H. Hug, representative of the National Phonograph Co., 10 Fifth avenue, New York, was a caller on the talking machine dealers recently. He stated that, considering the season, trade was exceptionally good in the territory he had visited.

Mr. Towell, of the Eclipse Musical Co., has just returned from a trip down the state. He says he found business unusually good—50 per cent. better than it was a year ago this time. "I never saw dealers more enthusiastic," said he, "in regard to present conditions and the prospects of a fine fall trade. Business with us is splendid—busy all the time. On one day we received orders for five Victrolas, and already had fifteen orders booked." The company had just made a $3,000 sale of goods to a city firm newly engaging in the talking machine business.

"Indications are," said W. J. Roberts, "that this year will be exceptionally good in the talking machine business, eclipsing all others. There is an increasing call for catalogs, and people are looking and making inquiries about machines for future delivery. Trade is good all around, and especially so for Red Seal records—one cannot stock up too well with these records. I take a little pride in having sold four Victrolas in one family, who are highly pleased with their purchases. I think the change in the Edison equipment will be a little difficult at first, but will put things on a better basis in the future—price cutting will practically be eliminated. Some plan, however, should be thought out that will permit the dealer to allow a fair price for the Edison horn in case the customer wishes to purchase a higher priced one. It will be quite a difficult proposition to explain intelligently to a customer that he must keep the horn he buys with the machine and then buy another which better suits his fancy. He may say, 'this or nothing,' and the dealer be out a sale."

Evidence that the volume of trade is positively and steadily increasing as the season advances, is the statement of W. H. Buescher, of Buescher & Son. They have installed a large new rack for the exclusive use of Red Seal records, and are making other improvements, greatly increasing their facilities. He said good results were already in evidence from the advertising of the Victor Talking Machine Co. in The Talking Machine World, the magazines and the home papers. He anticipates a large fall trade.

The conditions of trade were reported excellent with the Columbia Phonograph Co. "During August, sales of a large number of machines were made," said Mr. Bourgeois, assistant manager, "and the September records were all sold out the first week, while the second order is fast disappearing. The sample of the new Columbia Symphony Grand graphophone is attracting much attention, and deservedly so, because of its beautiful design and natural tone. We claim it is the greatest achievement in the annals of the talking machine art. The new Columbia aluminum tone arm cylinder machine is receiving its share of praise, and we expect to do the biggest business of any year yet, with the many additions to our graphophone line. Sales of Marconi records are fine, considering that as yet they have been given no publicity. We don't dare to advertise them yet, as the factory would be swamped with orders they couldn't fill."

Mr. Robbins, of Robbins & Emerson, stated that business in August had been surprisingly good. "We made a number of good sales of machines during the month, including two Victor Victrolas. There is good, increasing demand for records, especially for the Red Seal, and Edison records are selling well. We are now showing the new style Victrola, which is much finer than the old one." Mr. Robbins predicts business in the talking machine line will be unusually good during the fall and winter.

"Trade is excellent," said Hugh Gulley. "Our August business nearly equaled that of July, which was exceptionally large for the season. Prospects are bright for the coming fall trade." Mr. Gulley is increasing his facilities by installing new racks and shelving, and has one of the most attractive window displays in the city.

The Haliet & Davis Piano Co. report business in the talking machine department rather dull, but expect a large fall and winter trade. They carry a stock of Edison and Victor goods.

Phil H. Dorn, manager of the talking machine department of Collister & Sayle, 224-30 Superior avenue, said: "Business is very good and has vastly improved since moving into our new quarters. The outlook for a good fall trade is of the most encouraging character. We carry a full line of all the various machines and records of the Victor Talking Machine Co." The company have fitted up attractive demonstrating rooms with ample space for the display of machines, and racks with a capacity of 75,000 disc records.

The May Co. have enlarged their talking machine department to five times its former size, and are preparing to still further enlarge. Mr. Earl J. Howland, in charge of this special department, said: "Business is very good for this season of the year—50 per cent. better than it was a year ago—and is gradually increasing. In addition to our demonstrating rooms we utilize two large rooms for concerts and will soon add additional soundproof booths for demonstrating purposes." The company are distributors of the Victor and Columbia goods and carry a complete line of machines, ranging in price from $10 to $500. They claim to carry the largest stock and variety of records in the city.

Nathan & Skall, furniture dealers, No. 2034 Ontario street, have started a talking machine department and are fully launched in the business. They purchased a complete stock of Victor and Edison goods from the Eclipse Musical Co., and have placed an experienced man in charge. They are centrally located and will unquestionably command a good trade.

Coblitz Bros., No. 5529 Woodland avenue, dealers in Edison and Victor goods, make a specialty of Hungarian, Bohemian and Jewish records, and cary a full line of English. Mr. Coblitz said business was fairly good and was showing signs of increased activity. He predicts a large fall trade.

Happiness usually prevails in the neighborhood where talking machines are in evidence, but occasionally the reverse is true. Mrs. Julia Schmidt complained to the police prosecutor that Mrs. Hecker, who lives uext door, stuck her phonograph horn right up against her window and played a tune called "Sauerkraut" six times in succession. "You understand," said Mrs. Schmidt, "we are Germans and the Heckers are Irish." Other neighbors made complaint. The prosecutor says he can do nothing as "there is no law on the subject." Mrs. Hecker says they have no reason to feel the way they do. "The phonograph is a good one," she claims, "and I have heard but one complaint about any of our pieces. That is called 'The Whole Damm Family.' All the rest of our records are select and proper. They are also tuneful and edifying. Take for instance, 'Blessed Assurance.' That's a fine hymn. Of course, it's old, but I must say if some of the neighbors would listen to it it might do them some good. 'Blessed Assurance' is a good deal better than some of the assurance these neighbors have, complaining about a nice, unoffending phonograph."

SEARCHLIGHT FOLDING HORN

Continues to Attract Trade Attention—Dealers and Purchasers Speak Highly of It.

The Searchlight folding horn which was illustrated in The World of last month and is shown again in the present issue, has created a great deal of comment in trade circles. A well-known member of the trade who examined this product last week was enthusiastic concerning its merits and he did not hesitate to say that he desired a number of the horns shipped to him at once. He unhesitatingly predicted for it a big future. The fact that when collapsed it takes up such a slight amount of space is a tremendous point in its favor.

GET THE BEST

IT HAS STOOD THE TEST

RECORD FOOD

Improves, preserves and sells records.
Sells on sight and gives satisfaction.
Your trade wants it, do you supply them?

No catchpenny fad or fancy to sell once and cast aside, but an item of merit and practical use based on a natural law of mechanics. Ready for use. Nothing like it. The customer sees what he gets and common sense shows him it will do the work. Good money without kicks, complaints or returned goods. Retails for $1; small jars, 50c.

A Steady, Sure Seller
It Sells Itself and Records Too
Others Sell It, Do You?

Large opal (white) screw top jars—neat package.
Write for booklet and terms. Get it for fall trade.

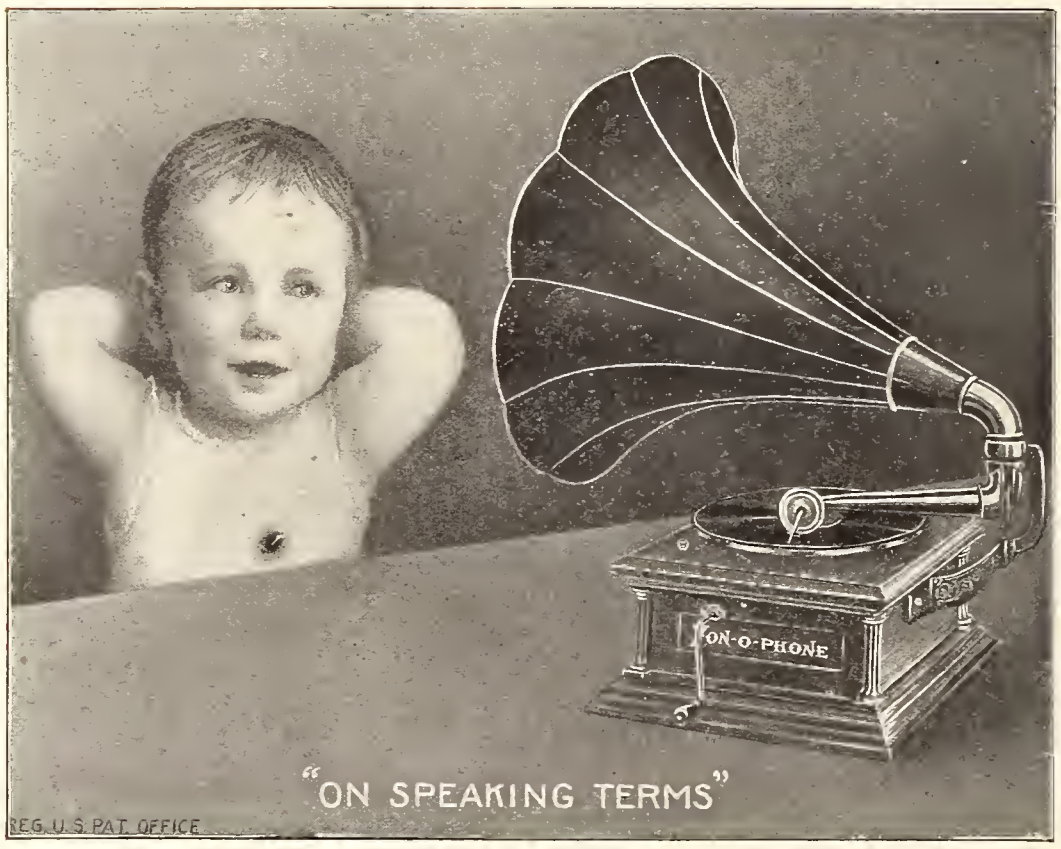
RECORD FOOD

YOUR PLEASURE IS DOUBLED, YOUR COST REDUCED On

Zon-o-phones and Zon-o-phone Records

YOU BE THE JUDGE

Go and hear Zon-o-phone records, compare singer for singer, song for song, selection for selection, and we think you will agree with us that ZON-O-PHONES and ZON-O-PHONE RECORDS are the best. :: :: :: :: :: ::



List of Zon=o=phone Records for October:

Zon-o-phone Concert Band.

S51. Arion Carnival March.
An inspiring record of this old time favorite dedicated to the Arion Singing Society of New York City.

S52. Colonial Guard—March and Two-Step.
A bright military quickstep with a tuba solo effectively introduced.

S53. Kings of Rags—Two-Step Oddity.
A grotesque bundle of ragtime. The clever instrumentation of this number produces some odd ragtime effects.

S54. Sunbeam Dance—Schottische.
A bright, sparkling dance number, with bells and clogs.

S55 Turkish Patrol.
This renowned characteristic record is made indeed realistic by the use of the Turkish drum and cymbal throughout the number.

Hagers' Orchestra.

S56. Dill Pickles—Two-Step.
A catchy pickled ragtime perfectly recorded for dancing.

S57. Jolly Widow—Waltz (Die Lustige Wittwe).
A beautifully rendered waltz made up of the popular melodies from the immense European success, "The Jolly Widow."

S58. Spring Song (Mendelssohn).
Undoubtedly the most artistic interpretation of this classic ever produced.

S59. "Tattooed Man" (Waltz).
This number from Victor Herbert's latest success, "The Tattooed Man," contains the following song hits, "The Floral Wedding," "Boys Will Be Boys and Girls Will Be Girls," "Omar Khayyam" (Bell Solo), "The Land of Dreams," and "Nobody Loves Me."

S60. Yankee Tourist—Two-Step.
The melodious strains of "The Glad Hand Girl" (Bell Solo), "Wouldn't You Like to Have Me for a Sweetheart" "Irish Lads," "Come and Have a Smile With Me," from this successful production, make a charming record.

Accordion Solo by J. J. Kimmel.

S61. Cakewalk.
To the admirers of this artist's solos, this will add another selection, as beautifully rendered as its predecessors.

Vocal Selections with Orchestra Accompaniment.

S62. All My Girls—Ed. M. Favor.
Humorous song from the "Blue Moon," in which numerous Christian names of the fair sex are cleverly arranged. Sung with all the swing and spirit that Favor puts into songs of this character.

S63. Hallooning—Harry Tally.
Pleasing and attractive song from the musical comedy, "Fascinating Flora," in which Adele Ritchie has been starring.

S64. Blest Be the Tie—Sacred—Mr. Frank C. Stanley.
An excellent rendition of this beloved undenominational hymn of Christian fellowship sung to the tune "Dennis," with organ accompaniment.

S65. Herman and Minnie—Descriptive—Ada Jones and Len Spencer.
Clever German character sketch illustrating the versatility of these genial entertainers. The selection opens with a verse of the song "Herman," by Miss Jones, upon the conclusion of which, "Herman" (Mr. Spencer) arrives in his auto, concluding with clever repartee and singing.

S66. I'm Tying the Leaves So They Won't Come Down—Byron C. Harlan.
A sentimental child song, words by E. S. S. Huntington, music by Fred. Helf. It tells in a pathetic manner the story of a little lad and his small girl playmate, who, being ill, the doctor says will pass away when the leaves come down, and the lad's endeavor to keep them from falling.

S67. Irish Section Gang—Descriptive—Peerless Quartette.
Bright humorous selection of wit and melody. Opening with the sounds of the busy pick, followed by singing and repartee, concluding with the "gang's" departure on a train at "quitting time," singing the chorus of "Drill, Ye Tarriers, Drill," their voices dying away in the distance as the train moves off.

S68. Jack and Jill—Ada Jones.
Dainty song from Geo. M. Cohan's "Fifty Miles From Boston." Clear, distinct and musical.

S69. On An Old Fashioned Buggy Ride—Billy Murray.
Late song by Williams and Van Alstyne, depicting the advantages of the old fashioned horse and buggy, over the up-to-date auto, subway or trolley, for lovemaking.

S70. Many's the Time—Collins and Harlan.
Bright descriptive song possessing a catchy refrain. Words by Ed. Rose, music by Fred. Fischer, writers of "If the Man in the Moon Were a Coon," and other successes.

S71. Rambler Minstrels No. 5.
Another of these always welcome minstrel records. Opens with the chorus of "It's Always the Same in Dixie," by entire company, followed by witty jokes, concluding with a verse of the song, "I Know Dat I'll Be Happy 'Til I Die," by Mr. Collins, the quartette assisting in the chorus.

S72. Scene at a Dogfight—Len Spencer and Alf Holt.
One of the most realisitc descriptive records imaginable. Mr. Spencer as the announcer or "master of ceremonies," is all that could be desired, while the barking and whining of the dogs are cleverly imitated by Mr. Holt.

S73. Take Me Back to New York Town—Harry Tally.
The universal desire of all native New Yorkers, when on a foreign shore, to return to their home city, is set to music by the successful composer, Harry Von Tilzer.

S74. The Handsome Brave Life Saver—Billy Murray.
An amusing song from the pen of Albert Gumble, the rendition of which is clear, bright, and tuneful.

S75. Yield Not to Temptation—Metropolitan Trio.
An old-time hymn, known and sung by Christian people the world over, and still popular in our churches to-day. This rendition is excellent, the voices blending perfectly.

Universal Talking Machine Mfg. Company,

365 Mulberry Street, Newark, New Jersey.

Sometimes Money Talks
Sometimes Talking Machines Talk

Zon=o=phone Machines and Records

Make Everybody Talk

Zon=o=phone Tapering Arm Machines Ranging in Price from $20.00 to $75.00

Our new complete line of instruments is considered the best that money and brains can furnish. If not perfectly satisfactory, you can return for full credit.

Zon=o=phone Records

12=inch Records, $1.00 | 10=inch Records, 60 cents.

The finest disk records made. They play longer, last longer, are loud, clear and sweet, without a trace of harsh or scratchy noises.

Dealers wanted in every city. Write for catalogues and discounts

Universal Talking Machine Mfg. Co.
365 Mulberry Street, Newark, N. J.

Names of firms where you can purchase the Zon=o=phone product

CALIFORNIA
- **San Francisco**..Kohler & Chase, 1329 Sutter St.
- **San Francisco**..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
- **Los Angeles** ..So. California Mus. Co., 332 S. B'way.
- **Oakland**.....Kohler & Chase, 917 Wood St.

ILLINOIS
- **Chicago**.....Butler Brothers, Randolph Bridge.
- **Chicago**.....A. C. McClurg & Co., 215 Wabash Ave.
- **Chicago**.... .. Benj. Allen & Co., 131 Wabash Ave.
- **Waukegan**.....Alden, Bidinger & Co., 209 N. Genesee St.

INDIANA
- **Indianapolis**....C. Koehring & Bro., 878 Virginia Ave.

IOWA
- **Davenport**.....Robert R. Smallfield, 313-315 W. 2d St.
- **Ottumwa**.....Arnold Jewelry & Music Co., 117 E. Main St.

KANSAS
- **Leavenworth**...The Ditzell Music Co., 504-506 Delaware St.
- **Topeka**.....Emahizer &Spielman Furn. Co., 519 Kansas Ave.

LOUISIANA
- **New Orleans**....Ashton Music Co., 143 Baronne St.
- **Lake Charles**..J. & S. Smith, Tulane Theatre Arcade.

MAINE
- **Portland**.....W. H. Ross & Son, 207 Commercial St.

MARYLAND
- **Baltimore**..... C. S. Smith & Co., 649 W. Baltimore St.
- **Baltimore**.....Baltimore Bargain House, 204 W. Baltimore St.
- **Baltimore**..... Louis Mazor, 1423 E. Pratt St.
- **Baltimore**.....Butler Bros.

MASSACHUSETTS
- **Boston**.....Boston Cycle & Sundry Co., 48 Hanover St.
- **Boston**.. .....Pike Talking Machine Co., 41 Washington St.
- **Boston** .....Read & Read, 13 Essex St.

MINNESOTA
- **Minneapolis** Butler Bros.
- **St. Paul**.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN
- **Detroit** ..... J. E. Schmidt, 336 Gratiot Ave.

MISSOURI
- **St. Louis** .....Knight Mercantile Co., 211 N. 12th St.
- **St. Louis** .....D. K. Myers, 712 N. 2d St.
- **Springfield** .....Morton Lines, 325 Boonville St.
- **St. Louis** .....Butler Brothers, 1221 Washington Ave.
- **Kansas City** ....Webb-Freyschlag Merc. Co.

NEW JERSEY
- **Newark**.... ....Edisonia Phono. Co.
- **Newark**.....Oliver Phono. Co., 16 New St.

NEW YORK
- **New York City**..J. F. Blackman & Son, 2737 Third Ave.
- **New York City**..Douglas Phono. Co., 89 Chambers St.
- **New York City**..Butler Brothers, 495 Broadway.
- **Brooklyn** .....F. W. Rous & Co., 435 Fifth Ave.
- **Buffalo**. .....Neal, Clark & Neal Co., 643 Main St.
- **Rochester**.....A. J. Deninger, 347 North St.

NORTH DAKOTA
- **Fargo**.....Stone Music House, 614 First Ave., N.

OHIO
- **Cincinnati**.....J. C. Grocne Mus. Pub. Co., Race and Arcade.

OHIO (Continued)
- **Cincinnati** .... J. E. Poorman, Jr., 31 W. 5th St.
- **Cincinnati**.....Salm Talking Machine Co., 639 Vine St.
- **Cincinnati**.....Rudolph Wurlitzer Co., 121 E. 4th St.
- **Cleveland**.....Flesheim & Smith, 161 Ontario St.
- **Newark**.....Ball-Fintze Co., 12 Canal St.
- **Akron**.....Geo. S. Dales Co., 128 S. Main St.
- **Columbus**.....Columbus Piano Co., North High St.

PENNSYLVANIA
- **Alleghany** ....H. A. Becker, 601 Ohio St., E.
- **Philadelphia** ...Disk Talking Machine Co., 13 N. 9th St.
- **Pittsburgh**..... C. C. Mellor & Co., 319 Fifth Ave.

RHODE ISLAND
- **Providence**. . J. Samuels & Bro., Weybosset St.

SOUTH DAKOTA
- **Aberdeen**.....McArthur Piano Co.

TEXAS
- **Houston**.....Texas Phono. Co., 1019 Capitol Ave.

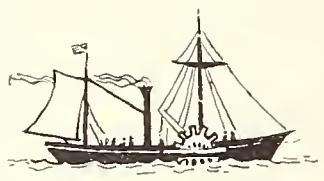
VIRGINIA
- **Richmond**. ...Hopkins Furn. Co., 7-9 W. Broad St.

WISCONSIN
- **Kenosha**..... Alden Bidinger & Co.

WASHINGTON
- **Seattle**.....Kohler & Chase, 710 Pike St.

CANADA
- **St. Johns, N.F.**..Chelsey Wood.
- **Toronto**..... Whaley, Royce & Co., 158 Yonge St.
- **Winnipeg, Man.**,Whaley, Royce & Co.
- **Nova Scotia**....Yarmouth Cycle Co., Yarmouth.

IT is a far cry from the crude talking machine of years ago to the splendid product of 1907, but there were men even in those early days who saw with prophetic vision the wonderful possibilities of the developed graphophone as an entertainer, educator and aid as well to the business man. They did not hesitate to bend their energies to its development and to aid its commercial success in every consistent manner. As a result of conceutrated energy we have to-day a splendid industry, the growth of which, within a brief period, has been without parallel in any other trade in modern times. Talking machines, to use the generic term which is now applied to all sound reproducers, have long outgrown the inconsequential position which they occupied in by-gone days. They are now royally welcomed in the palaces of millionaires as well as in the humble homes of the common people throughout the land, and they play no uuimportant part in our daily lives. They are used in scores of different ways so that they have become closely identified with many of the entertainment and educational forces of our day. We have had associated with the industry inventive talent and business ability of the highest order.



The marvelous growth of the talking machine business has surprised even those who have kept in close touch with its astonishing progress. The development of the imperfect instrument of by-gone days to the splendid creation of to-day, which is conceded to be a marvel, is almost as great a step as from the crude steamboat of Fulton to the superb floating palaces which now ply the Hudson during the summer months.

The talking machine industry is rich in inventive minds. It has in it men of splendid business ability. Its history shows that, and one of the greatest institutions which has always been to the forefront in inventive skill and progressive business methods is the Columbia Phonograph Co. It would be difficult to locate a man in any sphere of life who has given evidence of the possession of greater executive or financial ability than Edward D. Easton, the president of the Columbia Phonograph Co.

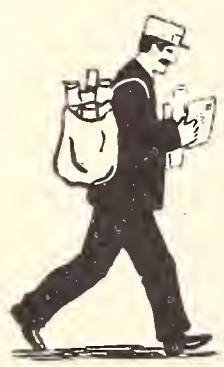
From time to time we have emphasized the special creations and improvements with which this progressive company, whose ramifications now encircle the globe, has beeu ideutified. Their latest triumph, the Marconi velvet-tone records, are announced officially in our advertising columns to-day. These records are truly wonderful, and as one well-known trade expert remarked recently after listening to them, commenting on their marvelous quality, "The Marconi record is not a mere invention; it is revolution."

Extravagant words, apparently, and yet all the members of the trade will be specially interested in products for which seemingly large claims are made. They will analyze the merits of the product on these claims, and see on what basis they are fouuded. And the manufacturers of these new records invite such criticism.

In the first place, it must be conceded that the playing of the ordinary disc record is accompanied by a scratching sound, which at times is annoying, and with some records it becomes so dominant that it seriously iuterferes with the pleasure of listening to the melody which the machine may be playing.

The Marconi velvet-tone record is noiseless, or practically so, for the friction is reduced to such a point that it is hardly noticeable.

Another very important feature that the Marconi velvet-tone record possesses is that constant change of needles is unnecessary, for in using them a gold needle is applied which it is not uecessary to change while using twelve or fifteen records.

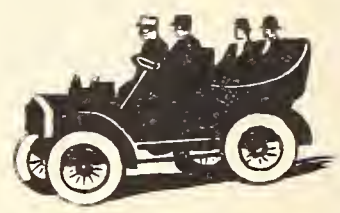


Still another point which is strong in its favor is its feathery lightness. It might properly be called a featherweight record. The term is fitting, for the record is much lighter than any now on the market. The extreme lightness, of course, adds to its desirability, and it costs less to send by mail. It is also very flexible, therefore, when it is shipped by post there is no possibility that it will reach its destination in a broken condition, as frequently happens now in shipping records by mail.

This new Marconi velvet-tone record is one of the most remarkable creations of recent times in the talking machine busiuess. The records are put up attractively, the label being specially artistic, and in the opinion of experts who have tested them they will occupy the center of the trade stage for some time to come.

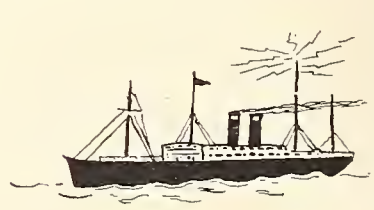
As a compliment to Signor Marconi, of wireless telegraph fame, they are named in his honor, being the first great advauce in the art of recordiug sound since his connection with the Columbia Phonograph Co. as consulting physicist, and as has been aptly said, they are "wonderful as wireless."

The designation "Velvet-Tone" has been given them because of their velvety reproduction of sound, making it possible for the graphophone to reproduce the actual tones of the voice, instrumeut or orchestra in all their beauty, with every suggestion of mechanical reproduction removed. An appropriate uame for truly a remarkable product.



When Marconi was last in America he made a personal tour of the great Columbia factories at Bridgeport, Conn., and expressed himself iu enthusiastic terms regarding the perfect system which prevailed there. The Columbia organization is not only perfect in the business and commercial departments, but the directing heads realize that a product must be right in every respect in order to command the approval of the critics of our day, therefore a perfect system has been inaugurated and betterments constantly made wherever possible in the creative end of the Columbia business.

Through Marconi's clever inventions distances have been annihilated; the shores of the old world have been brought within speaking distance of our own and ships at sea can converse qnite as easily as pedestrians on Broadway. The currents of air through Marcoui's magic have been harnessed for the transmission of sound in such a way that new conditions have beeu created on land aud sea, and now that this souud wizard has turned his attention toward sound development through the agency of the graphophone we may be prepared for many expausive moves, some of which may prove startling through their departure from established customs.



TRADE NOTES FROM BOSTON.

The Oliver Ditson Co.'s New Department Devoted to Talking Machines Much Admired —Eastern Company's Improvements—Manager Andrews Expects Big Fall Trade—Business Unusually Good—News of the Month.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 10, 1907.

The chief feature of the talking machine trade here this month is the fine new department which the Oliver Ditson Co. have given to Manager Winkelman for the Victor talking machines. It is now the finest department in the city. In place of the tiny little room heretofore used, on the back part of the sixth floor of the Ditson building, the entire second floor is given over to it. Everything is new there, and it is unusually attractive. The fittings are in oak and there is plenty of room for all the display needed.

Four large exhibition rooms are fitted up on the Tremont street end of the building. There is a fine elevator service, and every conceivable thing that would be of value in such a department has been provided. The Victor machines are exclusively handled and the business done is enormous. General Manager Charles Bobzin is a firm believer in the worth of the Victor and is doing all he can to push its sale.

At the Eastern Talking Machine Co. they are planning to increase their facilities for caring for the increased trade which has developed this year. An electric passenger elevator is being installed and the third floor of the building has been opened as an additional salesroom. A large business on the Edison and Victor goods is reported. They are having a clearance sale of horns.

Wholesale Manager A. W. Chamberlain has been on a fishing trip to Bailey's Island, Me., with his bride.

At the Columbia Phonograph Co. the new $200 machine is on exhibition, and has attracted much attention. It has started a lively competition with the firms handling the Victrola, and it is generally believed that it will create a good trade on the high grade machines. Manager Blakesborough reports an excellent business as a result of the establishment of smaller branch stores throughout this section.

Manager Andrews, of the Boston Cycle and Sundry Co., says: "I think this is going to be a record breaker for the talking machine business. I find that jobbers throughout the country feel the same way. There is a good undertone, the dealers feel more confident, and the public is anxious to buy higher grade machines, and the higher priced records. We are having an unusually good trade on our tray systems and our carrying cases."

Since the change in retail managers, the business at the C. E. Osgood Co. has developed quite a little, and the new department, for handling the Columbia goods, is assuming very creditable proportions.

In my letter last month reference was made to a special display of records "at slightly reduced prices" at the Columbia warerooms. It seems this was a misunderstanding in some way. These records are not sold at reduced prices but merely placed on the counter and brought before the public with the object of moving slow moving records.

Business since the first of September, at all the jobbers and retailers, has been unusually good. In fact, there seems to be the beginning of a "boom" in sight, and the trade expects a very busy winter.

Some Facts Worth Considering

THE talking machine man frequently asks, "How can I increase my business?" The answer is easy. Place on a side line which takes but little space, which is attractive, and a standard in its particular line. Take the **Black Diamond Strings,** for instance. Steel and wound. New process. They are the finest manufactured. They are used by all of the prominent artists, and you will have a trade coming your way when it is known that you handle the "Black Diamond." Music dealers all over America, and all over the world for that matter, know full well the value of this product.

National Musical String Co.
New Brunswick, N. J.

LEWIS TALKING MACHINE CO. AFFAIRS.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 6, 1907.

The attorney for the assignee of the Lewis Talking Machine Co., under date of August 27, in requesting creditors to accept a composition of 50 per cent. in settlement in full for their claims, made the following statement:

"On behalf of George Hansel and Hert T. Lewis, trading as the Lewis Talking Machine Co., I make the following statement of affairs and offer of composition: Liabilities, $11,785.47, of which $5,785.47 is for merchandise and $6,000 for borrowed money. Assets, stock on hand, $5,500; accounts, $1,500; instalment accounts, $400. The stock was appraised to sell at $1,500, while the accounts would realize $1,400 more, making the total assets, $2,900. There is also a lease with a rental of $150 a month, which has eleven months yet to expire. The original capital was loaned through Mr. Hansel, one of the partners. For the past year the gross amount of business done was between $23,000 and $22,000, with expenses of $6,000. The books show, as well as the statements of the partners, that Mr. Hansel never has drawn anything from the business; while Mr. Lewis has drawn a salary of $7.50 a week for the last two years. All the capital was put back in the stock, as shown by the books and the amount of merchandise on hand.

"The Lewis Talking Machine Co. are compelled to discontinue business owing to the condition of facts above stated, and desire to offer their creditors a settlement of 50 per cent. cash payable immediately. It will be readily seen by the creditors that this offer is double what could be realized out of the assets through bankruptcy proceedings. The failure is due to lack of ready cash capital and to much expense. The matter has been carefully investigated by the largest creditors, among whom are the Columbia Phonograph Co., Penn Phonograph Co., and the Hawthorne & Sheble Co. They already agree that this is by far the best settlement that could be obtained and have expressed their willingness to accept it."

THE UNIVERSAL ADVERTISEMENT.

The omission of the full-page advertisement of the Universal Talking Machine Co. from The World of last month was not intentional but occurred through some unaccountable error in the makeup of the publication. The Universal concern believe in publicity and supplied copy as usual, and therefore the absence of their advertisement was not intended.

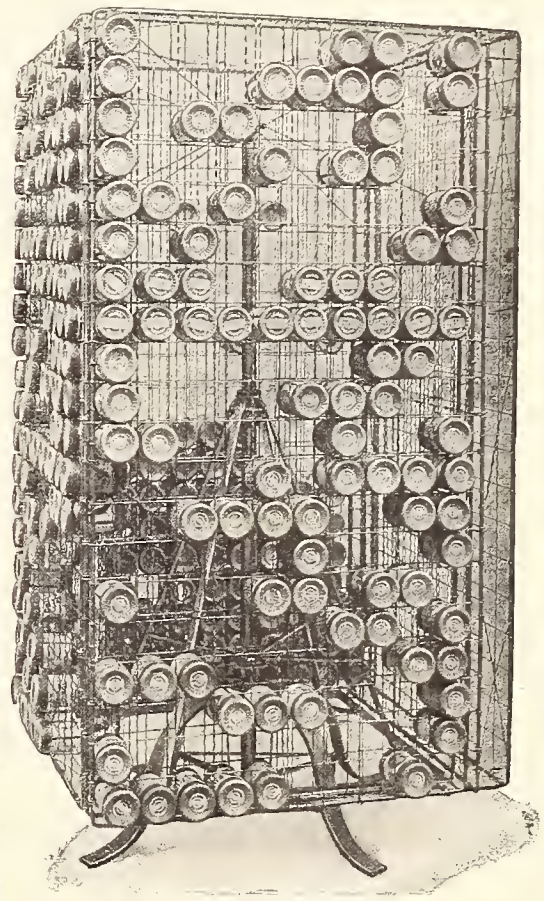
"Space-saving and time-saving are two of the world's great problems."

THE MONARCH

(Space-Saving and Time-Saving)

REVOLVING WIRE RACK FOR CYLINDER RECORDS

The "Multum in parvo" of the phonographic world.....Holds 1,000 Records in a space 33 inches square and places every one of the thousand so that you may reach them without moving.



Price $30.00 net

Absolutely the most up-to-date device for the racking of Cylinder Records yet devised for the dealer who has no wall space to give to our other forms of Record Racks.

An instantaneous hit with the jobbing and retail trade.

Durable and Compact—Convenient and Attractive—Saves Space and Time —Attracts Attention and Makes Sales. Ball Bearing—Easily Turned.

Ask your jobber for a complete catalog of "The Heise System" of Wire Racks

Syracuse Wire Works

Syracuse, N. Y., U. S. A.

Canadian Representatives

R. S. WILLIAMS & SONS CO.

TORONTO and WINNIPEG

STORE WINDOW ADVERTISING

Is the Most Valuable of the Many Forms of Advertising, According to Geo. P. Metzger, the Well Known Advertising Specialist—An Interesting Chat on This Subject.

George P. Metzger, advertising manager of the Columbia Phonograph Co., was recently asked by a Talking Machine World reporter what he considered the best advertising medium—magazines, newspapers, billboards or car-cards. Mr. Metzger thought a moment and said: "Well, that's a rather hard question. Each of the above mediums is a cog in the great wheel of publicity. All are valuable. There is one form of advertising, however, you have not mentioned, and for the talking machine dealer is probably more valuable than any of the above. I am referring to the dealer's own store-window. Although most dealers don't seem to realize it, probably his strongest business-getting asset is his store-window.

"A store window not worked for all it is worth is just like good money stored away in an old sock instead of being made to earn interest.

"The largest part of a talking machine dealer's rent is paid for the purpose of providing a convenient and attractive and inviting entrance to his salesroom. The plate-glass window is meant to stop the passerby, and next to drag him inside the store—or at least so impress him that whenever he gets to the point of thinking "talking machines" or records, be will unfailingly be reminded of that attractive window he saw the other day—or rather of what that window told him.

"For a store window to be utilized to the best advantage, it must not only stand to be seen—it must say something.

"There isu't a talking machine dealer anywhere in this big land of ours, who wouldn't quickly appreciate the value of a good big billboard, brightly painted and illuminated, seeable every day and night in the year, but a store window is worth a dozen billboards if it is only used to proper advantage. It's right where the goods are sold. Any impression it makes on the passerby can be immediately cashed in. Any suggestion it carries to him can be instantly acted on. It not only presents exactly the same opportunity for printed argument as the billboard, but it can point to the open door. The impression made can be immediately realized into sales.

"The retail dealer in any town, in any line, who appreciates the full value of his window, and acts upon it best and first—other things being equal—will sink his competitors out of sight seven miles below the horizon. Window-glass salesmanship certainly fits the "talking machine" business. We surely have something to say. It's maybe a bit difficult to make a mere window full of graphophones and records look new and different every few days, but they can be made to look bright and clean and attractive and wantable. Any good printed window matter can be made to do the rest.

"Talking machine dealers should take hold of the window display idea good and hard. Get the people inside the store and three-quarters of the work is done—a sale is almost made. The passerby who has been stopped and persuaded to step inside the store has taken the first deliberate step towards buying—and the first step is always the hardest."

PAYS TO USE FOREIGN RECORDS

When Giving Recitals, Owing to the Cosmopolitan Element Which So Largely Prevails in the Population of All Our Cities.

For some years now, enterprising dealers have found that one of the best ways to sell records is by giving phonograph concerts at which the new montbly lists are played over. In many towns this reunion is looked upon as one of the pleasantest evenings of the month, and sales of records are easily traced to it. In this connection the editor of The Edison Phonograph Monthly very pertinently says: "Dealers who adopt this plan should never fail to play one or two of our foreign records with the usual monthly list. People who hear them played are loud in their praises, and it would undoubtedly tend to popularize them if a few were played whenever an opportunity occurred. In a country like this, wbere so many races are blended, there should be a big market for foreign selections if they were pushed. These foreign records are all exceptionally good, being, indeed, the best-recorded and most popular in the countries from which they come. There is a great deal of variety among them. Some of the German and French and grand opera, and some in the lighter vein of the cafe chantant. They are made by artists well known in tbeir respective countries and deserve recognition as such, not only by French, German or Swedes, as the case may be, but by all Edison phonograph owners who appreciate good vocal records."

The advance list of Edison grand opera records, supplement No. 8 for November, which will reach jobbers on October 28, is as follows: 55. Steuermannslied (' The Helmsman's Song"), "Der Fliegende Hollander," Wagner; 56, L'Ultima Rosa d'Estate ("The Last Rose of Summer"), "Martha," Flotow; 57, Quand 'ero Paggio ("When I was a Page"), "Falstaff," Verdi; 58, So Anch 'Lo La Virtu Magica ("The Magic Virtue I Also Know"), "Don Pasquale," Donizetti; 59, Alto La! ("Halt, there"), "Carmen," Bizet.

NO SIR-E-E

We are not hustling to sell Horns and Cranes—not trying to "load up" our trade with these goods—though we've too many in stock.

We're Stuck with Horns and Cranes—but we're taking our medicine ourselves—not trying to pass it on to the trade.

September 16th next, every Phonograph will be equipped with Horn and Crane, so don't load up with Horns and Cranes at any price—but make every effort to close out what you have on hand.

We want your ***continued*** business—we're not after a trifling temporary profit—we try to deserve your trade by working for your interest—keeping you posted.

Send us your orders, for you can depend on fair treatment and prompt attention every time.

American Phonograph Co.

106 WOODWARD AVENUE, DETROIT, MICH.

HOME TAPERING ARM ZONOPHONE.

In addition to the deservedly high reputation enjoyed by the Zonophone records of the Universal Talking Machine Mfg. Co., Camp and Mulberry streets, Newark, N. J., their machines are of equally good repute in the estimation of the trade. One of their latest products and an unusually quick seller is the home tapering arm Zonophone, which, with the morning glory horn, as herewith illustrated, sells for $21 list. The horn is 16 inches long, with a 16-inch bell, and

HOME TAPERING ARM ZON-O-PHONE MACHINE.

the sound box, instead of the "Universal," is the "Zonophone," a superior box in every way. This machine is the lowest price standard machine in the market, and considering its superior quality, is a line the trade will find most satisfactory to handle. The motor plays one large record with one winding, and it can be wound while running. The cabinet is 12½ inches long, 12½ inches wide, 7 inches high. The tapering arm attachment is complete. Any size record can be used on this instrument, as it has a quick turntable. Two hundred needles, with a two-part box for new and worn needles, go with the machine.

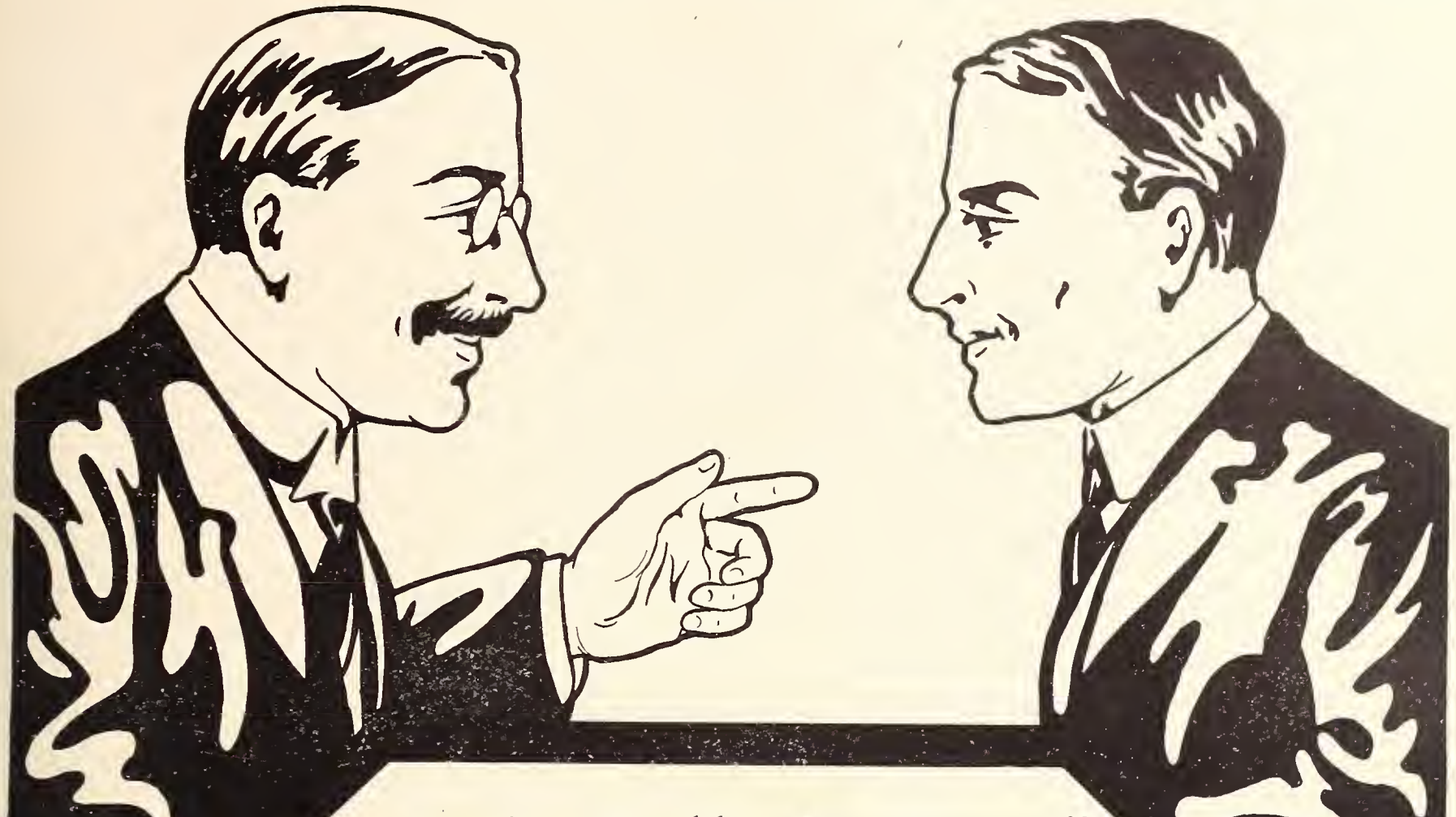
While referring to the cut of the home tapering arm Zonophone, the advertising sent out by

the Universal Talking Machine Mfg. Co. is notable in many ways. One of the happiest pictorial postals takes advantage of the prevailing popularity of the Teddy bear. As the accompanying sketch indicates, the bear before the Zonophone is "de-lighted," and that tells the story. This is the first time this idea has been used in the talking machine trade, and is original with B. G. Royal, tbe president of this enterprising company.

The Montenegro-Riehm Music Co., Louisville, Ky., who are doing a great business in Edison goods exclusively, have decorated their store in a very striking manner, a sort of an educational object scheme. The walls have been stenciled with figures showing the various parts of a piano from sounding-board to keys. The colors are pink, green, silver and gold.

With the removal of the O. K. Houck Piano Co. from St. Louis, Mo., there will be one less Victor and Edison jobber in that city.

The Auxetophone shown at the last Leipzig Fair continues to attract much favorable attention by reason of its superb reproduction.



"Let's Talk It Over"

Do you realize just how much the Horn and Crane affects the sale of your Talking Machines?

You appreciate, of course, that these parts are the most *conspicuous* ones on a machine. It is natural, then, that your customers' eyes should center entirely upon *them*. Isn't it?

What is the result? If the Horn and Crane are cheaply constructed, they cheapen the looks of the whole Machine. By so doing, your machine sales are harder to make—your price is harder to get.

Isn't it wiser to show your customers a Horn or Crane that will give your Machines a handsome, high grade appearance? A machine so equipped will practically sell itself—and at *your* price.

Have you seen our "Art-Tone" Flower Horns? Something brand new. The best trade have conceded them to be the handsomest looking, clearest sounding and best wearing Flower Horns ever produced.

You'll like our new Horn Crane, too. Its action is as simple as the lift of your finger, with a hold as strong as a vise. Highly finished, too.

Ask your jobber to show you samples. If he can't, write to us. We'll see that you're given the best attention. Just depend on that.

Write for Handsome Booklets.

THE TEA TRAY COMPANY
OF NEWARK, N. J.

FOUNDED 1867.

HB

WILL NOT GRANT RATE.

The National Phonograph Co. Refuse to Grant Differential Price Asked by the Jobbers' Association—Formal Letter Issued on Monday.

The differential rate or price asked to be considered favorably on the part of the National Phonograph Co. by the Central States and the Eastern Talking Machine Jobbers' Associations, has been refused. The following circular letter furnishes the reason why the company declines to make the concession:

Orange, N. J., Sept. 7, 1907.

To the Trade:—

With further reference to the matter of the proposed allowance of a 5 per cent. discount for cash on Edison machines sold at retail, we wish to state that this proposition has received our most careful consideration, and we are of the opinion that for the best interests of all our jobbers and dealers, a discount for cash, or otherwise, should not be permitted on retail sales of Edison phonographs, or parts, records or blanks.

The success of this company and the consequent success of the business of our jobbers and dealers as a whole, has been due to the establishment and maintenance of the one-price system, and it is our opinion that any deviation from, or variation of, the one-price system would in the end prove prejudicial to the interests, not only of this company, but equally so to the business of our jobbers and dealers.

We have, therefore, decided, without any equivocation whatever, that under no circumstances will we permit the allowance of a discount on retail sales of goods manufactured or sold by this company.

Yours very truly,
W. E. GILMORE, President.

EFFECT OF DIRT ON RECORDS.

It is known that a perfect reproduction cannot be obtained, unless there is nothing to interfere with the proper frictional contact between the needle or reproducer sapphire and the sound waves on a cylinder or disc record. Dirt in the record grooves prevents the needle or sapphire point from correctly following the engravings and in turn causes a defective vibration and reproduction.

The frictional contact also causes the dirt to cut and ruin the sound waves, reducing the life of the record considerably and causing the record to become scratchy after a few reproductions.

J. N. Blackman, proprietor of the Blackman Talking Machine Co., is confident that the best way to guard against injury through dirt and dust on records is to use the "Place" record brushes, and as a proof of his confidence in their merit he is furnishing free samples to all dealers and jobbers upon request, and intends to send out samples in the near future to all dealers on his mailing list.

The advertisement of the Blackman Co. in this issue sets forth their claims regarding their line of record brushes and should interest the trade.

A. P. PETIT TOURING THE TRADE.

Returning from a very successful trip through New York State September 3, where he found business among the jobbers in fine shape, A. P. Petit, general manager of the Talking Machiue Supply Co., 400 Fifth avenue, New York, started again on the 8th for a more protracted visit to the trade. He called on the Canadian jobbers first, then attended the Buffalo convention, and subsequently saw the representative houses throughout the Middle West. Later he expects to go to Mexico, aud will sail from New Orleans for Cuba. Mr. Petit will not return before the middle of November. The company are doing an extensive needle business, and the manner of their packing in decorated small tin boxes, lithographed, is unique, attractive aud original. They handle ten different styles. Samples inquired for are submitted the trade in neat, glazed envelopes of diminutive size, the description appearing in gold on a marcon ground. Each style of needle has a distinct package, the color effect being striking and effective. Their other lines are handled and shipped with equal care and attention to detail. General Manager Petit has built up an extensive business for the Talking Machine Supply Co., a tribute to his hustling proclivities, original methods and thorough knowledge of the trade and its needs.

ROUND THE GLOBE.

The World "Pulls" Business from All Parts of Earth.

We are in constant receipt of letters from advertisers in all parts of the world who write enthusiastically of the business getting powers of this publication. No matter whether a man manufactures regular or special products the results are the same. The World is building business for every worthy creation advertising in its columns.

Here is an excerpt from a communication from the H. Schröder Hornless Phonograph Mfg. Co.: "We greatly appreciate your publication. One news item which you published regarding our product brought us requests from all over the world. We take great delight in informing you about this for the benefit to us is incalculable. No doubt you are glad to hear that The Talking Machine World is the best medium for all classes of dealers in musical instruments."

VICTOR OUTFITS FOR MUSIC ROOMS.

When W. & J. Sloane, the well-known house furnishing and carpet house, of New York, were recently asked to estimate on the cost of refitting a residence on Fifth avenue, among other pieces of furniture specified to be made as an essential item was a Victor outfit with rosewood cabinet and gold-plated parts, to correspond and harmonize with the neighboring articles in the beautiful music room. It is a straw that shows which way the wind blows, and it behooves manufacturers and dealers to take notice.

Mr. Talking Machine Dealer

If you are located in New England—

We Can Save You Money.

Our facilities permit us to ship goods on first Express after order is received. We **wholesale exclusively**—consequently everything is shipped in original packages as received from the factory—no played-out records, no second-hand machines.

We manufacture a number of talking machine accessories among which are our famous Tray Outfits. (If you are not using this system for carrying records in stock it will pay you to write us.)

The **Lynn Record Cases and Peg Boxes** are another of our products.

We also manufacture the **Wentworth and No. 10 Horn Stands.**

Special Lines and Special Prices on Flower Horns.

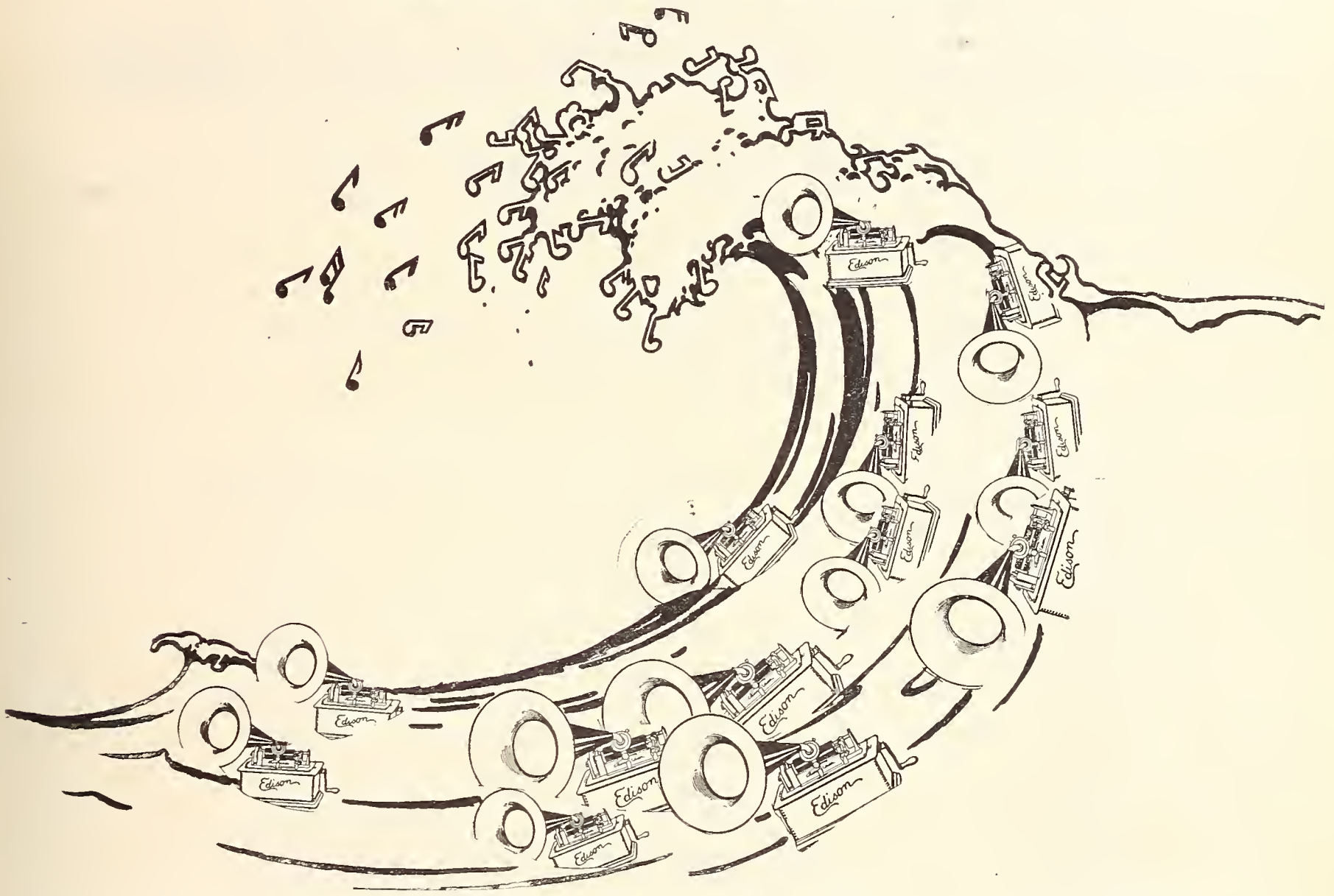
We solicit a trial order.

Boston Cycle & Sundry Co.,

J. M. Linscott, Manager

48 Hanover Street, Boston, Mass.

A Tremendous Wave of Interest



in the Edison Phonograph is sweeping over the country. Its popularity is greater than that of any other talking machine. This is because the Edison provides the widest range of entertainment in the most satisfying way. Its improved Reproducer with its indestructible sapphire point, its clear, rich, musical tone, its convenient cylindrical Records, and its high-grade mechanical construction make it the choice of discriminating buyers everywhere. If you handle the

Edison Phonograph

put it to the front and let the people hear it. Use our display cards and other printed matter liberally and thus get the benefit of the advertising we are doing in the magazines and newspapers. If the Edison is not represented in your store do not waste your time, energy and money trying to compete with it—put in a stock and protect your own interests. We furnish full information on request, together with the name of a jobber who can supply you.

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

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH
SERVIAN
CROATIAN
BOSNIAN
POLISH
HEBREW

CHINESE:

SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH
EGYPTIAN
SYRIAN
PERSIAN

HINDUSTANEE:

AFGHANISTAN
URDU
MARATHI
GUJARATHI
HINDI
TARSI
BENGALEE
CANARESE
TELAGU

TAMIL
MALAYIAN
STAMBOUL
GAMBALANG

INTERNATIONAL CATALOGUE (224 Pages) GRATIS

UP-TO-DATE SUPPLEMENTS

CORRESPONDENCE INVITED

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

Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya, Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Trade on More Satisfactory Basis—Disc Records Grow in Favor—Bird Life Pictured—Edison Bell's Latest Creations—A New Company—The Klingsor Cabinet Disc Machine—Talking Machine Companies in Litigation—Catalogs Taxed—Odeon Concerts to Help the Cripples—Russians Suspicious of the Graphophone—International Linguaphone Co. Exhibitors at Recent Business Exhibition—Talker to Stimulate Channel Swimmers—Sterling and Hunting in Their New Quarters—Patent Law to be Amended—The News of the Month in Detail.

(Special to The Talking Machine World.)

69 Basinghall Street, London, E. C.

Trade is settling down to a more satisfactory condition, and at the time of writing, while many leading men are still on their holidays, there is nndoubtedly greater stability apparent in all circles. The dealer is the best index to this happier state. He is preparing for the fall trade. It is not so general as one would wish, bnt my observations and inquiries all point to a strong advance movement among the much abused cycle-man who may be seen cleaning up his talking machine and getting out his records with a view to making the best window display he can. Manufactnrers are specially bnsy just now, and the factors are spending their spare time in drawing up lists and catalogs galore. In this direction the coming season will see a considerable advance over last. A liberal publicity scheme is the best and easiest road to success. The man that seeks for his customers will make sure progress, while he who expects customers to seek for him is certain to see not only disappointment but a dwindling bank balance. Then be wise in time and advertise.

The rapidity with which disc records have grown in pnblic favor is simply marvelous; yet it is far from surprising when one reviews things. Many claim that the reproduction of a disc is far superior to the average cylinder record. Be that as it may, there is certainly a tremendous increase in the number of adherents in support of this claim. Price is another consideration. In some cases discs are cheaper than cylinders, and yet play an eqnal if not greater length of time. In conversation, a large mannfactnrer of both records stated that even this week had shown a sudden and great call in the direction of double-sided discs not only in England but all over the continent. It is so remarkable that only this style record will appear in his list for this month. Cylinder sales are good. There is, however, a decided advance in the sales of disc machines, and this must to some extent explain the very busy condition of most disc record factories.

Edison Bell October Records.

Edison Bell's up-to-date dealers' parcel of October records will be ready about the 12th of September. The list contains some very fine selections, notably a 'cello solo of Van Biene's "Broken Melody" by Senor Arnold Foldesy, also "Ave Maria," by Mme. Jourelli, Madrigal from "The Mikado," by the Meister Glee Singers, and many others of equal merit.

Pathé Freres Report.

Messrs. Pathé Freres state that the demand for their new 8½-inch, double-sided disc is excellent, and as they become more widely known there is not a doubt but that the sales will increase accordingly. The price is 1s. 6d.; that covers two splendid selections, well recorded, and which play from two to three minutes each. Machine sales are satisfactory, all things considered.

Living Pictures of Bird Life.

Messrs. Richard and Cherry Kearton have eclipsed their natural history photographs by some unique cinematograph films of bird life, which were recently exhibited at the Institute of Journalists, London. They included records of the home life of such shy and wary birds as the sparrowhawk and merlin and illustrations innumerable of chaffinches, whitethroats, skylarks and pipits, who were shown on their nests feeding and brooding their yonng. "We have," said Mr. Kearton to The World's representative, "been engaged for the last three or four years upon these living picture stndies. As you may imagine, the difficulties have been enormous. In many cases we have been obliged to bring the lens within two or three feet of the nests without frightening away the birds. Our chief trouble has been the noise of the machine. We have partly obviated this by placing it in a felt-lined box. Before essaying a film we have had to accnstom the birds to our presence in this way; we have a small tent, painted green and covered with twigs, in which the bioscope is concealed. The lens protrudes through a tiny hole. This disguised tent we bring, day by day, nearer the nest until we obtain the right position. We are now endeavoring to obtain phonographic records of the singing of birds, placing machines for the purpose in the boughs of trees. But so far, the hiss of the mechanism has made the birds pause in their songs to listen to the strange sound. We cannot work this as in the case of the cinematograph, but in time we hope to obtain a more silent machine."

Edison Bell New Phonographs.

There is a good deal of interest centered just now around the Cheapside store of the Edison Bell Phonograph Co., where a most attractive window display holds the attention of passersby. It consists of an exhibition of the twelve new phonographs issued as prizes in connection with the recent competition for naming these machines. A card attached to each prize announces the winner's name. The idea will no doubt produce good results from a publicity point of view. By the way, I am informed that the first consignment of the new phonographs has been received from the factory, and deliveries will now proceed apace. As a sign of the great interest taken in these instruments, over 3,000 sample orders have been placed by traders in the United Kingdom alone, while several hundred are on order from the colonies and other foreign conntries.

A Correction.

In the course of conversation, Mr. Hough, managing director of the Edison Bell Co., complained of a very regrettable mistake which crept into his advertisement in our July issne. The last paragraph, instead of reading "America and America's Great Man," according to Mr. Hough's copy, should have read "America and America's Great Men." We won't blame the printer, but in expressing regret for the mistake we trust that no wrong impression has been created.

Premier Mfg. Co. Registered.

The Premier Mfg. Co., Ltd. (offices 81 City Road, London) was registered July 30, with a capital of £10,000, in £1 shares, to carry on the business of phonograph, gramophone and record manufacturers, etc., and to adopt an agreement between C. R. Johnstone, W. I. Forse, J. Baker and G. C. Hallett, of the one part, and the Premier Mfg. Co., Ltd., of the other part. There was no initial public issue.

CARL LINDSTRÖM, G. m. b. H.
BERLIN

LARGEST Continental Manufacturer of All Kinds of

TALKING MACHINES

Best Quality **Best Workmanship** **Best Value**

Agent for England and Colonies:

O. RÜHL, 6 and 7 Red Cross St. London, E. C., England

To whom all inquiries should be addressed

FROM OUR LONDON HEADQUARTERS—(Continued).

False Report About Edison's Health.

A cable just to hand in London announces that Mr. Edison is suffering from nervous collapse, his condition being somewhat serious. The news has occasioned many expressions of sympathy from members of the English trade, which, without doubt, one and all will echo the wide world o'er. Our united wish is for his speedy recovery.—[We are pleased to say there is no foundation for this cable report. Mr. Edison is enjoying splendid health.—Editor Talking Machine World.]

An Edison Bell Announcement.

As a result of the reduction in price of Edison records to one shilling, Edison Bell have issued an important circular announcing a reduction in price in favor of their "up-to-date" dealers, to take place from the first week in September. At the same time a warning is issued as to the cutting of prices. Among other reasons against this practice, it is pointed out that records, for instance, by Lionel Brough, will probably never be repeated, in consequence of the state of health of this grand old comedian, and as the public want the record that pleases them, there is not the slightest need for a salesman of any capacity losing the legitimate profit the public are ready and willing to pay. In future, prices will be strictly enforced, even to the point of legal action against all offenders brought to the notice of the Edison Bell Phonograph Co.

Sterling Record Wins Prize.

Intimation is just to hand that at an important competition in vocal records held at Bedlington last week, the Sterling Special Record, No. 877, "Ora Pro Nobis," by Alan Turner, won the first prize. The marvelous tone of the record, and the musicianly singing of Mr. Turner quite captivated all present. This is but one of their many successes under competition, and we must congratulate the Russell Hunting Co. on possessing such an excellent recording expert as Russell Hunting, to whom all credit is due.

Zonophone Factors in New Quarters.

Messrs. Lockwood, factors of the popular Zonophone record, announce that they have vacated 88 Chiswell street in favor of larger and more convenient quarters at 48 Moorfields, E. C.

Praise for Columbia Record.

The Columbia Record for August is to hand. It is brimful of interesting matter for Columbia dealers, who should see that they are on the list.

The New Australian Tariff.

The new Australian tariff gives an approximate average of 10 per cent. in favor of Great Britain. It is computed that the annual value of this preference will reach to a total of £1,500,000 at least.

Canadian Imports to Great Britain.

In the last twelve months Canadian imports from Great Britain increased by £4,000,000, while exports decreased by £1,000,000. Imports from the United States increased £8,000,000. The total trade of Canada was £128,000,000.

First and Final Dividend.

The first and final dividend of 2s. 10d. in the pound has been paid by the official receiver on behalf of the British Phonograph Industries, Ltd.

The New Klingsor Cabinet Disc Machine.

The new Klingsor cabinet disc machine, as advertised elsewhere in these columns, is a distinct novelty in many ways. It is not a hornless machine, but is fitted with a specially shaped funnel which extends from the tone arm upwards through the cabinet and is therefore not visible, excepting from the mouth when viewed with the doors open (see illustration). The particular feature of the machine, however, lies in an ingenious soundboard arrangement over which is fixed a steel frame carrying pianoforte strings which stretch across the mouth of the horn. The sound waves are thus thrown directly on the wires, with the result that the reproduction is "musically strengthened" and all metallic tone eliminated. There can be no doubt that the "Klingsor" instrument will be as great a commercial as it is a scientific success. H. Lange's successors, 21 Little Portland street, London, are the sole representatives for the United Kingdom and colonies. In conversation, Mr. Maurice, managing director, stated that they are experiencing a very gratifying demand for their invention, which he hopes to personally introduce to America shortly. He will visit New York either in October or November.

Charged With Forcible Entry.

George Wilson was charged at Bow street police court with forcibly entering the premises of Pastimes, Limited, Strand. Prisoner stated that he had nothing belonging to Pastimes. It was his intention to get into the jeweler's shop next door. He will now have to postpone his desire for a few weeks!

Stimulators to Lovers of Aquatics.

Quite a number of would-be Channel swimmers have made recent attempts to cross the twenty-one miles of water between Dover and Calais, and while these enthusiasts resemble one another in the intensity of their desire to get across, the means by which they hope to ease the monotony of the passage differs considerably. Wolffe, for instance, declares that he never swims better than when he has the shrill strains of the bagpipes in his ears. Burgess, on the other hand, takes a gramophone with him to beguile the tedium of his swim. He finds that classical music goes well with his famous overarm stroke. The four members of the city police force who intend to do their Channel swim on the relay system, will, it is rumored, be spurred on to further effort by short sharp blasts on constabulary whistles. Holbein takes no music with him but he likes to be talked to occasionally. Other swimmers like to be told funny stories when they are in the water, and it is suggested that a "cross channel Limerick competition" should be organized. Thinking out bright fifth

Edison Bell Phonographs
AND
Gold Moulded Records

The New Phonographs
are now ready and issued to the
BRITISH DEALERS

ACKNOWLEDGED TO BE A REVOLUTION AND A REVELATION

¶ The E. B. Records are acknowledged to be the Best in the Market. No Pinholes. No soft, bad wearing surfaces. Beautifully finished inside and out, and they have the Biggest Sale in Great Britain.

¶ There is room in the United States of America for an important commercial house to take up these goods for the United States.

¶ There is big business—profitable business to be done by such a house.

ADDRESS

EDISON BELL, 39 Charing Cross Road, London, England

lines would surely keep the swimmers from worrying about their distance from the shore.

New Sovereign Factors.

Cooper Bros., of Goswell Road, are now factoring the now well-known "Sovereign" record.

Simpson & Co. to Move to Larger Quarters.

Messrs. Simpson & Co., the Shoreditch factors, will be moviug to larger premises at No. 1 New Inn Yard, Gt. Eastern street, in the near future.

Sterling "Special" Records.

The seventeenth list of Sterling "Special" records, issued for the month of August, contains over forty selections of vocal, descriptive and band pieces. Their high staudard of reproduction is well maintained.

Leading Men Away on Vacation.

Many leading men in the talking machine industry were away on holiday during the last week in August, notably Mr. Sterling, of the Russell Hunting Co.; Mr. Frauk Dorian, Columbia Co., and Mr. John Nottingham, of the American Talking Machine Co.

General Phonograph Co.'s New Styles.

The General Phonograph Co. have issued a new machine styled the "White" Leader Phonograph. It plays three records with one winding, and retails at three guineas, with liberal discount to the trade. A handy and practical machine, which will create a good demand.

British Sonogram Co.'s Repertoire.

The British Sonogram Co. have uow a fresh and up-to-date repertoire of selections recorded under their improved system. The lists will be forwarded with full particulars of machines and prices upon application.

Edison-Bell vs. National Co. Litigation.

The case of the Edison-Bell Consolidated Phonograph Co., Ltd., v. the National Phonograph Co., Ltd., tried some time back, on a point of alleged libel, resulted in a win for the E.-B. Co., plaintiffs, with an enquiry as to damages. When the matter came up before the official referee, defendants moved for the production of the plaiutiffs' books and papers, or in the alternative for an affidavit of documents. The latter was ordered by Justice Neville, and it is this that the plaintiffs appealed against. The question revolved round the safeguarding of traders' books against rivals who it was alleged, could do irreparable damage by seeing the customers' names, etc. Lord Justice Kennedy said that as damages were claimed, defeudants are eutitled to find out what the damages are based upon, and that is these books. There was much argument between both counsels and the judge, which culminated in the appeal beiug dismissed. Lord Justice Kennedy said there ought not to be discovery which might be injurious except where the justice of the case required it. Iu this case there would be a right not to make a discovery of parts which the plaintiffs could honestly swear did not relate to matters in the action. Clearly it would be something like a denial of justice, if, because it might be inconvenient to the plaintiffs that the names of some customers and their addresses be exposed, the claim could not be tested by the defendants.

Amending the Companies Act.

A bill has been passed into law for the amendment of the Companies Act, which, by affording fuller information concerniug public companies and by other provisions, will secure a greater degree of protection to creditors, shareholders, and the public generally.

To Amend Patent Law.

The existing law relating to patents and designs is to be amended with a view specially to restraining the abuse of monopolies and to strengthening the provisions in regard to the revocation of British patents which are worked abroad, but which are not adequately worked in this country.

The Odeon Co.'s New Catalog.

The Odeon Co. have just issued a very handy size catalog coveriug the complete issue of all records up to August this year. A special feature is the index, under which any style of record can be instantly found. The Odeon Co. draw special atteution to their ever-increasing list of world-renowned artistes, many of whom have appeared at Covent Garden.

Musical Flower Garden the Latest.

One of the many striking novelties secured for the Mammoth Fun City, which opens at Olympia next Christmas Eve, is stated to be nothing less than a musical flower garden, with picturesque flowerbeds and rose bushes giving forth uot only fragrance but sweet sounds.

British Made Edison Records.

British-made records will shortly be on sale from the National Phonograph Co.'s new factory at Willesden, which will be hard pushed to supply the enormously increased call for the Edison records at one shilling.

Japan's Trade "Boom."

According to a recent Consular report Japan's trade in 1906 showed a very great change in the balance of imports and exports, the former decreasing by £7,120,711, and the latter increasing by £10,435,090. Of the total foreign trade of £86,009,190, an increase of £3,314,379 over 1905, the British Empire's share was £24,713,178, a decrease of nearly £3,000,000. Japan brought into force a very high protective tariff in October, 1906.

Prince Welcomed by Phonograph.

The phonograph played an important part in the welcome home of Prince Borghese at an entertainment provided by the Parisians in his honor.

Taxes on Catalogs.

Considerable inconvenience and loss has been caused to British manufacturers on account of the recently imposed taxes levied by some British colonies on catalogs received through the post. Confusion has arisen both in regard to the nature of the packages to be taxed and the methods of collecting the taxes. In some cases, says the Music Trades Review, there exist no

The "KLINGSOR" Cabinet Disc Machine

No. 165.

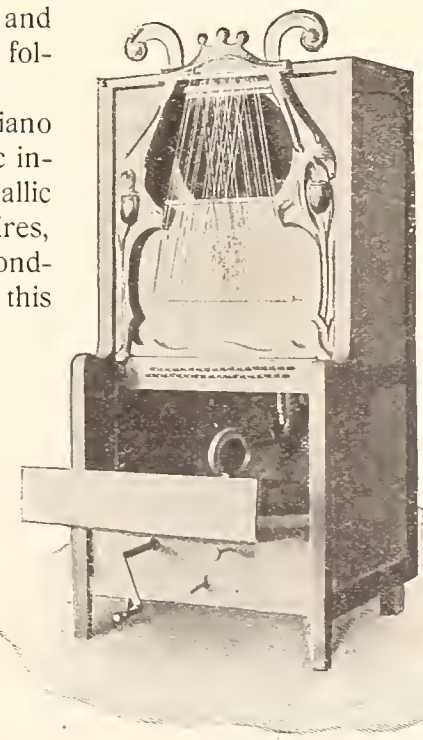
The novelty and advantage over all other Talking Machines lies in the following points in construction: (1) No unsightly Horns; (2) a handsome upright Cabinet and Machine combined; (3) perfect running, and complete lack of scrape and noise, as well as the following principal features:

The combination and use of the stringed piano wires and double sound board. By this scientific invention the instrument loses all harsh and metallic tone, and the sound waves being thrown on the wires, the volume is doubled without the usual corresponding harshness. There can be no doubt that this "KLINGSOR" Machine will be as great a commercial as it is a scientific success.

The Cabinet can be delivered in any wood and made to any size or design, to fit any space.

PRICES

No. 90	-	-	-	£6	6 0
135	-	-	-	10	10 0
165	-	-	-	12	12 0
250	-	-	-	18	18 0
340	-	-	-	29	8 0
450	-	-	-	42	0 0



No. 135.

H. LANGE'S SUCCESSORS

21, LITTLE PORTLAND STREET — OXFORD CIRCUS, W.

Telephone No.: 1239 CENTRAL — *Established 1854* — *Telegraphic Address: "LANGIUS, LONDON"*

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC

ONCE YOU HAVE HEARD **PATHÉ'S** DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE **PATHÉ** DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

reasonable facilities for paying the duties before the packages are posted, and this has resulted in a very large number of catalogs being undelivered and returned or destroyed, with consequent loss of business to British firms. We are informed that during the past few months the Manufacturers' Association of Great Britain have received several hundreds of inquiries from members and others in regard to the matter, and that that body are now making representations with a view to inducing some of the colonial Governments to adopt more convenient methods of collecting these taxes. Meanwhile, the Manufacturers' Association have prepared a memorandum respecting tariff duties for the guidance of manufacturers, from which the following information on the subject is taken.

In agreement with the Customs Union Convention of 1906, there is a common tariff for the Cape of Good Hope, Natal, Orange River Colony, the Transvaal, and Southern Rhodesia, under which the duty on catalogs, price lists, etc., has been fixed at the rate of 25 per cent. ad valorem, or 2d. per pound, whichever may be the greater, except when the packets are less than eight ounces in weight, in which case they enter free. The tax is collected as a surcharge, there being no arrangements at present for paying it in Great Britain, and the best method to adopt when forwarding catalogs through the post is to remit the duty on each packet to the Postmaster-General in the capital town in each colony, and mark the package "Duty paid to the Postmaster-General." As, however, English stamps will not be accepted in payment of duty, a postal or money order must be remitted.

The Australian colonies have one common tariff, under which catalogs, price lists, etc., are charged with a duty at the rate of 3d. per pound. The duty is waived on all packages sent through the post which do not exceed four pounds in weight. On packages heavier than four pounds duty should be remitted by postal or money order to the Deputy Postmaster-General of the State to which catalogs, etc., are addressed, and each package marked as above mentioned. If this is not done, the duty will be collected as a surcharge.

The duty on catalogs sent through the post to Canada is 5d. per pound, and those requiring to prepay the duty can do so at any district post office in Great Britain.

There is no tariff duty on catalogs sent by British firms (other than printers) to New Zealand, excepting on leaflets and circulars sent out in quantity for distribution.

Where a large number of catalogs are required to be distributed in any particular colony, the Manufacturers' Association recommend that catalogs should be forwarded in bulk to an agent on the spot, who should be requested to pay the duty and repost them locally.

Series of Odeon Talking Machine Concerts.

The talking machine has always "played" an important part in the cause of charity, but never before to such an extent as that assured by the Sterling & Hunting Co. scheme of concerts, the whole proceeds of which are to be devoted towards the cost of building a country home where the slum cripples of London may find rest and sympathy. Lord Mayor Treloar is doing a grand work, but there is a good many thousands of pounds sterling yet to be gotten before the realization of his scheme is assured. Messrs. Sterling & Hunting, at great cost to themselves, have very generously arranged and inaugurated these concerts at some of the best of London halls, and it only remains for men of the talking machine trade to support the movement by publishing the news far and wide, so that the talking machine user and others may be influenced to buy tickets for such a praiseworthy cause. This is the preliminary announcement:

The Right Hon. the Lord Mayor has given his patronage to a series of twenty concerts to be held in as many halls in the Metropolitan area, promoted by the proprietors of Odeon records. The Odeon Co. will defray all expenses, and the proceeds will be handed to the Lord Mayor for his Cripples' Fund. The following letter has been received from the Lord Mayor: "Dear Sirs, the Lord Mayor will be pleased to give his patronage to the concerts you propose organizing on behalf of his fund, it being understood that all the expenses are generously borne by your firm and the proceeds given to the Lord Mayor's Cripples' Fund. I should like you to convey to the directors of your company the grateful thanks of the Lord Mayor for their most generous help. Believe me, yours very truly (signed) Ernest Flower."

WORTH A GUINEA A BOX

Registered in many countries

GREAT ADVERTISING LINE

Sapphires Guaranteed Genuine

Record Albums

Flexible Nickel End Connections Flower Horn Rubber Connections

WRITE FOR SPECIALTIES

FR. RAUTH, 9 Christopher St., **London, E.C.**

See my previous advertisements 10 & 12 inch FLOWER HORNS

THE BRITISH BOOM OF THE YEAR!

THE RECORD THAT'S HALF AN INCH LONGER!

"STERLING" RECORDS

The Best Cylinder Record and the Best Selling Record on the British Market. Every record made under the supervision of Mr. Russell Hunting, the original "Michael Casey." Every record a masterpiece of its kind. Send for our list. It is full of novelties.

PRICE 1s. **Liberal Discount for Export** **25 CENTS**

MANUFACTURED By

THE RUSSELL HUNTING RECORD CO., Ltd.

13, 15, 17 City Road LONDON, E. C., ENGLAND

Australasian Representative: **H. A. PARKER,** 19 Hunter Street, SYDNEY

Words Fraught With Meaning

TO YOU

Our catalogue is not the most expensive, but it is the most COMPREHENSIVE, and therefore the one of most use to you.

It contains illustrations and full particulars of every machine, record and accessory of merit now on the British market.

Our buying facilities place us in a position to quote rock-bottom prices.

Specify your exact requirements with quantities.

FREE—Export Catalogue on receipt of Trade Card.

AMERICAN TALKING MACHINE CO.
31 Tabernacle St., London, Eng.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W.

Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

FROM OUR LONDON HEADQUARTERS—(Continued.)

The programme of these concerts will be composed of Odeon and Fonotipia records of familiar English songs and music by popular artistes. The first concert will be given at Holborn Town Hall, on Friday, September 6. The prices of admission will be 6d. and 1s. Blocks of ten tickets will shortly be on sale throughout London, and it is hoped that those who have not yet contributed to the Cripples' Fund will take this opportunity of doing so by purchasing tickets, either singly or in blocks.

Inquiries concerning these concerts, or for tickets should be addressed to the Hon. Sec., Concert Committee, 13, 15 and 17 City Road.

A special appeal will be made by the Lord Mayor through the medium of a Sterling cylinder and Odeon disc record, to make which necessitated a special journey of the recording staff to Harrogate, where his Lordship was staying, and these two records will shortly be on sale to the public. With the object of still further increasing the amount which we shall hand to the Lord Mayor, said Mr. H. C. Ridout, the honorable secretary, we have determined that the whole of the proceeds from the sale of the "Sterling" appeal record, together with half that from the Odeon record, shall also go to the cripples, and, moreover, as a further aid, we shall distribute bills announcing a Limerick competition, which will close October 7. The entrance fee is sixpence, half of the total amount received will go to the Lord Mayor, while the other half will be divided among those competitors whose line is judged among the winners. Here is the Limerick, the last line to which you must supply:

Said the Lord Mayor, Sir William Treloar,
Of money I want a lot more
For my poor crippled ones,
London's Daughters and Sons.

* * * * * * * *

Such is a brief outline of the scheme; that there will be interesting developments we are sure, yet no more than the enterprise deserves. It would be hard to calculate the inestimable benefits to the trade generally these series of concerts will bring about. There is a good deal of prejudice to overcome among certain classes of the public who—no doubt, through ignorance—still look upon the talking machine as just a musical toy. They will be converted this time for sure. Odeon records themselves will be a great factor toward this end, and in conjunction with the great support accorded the movement by the general press throughout the land, it must undoubtedly bring the most skeptical to regard talking machines in future as real musical instruments.

Russian Authorities Suspicious.

The foregoing depicts the talking machine in the best possible role, yet we have a very strong contrast in the report from Warsaw, Russia. The large number of murders and other violent acts, together with the volume of seditious literature which is in constant circulation, must have produced a distinct attack of nerves among the Russian police force, so much so that they have again cast suspicious eyes toward the Columbia store in that city. Another search was recently made for alleged prohibitive records—which, of course, were not to be found. The Columbia's Warsaw manager reports that no particular damages was done, but they were naturally greatly inconvenienced by the amount of trouble occasioned through the store being turned upside down, so to speak, by the very systematic search the police subjected them to. Many of our readers will no doubt remember that it was only a few months back the manager at this particular Columbia branch was placed in prison a whole day while the police searched the premises. They found nothing incriminating, and therefore he was released.

A Striking Poster.

The "Odeon" Co. have just issued for the use of their dealers a striking poster embodying the reproduction of a "sketch" page photographic study of Madame Emmy Destinn. It is an unusually dramatic study, as indeed befits an artiste whom the Sketch described as "our greatest dramatic soprano." These showcards are printed in red and black and mounted for hanging. Dealers who will exhibit them—and they are exceptionally attractive—should apply for copies. They may also be obtained without the hangers for posting on outdoor boards, etc.

In Their New Quarters.

Messrs. Sterling & Hunting, Ltd., announce that after many vexatious delays, they are immediately taking possession of their new premises, 13, 15 and 17 City Road, Finsbury Square. Thus the two great allied companies owning the "Sterling" Cylinder Records ("the record that's half an inch longer") and the "Odeon" Double-Sided Disc Records, will at last be housed in the same block of buildings.

Odeon Three-to-One Exchange.

Dealers are particularly requested to note that the "Odeon" Three-to-One Exchange offer definitely expires on September 15, 1907. This exchanges only applies to new unscratched and unbruised records, which may have accumulated through overordering.

International Linguaphone Co.'s Exhibit.

Percival Dennis, manager of the International Linguaphone Co., Ltd., 13 City Road, has written the editor of this department under date of August 27, as follows: "Dear Sir—We notice in this month's issue of The Talking Machine World that a certain phonograph company is mentioned as being the only firm in the talking machine trade who had a stall at the recent Business Exhibition at Olympia. We beg to point out that our company also exhibited, and demonstrations were given before crowded audiences constantly during the whole run of the exhibition. The novel method of teaching languages by means of the phonograph seemed to appeal to most of the cosmopolitan people who visited the

THE POPULAR RECORD is now the "SOVEREIGN" Double-sided, Unbreakable Disc Record

(WILL NOT WEAR OUT)

THE BEST RECORD FOR THE SUMMER TRADE THE BEST RECORD FOR THE SHIPPING TRADE
THE BEST RECORD FOR THE MILLION

LIST No. 1. Contains 80 Sovereign Records, 160 titles—one Song and one Band or Instrument on each record.

LIST No. 2. Nos. 81 to 126 mostly Bands and Instrumental Titles).

LIST No. 3 from The Sonogram's own new and up-to-date recording process, is now ready.

The "*Sovereign*" is the Record *most suitable* for use in *Tropical countries*, as the process of manufacture enables it to withstand the heat better than any other record in existence.

Retail Price, 2/-

THE "SONOGRAM"
Standard Machine
RETAIL PRICE, £5

SPECIFICATION.—Sound-tight Ball and Socket Joint, 10-in. Turntable, Silent Side-wind, Silent Movement, Double Spring "Sovereign" Sound Box, Handsome Oak Cabinet (our own design), Flower Horn (22-in. x 22-in.)

THE POPULAR 30s.
THE DE LUXE £10
SONOGRAMS
Are also coming on the market shortly

ALL SONOGRAM GOODS ARE BRITISH MADE

WRITE FOR LISTS AND FULL PARTICULARS TO

The BRITISH SONOGRAM CO., Ltd.

Cable Address: EBNOLOID, LONDON

77, City Road, LONDON, E. C.

"GOOD VALUE, DON'T YOU THINK?"

The "WHITE" DISC PHONOGRAPH.

PRICE £2:2:0 RETAIL.

Plays two 12-inch Records with one winding.

Complete with sound box for NEEDLE or SAPPHIRE RECORDS.

Ask for our terms and discounts to FACTORS and DEALERS.

The "WHITE" LEADER PHONOGRAPH.

PRICE £3:3:0 RETAIL.

We can deliver in time for this year's business. Liberal discount to FACTORS and DEALERS.

Plays three Records with one winding and is better value for the money than machines for which double the price is asked.

Will Be Two of the GREAT ATTRACTIONS in the PHONO WORLD this Season.

THE GENERAL PHONOGRAPH CO., Ltd., 1 Worship Street Finsbury Square London, E. C.

M. J. ANDERSON, Clarendon Street, South Melbourne, is our Sole Australian Selling Agent.

FROM OUR LONDON HEADQUARTERS.

show; in fact it was stated by several to be one of the most interesting exhibits there. We shall be greatly obliged if you will draw attention in your next issue to this omission in your report. It is possible that the error occurred owing to the fact that our stand was not taken until after the official catalogue was printed. You will see in the report of the exhibition in this month's Organizer, under the heading of 'An Automatic Tutor,' they say: 'The Linguaphone is in brief the phonograph applied to the teaching of modern languages, and for those students working without an instructor it offers a good method of acquiring a correct pronunciation. The lessons as given by the instrument are certainly most clear and distinct.' It may interest your readers to learn that we are shortly issuing an outfit of English speaking records, to enable the French, German, Italian and Spanish public to learn English at home instead of being put to the heavy expense of journeying to this country in order to acquire a thorough knowledge of the language. The records will be made in the same manner as the present 'Linguaphoue' records, viz.: by the well-known 'Sterling' Gold Moulded process, which alone insures a continuance of the great success that has resulted since the company was formed, a little over a year ago."

Some Notes from Germany.

The German Cronophon Co., Ltd., have been entered in the Darmstadt Commercial Register. The company propose to manufacture and sell music automatons, etc., and is privileged to acquire similar enterprises or patents, also to participate in like concerns or to act as agents for them. The capital is 40,000 marks, and the business managers are George Herwich and Heinrich Moeller, both of Darmstadt.

The German Bardeon Co., Ltd., a Berlin concern, have been incorporated and entered in the register of the Berlin Chamber of Commerce, with the purpose of manufacturing and selling phonographs. The business managers are Heinrich Aulhorn, of Magdeburg, and George Schoenwald, of Berlin.

The "Merry Widow" Waltz.

The entire Continent of Europe having become the victim of the strains of the "Merry Widow" waltz, it is now pretty evident that Great Britain has succumbed also. Indeed, the critics of this new musical play at Daly's Theater describe it as the greatest hit of the piece. One in particular stated it as having "set the seal of unqualified success upon the proceedings," and in referring to the wonder-working waltz, said: "It is a melody, langorous, ravashing, delicious, once heard never to be forgotten." Almost simultaneous with these flattering criticisms comes the announcement that the "Odeon" Co. have issued a special set of "Merry Widow" records, headed, of course, by the much-demanded "Merry Widow" waltz (Ballsirenen, to give it its native name), and including the most important orchestral selections from the play. We are informed that the demand is already phenomenal, though arrangements have been made for great sales.

The International Neophone Co. Expert.

O. H. Waetzig, whose photo we produce herewith, is well known in the phonograph trade, especially on the Continent. He is at home in nearly all the big capitals in Europe, where he

O. H. WAETZIG.

has held important positions. He is a valuable man for the International Neophone Co., Ltd., not alone through his capacities, but also being an excellent linguist, speaking three or four continental languages fluently.

ROBINSON'S Reliabilities

Are The "REPROPHONE" Disc Talking Machines, "FAVORITE," "BEKA," "ZONO" and "ODEON" Discs

(All good numbers kept in stock)

The "MASTER" Ball Bearing SOUND BOX to suit all makes of Disc Machines. **"Real Good"**

NOTE.—I import direct via ship canal, buying the very best goods on cash lines. I sell to the dealers wholesale, but, *in addition*, do a large retail and export trade, packing and shipping to all parts of the world, with increasing trade and satisfactory results to buyer and seller alike.

I am prepared to consider

any propositions from manufacturers who desire a share of the business in the UNITED KINGDOM upon mutually advantageous lines, whereby

24 Years' Traveling Experience

on the road, with a large clientele, combined with

Brains, Bustle and Business Ability

will bring grist to the mill on both sides.

If this interests YOU, just write fully

(Don't be afraid of an extra line or page)

YOU MAY RELY UPON

Promptness, Energy and Straight Dealing. Best references. I concentrate upon DISC and PHONO. GOODS entirely.

"ROBINSON'S" The Talkeries
213 Deansgate
Established 1904 MANCHESTER, ENG.

NORTH OF ENGLAND NOTES.

Central Conditions in the North of England Interestingly Presented for the Benefit of Our Readers in That Section of Great Britain.

(Special to The Talking Machine World.)

Manchester, Sept. 3, 1907.

Owing to the cotton boom work has been very plentiful in the North for some considerable time past, prosperity in the mills and other industries (such as engineering, electrical, etc.), for which Lancashire and other centers are famous, has greatly helped the talking machine business during the past summer season. Speaking generally wages have ruled higher all round, money has been fairly plentiful, so that there has hardly been what is genera'ly known as a "slack" time.

The future is looked forward to with every sign of continued prosperity, and dealers are getting in their stocks for 1907-8 season, feeling assured that the trade will be larger than ever.

Disc goods sales are increasing; in some shops phonos are not so much in demand, buyers perhaps appreciating more than they did the disc principle of reproducing, compactness of storage, etc., besides the comparatively low prices at which a number of very good disc machines can be now purchased. So far as we have seen, the new styles, except for a leaning to greater solidity in construction, are not recognized by any very special patterns or radical alterations from last year. Here and there is a small novelty, but nothing very startling.

The aim of all manufacturers appear to be to effect improvements in the motors and mechanism in all small details towards making them more reliable and regular; also to run a larger number of records than before. This is an absolute necessity, some of the 12 in. requiring a running movement of 3 to 4 minutes, and others larger still, 5 minutes or over.

In machine cases and cabinets makers are also offering better construction and higher finish than in earlier models. Flower horns appear to be on the wane, the original brass horns taking their place once more. This may, however, be again altered later on by the placing upon the market of a new collapsible folding flower horn. The sizes of the larger patterns have always created a difficulty for purposes of transit. We may now hope that compactness will be a "talking point," and a "selling point" to the successful salesman, besides "a beneficial transit point" to later on purchasers.

In disc records several new ones now appeal to the public. Those that have already grown into popularity, such as Odeons, Zonos, etc., have no remarks from us, the sales still increasing, other records such as the "Favorite" are rapidly gaining in favor with all classes of buyers for two distinct reasons, viz.: the price is very popular for a first-class "composition" record, as well as to the fact that the very highest class music is offered to connoisseurs besides songs, duets, trios, etc. Pathé and Beka "Meister" records 12 in. are also forging ahead and good business is expected with them also this season.

A magnetized needle is the latest novelty to tempt the public, the inventor claiming that through its magnetic attraction all particles of steel (as worn through the friction upon the record) are taken up en route, leaving the sound wave on the record perfectly clean, we shall, however refer to this again later.

Regarding prices in some cases these have been advanced owing to increased cost of materials, wages, etc. Against this, however, manufacturers having not had to spend so much this year (as they did last) upon experiments, and there being no radical alterations, some have quoted loss, believing that popular prices within the reach of all will mean a larger trade.

In cylinder records, Edison, Edison-Bell and Sterling will rule, the first named more particularly because they have been reduced to the popular price of one shilling (the same as the others) and which will tempt the public to buy more freely. Competition, however, will be keen, but there is room enough for all.

Holidays will be nearly over by the time this is in print and sales will begin in real earnest. Several of the merchants of Cottonopolis were in London recently picking up their most desirable line for later trading.

AN OPPORTUNITY

For Health and Wealth in the Great Southwest

The Southwest is to-day the most fertile talking machine field. Houston, the largest city in Texas, enjoys very low water rates and is the natural distributing point. Here the Texas Phonograph Co. has developed a large and profitable business, which possible future competition cannot take away owing to its advantageous location. Lines handled are Edison, Victor and Zonophone; also recently acquired exclusive agency for Aeolian, Weber, Everett, A. B. Chase and other pianos.

Owing to purely personal reasons requiring my family to move North I desire to sell all or a substantial interest to a competent talking machine man. It presents an opportunity for some one to step into a prosperous going business of over $100,000 per year upon exceptionally favorable terms. Address H. M. HOLLEMAN, Care Broadway Central Hotel, New York City.

Home address, Houston, Tex., after Sept. 20.

FOR SALE

Seven hundred Lyra machines. will sell below manufacturer's cost. All in original packages. Address X, Talking Machine World, 1 Madison avenue, New York.

RETAIL SALESMAN WANTED

By reliable Brooklyn house. One who understands talking machines and photographic supplies. Address M, c/o Talking Machine World, 1 Madison avenue, New York City.

SUN RECORD

OUTSHINES THEM ALL!

MOST BRILLIANT, SATIN FINISH, NO SCRATCH

The new SUN Records, embracing all latest popular selections, ready for shipment October 1st.

BEST PROPOSITION FOR DEALERS

RECORD EXCHANGE

ATTRACTIVE OFFER FOR THE EXCHANGE OF OLD RECORDS BEING ALLOWED TO ALL.

The consumer may buy three Sun Records, pay for two, return one old Disc Record (any make).

NO PRICE CUTTING WILL BE ALLOWED. MUST BE SOLD TO CONSUMERS AT 60c. EACH

As we sell only one Dealer in a Town, each Customer of ours has an Exclusive Proposition

Write for full particulars

LEEDS & CATLIN CO.
53 E. 11TH ST., NEW YORK.

TALKING MACHINE JOBBERS' NATIONAL ASSOCIATION

Now an Established Fact—National Organization of Talking Machine Men Springs Into Life at Buffalo—The Eastern and Western Jobbers' Association Merge Into a National Body—James F. Bowers Chosen President—A Strong List of Officers—Members of the Executive Committee—Great Interest Manifested in the Association—Members Propose to Put Their Shoulder to the Wheel and Make the New Association a Power in the Trade—Some Interesting Speeches Made at the Banquet Which Was a Great Success in Every Way.

(Special to The Talking Machine World.)

Buffalo, N. Y., Sept. 9, 1907.

The talking machine men from various sections of the country began coming into this city Sunday, and by Monday morning in the lobby of the Iroquois Hotel could be seen a number of prominent jobbers from the East and West, who are identified with trade interests in a large way. The assembling of these gentlemen marks an epoch in the history of the talking machine business in this country.

Monday's Session.

At 10 o'clock the Eastern Talking Machine Jobbers' Association was called to order by President Andrews, and a number of matters were discussed and the usual business routine followed prescribed by the by-laws.

W. D. ANDREWS, VICE-PRESIDENT.

In an adjoining room in the Iroquois Hotel the jobbers of the Central States held their meeting with President Ashton in the chair.

The main topic discussed at the meetiugs, aside from the regular routine business, was the advisability of forming a National Association. This was the uppermost thought in the minds of the talking machine men noticeable at both meetings. It was decided to have a combined session of the two organizations Monday afternoon, at which time matters were discussed informally in relation to talking machine interests and the necessity of forming a National Association.

Committees were elected to draft a constitution and by-laws to be presented for consideration at a joint session of the Eastern and Western jobbers on Tuesday morning.

A number of trade matters in connection with the association were also discussed, but one dominant note of the meetings of two associations was the desire to crystallize the entire talking machine interests into a National Association.

Tuesday was therefore an important day iu the history of the talking machine affairs of this country, because it was the time when the National Association sprung into existence, and which is destined to become a great factor in the talking machine affairs of this country.

Tuesday's Meetings.

The Nominating Committee which was chosen on Monday consisted of Messrs. W. E. Henry, L. McGreal, C. E. Goodwin, W. D. Andrews and J. A. Strassberger.

The committee selected Monday to draft a constitution and by-laws to submit for the consideration of the members on Tuesday consisted of the following: Messrs. J. F. Bowers, J. N. Blackman, C. W. Hickok, E. P. Ashton, P. B. Whitsit, C. V. Henkel, E. H. Uhl, A. H. Jacot and E. J. Heffelman. These gentlemen devoted considerable time during Monday evening to the preparation of by-laws, which were presented

J. F. BOWERS, PRESIDENT.

for the approval of the members on Tuesday morning.

OFFICERS OF NATIONAL ASSOCIATION ELECTED.

At 10:30 James F. Bowers, who had been chosen temporary chairman, called the meeting to order and, after the report of the nominating committee, the election of officers of a National Association followed, the followiug gentlemen being chosen to fill official positions for the ensuing year: James F. Bowers, president; W. D. Andrews, vice-president; Perry B. Whitsit, secretary; Louis Buehn, treasurer.

The following executive committee was also elected: L. McGreal, C. V. Henkel, C. W. Hickok, W. E. Henry and E. H. Uhl.

The constitution and by-laws were then read, and each article taken up and considered carefully and finally adopted. Very slight changes were made in the original draft presented for the consideration of the association.

It was decided to hold the annual meeting in September, at which time the annual election of officers will take place.

It was concluded, after discussion, to place the annual dues at $15, payable semi-annually.

STATE ASSOCIATIONS MERGE.

At about 1:30 a recess was taken until 3 o'clock, when the first meeting of the new organization, designated as "The Talking Machine Jobbers' National Association," assembled. During the interim there had been a meeting of the Eastern Jobbers' Association and the Central States' Association, at which time it was voted to merge into the national organization, so that to-day the talking machine men of the country control a national organization which is already well on its way toward great power, with a substantial membership and officers who are well fitted to carry on splendid work in the promotion of the Association's interests during the next year.

LOUIS BUEHN, TREASURER.

James F. Bowers, the new president, is a splendid organizer, a skilled parliamentarian, and will unquestionably do excellent work in behalf of the organization. He will be backed by a fine coterie of men, who are enthusiastic association supporters, and there seems to be no reason why this national organization should not become a tremendous power in the maintenance of the talking machine interests on a high plane.

Much important business was transacted by the new body before its adjournment, but this, of course, was not open to the press.

ALLENS PAPER PHONOGRAPH LACQUER HORN

PAT. JAN. 9TH 1906. No. 1022.

明治三十九年壹月九日
實用新案登錄第壹〇貳貳號

MANUFACTURED BY
WM. J. SCHROTH
KOBE, JAPAN.

None Genuine Without This Trade Mark

THE ALLEN FIBER TALKING MACHINE HORN

The ALLEN FIBER HORNS are made by hand, of a Japanese rice fiber material, finished with a beautiful lacquer, put on by a new-patented process in a permanent glossy jet black color.

Beautifully Decorated by Talented Japanese Artists

CAN BE USED ON ALL TALKING MACHINES

BYRON MAUZY
Sole Distributor for the United States
Byron Mauzy Music Building, 1175 O'Farrell Street
SAN FRANCISCO, CAL.

WRITE US REGARDING THE EXCLUSIVE SALE IN YOUR TERRITORY

BANQUET TENDERED BY HAWTHORNE & SHEBLE MFG. CO.

Tuesday night the visiting talking machine men were tendered a banquet by Hawthorne, Sheble & Co., the well-known Philadelphia manufacturers. This was given in the Iroquois. Ellsworth A. Hawthorne and Horace Sheble were both present and cordially greeted their guests as they assembled in the beautifully decorated hall.

Ellsworth A. Hawthorne called the guests to order at 8.55 o'clock, stating that the firm of Hawthorne & Sheble Co. fully appreciated the distinguished honor it had this evening of being the first ones to entertain the members of the National Talking Machine Jobbers' Association, and introduced Mr. E. P. Ashton, who said:

MR. ASHTON'S SPEECH.

What the Jobbers Associations Have Accomplished.

"Mr. Toastmaster and Gentlemen—As you all know my subject is 'Organization of Associations.' In 1902, I believe, Mr. McGreal, of Milwaukee, was the originator or conceiver of the thought of a talking machine association. He called a meeting in the Victoria Hotel in Chicago. I believe there was only one meeting. The officers elected and the ideas which came to the members were such that no association could live and adopt them, either the officers or the suggestions. In 1904 I was in Columbus and took this matter up with Mr. Whitsit. We had several conversations on the subject, and I had supposed that it was lost, but it seems that Mr. Ball and Mr. Whitset continued. In November, 1905, a meeting was called in Columbus, looking toward the organization of an association, and a meeting was called in Cincinnati to perfect a temporary organization and elect temporary officers. We started out to get nineteen members. The next meeting was called in Pittsburg, because we found that our members wouldn't come to us and we had to go to them. We had made up our minds that we were going to make a success of this association business. That meeting in Pittsburg also was called for the sake of taking up the subject of excessive freight on advance records. We were informed that it takes at least nine months to a year to accomplish what we asked, but we were assured that we would be given attention. It took thirty days. The next meeting was in Cleveland, in June of 1905, where we went also to get members and took up the subject of regulating if possible the prices to dealers on supplies. The next meeting was in Detroit for the selection and election of permanent officers. The next meeting was in Indianapolis to take in as we went west the Indiana jobbers and to further thresh out the subject of supplies. The next meeting was in Chicago in February. We went there to get members and to further thresh out this subject of regulating prices if possible to the dealers on supplies. The next meeting was held in Chicago because we wanted to get members west of the Mississippi and to take up the subject of mail-order business, and at that time the National Piano Association met in Chicago, and a great number of the talking machine men would be there, and in order to save expenses we went back. This meeting was called in Buffalo to meet the Eastern States Jobbers' Association. I cannot give you any of their history because I don't know it, but they were organized, I am told, something like a year and a half ago. I believe they had about the same experience we had. We came here to them and to see if it was possible to form a national organization. What result we have attained you are to judge. I think we have organized an association officered by the best men we have got in the talking machine business in this country, and that this association will be heard from one end of this country to the other. Gentlemen, I thank you." (Applause.)

HORACE SHEBLE'S REMARKS.

"The Jobbers' Associations from a Manufacturer's Viewpoint."

Co-operation of interests is old in its conception, but only in comparatively recent years have we seen its practical application so universally observed.

A mighty force seems to be at work somewhere impelling men on to greater achievements, and a prime factor that is regulating and controlling this impulse seems to lie in aggregation of interests, wherein unity of ideas has achieved a greater and broader scope than could possibly be secured through divided efforts.

GROUP OF TALKING MACHINE MEN SNAPPED IN FRONT OF SOLDIERS' MONUMENT DURING CONVENTION DAYS.

An association such as you gentlemen have conceived and successfully carried on presents many phases for argument for and against its usefulness. It can be made a pronounced success, or it can result in dismal failure, either end being accomplished largely through the purposes for which such an association is designed, the methods pursued in carrying it on and the interest and loyalty displayed by your members.

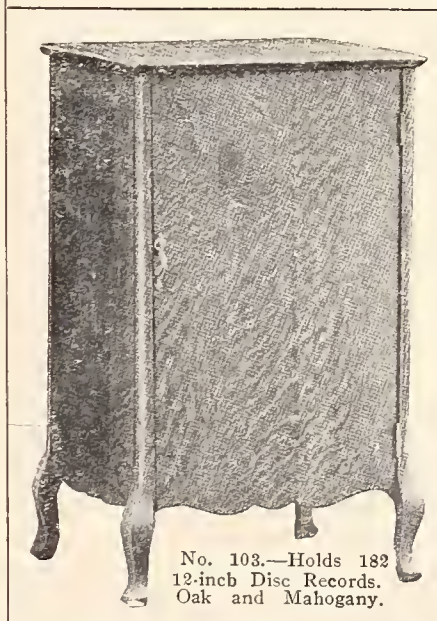
The most important thing a manufacturer has to consider after solving the intricacies involved in the construction of his product is to find a market for his goods, and in no line of manufacture is this problem more difficult than in the sale of talking machines and supplies therefor. Such goods being of a specialty nature require a different method of handling than those involved in what might be termed the staple lines. They require a thorough mechanical knowledge of the principles involved in their construction, attractive and appropriate surroundings to enable them to be advantageously displayed and a fund of energy and enthusiasm to assist in educating the public up to their advantages.

It is a somewhat difficult matter for a manufacturer to solve these problems alone; he needs assistance, and naturally looks to outside sources in order to obtain same.

A jobber certainly is the most rational means for a manufacturer to employ in order to assist in the proper distribution of his product. He (the jobber) represents in himself a community of interests. He, through his familiarity with the line, acquires the proper mechanical knowledge. The community of interests which he controls within his dealers supplies him with new ideas, as well as instils him with the proper energy and enthusiasm to properly conduct his end of the business. The manufacturer supplies the gun and the powder, and sometimes shows the target as well, but the jobber is the one who fires the gun, and the manufacturer must depend on him to hit the mark.

OUR UNEQUALLED LINE OF TALKING MACHINE

RECORD CABINETS



No. 103.—Holds 182 12-inch Disc Records. Oak and Mahogany.

EVERY DEALER should be sure and see this new line before placing his order for fall delivery. In interior and exterior design, in quality of workmanship and finish, in practical and everlasting utility, they surpass any other cabinets on the market.

DISC CABINETS

No. 100 holds 252 12-inch (each division holds 2 records back to back), Oak and Mahogany.

No. 247—Sectional Cabinet—holds 385 12-inch, Golden Oak. This has been a great success from the start, especially popular with those having a large library of records.

Don't Fail To Write Us About It

No. 101 holds 120 12-inch, Golden Oak.
No. 102 holds 180 12-inch, Oak and Mahogany.
No. 104 holds 252 12-inch, Beveled Front, Oak and Mahogany.

CYLINDER CABINETS

No. 120 holds 200 Records, Oak and Mahogany.
No. 122 " 125 " " " "
No. 123 " 150 " " " "
No. 124 " 200 " " " "
No. 125 " 350 " " " "

Catalogues and Prices sent for the asking

LOUIS BUEHN & BRO., 45 North 9th Street PHILADELPHIA, PA.

The forming of jobbers' associations may be viewed by the manufacturers from two standpoints, namely: Will such associations result in a larger volume of business and a safer business financially, or will such associations rise as a menace to the manufacturer?

The first can be solved through the purpose of the association, if they are faithfully adhered to. United effort brings forth interchange of ideas. No one man knows everything, consequently we can all receive direct benefit through learning and profiting by the experience of others. The best of us have times when our enthusiasm lags and we grow rusty. Constant association with others in the same line of business is stimulating; we are benefited, even though we are hardly conscious of it. In no way can a jobbers' association be more beneficial than through a properly conducted credit system. The jobbers are to a large extent supplying the capital for conducting the selling end of the talking machine business. They carry the multitude of small dealers, and to enable them to do so must carry a large stock of goods. Interchange of ideas on credits will undoubtedly strengthen the jobbers financially, and by so doing benefit both themselves and the manufacturers.

Relative to the second view that a manufacturer might take of such associations, no fair-minded one could draw such conclusions unless the jobbers, by their united actions, would give just cause.

It is the old problem of labor unions. In their conception they are Utopian; in their honesty of purpose to better their condition as a world factor they are to be commended. But when they attack personal rights or liberty of action in others they must be condemned.

There is no good reason why the relationship between the manufacturers and your associations should not be close ones. Each should depend on the other. You depend on the manufacturer to produce an attractive and salable article; he depends on you through your dealers, honesty of purpose and general enthusiasm, to find a consumer's market for his product. Your field lies largely in finding that market.

Frequently a jobber cannot understand why a manufacturer will not change his method of construction or selling plan so as to conform to the individual jobber's ideas, but he fails to remember that a manufacturer stands in the light of a composite picture, each individual idea is photographed, and while the original impression may be hard to recognize in the developed picture, still it is there, and, through the composite ideas comes close to the average.

The manufacturer can have but one idea in mind, namely—the most advantageous way of marketing his product. It is up to you, gentlemen, to assist him in the forming and carrying out of such plans. As individuals, your ideas and opinions undoubtedly differ, but as an association your composite ideas will have the rough edges worn off of them and their value be materially increased.

Let the jobbers and the manufacturers move hand in hand, each recognizing that every question has more than one side; that the manufacturer, as producer, must have the right to form the broad lines on which his product shall be marketed; that the jobber, as the selling factor, must have the right to suggest changes to such selling plans as his experience may show him are advisable. Suggestions which come to a manufacturer from individuals have much weight, as they are a single opinion, frequently with a selfish motive in view; but suggestions coming from your associations, which have been formulated after weighing from all standpoints, and contain some part of each individual's opinion, cannot help but leave their impression, and whereas a manufacturer may not always openly endorse your association's suggestions, still the impression has been made, and the manufacturer's opinion and future policy undoubtedly influenced.

I, therefore, in closing, would propose you drink a toast, namely—"May the policy of your associations and of the talking machine manufacturers, be so united in the future that the bond between the producing and selling factors will grow with hoary age."

TALKING MACHINE JOBBERS IN CONVENTION AT BUFFALO.

W. D. ANDREW'S SPEECH.

"The Future Aims of the Jobbers' Associations."

"Our Host and Mr. Toastmaster and Gentlemen—In arranging the program this evening you have assigned me to speak of associations. I am thankful to say that the word 'associations' has passed into history, and we now have an association. (Applause.) Let us hope that there never will be cause or occasion to use the plural again. In union there is strength, and let us always be united as one jobbers' association. By the amalgamation of the two associations it is possible now for every jobber in the United States to become one of us, and by so doing receive the benefit of our best thoughts, our best suggestions, and our best efforts as they are gradually worked out for the improvement of the business. At the same time he has an opportunity to give us his best thoughts and suggestions. All of these things help to make the jobber more liberal and not so narrow-minded. If we did not have these meetings occasionally we would become so narrow-minded that we would think there was no jobber on earth except ourselves; we wouldn't recognize a competitor; we wouldn't consider that they knew how to do business. But by meeting in this way and coming in contact with each other it broadens our views, it reduces our partiality, we are not jealous of our competitor, we are glad to come shoulder to shoulder with him and recognize the fact that he is capable of doing business and that he is doing business, and that we are doing business in the same territory and with the same people. Let us also work for the future of our association on very liberal lines. You will find that very few people like to be dictated to. Let us make all of our rules and by-laws optional so far as possible. Let us go to the manufacturers with suggestions, with requests and not with arbitrary demands. You will find that it is much easier to obtain what we wish from the manufacturers by suggestions and by plain arguments—that it is for their interest to grant our demands and our requests. If you say to a manufacturer that he must do so and so you will not get your request nearly as quick as though you offer him arguments that it is for his interest as well as our own that he grant us our request. The future aims of the association have been so thoroughly discussed in our meetings that I think further remarks in that line are unnecessary." (Applause.)

C. V. HENKEL'S REMARKS.

"The Advertising of Talking Machines."

"Mark Twain said," Mr. Toastmaster, "that a man can talk longer and argue more on a subject that he knows absolutely nothing about, and that is exactly my position. If there is one thing that I know less about than a great many others, it is advertising. I explained my plight to a friend who told me of a fellow down the street who would write me a beautiful speech, and I immediately made arrangements with that man but I made a mistake of a day, telling him to have it ready for me Wednesday morning and here it is Tuesday night. (Laughter.) However, I will try and not disappoint you. I will tell you as little as I know about advertising.

"Advertising, it seems to me, as far as it concerns the talking machine industry, is divided into three classes: the advertising done by the manufacturer, the advertising done by the jobber and the advertising done by the dealer. No one present can deny that the manufacturer is very

liberal in the matter of advertising but I don't think any of us will agree that he is any too liberal. We would like to see him spend all his income in advertising, because we would profit all the more by his doing so. This question is: What method of advertising the manufacturer can employ to the best interest of the jobber and the dealer? The manufacturers are spending thousands of dollars in magazine advertising, they have commenced to spend a considerable amount of money in newspaper advertising, local advertising. That I take it is what we want."

Mr. Henkel thought that the practice of advertising on the same page or in the same paper on the day that the manufacturer advertised the list of monthly records should be discouraged, for the reason that the advertisement is placed there for the benefit of the trade at large and not for the prosperous individual who has the money to pay the newspapers the cost of such publicity.

He stated that the advertising of talking machines from a jobber's standpoint is a very serious proposition. "I am not speaking now as a jobber advertising in a retail way, but advertising the fact that he is prepared to supply the necessary requirements for the dealer to do business. His mediums are limited to trade papers of which we have only one representing the talking machine interests. One of his mediums is circularizing. But the best advertising medium he has is the fact that he carries a large stock, that he can fill the orders of his dealers promptly and deliver them at least 100 per cent. of their orders.

"Advertising talking machines from a dealer's standpoint is also a serious proposition, the larger the jobbers the more they can advertise. The small dealer, however, is limited, and the best advertising that he has is his place of business, a neat store to attract people, a complete stock, and I want to say that that is the greatest medium that the manufacturer has. He spends thousands of dollars with magazines and newspapers but the best-paying advertisement are the jobbers and dealers who carry his goods and represent in a very thorough manner the article which he manufactures.

"Advertising, gentlemen, from a talking machine standpoint is keeping eternally at it. We all know who is President of the United States to-day. We can't forget that he exists. Can any of you gentlemen tell me who was the Democratic candidate for vice-president at the last election? How many? Raise your hands? Four—four out of sixty. There was the best advertised man in the United States and we all forget him to-day. It shows that advertising amounts to nothing unless we keep at it and keep at it and that is what we want to do, and we have got to keep the factories at it." (Applause.)

MR. BOWER'S SPEECH.

"The Relation of the Talking Machine to the Music Houses."

"The gathering in the City of Buffalo to-day, gentlemen, of the members of this trade I think is the beginning of a history-making era or epoch. The sectional lines which have, as it were, divided the trade for some time are wiped out. We have most excellent authority for saying

"'East is east and west is west,
And never the twain shall meet
Till earth and sky stand presently
At God's great judgment seat.

"'But there is neither east nor west,
Border, nor breed, nor birth,
When two strong men stand face to face
Though they come from the ends of the earth.'

"It is more than two strong men who have stood face to face, Mr. Toastmaster and gentlemen. It is a gathering of men from the East and from the West, who have stood face to face, and in the further language of the poet, 'They have looked each other between the eyes and there

SNAPPED AT THE BANQUET AT THE IROQUOIS.

tney have found no fault.' They have agreed on the formation of a national association. That is the subject I would like to talk about. I am the bulliest talker on the national association that you ever heard, but they have put me down on a tombstone proposition, and I am not good on tombstones. I wanted to trade with Whitsit and he said, 'No, I have troubles of my own.' (Laughter.)

"About the best illustration that I can give you, gentlemen, of the relation of the talking machine to the music house is embraced in the history of the talking machine in my own house. I think, with a few exceptions, it will apply or very readily can apply. A matter of nine years ago or so a very prepossessing, handsome, rosy-cheeked fellow by the name of Goodwin (applause) came into our place with a fake, with a confidence game. He called it a talking machine. There was very little hospitality extended the machine in the house. The hospitality did extend to Goodwin, as any of you who know the man can readily understand, and if you knew him as well as I do you could more deeply appreciate the fact. Goodwin came in the house and brought the machine with him, and so little did we think of it that instead of placing Mr. Goodwin on a salary we placed him on a commission. Practically what he got out of the machine he was to have. We had no confidence whatever in it, and not a great deal of respect for it. The man, after his manner, stuck and he told our people that he would make us like it. He began in a small way. I think he had a man or two with him, in a little corner of the house. The business attracted no attention whatever and secured but very little sympathy. That was nine years ago, gentlemen, roundly. If the business for the remainder of the year continues as it has up to the first of September we will do in talking machines in my own house over half-

(Continued on page 44d.)

Hook on!

Just write, "Send me the Record"

And you'll be on the subscription list.

And glad you did it.

No cost.

If this little business magazine cost you $3 a year you wouldn't wait three minutes before getting your name on the mailing list—and it would be worth the money at that.

Don't let the fact that it's free to you keep you off the list.

The new "Columbia Record" is a monthly "talking machine" for talking machine dealers.

Issued with a reason behind it and a message inside of it.

For you.

And every other dealer in "talking machines."

No matter which make you handle. What's that got to do with it?

Full up with selling-helps for you and your salesmen.

Suggestions for your windows and things like that.

Going to get better right along.

But never mind about that now.

Main thing is to get your name on the mailing list and argue afterward.

You can't lose anyhow.

Edward Lyman Bill says it's fine, and he comes pretty near knowing.

Address your letter "Columbia Phonograph Co., Tribune Building, New York."

Well, done it yet?
Name and address, please!

IMPORTANT A

This is the first announcement of the new talking-machine records that are sure to revolutionize the entire industry.

MARCONI
VELVET-TONE RECORDS

"Wonderful as Wireless"

They Fit Any Disc Machine

They fit any disc machine and they double its value to the owner.

No Scratching Sound

Made of a patented material, they have so velvety a surface that the annoyance of the usual scratching sound is entirely eliminated. Hear one played and you'll have the ***proof.***

Have Double the Life

They have double the life of any other record. They can be played hundreds of times without appreciable sign of wear or loss of tone.

One Needle Without Changing

Their surface is so fine that the same needle can be used over and over again with perfect results.

Flexible, Unbreakable

They will stand bending, dropping, knocking about and exposure to extremes of climate without suffering injury.

COLUMBIA GRAPHOPHONE

COLUMBIA PHONOGRAPH CO., G

NNOUNCEMENT!

The marvelous melody of Marconi Velvet-Tone Records is scarcely less remarkable than their unique wear-resisting qualities.

Marconi Velvet-Tone Records realize for the first time what record makers have striven for years to attain—***a perfect tone-image.***

N'L, Tribune Building, New York

COLUMBIA RECORDS

(Continued from page 44a.)

a million dollars. I call that, in the artless Japanese language of the West, going some.

The talking machine has become, or should become, a vital, living and important factor in every music house in the United States, that music house being a piano house or of the character of a general music house. It is a tremendous adjunct to the trade. It is a splendid bringer. If it did nothing else it would pay for itself in the number of people that it will bring to the house, where the ordinary advertisement and the ordinary inducements of trade will fail. It will bring them for curiosity, and we know that curiosity is a great incentive among our people, if nothing else. It can be made, and should be made in every music house in the United States, a profit-bearing part of the business. It may seem strange to you to say that in the space of time that I have mentioned that last year the talking machine department in the business of my house—and it is considerable and very respectable—was second in standing to the profits of the principal part of our business, which is the piano department.

I believe that every music house and every piano house in the United States should be identified with and participate in the talking machine business and its profits. The time has gone by when the talking machine can be poohpoohed or belittled or sneered at. It is to-day one of the greatest civilizers and one of the greatest educators, especially in the line of music, in our country. It has created in many cases and awakened a love for music where none existed. It is a capital entertainer in the household. It is a source of delight and satisfaction to both the young and the old. Its limitations cannot be defined. I believe to-day that the industry is substantially and practically in its infancy. I think the developments that await it are prodigious, are tremendous, both in scope and extent.

It is no small undertaking, Mr. Toastmaster, for a body of men such as sit around your table and are your guests and the partakers of your hospitality, to launch or put upon the ways an organization such as we have perfected in the last two days, and if there be any shortcomings, if I am not sparkling and bright, as I usually am (Put that down; who is writing?) attribute it to the fact that I am not quite in form.

However, I am more than glad to comply with the request made of me to speak of the text in question, and if I have been able to convince or illuminate or, as it were, elucidate anything for the benefit or guidance or information of the gentlemen about the table, or the public in general as to the value, utility and the importance of the talking machine and its absolute necessity as a part and parcel of the trade outfit of the music house, I am more than repaid for my labors. (Applause.)

H.E MARSCHALK ON "INSTALMENT SALES"

Henry E. Marschalk, of the Musical Echo Co., Philadelphia, was unable to be present and his paper was read by Mr. Buehn:

Mr. Toastmaster and Gentlemen:—Our generous host has asked me to respond to the toast, "Instalment Sales." Feeling remiss to deny to any such honorable gentlemen a request of this nature, and at the same time experiencing a sense of delight for such a splendid compliment, fully cognizant of my own weak ability to do justice to the subject, yet wiling to brave an attempt that both ends might be accomplished, I gladly offer you this my effort.

I fully expected to be with you at this most important joint meeting of the two associations, and my forced absence is a matter of sincere regret to me. There were many weighty questions to be considered, and I had hoped to lend my feeble assistance. Doubtless these matters have been disposed of with the wisdom of a Solomon, and with equity to both interested of a caliber equal to that rare form of justice recently meted out by our respected Judge Landis when he ordered that the Standard Oil octopus should disgorge itself of the infinitesimal sum of twenty-nine millions. (God bless Judge Landis! and may the price of kerosene not be raised 2 cents a gallon!).

Gentlemen, ere this epistle verbally trickles from the lips of some kind reader—not overlooking to thank him for his generosity and to compliment him for his nerve in the undertaking thereof—may it be that a new organization has found being—a National Association of Talking Machine Jobbers! Hurrah for the National Association! May its life be long and its deeds be good! May it always prove a panacea for the few ills which now exist, or may arise from time to time to afflict us in this our chosen pursuit!

Now, gentlemen, to my subject, for I realize that you have spent two strenuous days, and long-winded speeches, whether delivered personally or through an intermediary, such as this, will be more welcome for their absence. Yet I hesitate to embark upon a subject which I realize has been thoroughly gone over by you during the convention, the official part of which has just closed. I fear that my remarks may seem hollow and discordant and not ring in harmony with the already expressed consensus of opinion. In anticipation of such a condition I crave your indulgence accordingly.

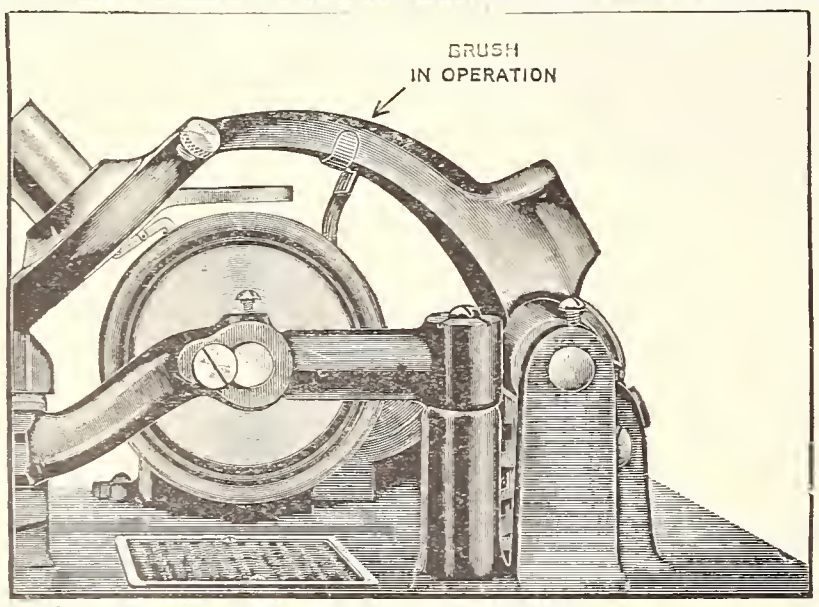
From my viewpoint the instalment business is "bad for the best of us and worse for the rest of us," and the aim of our national, as well as individual, associations should be in the direction of minimizing it to the least possible degree. It is cancerous in its nature, and once it takes hold, unless its victim be blessed with a strong constitution and a stronger pocketbook, it is merely a matter of time when its deadly work will be apparent. With our weaker brother it runs him into debt; with our stronger brother it yields him no profit.

Our department store neighbor—the evil genius who enjoys jobbing discounts that he may ply his nefarious trade, whom we jobbers should be selling and enjoying our legitimate profit therefrom, whom we may charge, without fear of contradiction, with the making of this

THE PLACE AUTOMATIC RECORD BRUSHES

For EDISON PHONOGRAPHS and VICTOR TALKING MACHINES

Patented Sept. 25 and Oct. 2, 1906, and Sept. 10, 1907.



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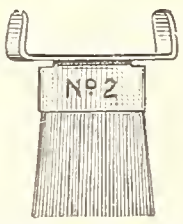


CAN BE USED ON ALL PHONOGRAPHS

Removes lint and dust from record automatically. Saves Sapphire from wearing flat and prevents rasping sounds. 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.

15 CENTS EACH

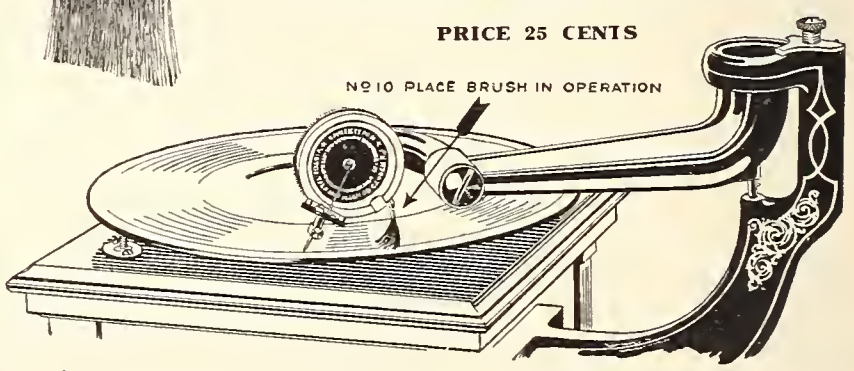
THE PLACE No. 10

DISC RECORD BRUSH

For

VICTOR EXHIBITION SOUND BOX

PRICE 25 CENTS



PRESERVES THE LIFE OF DISC 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 TO JOBBERS AND DEALERS UPON REQUEST

BIG PROFIT FOR JOBBERS and DEALERS. Also FREE Advertising Matter. Prices restricted. Write NOW.

Manufactured by **BLACKMAN TALKING MACHINE CO.,**

97 CHAMBERS STREET, NEW YORK

J. NEWCOMB BLACKMAN, Proprietor
"The White Blackman"

bad condition, the realization of which is responsible for the present agitation for something to ameliorate it—will tell you if you ask, and he chooses, that his talking machine instalment business is run at no profit, and perhaps at a loss, but that the greater number of customers who are by this means drawn to his store, and who might not otherwise come, spend so much real cash at their counters that this lack of profit, and possible, if not probable, loss, is more than offset.

Gentlemen, stop for a moment and think what this means. Our own cherished business which we look to for a livelihood, so demoralized and held in such contempt that it becomes a toy of a department store—a mere advertising scheme. I say, gentlemen, that jobbing discounts should be withdrawn from department stores; that they should be put on a dealer's basis. Then, perhaps, our business would be held in better respect.

Doubtless the manufacturers would look upon such an idea as this with absolute horror, for surely these department store checks look good on the fifteenth of the month; their credit is usually beyond question, and their output of talking machines great. But, when we consider the ultimate life and continued prosperity of the trade, is it not reasonable that something should be sacrificed to insure this end, even though the weight of such a sacrifice should fall on the manufacturer? The latter gentleman who sits back in his well-upholstered armchair in his comfortable office, who expands his chest and says: "See, gentlemen, see what a mass of wonderful advertising we are doing for you; see what marvelous goods we are delivering to you. Why, veritably, gentlemen, you should feel honored that you are permitted to hand us your money." He is short-sighted, to put it modestly, and he doesn't look beyond his nose. It would appear that his idea of the certainty and solidity of the talking machine business success and its continuance consists in four purposes of his own, to wit—do lots of advertising, make good goods, have a big output and get the money. This does not contemplate our end of the story, however, and we as a National Association of Jobbers, should aim to convince him of this fact.

To recur to my subject of instalments, I contend that it is cardinally essential to make a differentiation between cash and instalment sales. More should be charged for the latter. Whether this is brought about by adding to the established list prices or by making a discount therefrom is a point which can be given over to considerable discussion, and probably has. What we want and must have is a difference in price as between the two classes of sales. As to how to get this I submit it to wiser heads than mine.

Gentlemen, I thank you for your attention (taking it for granted that the reader of this gentle note has had your attention), but before closing there is just one little thing—a little bronze star—which I want to bring to your notice. Perhaps when you looked into this little star, which you found at your plate, you thought of it only as a souvenir. That is just what I did when our host handed me one a day or two since, here in Philadelphia, when he learned that I would not be able to attend the convention. But as I write this message my thoughts travel on, and I begin to think what this little star, or trade-mark, symbolizes. Then the idea comes to me, "Is this not a Star in the East? is this not something for the wise men to follow and see what it holds within itself?" Finis.

THEO. F. BENTEL ON "CREDITS."

The subject of credits is one that I think should have been consigned to better hands than mine. However, there is no subject that has had more serious thought (its scope being limitless); it is the vital part of every man's business. Especially is this true when I look back a few years ago, when I first took up the sale of talking machines (some ten or more years), when my credit was good and my bank account not equaled by my ambitions.

While I will refer briefly to my credit experience, since it has become my pleasure to become associated in the manufacturing business, yet I will first briefly, by your permission, refer to my experience as a fellow-jobber.

The merchant who has a good credit can buy more satisfactorily to himself and his business than the merchant who has no credit, but has money in the bank.

Let me illustrate: The man with credit can order goods through the various aveuues and get prompt and better service than the merchant who has the money and must deal with everybody who comes from Missouri. There are a few ways I found in which I could improve my credit, and one of these was to always keep in miud, when placing orders, that the goods must be paid for, as pay-day always comes.

Having first decided that my credit must not be impaired under any circumstances, the two combiued caused me to think twice at all times, not only in the purchase of the goods, but also in their sale later on.

On the latter I would like to say a few words: Be your own judge as to the conduct of your business, and after having decided as to your policy, stick to it. If that policy be to sell only to responsible dealers who pay their bills according to your terms of settlement, stick to it. Don't allow yourself to be swayed from that stick-to-it policy simply because if you don't sell him on his terms somebody else will. Better let the other fellow sell him; your profit and loss will be in a more healthy coudition and on the right side of the ledger, rather than have sold him in violatiou of your stock-to-it policy.

Again, very often the desire and aubitiou to increase the volume of your business and not lose a sale causes many a merchant to sway from this course. When he does what is the result? His credit with somebody must be strained. In fact, there is much more than could be said on this same subject, but before closing I cannot refrain from referring to my short experience in charge of the credit department of a manufacturing company, and what struck me more especially in this short experience is the fact that I find that no jobber has strained his credit with us. I thank you for your kind indulgence.

B. J. PIERCE'S REMARKS.

Burton Jenkins Pierce, responding to the toast, "The Growth of the Talking Machine Business by One Who Knows," stated that the experience of his house was something similar to that of Mr. Bowers; that they had adopted the talking machine business only after considerable misgivings and many inquiries, as it seemed entirely foreign to their regular business, but that this year they hoped to do a half million dollars worth of business. "I think there is a wonderful future for the talking machine business, and it is going to continue so as long as the American home is going to want something that will entertain it, and what is there that is going to take its place?"

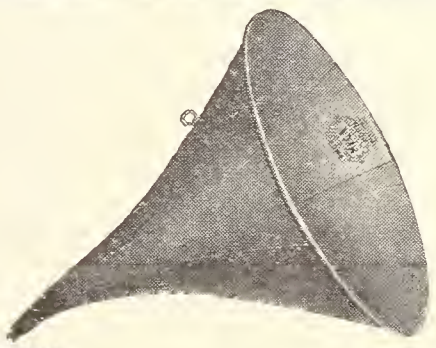
EDWARD LYMAN BILL ON "THE PRESS."

Edward Lyman Bill was then introduced aud spoke in part as follows:

Speaking of the power of the press, I recollect when I was a young man I had charge of a paper in an inland town and it was my boast that every want ad. that was written for that paper would draw forth an answer. Many of my friends wrote strange and curious advertisements but my statement still lived true. There was no advertisement written but that drew forth a response. Finally a young merchant in that town offered to make a bet with me for a dinner for thirteen—there was a thirteen club in that town—that he could write au advertisement that wouldn't draw. I accepted the bet, and the next day an advertisement appeared in the paper something like this: "Homely woman wanted, a first-class maid, the homlier the better; no good looking person need apply. Inquire at the office.' The next night when I was in my room the managing editor came in in a terrific rage. 'Great heavens! shades of Ben Franklin!' he said, 'look in the business office.' I went in there and looked. Well, I nearly fainted. There was a round dozen of the homeliest women ever collected together on God's footstool. They were redhaired, loose-jawed, had protruding teeth and leathern skins. I immediately called up the man who wrote the advertisement, brought him down and introduced him as the author of the advertisement. When he got through with that bunch of misfit Venuses he was a sight. He told them that they were not ugly enough. That only enraged them—they were positively proud of their ugliness, and they never had a chance to turn it to golden opportuuity before. He paid the dinner, but the memory of that bunch of divine errors seriously interfered with his appetite. (Applause.)

"Gentlemen, the press, if honestly and fairly conducted, is a power for the good, and I thank God that I represent the industrial press of this country, the press which does not flaunt the evils of man, the press which does not show the dirtiness of the divorce courts, it does not show the soiled linen of our various under walks of life, but it represents the thoughts, the intelligence, the inventive skill of man. Therefore, gentlemen, I am proud to say that I am a member of the industrial press which stands with you as business men for the promotion of the best interests of man's industrial efforts. (Applause.) The press may be a power for evil as well, if in the hands of designing or unscrupulous men. By a distortion of facts it may work irreparable injury to legitimate interests. But the press is always responsive. Treat it in kind and it will respond in kind. And I say this to you, gentlemen: your actious toward the press have been so broad, so fair, so genuine, so full of that spirit of camaraderie that I need not tell you to be fair in your treatment, because you have already manifested that in every action. The press all over this broad land, and all over the civilized world exerts a power and it will grow and increase in strength as loug as it works for the advancement, the upbuilding of those things

(Continued on page 47.)



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THE "MEGA"

BUILT ON THE PRINCIPLE OF THE SOUNDING BOARD.

If you have never tested the efficiency of the "Mega" do so now.

IT MEANS MONEY FOR YOU THIS COMING SEASON.

A product that never fails to appeal to a discriminating trade.

Booklet and colored plate set mailed for the asking.

A type, style and price for every requirement.

AGENCIES OPEN FOR ENGLAND AND THE COLONIES

PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN PHONO MEGA HORN

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E. A. & A. G. SCHOETTEL

Broad Street

Maspeth, Queens Co., N. Y.

Will Not Break

TRADE-MARK

Will Not Wear Out

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35c. each | Will not scratch or become unmusical | 35c. each

100 Per Cent. Value

TRADE-MARK

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Catalogue Now Ready

Regular Discount to Trade

The Indestructible Phonographic Record Co.

226-236 Hamilton Street : Albany, N. Y., U. S. A.

TRADE-MARK

TRADE-MARK

TRADE-MARK

(Continued from page 45.)

which are high, noble, which are honest and which are true. I am much interested, gentlemen, in the industrial press; my life work is devoted to that particular branch of journalism. I cut out the daily press because I saw a future—I saw better opportunities in the trade press than are afforded in regular journalism, and I feel that young men who are growing up will do well to study the growth of the industrial press of this country and its influence upon the manufacturing interests of America.

"You have been listening to good speeches, to the eloquence of my friend, Mr. Bowers, whom you have so wisely selected as your president, a man who, like England's Iron Duke, stands four-square to all the winds that blow. I compliment you upon the selection of your officers and the selection of such men must mean the welfare and advancement of your organization.

"Look at this beautiful banquet table. This is a sight, gentlemen, unparalleled in the annals of the talking machine industry, and these men have been brought together here to enjoy the hospitality of our friends, to be at these business meetings for one purpose. If I am a student of events, of the trend of thought, there has been one dominating influence—to perfect a national organization; and I congratulate you upon the successful launching of that organization, and I know that it will grow and develop; I know that it will become country-wide in its influence, and let me hope, gentlemen, that the column in the east may rest upon the rockbound coast of New England, and over this country spread the broad arch, and on the western shores of California may rest the other, and these blocks be fastened with the cement of fraternal esteem, and let me write the words over that arch, 'Esto perpetua.' (Applause.)

"Wonderful, indeed, are the workings of Fate, wonderful indeed are the workings of men. I was interested in listening to Mr. Ashton, who told of the little convention germ, the nucleus of this organization, how the first efforts were made. I thought of the patience, the industry, the intelligence displayed, to weave this organization into a successful whole, and I believe that you all have been dominated by one influence and that is to make this trade better and broader and more influential in its upward trend. I believe that selfish elements have been eliminated, as they should be, and I believe that you stand together shoulder to shoulder for common good, and that in your march as comrades you will touch elbows for the good of the talking machine trade. (Applause.) I predict, gentlemen, that this organization will grow; it will become a most potent power for trade weal. I believe it will be influential in expanding this industry; I am one of those men who believe the talking machine trade is but in its infancy. We have spoken of its entertaining features, and they are many. It is doing much to-day to educate our young children in a love for music, in all of that which ennobles and beautifies and adorns our homes. It goes further than that. It has become a business companion, an educational factor, and will continue to be more and more prominent. I have the honor to be a member of the board of education in my home city, and I have requested that we introduce the talking machine as a language instructor in our schools, and I believe the time will come when the talking machine will be in common use as an educator in our institutions of learning, thus playing a dual part in our lives, not only of being an entertainer but of being an instructor and an educator as well. To all of this, gentlemen, the press—the press which represents the talking machine industry—is pledged for its advancement. We cannot advance unless you advance. I feel that our interests are identical; they are closely interwoven, thread by thread and fibre by fibre until they are inseparable, and I promise that all of my efforts shall be bent towards the advancement of that industry which I love and which I honor, and of that organization of which I am proud and happy to say I am an honorary member. I consider there is no higher title that I could bear, gentlemen, than to say that I am an honorary member of the first National Talking Machine Association." (Applause.)

MR. WHITSIT ON "GOOD FELLOWSHIP."

Mr. Whitsit then referred to the general feeling of good fellowship which had existed, and proposed three cheers "For one of the best of good fellows, Mr. Hawthorne," which were lustily given.

Mr. Bowers then read John Boyle O'Reilly's "I'd Rather Live in Bohemia Than Any Other Land."

J. N. BLACKMAN ON "ASSOCIATIONS."

"Our Host, Mr. Toastmaster, Fellow Jobbers, our Representatives who are with us—and they are all with us—This is a star occasion in more than one way. Someone said it was a star of the East. He didn't go far enough. It is a star of the West, star of the North, star of the South—practically it is a new star entirely.

"To get to the subject of the national association the toastmaster has probably known me from the time I started in the talking machine business, a very young man. I am still a young man. I remember the Hawthorne & Sheble Mfg. Co. when they were not only jobbers but horn manufacturers, and they have been through the time when jobbers were looked upon as an experiment. I started in business with another man. I have had considerable ups and downs; in fact I have been up and down all the time, and it is getting very monotonous, and yet it is a habit. There is one point I want to bring out and that is that a national association at this time is not premature, it is ripe. Do you know why the first talking machine jobbers' association that was formed in 1902 did not succeed? For the very reason that this association would not have succeeded if we hadn't gone about it very cautiously, if we hadn't had all the precedents. We tried to do too much. We went from absolutely nothing into what we thought was absolutely something great and we went right back to absolutely nothing. Now it took us several years to recover. I think we have recovered. Then we found that in union there was strength, but nobody had courage enough to start the union, but it came to a point in New York City, where we poor jobbers were held up, we couldn't get any goods and the outside fellows were getting them, and the result was we called a meeting and took the bull by the horns and formed an association in the East. Other associations were formed in different parts of the country. There has been some difference of opinion as to how we shall now proceed but I don't think there is any difference of opinion but that we wanted a national association and we have it. Now we have it after careful thought, we have it properly laid out, we have the benefit of the past mistakes, we have the benefit of the past successes. Now, are we going to make use of them? I say yes. I think everybody will say yes."

Mr. Blackman dwelt at some length upon the great benefits to be derived from association and pledged his best efforts in every way to further the good of the newly formed organization.

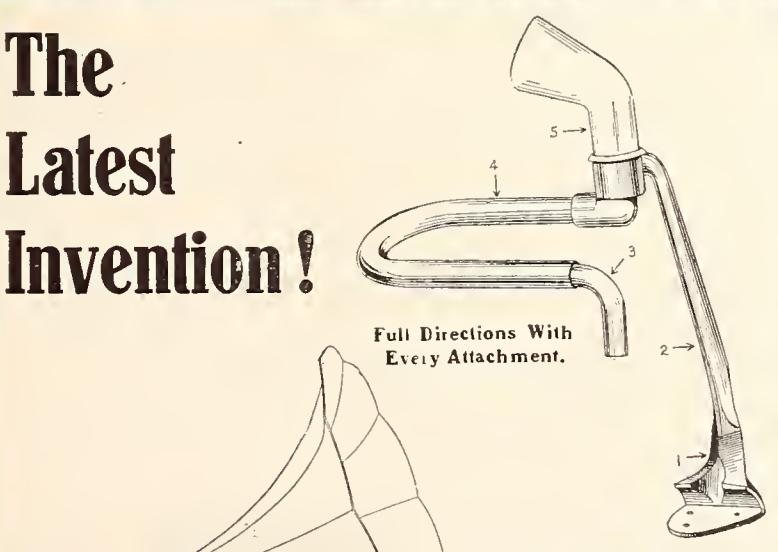
H. M. HOLLEMAN ON "MAIL ORDERS."

Mr. Holleman, speaking of the mail-order business, stated that it is a serious problem, both interesting and fascinating, because it obliterates all territorial bounds, which is not the case in any other line of business, even extending to foreign countries. The first requisite of the mail-order business is the proper article; the next is the proper way of handling it. In the first place, after you have secured your article it has been demonstrated that it is best to get thoroughly prepared for your proposition, issue your literature, formulate your follow-up letter, at least three of them, and complete all arrangements before you ever put your first advertisement in the paper, because after your orders begin to come in you are not prepared then to write your second or third appeal to that party, you have changed the complexion of the proposition entirely if you attempt to do. The last thing to do is to formulate an advertisement and get the best advertisement you can and then, when the ads. bring in the results, then follow them up with this system; follow your system and keep hammering at it and success will crown your efforts every time.

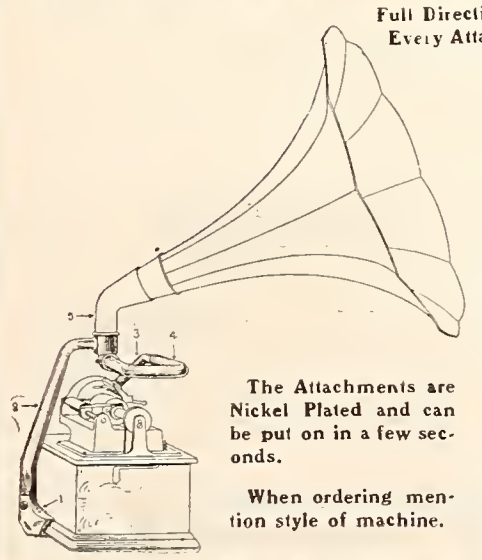
MR. LYLE'S INTERESTING TALK.

George W. Lyle being called upon by the Toastmaster, said: "Mr. Toastmaster and friends—I notice that my name is not on the menu, no toast has been assigned to me. You have already heard the valedictory and I am certain you don't care to hear to-night much from me, and I am certain I have sense enough to appreciate that. There are one or two matters I would like to refer to. The first is that as a representative of one of the manufacturers we have been watching the growth of the jobbers' association. We have not been surprised at seeing the formation of a national association. That is certainly right and proper, and in the order of the day that these combinations should be formed. I

The Latest Invention!



Full Directions With Every Attachment.



The Attachments are Nickel Plated and can be put on in a few seconds.

When ordering mention style of machine.

THE KEEN Attachment

CAN BE USED ON ALL CYLINDER MACHINES

It improves the sound, softens the reproductions. The attachment enables the user to turn horn in any direction. Saves much annoyance and produces better results than the old way. Every talking machine man will see the advantage of this new invention. Don't delay investigation, you can increase your sales with it.

Invented by a pioneer talking machine man, whose practical experience has taught him the value of this attachment. RETAIL PRICE, $7.50. Liberal discount to the legitimate trade.

Keen Phonograph Co., Manufacturers

2443 Kensington Avenue - - - Philadelphia, Pa.

know, however, that you must realize with us that the forming of your association is but a very small part of the work before you. It would be very easy to fritter away the time of the association on very small matters. It will also be very easy for this association to take up large matters and secure about what they want from the manufacturers providiug their wants are reasonable. As I sat here this evening I jotted down two or three matters that seemed to me would be naturally interesting to this association and to the manufacturers. One is, a suitable margin of profit in handling talking machiues. That is certainly interesting to the jobber and is interesting to the manufacturer, because if a jobber has no profit in handling the line it is not to be pre umed that he will handle the line for a very long time, putting his money into it. Another question that seems to me to be interesting would be the question of the amount of competition a jobber should have in his own given territory. That is, what service should the jobber have, what rights should he have in certain territory for the handling of the goods which he purchases and sells. Another is, some arrangement by right for the return of surplus stock which accumulates on a jobber's hands because of a monthly list of records—how could that matter be disposed of?

"As representing one of the manufacturers I want to say—consider these matters, consider them fairly, come to us with your suggestions and see how near we can come to meeting your wishes. That is, I think, a fair statement of the feeling, speaking for one company.

"In a lighter vein I want to say that I was interested in Mr Bowers' statement in reference to the introduction of talking machines at Lyon & Healy's. I want to make one or two corrections, however. I want to state that Mr. Bowers did not go quite back to the start, as the question of consigning goods is a question that interested jobbers a good deal, and I suppose interested manufacturers. I want to say that at the time Lyon & Healy put in their goods I was fortunate enough to be the manager of the Columbia Phonograph Co.'s Chicago store, and I want Mr. Bowers to hear that there would never have been a talking machine in the house of Lyon & Healy if the goods had not been consigned—at least, I won't say never would have been a talking machine; there never would have been a talking machine at that time—the house of Lyon & Healy refusing to put them in until the goods had been consigned on six months' trial, Mr. Gregory stating to me that the talking machines belonged to saloons and other places of that description and not to musical houses. That was but nine years ago, and you know the growth of the business since then. And on the subject of the growth of the business I thought it might be interesting to hear one comparison which we made inadvertently in our office the other day. We had closed the business for the month of August. In looking over the figures we found that the increased business of August, 1907, over August, 1906—which was the largest August we had had up to that time—was greater than the total first six years of the American Graphophone Co.'s entire manufacture aud selling of goods. That is, the growth in one month was more than the six years' total business. Now I believe that the business is still in its infancy. We want to co-operate with this associatiou in any reasonable requirements or suggestions, and I bring you the good will of the American Graphophone Co. for this new organization." (Applause.)

Hearty Thanks to Hosts.

Mr. Bowers: "I want to say to the members of this association, for fear it may be overlooked, and while the thought occurs to me, I would like to put it to you. I will ask the association to go on record in a matter of its appreciation of the hospitality shown us by our host of the evening, aud to thank them in the name of the association for their splendid hospitality and for their kindliness and consideration in winding up the first session of our organization with such a highly enjoyable, highly interesting and highly creditable affair as this dinner. I am reminded of the beautiful lines of Miles O'Reilly—I am very fond of the Irish poets. Perhaps you have discovered that. O'Reilly says:

"'There are bonds of all sorts in this world of ours,
Ties of friendship and fetters of flowers,
And true lovers' knots, I ween.
The boy and the girl are bound by a kiss,
But we've a strouger bond, old friend, than this—
We've drunk from the same canteen.'

"And, gentlemen of the association, from the same canteen which has passed around the festal board in the form of this beautiful crystal I beg to pledge on behalf of our national association the health, the wealth, and the future prosperity of the Hawthorne-Sheble Co., and I will ask the association to drink the toast standing."

(The toast was druuk stauding.)

The Toastmaster: "In response to Mr. Bowers all that I can say in reply is, you know where our heart lies.

"Gentlemen, in closing I would refer you to the back of the menu card where you will find a verse of that familiar song, 'Auld Lang Syne,' and we will close by singing this verse standing, gentlemen."

Whereupon the guests rose and sang, afterwards dispersing.

Gentlemen Present.

The Central States jobbers present were: Mr. Dohse, Niehause & Dohse, Dayton, O.; President E. P. Ashton, American Phonograph Co., Detroit, Mich.; Mr. Strausberger, Grinnell Bros., Detroit, Mich.; Mr. Hayes, Jr., Hayes Music Co., Toledo, O.; Mr. Ball, Ball, Fintze Co., Newark, O.; Secretary Perry B. Whitsit and Mr. Drake, Perry B. Whitsit Co., Columbus, O.; Mr. Towell, Eclipse Musical Co., Cleveland, O.; E. J. Heffelman, Klein & Heffelman Co., Canton, O.; W. H. Buescher, W. H. Buescher & Co., Cleveland, O.; L. McGreal, McGreal Bros., Milwaukee, Wis.; Mr. Hickok, Whitney Currier Co., Toledo, O.; J. F. Bowers and C. E. Goodwin, Lyon & Healy, Chicago, Ill.; E. H. Uhl, Rudolph Wurlitzer Co., Chicago, Ill.; B. J. Pierce, J. W. Jenkins' Sons Music Co., Kansas City, Mo.

Eastern jobbers present were: W. D. Andrews, Syracuse, N. Y.; C. N. Andrews, Buffalo, N. Y.; J. N. Blackman, Blackman Talking Machine Co.; A. H. Jacot, Jacot Music Co.; C. V. Henkel, Douglas Phonograph Co.; Victor H. Rapke; James Landay, Landay Bros.; A. P. Petit, Talking Machine Supply Co.; C. B. Warner, Kirtland Bros.; Mr. Wilbur, Regina Co., all of New York; Clinton G. Price, H. S. Price, Price Phonograph Co., Newark, N. J.; C. L. Neal, Neal, Clark & Neal Co., Buffalo, N. Y.; Pat. Powers and W. E. Henry, Powers & Henry Co., Pittsburg, Pa.; Louis Buehn, E. Buehn, Louis Buehn & Bro., Philadelphia, Pa.; Theo. F. Bentel, Theodore F. Bentel Co., Pittsburg, Pa.; W. H. Ross, Portland, Me.; Mr. Crew, Elmira Arms Co., Elmira, N. Y.

Others in attendance were: E. A. Hawthorne, Horace Sheble and Theo. F. Bentel, of the Hawthorne & Sheble Mfg. Co., Philadelphia, Pa.; H. W. and W. Topham, and R. I. Bagley, of James S. Topham, Washington, D. C.; Chas. F. Rubens and C. F. Jones, of the Ikonograph Co., New York; R. T. Brady, Chicago Stand Co., Chicago, Ill.; Clement Beecroft, Tea Tray Co., Newark, N. J.; E. L. Bill, Geo. W. Lyle, Columbia Phonograph Co., New York; B. Feinberg, Western Talking Machine Supply Co., Chicago, Ill.

CONVENTION AFTERMATH.

The banquet tendered to the jobbers of the National Talking Machine Association at the Hotel Iroquois on Tuesday night, by the Hawthorne & Sheble Co., of Philadelphia, was a most pronounced success. When the hall on the second floor, where the dinner was served, was thrown open at a little before seven, the guests were greeted with one of the most beautiful sights imaginable, the two rows of snow-white cloth, shaped something like a U, being sumptuously laid, and heaps of jack roses and white asters set off with maiden hair ferns, added a brightening appearance to the room. Music was furnished by an orchestra which kept things going. Each diner found at his place a paper weight in the form of a bronze star (symbolic of the Star record), on which in raised letters were: "Buffalo, Sept. 10, 1907." The Hawthorne & Sheble Co. are to be heartily congratulated on the fine way things were managed. Nothing was overlooked to make the evening one of rare enjoyment.

* * * *

Many of the visiting jobbers added a social feature to the convention and brought their better halves along. The ladies, during business hours, visited various points of interest in the vicinity.

JOBBERS GET BUSY AND ORDER NOW SO AS TO AVOID THE RUSH

ALL ORDERS GIVEN PROMPT ATTENTION

If you are looking for a line of artistically decorated

Morning Glory Horns

made from the best metal, paint guaranteed not to fade, and best workmanship, don't fail to drop us a line.

Dealers order through jobber

NEWARK TINWARE AND METAL WORKS, 28-32 DIVISION PLACE NEWARK, N. J.

However, on the night of the jobbers' banquet nothing had been planned (that is, so they thought), but then they forgot that the H. & S. people were handling affairs, and when the hour drew nigh it was found that they were far from being left out, but were to have a special banquet served to them in Parlor A, adjoining the association dining room. Those present were: Mmes. Towell, Ball, Ashton, Blackman, Drake, Buehn, Dohse, McGreal, Andrews, Henry, Henkel and Miss Henkel. A photograph of the diners appears herewith.

* * * *

Geo. W. Lyle, general manager of the Columbia Phonograph Co., was one of the distinguished visitors, and received a royal welcome, not more on account of the house which he represented than for his own genial self. A few remarks made by him at the banquet, and which appear in this number, will be read with interest by all who were not present.

THE BANQUET TO THE LADIES OF THE PARTY.

* * * *

C. V. Henkel, president of the Douglas Phonograph Co., of New York, was appointed chairman of the press committee. The other members are: W. E. Henry, of Powers & Henry, Pittsburg, Pa., and Laurance McGreal, of McGreal Bros., Milwaukee, Wis. The committee on resolutions will be appointed by the chair.

* * * *

Theo. F. Bentel, on account of his having given up his jobbing interests to take the position of treasurer of the Hawthorne & Sheble Co., passed in his resignation to the association on Monday.

* * * *

H. M. Holleman, of the Texas Phonograph Co., was the sole representative of the Lone Star State, but his sunny nature and witty remarks made him a worthy representative.

* * * *

The Ikonograph Commercial Co., of this city, was represented by Robert F. Rubens, the president, and Chas. Francis Jones, an old talking machine man. Both were given a hearty welcome, and their machine got a great send off.

* * * *

James S. Topham, the well-known talking machine carrying case manufacturer, of Washington, D. C., had a portion of his line on display at the Hotel Iroquois. He gave out a very handsome souvenir in the form of a real seal leather pocketbook, which was highly appreciated. H. W. and W. Topham, the sons, were present, assisted by R. I. Bagley.

* * * *

The Chicago Stand Co. was represented by R. T. Brady, who before leaving voted the jobbers one and all "jolly good fellows."

* * * *

B. Feinberg, of the Western Talking Machine & Supply Co., of Chicago, was present, and did much to keep the ball of gaiety rolling.

* * * *

The Tea Tray Co., of Newark, N. J., was represented by that prince of salesmen, Clement Beecroft.

B. J. Pierce, of the J. W. Jenkins Music Co., Kansas City, distinguished himself early during the banquet by striking up that well-known hit, "Harrigan," accompanied by the orchestra. Mr. Pierce has a splendid baritone voice and delivery that reminded many of us of the happy college days gone by. He was ably assisted by J. N. Blackman and Louis Buehn. The trio had to respond to demands, and sang many other popular songs, all present joining in the choruses with a will.

* * * *

Just as the banquet was closing "the man from Texas," H. M. Holleman, arose and asked permission to read the following graceful toast written by the ladies:

"Here's a toast to all who are here
No matter where you are from.
May you live as long as you like,
And have all you like as long as you live.
May each of your records be a 'Star.'"

After the applause died down, Mr. Hawthorne, raising his glass, replied: "Here's to the ladies—God bless them all." The toast having been drunk the jobbers repaired to the lobby below, and breaking up into groups discussed the happening of the greatest day in the history of the trade. The day that witnessed the joining of all hands in a national organization for the one purpose—the advancement of the talking machine industry.

* * * *

The preamble and resolution adopted by the Eastern Talking Machine Jobbers' Association, at their meeting in New York, July 22 and 23, handsomely engrossed and indorsed in an elegant gold frame, was presented to A. H. Jacot, of the Jacot Music Box Co., whose ability as the secretary was eulogized in fitting form. C. V. Henkel, of the committee having the matter in charge, and under whose supervision the engrossment, etc., was executed, in the absence of both Messrs. Stanley and Furber, made a few appropriate remarks in handing the testimonials to Mr. Jacot, who briefly expressed his thanks for the association's kind appreciation of the services he had willingly and gladly given.

BLOOMINGDALE'S WINDOW DISPLAY.

Bloomingdale Bros., of Third avenue and 59th street, having decided to add to their talking machine department, arranged with the Columbia Phonograph Co. for an attractive exhibit to exploit their fall campaign. This work will be done by Harold Godwin, who is a genius in this particular line of work and, judging from the following prospectus, the exhibit will be one of the most artistic yet attempted. The firm of Bloomingdale Bros. will set apart one of their main windows facing Third avenue for the display, and same is to be completed for Saturday, September 21.

The arrangement of the window will be as follows: Across the entire width there will be strung a scale of notes measuring 3½ feet high, with the price of each graphophone emblazoned in the center of the note over which it is suspended. In other words, the scale of prices runs up as designated by each separate note. A large panel which is set upon an easel reads: "Our scale of prices range from low notes to high notes—$ notes we mean—money value in every case." Another panel emphasizes the advertiser's slogan, "Prices Talk." In addition to the number of graphophones referred to, cylinder and disc cabinets will be grouped and thus form a pleasing background. Potted palms and artificial flowers will be added to give a touch of color to the advertising picture.

Mr. Godwin never fails to arrange an exhibit that is bound to arrest the attention of passersby, and the above exhibit will prove no exception to the rule.

LOUIS F. GEISSLER'S RETURN.

Louis F. Geissler, general manager of the Victor Talking Machine Co., arrives from Europe on Monday.

Mr. Dealer!

Now is the proper time to order for your fall and winter trade.

RAPKE'S SPECIALTIES

are indispensable in any Talking Machine store.

THE RAPKE COLLAPSIBLE HORN AND CRANE

sells at sight.

THE RAPKE TRAY AND LABEL SYSTEM

for Disc and Cylinder Records is Standard. Order from your Jobber.

VICTOR H. RAPKE CO., Mfrs.

661 Second Avenue NEW YORK CITY

TRADE NOTES FROM CINCINNATI.

(Special to The Talking Machine World.)

Cincinnati, O., Sept. 8, 1907.

While nothing phenomenal has transpired in the local field during the month of August, the month was a good one. Business has been steady and prosperous and greatly in excess of August, 1906.

Mr. Dittrich, of Wurlitzer's, has had a very busy month. Advance orders from jobbers have been pouring in with the Edison Improved as a headliner. The wholesale department, with its recently added facilities, has been extremely busy and shows that their immense floor space, with up-to-date system in every detail, is their assurance of being able to fully cope with the exceptionally heavy fall business which is already felt.

The Milner Music Co. is an example of what can be done in the face of most adverse conditions. Several weeks ago they opened their store on West Sixth street, without waiting for their fixtures, which were nearly completed but would cause some delay and inactivity were they to wait for them. An elegant business from the start was the result; but they were necessarily handicapped in their service. The fixtures were at least ready and their installation begun, when, on the night of August 22, a great fire visited the part of the city which included the concern furnishing their fixtures, and the Milner Music Co. were just where they started so far as their elaborate fixtures were concerned, but they are still in the field and doing a remarkably fine business, literally "in spite of Fate." It would seem that for such intrepid spirits there can be "no such word as fail."

Lawrence McGreal, East Fifth street, reports a lively August in the Edison products, and September looks good to him.

B. Feinberg, of the Western Talking Machine & Supply Co., and John P. Oldham, with Philip Werlein, Ltd., of New Orleans, were doing missionary work among the jobbers of Cincinnati last week.

NATIONAL PHONO. CO. CHANGES.

C. H. Wilson, formerly general manager of sales, has assumed the position of assistant general manager of the National Phonograph Co., with offices located at Orange, N. J., and F. K. Dolbeer will assume the position of general manager of sales, with offices at the new office building, 10 Fifth avenue, New York. For the present Mr. Dolbeer will also continue as manager of the credit department.

BINDER'S BIRTHDAY CELEBRATED.

J. W. Binder, manager of the Columbia Phonograph Co.'s general commercial department, was forty-one years of age recently, and to be exact the event occurred on August 21; and he was the recipient of congratulations from all quarters, and on his return from lunch on the day in question, he was called into the General Manager's office for a conference, and while there he was called to the long distance telephone in his own office on a specially urgent call.

He rushed down the corridor and bounced into his office, to find the blinds down and on the table in the middle of the room a huge birthday cake containing 41 candles all burning brilliantly.

Mr. Binder is pretty even in his disposition, and it takes a great deal to flush him, but the cake and the crowd of his associates which filled the office "got him." In response to demands for a speech, he could only smile and say "thank you very much."

The affair was a very pleasant one, and illustrates the splendid esprit du corps which is so characteristic of the Columbia Phonograph Co., and which is responsible largely for the magnificent strides which that concern is making in all its branches.

Mr. Binder, by the way, delivered a lecture before the Society of Incorporated Accountants of New York, on Wednesday last, on the "Commercial Graphophone in Business," which proved a revelation and an education to the members.

T. A. EDISON NOT IN ILL HEALTH.

The report that the health of Thomas A. Edison, the world-famous character, who has been in Ohio for several weeks visiting family relatives, is in jeopardy, is a canard pure and simple. Though sixty years of age, physically the eminent discoverer and inventor of the phonograph is as sound as a dollar, with many years before him of enjoyment and usefulness. To be sure, he is not giving so much of his time at the works in Orange, N. J., taking life less strenuously than in former years; but he is nevertheless keenly interested in the vast interests with which his name is inseparably connected, an imperishable monument to his genius and indefatigable industry. It is a pleasure to record these facts, and still more pleasing to know they are absolutely true in every particular.

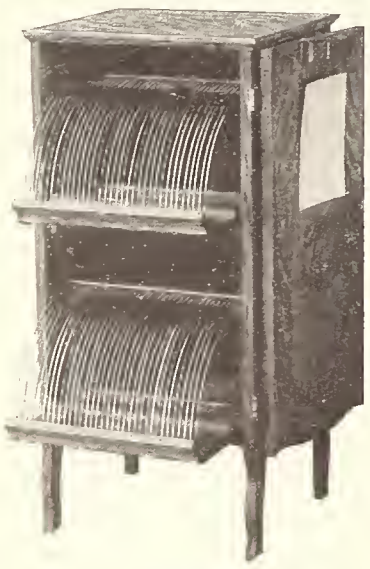
While speaking of Mr. Edison, it is gratifying to have the courts once more reiterate the opinion that a man's name and picture, when used as a trade-mark, is his own exclusive property.

The Devineau Mfg. Co., 36 East Twenty-third street, New York, are pushing very actively and successfully their new Ideal horn, some interesting facts regarding which appear in a supplement in another part of this publication. The great quantity of orders received daily have surpassed the most sanguine expectations of the manufacturers, thus confirming the individual merits and practical use of this ingenious invention.

A dispatch has just been received from the London office of the Columbia Phonograph Co. stating that Mr. Winston Churchill, Member of Parliament, and Under Secretary of the Colonies, has ordered a commercial graphophone outfit.

The concealed horn cabinet of the Herzog Art Furniture Co., Saginaw, Mich., known as the "De Luxe," has, for commercial reasons, been re-christened the "Teddy" cabinet, by which name it will be hereafter known.

Are You From Missouri on the Record Cabinet Question



No. 72, Open

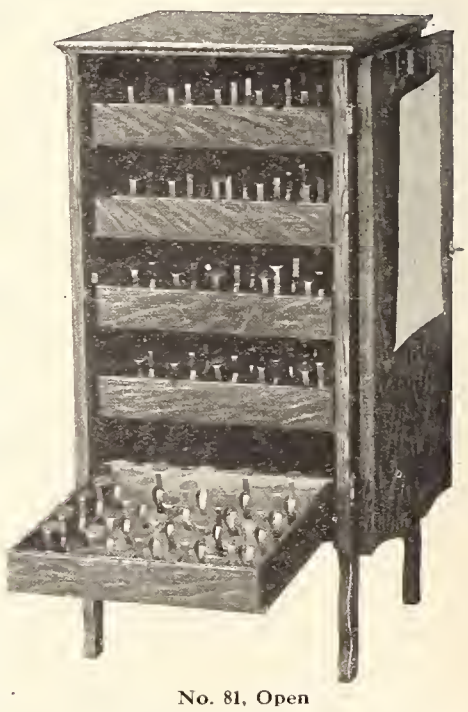
?

If so, we are ready to show you.

Our Fall Line is an Eye Opener.

It contains more practical and salable cabinets, than any line you ever had.

Our method of taking care of the Records is beyond argument.



No. 81, Open

We have not tried to see how cheap a line we could make (anyone can make cheap cabinets), but how good, and yet not make them too expensive for the average buyer; as a result we have nineteen styles of Disc and Cylinder Cabinets that have the largest number of talking points you have ever seen. Get some samples and look them over. ¶ We prefer to have you order through your jobber, but if he isn't ready, send us your orders and we will fill direct from factory *same day received.*

BE SURE THAT YOU GET OUR NEW CATALOGUE, JUST OFF THE PRESS

THE CADY CABINET COMPANY, No. Lansing, Mich.

PERMANENT EXHIBITS:

NEW YORK CITY, Furniture Exchange Building, F. S. CHESEBRO, in Charge

CHICAGO, ILL., Manufacturers' Building, 1319 Michigan Ave., M. A. MILLARD, in Charge

CENSUS FIGURES RELATING TO TALKING MACHINES AND SUPPLIES.

Government Report for 1905 Contains a Number of Facts Which Although Not Entirely Accurate Are Worth Recording Because of Their Source.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 7, 1907.

For the first time in the history of the talking machine industry the Bureau of the Census has embodied in its bulletin on musical instruments and materials just issued (census, 1905), figures relating to talking machines and supplies. In the census of 1900 refereuce was made to the industry in connection with the special report "on electrical apparatus and supplies," inasmuch, mark you, "as this apparatus was invented and largely perfected by electricians, or those particularly interested in electricity." As a matter of fact the only portion of the instrument that is electrical in operation is the motor which is sometimes arranged for attachment to the incandescent light wire for the purpose of running commercial machines. For the reason, therefore, that this class of instruments may not properly be considered as electrical apparatus and as it is now considerably used in reproducing music and its introduction to the public is largely through the medium of music dealers, the statistics are presented with the report on the manufacture of musical instruments and materials. The figures given are not included with the combined statistics on musical instrument manufacture, but are presented in separate form and include not only the manufacture of the finished instrument but also "phonograph and graphophone supplies and disc and cylinder records," when the same were manufactured by establishments classified under this head.

A feature of this report which strikes one as odd is that the entire output of talking machines is classified either as "phonographs" or "graphophones," hence the question arises where do the talking machines, made, say, by the Victor Talking Machine Co., come in?

It is a matter of trade history that Government reports, particularly relating to special trades, are not entirely accurate, and it goes without saying that this latest report of the Census Bureau does not escape criticism. Manufacturers are not always inclined to give the facts relating to their business. The figures, such as they are, may prove interesting to our readers, particularly as they are issued with the authority of the Government of the United States, hence they appear herewith.

The following Table 21 is a comparative summary of statistics for the United States, showing the per cent. of iucrease during the five-year period, 1900 and 1905.

	1905	1900	Per cent of increase.
Number of establishments	14	11	27.3
Capital	$8,740,618	$3,348,282	161.0
Salaried officials, clerks, etc., number	537	144	272.9
Salaries	$666,489	$179,145	272.0
Wage-earners, average number	3,397	1,267	168.1
Total wages	$1,683,903	$608,490	176.7
Men 16 years and over	3,025	1,114	171.5
Wages	$1,564,625	$565,076	176.9
Women 16 years and over	364	146	149.3
Wages	$117,859	$42,914	174.6
Children under 16 years	8	7	14.3
Wages	$1,419	$500	183.8
Miscellaneous expenses	$1,653,762	$215,401	667.8
Cost of materials used	$4,161,136	$827,529	402.8
Value of products	$10,237,075	$2,246,274	355.7

The editor of this census report then proceeds: "There was an increase of but three establishments in the five years intervening between the two censuses, and, as these three establishments reported a very small product, the large increase in production has occurred without any corresponding increase in the number of establishments reporting. This concentration of manufacture in a few large companies is due to the possession of patents which enables them to retain the rights to sole production.

"Table 21 shows that in 1900 the capital invested was 49.1 per cent. larger than the value of products reported, while in 1905 the value of products was considerably larger, being 17.1 per cent. more than the capital. This results naturally from the fact that at the last census the industry was in its infancy, and costly experiments were constantly being made which required the expenditure of large sums of money with, in some instances, comparatively little return. Experiments are still being made and expensive laboratories are maintained in the principal factories, where new materials are tested and other improvements are designed and worked out by experts; but in the main the production of phonographs and graphophones is past the experimental stage and their commercial position is assured. Thus at the census of 1905 the productive power of the capital invested was utilized much more completely than in 1900, and the alteration in the relation of capital to products at the two periods resulted.

"The item of miscellaneous expense is apparently a very important factor in the cost of production of phonographs and graphophones. At the census of 1905 the amount expended for this item nearly equaled the expenditure for labor. This is due to the cost of extensive advertising and the large amounts expended to secure records of famous bands and professional soloists, items which are included in the total of miscellaneous expense.

"The principal centers of the industry are Camden and Orange, N. J.; Bridgeport, Conn.; Toledo, Ohio, and New York City.

"Table 22 is a summary of products of establishments mauufacturing phonographs, graphophones, disc or cylinder records and phonograph and graphophone supplies, as reported at the censuses of 1900 and 1905, showing the per cent. each item is of the total for each census and also the per cent. of increase during the five-year period.

"The total value of phonographs and graphophones manufactured in 1905 was but 29 per cent. of the total product reported for the indus-

SUPERIOR SERVICE

and anticipating the needs of the dealer at all times, coupled with the desire to assist in every way possible, has brought to our establishment a long list of loyal clients, and in order to meet the increasing demands of our customers we have leased the four-story building located at 126 *University Place*, which adjoins our present establishment, 32 East 14th street, in the rear. Our new building will be devoted entirely to wholesale interests, where we will carry an immense stock of

Edison Phonographs **Victor Talking Machines**
Edison Records **Victor Records**

Herzog Art Furniture Co.'s Complete Line of Cabinets, as well as innumerable quick-sellers and profit-making novelties of which we name a few of the prominent ones.

Pennants, College Flags, Yacht Pennants
(Manufactured on the Premises)

Transparent Window Display Signs { *Edison* / *Victor* / *Columbia*
(In Colors)

Ingersoll Watches ***Gillette Razors and Blades***
Pocket and Flash Light Electrical Novelties ***Roller and Ice Skates***

Another feature that will appeal to you—all Victor Red Seal records are placed in envelopes as they are received, insuring perfect condition.

We have prepared a special list of the very best Edison records, which include domestic, vocal and instrumental, as well as a few foreign instrumental records. A word in behalf of the Edison foreign instrumental records: They are seldom asked for. You, Mr. Dealer, seldom give them a thought. Try them once, and with our assistance and a slight effort on your part to place them before critical patrons will meet with excellent results, and it will be surprising the amount of enthusiasm created by these records, which will prove as agreeable as it will profitable.

By all means join our list of satisfied customers.

S. B. DAVEGA, **32 East 14th Street, 126 University Place**
TELEPHONE { 984 / 985 } STUYVESANT NEW YORK CITY

Perfeccionadas

PETMECKY

Agujas
Multi-tone

para las Máquinas Parlantes.

Para uso en la Victor, Columbia Zonófono y todas las demás clases de máquinas parlantes. Con cada aguja se pueden tocar diez discos. Tonos altos, suaves é intermediarios.

Los Tres Tonos con una sola Aguja

Grandes utilidades para los vendedores, comisionistas y distribuidores. A solicitud enviaremos á las casas vendedoras del ramo (únicamente) 100 Agujas Multi-tone Petmecky gratis, con certificaciones, etc., y cotizaremos precios por 5 mil á 1 millón de agujas.

PETMECKY

Concesionario de la Patente y Unico Fabricante.

New York Life Bldg., Nueva York, E. U. A.

NEEDLES

IMPROVED

PETMECKY

MULTI-TONE
TALKING MACHINE NEEDLES

For use on Victor, Columbia, Zonophone and all other makes of disc talking machines.

Each needle plays ten records—Loud, Soft, Intermediate tones.

The 3 Tones in 1 Needle

Large profits for distributors, commission merchants and dealers.

Upon request we will send any dealer FREE samples of the Improved Petmecky Multi-tone Needles, testimonials, etc., and quote prices on 5,000 to 1,000,000 needles.

PETMECKY

Patentee and Sole Manufacturer

New York Life Bldg., NEW YORK, U. S. A.

try at that census, while the value of disc and cylinder records manufactured represented 45.7 per cent. of the same total. In 1900 the proportions were reversed, the value of finished instruments manufactured amounting to 55.2 per cent. of the total, and the value reported for disc and cylinder records to but 24 per cent. of the total. This change in the relative importance of the two branches of the industry was not due to any falliug off in the production of phonegraphs and graphophones, which increased largely during the five years, but to the far greater increase in the production of disc and cylinder records.

TABLE 22.—*Phonographs and graphophones—products, by kind and value, with per cent of total and per cent of increase: 1905 and 1900.*

KIND.	1905		1900		Per cent of increase.
	Value.	Per cent of total.	Value.	Per cent of total.	
Total	$10,237,075	100.0	$2,246,274	100.0	355.7
Phonographs and graphophones	2,966,343	29.0	1,240,503	55.2	139 1
Disk and cylinder records	4,678,547	45.7	539,370	24.0	767 4
All other products	2,592,185	25.3	466,401	20.8	455.8

As the machines themselves become more widely distributed, the manufacture of disc and cylinder records is sure to continue to increase at the same extraordinary rate. Every phonograph and graphophone sold creates a demand for records that results in sales which ordinarily far exceed in value the initial cost of the machine itself.

"The value reported for this industry includes in some instances a product which cannot be classed under either the finished instrument or disc and cylinder records. For instance, a large establishment in Philadelphia reports the exclusive manufacture of talking machine supplies, the value of which is included in Table 22 under the head of 'all other products,' and items of this nature are probably duplicated to a certain extent in the values reported for phonographs and graphophones by establishments manufacturing the finished product. In these latter establishments, under the heading materials used, there is reported a large expenditure for materials such as horns, cylinder cases, etc., which are reported as finished products of plants producing such supplies, aud thus their values are included twice in the aggregate for the industry. It is impossible to measure the extent of this duplication, but its presence should be noted when the value reported for the industry is under consideration.

"In addition to phonograph and graphophone supplies there is also included in 'all other products' a number of miscellaneous articles not related to the industry—for instance, billiard balls and game markers, composition novelties, electrical specialties, numbering machines, etc.—reported by establishments whose principal product is phonographs, graphophones, records and supplies. This value, however, is of little consequence in comparison with the grand total.

"The history of the phonograph and graphophone can be found in the special report on electrical apparatus and supplies, and therefore minute details will not be given in this report. Briefly stated, the principal features of the instrument are the motor, the recording and reproducing mechanism and the record, which is flat or cylindrical according to the type of machine.

"Electricity is sometimes used as motive power, especially for office dictation instruments, but the large majority of phonographs and graphophones manufactured are operated by clockwork with a tandem spring wind. The motor is arranged to turn the mandrel holding the record, and there is a delicately adjusted 'governor' arranged to regulate the speed, thus retarding or accelerating the action as required.

"In making a record the sound waves received in the horn of the instrument and transmitted through the sound passage agitate the sensitive mica or glass diaphragm, which is about one one-hundred and fiftieth of an inch in thickness from an inch and one-fourth to two inches in diameter. A small cutting chisel or point is attached to the diaphragm for the purpose of recording these vibrations on a blank wax record. This original or master record is then electrotyped for permanent use and duplicate records are made from an exact gold-plated copper mold negative.

"The reproduction of sound from records is practically a reversal of the process of making. The reproducer point for use on cylinder records is a sapphire ball, and the sound markings are in the form of engravings about one one-thousandth of an inch in depth; whereas in a disc machine a metal reproduction needle is used and the markings are delicate zigzag lines about 100 to the inch. The stylus, resting on a revolving cylinder record, is moved rapidly up and down, agitating a horizontal diaphragm, while the needle of a disc machine is moved from left to right and vice versa, agitating a diaphragm attached to the needle obliquely with the record. This vibration produces the sound passage—sound waves which are practically identical with those originally communicated to the master record. The size and construction of the horn are important to successful results, inasmuch as it prevents the sound waves from becoming scattered. In commercial use, in teaching languages, and in all instances where there is but one listener, tubes are used in place of the horn.

"Table 23 is a detailed summary for this industry at the census of 1905."

TABLE 23.—PHONOGRAPHS AND GRAPHOPHONES—DETAILED SUMMARY, BY STATES: 1905.

	United States.	New Jersey.	All other states.[1]
Number of establishments	14	4	10
Capital, total	$8,740,618	$3,574,316	$5,166,302
Land	$260,000	$130,000	$130,000
Buildings	$363,779	$345,264	$218,515
Machinery, tools, and implements	$1,361,545	$755,784	$605,761
Cash and sundries	$6,755,294	$2,343,268	$4,212,026
Proprietors and firm members	6	.....	6
Salaried officials, clerks, etc.:			
Total number	537	283	254
Total salaries	$666,489	$318,924	$347,565
Officers of corporations—			
Number	32	13	19
Salaries	$218,329	$88,818	$129,511
General superintendents, managers, clerks, etc.—			
Total number	505	270	235
Total salaries	$448,160	$230,106	$218,054
Men—			
Number	427	231	196
Salaries	$411,216	$212,308	$198,908
Women—			
Number	78	39	39
Salaries	$36,944	$17,798	$19,146
Wage-earners, including pieceworkers, and total wages:			
Greatest number employed at any one time during the year	4,189	2,204	1,985
Least number employed at any one time during the year	2,547	1,601	946
Average number	3,397	1,967	1,430
Total wages	$1,683,903	$959,104	$724,799
Men 16 years and over—			
Average number	3,025	1,710	1,315
Wages	$1,564,625	$876,185	$688,440
Women 16 years and over—			
Average number	364	251	113
Wages	$117,859	$82,050	$35,809
Children under 16 years—			
Average number	8	6	2
Wages	$1,419	$869	$550
Average number of wage-earners, including pieceworkers, employed during each month:			
Men 16 years and over—			
January	3,180	1,754	1,426
February	3,354	1,737	1,617
March	3,238	1,618	1,640
April	3,151	1,658	1,493
May	2,782	1,526	1,256
June	2,617	1,622	995
July	2,617	1,654	963
August	2,746	1,721	1,025
September	2,997	1,782	1,215
October	3,208	1,829	1,379
November	3,229	1,824	1,405
December	3,161	1,795	1,366
Women 16 years and over—			
January	375	263	112
February	441	269	172
March	421	244	177
April	365	240	125
May	331	240	91
June	302	235	67
July	302	238	64
Average number of wage-earners, including pieceworkers, employed during each month—Continued.			
Women 16 years and over—Continued.			
August	308	244	64
September	343	255	88
October	413	258	155
November	412	262	150
December	355	264	91
Children under 16 years—			
January	9	7	2
February	10	8	2
March	9	7	2
April	9	7	2
May	8	6	2
June	7	5	2
July	8	6	2
August	7	5	2
September	7	5	2
October	7	5	2
November	8	6	2
December	7	5	2
Miscellaneous expenses, total	$1,653,762	$1,302,425	$351,337
Rent of works	$23,089	$8,892	$14,197
Taxes	$7,948	$3,578	$4,370
Rent of offices, interest, insurance, and all other sundry expenses not hitherto included	$1,618,485	$1,289,365	$329,120
Contract work	$4,240	$590	$3,650
Materials used, aggregate cost	$4,161,136	$2,370,202	$1,790,934
Principal materials, total cost	$2,795,443	$1,169,735	$1,625,708
Purchased in raw state	$2,965	$2,965	.....
Purchased in partially manufactured form	$2,792,478	$1,166,770	$1,625,708
Fuel	$29,520	$16,461	$13,059
Rent of power and heat	$22,341	$16,411	$5,930
Mill supplies	$61,433	$34,316	$27,117
All other materials	$1,142,379	$1,015,560	$96,819
Freight	$110,020	$87,719	$22,301
Value of products, including amount received for custom work and repairing	$10,237,075	$5,931,835	$4,305,240
Power:			
Number of establishments reporting	13	4	9
Total horsepower	2,812	1,782	1,030
Owned—			
Engines—			
Steam—			
Number	9	7	2
Horsepower	1,905	1,075	830
Gas and gasoline—			
Number	2	.....	2
Horsepower	9	.....	9
Electric motors—			
Number	14	8	6
Horsepower	299	200	99
Other power, horsepower	2	.....	2
Rented—			
Electric motors—			
Number	12	6	6
Horsepower	181	107	74
Other kind, horsepower	425	400	25
Furnished to other establishments, horsepower	10	10	.....

[1] Includes establishments distributed as follows: Connecticut, 4, Illinois, 1; New York, 2, Ohio, 1; Pennsylvania, 2.

BERLINER CO.'S PUBLICITY CAMPAIGN.

The Berliner Gram-o-phone Co., Toronto, Ont., have planned an extensive Victor advertising campaign the coming season in a way that will cause the results to revert to the dealers through Canada. On September 2 a 600 line ad. appeared in 37 daily papers throughout the Dominion, giving a list of the new Victors for the month. Each month in future the latest list will appear, and the dealer who is careful to keep his stock up to date will assuredly gain through the Berliner Co.'s progressive policy.

A New Adjunct in the Trade

BEST in quality
MOST in quantity
LEAST in price
and an
EASY SELLER

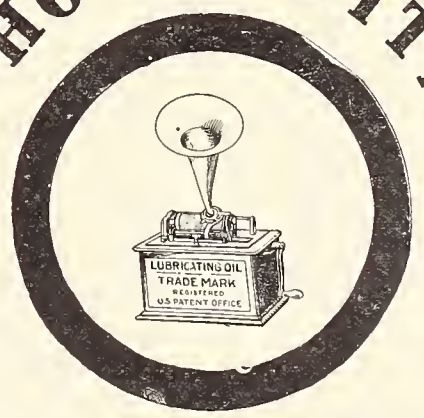
Why?

BECAUSE it is made Exclusively for TALKING MACHINES

Including such machines which are built with spring valves and wheels—

Music Boxes
Moving Picture Machines, &c.

PHONO - VITA



This wonderful oil, the result of careful study by an authority in matters of oil compositions, rightly bases his experience on the fact that lubricants must be of such consistency as to be congenial to the character of the machine. Now as to Talking Machines, which are built with valve springs and wheels, a particular kind of oil is required, one possessing sufficient viscosity to be lasting, but not too thin to endanger the graphite packing by penetration.

PHONO-VITA is made just right

It's for Talking Machines

PHONO-VITA is a Rust Preventative. Can also be used with profit to restore and retain the polish on the wood and enamel work. Put up in a full two-ounce bottle, encased in a carton, to be sold at 10 cents.

I desire to give notice to the public that I have obtained the right to use a design of a Talking Machine as a Trade Mark for lubricating oils and greases under the New Trade Mark Law of Feb. 20, 1905. Warning is given that anybody using such a design in any manner or form on bottles or advertising matter will be prosecuted by law.

I respectfully solicit correspondence from all parts of the country with a view of obtaining exclusive agencies. Address

L. MENDEL

314 North Fifth St., Philadelphia, Pa.

CANADIAN NATIONAL EXHIBITION.

The Display of Talking Machines Not as Large as Expected—Edisons and Columbias in Evidence as Well as Supplies.

(Special to The Talking Machine World.)

Toronto, Out., Sept. 10, 1907.

A noticeable feature in the Canadian National Exhibition held in this city was the prominence given the various exhibits of talking machines, the growth of this department being most remarkable. Regarded a few years ago as a curiosity and their use a fad, they have developed until at the present time they are commercial necessities and receive due consideration as such.

Owing to their inability to obtain sufficient space, the Berliner Gram-o-phone Co. could not make as an extensive exhibit as they had planued, but nevertheless succeeded in making an excellent showing with their line, including the Victor talking machiue and Auxetophone, the Berliner Co. having the Victor agency iu Canada.

A comprehensive line of Edison machines was shown by the R. S. Williams & Sons Co., of Toronto and Winnipeg, who are Canadian distributors for the National Phonograph Co., and have an exhibit at the fair each year.

The Columbia Phonograph Co.'s booth was ideally located in the Process Building, being at the juucture of several passages, a great crowd thus continually passiug the exhibit. A. H. Tero, general manager of the Columbia Co.'s interests in Canada, gave his personal attention to the exhibit, spending several hours each day at the fair.

One of the novelties of the fair was the "needleless" disc phonograph, shown by A. W. Bennett, Canadian representative for that line. Two models were shown, one retailing at $25 and the other at $50.

On the whole, the exhibit of talkiug machiues and accessories was very satisfactory and was of such a character and scope as to impress the visitor with the immeuse scope of the industry within the last demi-decade.

HANDSOME WINDOW DISPLAY.

Made by the G. S. Brown Music House of Santa Barbara on a Recent Patriotic Occasion.

In connection herewith we illustrate a very handsome window display arrauged for the Guernsey S. Brown Music House, Santa Barbara, Cal., on the occasiou of a recent national celebration. The fact that the Santa Barbara Elks had charge of the affair made the decorating difficult, as out of courtesy to that fraternity, purple was used in connection with the national tri-color. However, the problem was neatly solved in this instance by using the national colors on the sides and striping the boat in purple.

The waves were made of cloth, with crumpled paper uuderneath, and tacked to the boat all along the bottom. The boat was hinged in the center and ou frout end back of the cloth was arranged an eccentric, which moved the boat up and down as if on the water.

The cloth and papers being tacked to the bottom made the moving waves which gave away when one end was down and lifted on the end which went up.

The name on the boat caused quite a bit of comment.

The picture was taken at night, with total of sixty-four candle power light, and gave the camera an exposure of thirty minutes.

The readers of The World might get something from the idea which is exceedingly clever in all its details.

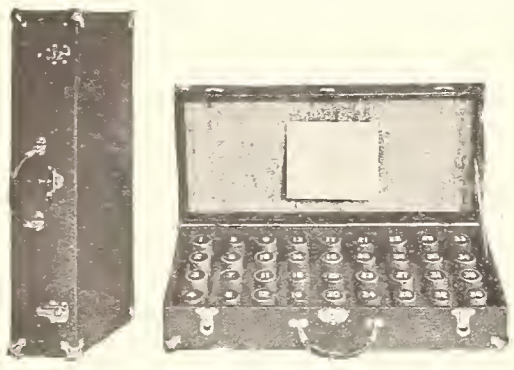
MERVIN E. LYLE TO BALTIMORE.

Mervin E. Lyle, who since September, 1906, has been J. W. Binder's assistant in the General Commercial Department of the Columbia Phonograph Co., will soon be transferred to the Baltimore office. He will be assistant there to Mr. Gustin, and it is expected that Mr. Lyle will be even more valuable in his new position than he has been in the past. Mr. Lyle has been with the Columbia Phonograph Co. for the past four years and has constantly advanced in the service of the company.

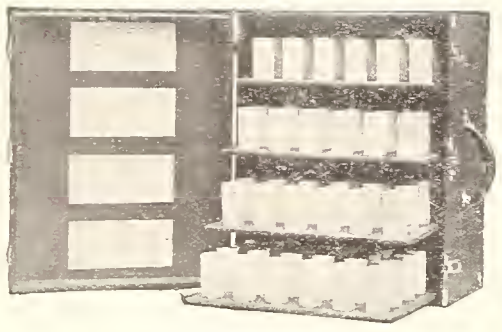
TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

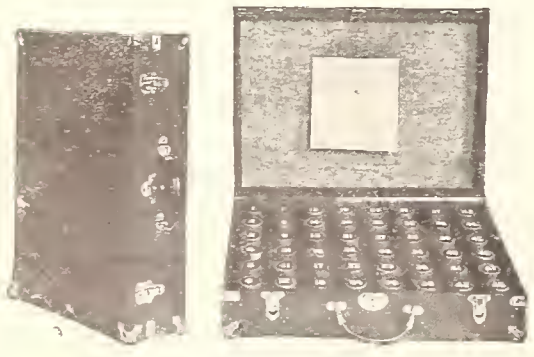
These are a few styles only. Write for complete catalogue and price list.



For 36 Records



For 96 Records
Something New and Exclusive With Us



For 48 Records

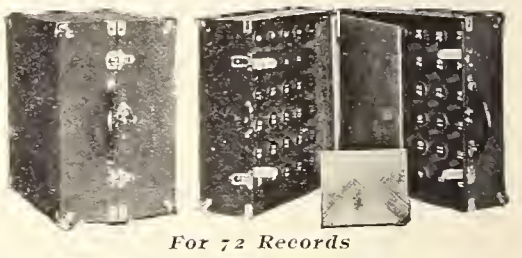
A Few of Our Distributors:

M. STEINERT & SONS CO. - - - - - Boston, Mass.
BLACKMAN TALKING MACHINE CO. - - New York City
R. S. WILLIAMS & SONS CO., Ltd., Toronto and Winnipeg, Can.
J. W. JENKINS SONS CO. - - - - - Kansas City, Mo.
McGREAL BROTHERS - - - - Cincinnati, Milwaukee, Wis.
H. J. DYER & BROS. - - - - - - - St. Paul, Minn.
SHERMAN, CLAY & CO. - - - - - San Francisco, Cal.
W. D. ANDREWS - - - - - - - - Syracuse, N. Y.

1855—1906

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

JAMES S. TOPHAM
WASHINGTON, D. C.



For 72 Records

Made for Any Make and Number Machines

10 and 12 inch

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Favorable Trade Reports for the Month—St. Louis Talking Machine Co.'s Handsome Quarters—Manager Clancy's Report—Conroy Business Opens With Rush—Meyers Jobbing Trade Excellent—May, Stern & Co. and the Val Reis Piano Co. to Open Talking Machine Department—Marks Silverstone's Pamphlet "Phonographic Advice" Has Made a Hit.

(Special to The Talking Machine World.)

St. Louis, Mo., Sept. 6, 1907.

Trade reports from all the local jobbers for the month of August are all quite favorable and show a very good increase over July and for the same month last year. The retailers, while

NEW HOME OF THE ST. LOUIS TALKING MACHINE CO.

reporting their trade somewhat quiet, all state that trade is satisfactory for the season of the year. All are making preparations for a large fall and winter trade.

Manager C. W. Long, of the St. Louis Talking Machine Co., reports a very healthy increase

WHOLESALE RECEPTION ROOM SHOWING ACCOUNTING DEPT.

in both their wholesale and retail departments. He returned recently from a week's business trip through a part of his territory, and was highly elated with the outlook for fall and winter business. He states that the country is in a very prosperous condition and the dealers all alive to the possibilities of a large trade coming to them. Some of the visitors to the St. Louis Talking Machine Co. during the past month were: J. Bersch, Waterloo, Ill.; J. T. Shumate, Searcy, Ark.; Mr. Ellison, Hickman, Ky.; Sam Bentley, Raymond, Ill.; K. Cowley, Amory, Miss., and W. Spath, St. Marys, Mo.

The St. Louis Talking Machine Co. are now fully settled in their magnificent wholesale location, occupying the entire sixth floor of the Mills Building, 6,000 square feet of floor space which they are devoting exclusively to the distribution of the Victor line. The pictures herewith will give some idea of the thoroughness with which they have equipped themselves to handle business.

Manager T. P. Clancy, of the Columbia Phonograph Co., reports trade very good, with every indication of a record-breaking fall and winter business. They have received a stock of Symphony Grand graphophones, which sell at $200 each, and they are making a pronounced hit. Mr. Clancy states that for the past two months they have been giving a series of twelve free concerts for the St. Louis Society for the Relief and Prevention of Tuberculosis, which were attended by very large audiences, one numbering 7,500 persons, and that they have given a number of other free concerts and that they are now beginning to reap the benefit of this free advertising by a nice increase in trade.

MANAGER'S OFFICE.

John Magner, manager of the Commercial department of this company, states that their trade on this line of equipment is very good. He sold

DOES THAT TRADE-MARK MEAN ANYTHING TO YOU?—TO US IT IS THE EMBLEM OF SUCCESS

SAINT LOUIS TALKING MACHINE CO.

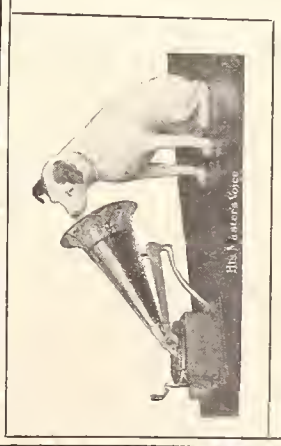
"THE PEOPLE WITH THE GOODS"

Mills Building

7th and St. Charles Streets

SAINT LOUIS, MO.

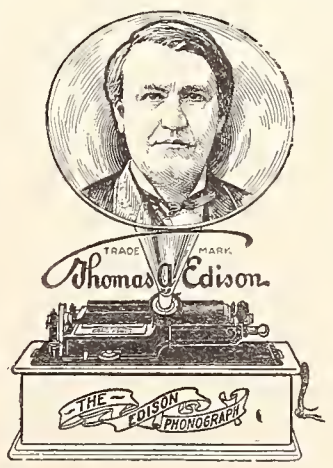
The Only Exclusive Victor Distributors In Missouri



QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST.
OF
Edison Machines, Records
AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.

CONROY PIANO CO.
1100 Olive Street ST. LOUIS, MO.



a very fine commercial equipment to J. Robert Botman, a wealthy lumberman of Belize, British Honduras, who wrote acknowledging its receipt and his great satisfaction with it.

The office of the Columbia Phonograph Co., on the balcony in their store, has been extended, giving them twice the space they formerly had, and an extra sound room has been made.

Manager Ketterer, of the talking machine department of the Conroy Piano Co., states that their fall business has opened with quite a rush and that they expect it to exceed any previous year by a large margin. They are preparing to carry the largest stock of Edison phonographs and records in their history. They are adding more record bins, and when completed they will have a record capacity of 45,000.

H. M. Holleman, president of the Texas Piano & Phonograph Co., Houston, Tex., stopped here for a visit on his way to the Buffalo convention of the Middle States and Eastern Jobbers' Association.

D. K. Myers, the well-known Zon-o-phone jobber, states that the fall jobbing trade is opening very nicely and that they are getting a large number of volunteer orders and are looking for an immense fall and winter trade. His record trade is very heavy. All his traveling men left on Sept. 1 to cover their territories through the better part of five states.

A. A. Knapp reports that his trade for August was quite active. He has been selling and renting a number of high-class outfits to summer outing parties. His record business has been excellent, and he states that he filled a large order for Zon-o-phone records for a party about to sail for Europe.

May, Stern & Co., one of our large time-payment furniture houses here, will open a talking machine department of quite large dimensions on their seventh floor annex about September 15. Miss Sadie Rosenblatt, formerly with the Marks Silverstone Talking Machine Co., will have charge of it. They will handle the Columbia Phonograph Co.'s goods exclusively to start with.

The Val Reis Piano Co. are making arrangements to enter the talking machine business in a very aggressive manner.

S. R. Brewer, manager of the Thiebes-Stierlin Music Co. talking machine department, returned recently from a three weeks' visit to New York and Atlantic City.

J. F. Geo. Gunter, assistant to Mr. Brewer, is home from a week's trip to Put-in-Bay, Ohio.

The Koerber-Brenner Music Co. report having had an active trade during August, and anticipate a large business from now on.

FREE TO EVERY DEALER

OUR PAMPHLET "PHONOGRAPHIC ADVICE"

Silverstone Talking Machine Co.,
1010 Olive St., St. Louis, Mo.

Dear Sirs:

We thank you for the pamphlet entitled "Phonographic Advice" enclosed with your letter of August 24th. This appears to be a useful piece of printed matter. Very truly yours,

NATIONAL PHONOGRAPH CO.,
Advertising Department,
Orange, N. J. Aug. 29, 1907 L. C. McChesney, Mgr.

Write for it

SILVERSTONE TALKING MACHINE CO., 1010 Olive Street ST. LOUIS, MO.

Henry B. Myers, of the traveling staff of the Victor Talking Machine Co., spent several days here recently on his way West.

The Thiebes-Stierlin Music Co. recently had a very attractive window display of Reginaphone and Victor goods.

The Grand Leader, probably our leading department store, has made arrangements to open a talking machine department. They will carry the Victor and Edison.

The Parks Music House, of Louisiana, Mo., have found it necessary to materially enlarge their talking machine department, and are reporting excellent results with the Victor Victrola. They have also enlarged the same department at their Hannibal, Mo., branch.

The Olney Music Co., of St. Joseph, Mo., have just opened one of the handsomest piano and talking machine stores in the state at Hannibal, Mo.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports trade moving along nicely, and that all indications point to a very large fall business.

Max Stein, who is now traveling for this concern, is now on a three weeks' trip through Illinois, and is doing a nice business.

Marks Silverstone, president of the Silverstone Talking Machine Co., of this city, has gotten out a very clever pamphlet entitled "Phonographic Advice," which he is distributing to the trade free and will send to any dealer who will write his firm for one. It is full of good wholesome advice as to how a machine should be taken care of, how it can be kept in good order, and some very staple suggestions in general. The pamphlet has made a decided hit with the trade, and as Mr. Silverstone is quite a talking machine specialist it is of great value to the entire trade.

MAESTROPHONE CO.S NEW REPRODUCER.

As we predicted in last month's World, the new reproducer manufactured by the Maestrophone Phonograph Co., of Lincoln, Neb., is winning high praise wherever it has been heard. In fact, so fast are the orders pouring in for this new invention of A. C. Mestraud that they have been compelled to double their factory force. Speaking with a member of the trade regarding this device he said: "There is no question but that this reproducer will revolutionize many ideas heretofore held by inventors of these devices, and that it will have an enormous sale is a foregone conclusion. And why not, after all the important parts of a talking machine, as every one knows, are the reproducer and the record, and any one who improves on either is putting this business just so much nearer the mark of perfection." Jobbers and dealers should be ready for the fall demand with these reproducers, and at the same time should get a line on some of the new things this company will shortly bring out.

BE SURE TO ENTER ALL ORDERS.

One of the things that should be at hand in every progressive talking machine store is a book in which to enter all orders that could not be filled owing to the fact that the record or machine part was not in stock. When orders are being placed with the jobber or factory the book should be referred to and all parts not in stock when asked for ordered immediately if only in small quantity, while if a record is asked for twice, stock it. Even if part of such stock does remain on the shelves for an indefinite time it means customers simply from the fact that people like to trade where they can obtain goods at once without waiting for factory delays or being referred to another store.

WE FILL OUR ORDERS COMPLETE

ONLY EXCLUSIVE JOBBER IN THE UNITED STATES
—OF—

Zon-o-phone Machines and Records

ALWAYS FULL STOCK — NO SUBSTITUTION

WE DO NOT RETAIL

Hence records come to you without marks of needle. Orders filled same day they are received.

Full Line Record Cases and Needles

Give me a trial order and you will not regret it.

WRITE FOR CATALOGUES, MACHINES AND RECORDS

D. K. MYERS

712 North Second Street - - - - - ST. LOUIS, MO.

The ZON-O-PHONE RECORD is the BEST RECORD MADE

GREAT OPERATIC STARS SECURED BY COLUMBIA CO.

During the Recent Trip of Paul H. Cromelin to Europe He Consummated Arrangements Whereby the Columbia Co. Will Control Some of the Most Distinguished Stars in the Operatic Firmament—Special Deal Made With Fonotipia Co. of Milan—The Copyright Situation in Europe Interestingly Analyzed by Mr. Cromelin—Some Decisions of Great Moment.

When Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, went to Europe early in June it was for the express purpose of entering into arrangements whereby his company could enlarge and expand their operatic repertory,and secure the great singers abroad to make records in the future for them, covering a period of years. He has been eminently successful in both quests, and in an interview with The World shortly after his arrival, he said:

"As you know, the Fonotipia Co., of Milan, Italy, with branches in London and elsewhere, control most of the great artists of the modern Italian school, and the Columbia Phonograph Co. have concluded arrangements whereby we will have the exclusive manufacturing and selling rights for the United States and Canada of their records. We have imported the Bonci records, as is well known, but with the heavy duty and the royalty charges we would be placed at a disadvantage. A great many of the singers whose services we will hereafter control have been paid tremendous sums, one of them commanding 70,000 francs ($14,000) for an exclusive contract. To be sure, all of the artists engaged are not known here, but not a few have been engaged for the coming operatic season either by Hammerstein or at the Metropolitan Opera House, New York. The entire contingent are famous in every European country, and their voices are marvels in point of range and beauty of culture. I was simply astonished when I had the opportunity of hearing them for the first time.

"The list will include the following lyric and dramatic tenors: Alessandro Bonci, Giuseppi Borgatte, Leon Escalais, Edourdo Garbin, Mario Gilon, Enzo Leliva, Gino Martinez-Patti, Jose Palet, Piero Schaivazzi, Ernest Van Dyke, Guido Vaccari, Francisco Vignas, Giovanni Zenatello, Elvino Ventura, Carlo Duni and Giuseppi Anseloni, who has made his great reputation in Russia recently. These embrace the greatest tenors of the Latin school.

"The baritones will be Mario Sammarco, Ramon Blanchart, Francesco Maria Bonini, Ferruccio Coraditti, Giuseppe De Lucca, Eugenio Giraldoni, Antonio Magini Coletti, Victor Mursi, Giuseppi Vacinni and Ricardo Stracciari. Basses—Adamo Didur and Oresteo Luppi. Sopranos—Regina Pacini, Maria Barrientos, Giannina Russ, Regina Pinkert, Teresa Arkel, Eugenia Burzio, Emme Corelli, Georgini Caprile, Esperanza, Clasenti, Maria de Macchi, Elesa Petri and Amelia Talexio. Mezzo Sopranos—Teresina Terraris, Nini-Trascani. Contralto, Armida Parsi-Pettinella. Kubelik, the great violinist, who stands second to none in the world, has also been engaged. These artists are 'tied-up" with the Fonotipia Co., and as before said, the Columbia Co. will make the records here, and they will be put on sale during the coming season.

"Then we made a deal with the International Talking Machine Co., who are the manufacturers of the celebrated Odeon records," continued Mr. Cromelin, "whereby the Columbia Co. will manufacture the voice reproductions of the famous artists largely of the French and German schools, controlled by them. It is perhaps needless to repeat all their names, suffice it many of them have already been heard in opera here. For examples, Emmi Destin, Lili Lehmann, Elize Elizza, Frieda Hempel and many others familiarly known all over Europe in the field of grand opera. In short, the Columbia Phonograph Co. will have not only the most extensive repertory in high-class music, but the best the world affords, and practically all that could be demanded by even the most exacting. These records will be made in discs only, principally in eleven-inch size.

DEVELOPMENTS IN THE COPYRIGHT SITUATION.

"The copyright situation? Oh, yes, I gave that matter considerable attention also," replied Mr. Cromelin to a direct inquiry. "And I am more firmly of the opinion than ever that we will win. Three important events have taken place in Europe in relation to the matter since Congress adjourned. "A.—The Gramophone & Typewriter Co., Ltd., of London, Eng., the defendants in the Italian litigation, have taken an appeal to the Supreme Court. You will recall that when Congress adjourned it was uncertain whether they would appeal from the decision which nad been given in favor of the publishers.

"B.—The Supreme Court (Court of Cassation) of Belgium has decided that mechanical reproductions do not come under the domain of copyright. The first decision, or the one in the lower court, was in favor of the manufacturers. This is the first case that has been finally passed upon by the highest court in any country, and as the plaintiffs were Italians, the defendants, a French concern, and the trial in Belgium the matter could be viewed broadly and the sweeping decision in favor of the talking machine manufacturers is both important and significant in view of pending legislation in our Congress.

"C.—The case in the lower court of Hungary resulted in favor of the music publishers, but it was taken up on appeal to what is equivalent to our United States Supreme Court—the court of final resort. In the opinion recently handed down the court of first instance is reversed, a retrial is ordered and additional expert testimony is instructed to be taken as to whether talking machine records should be included in the domain of copyright. The matter will be more carefully examined, as the court did not believe that the matter had been sufficiently considered in the first instance.

"The French case is still on appeal to the Court

Reciprocity

Give us your trade---We will give you success.

Why send your orders to a distributor who can give you nothing in return—no service, no ideas, no prospects. Every dealer is within easy reach of one of our two Talking Machine Depots. Write us to-day and ask us what we can do for you in particular.

The greatest stock in the United States lies in our warerooms awaiting your demands.

We can submit business methods and advertising schemes to you that will result to your profit. As the best known Music House in America we receive an enormous number of inquiries for Talking Machine Goods—We refer all inquiries to the local dealer.

Write us to-day. You have nothing to lose and everything to gain.

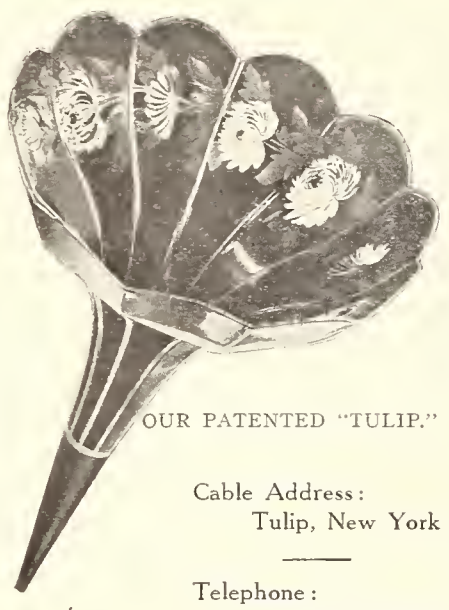
The Rudolph Wurlitzer Company

CINCINNATI CHICAGO

NOTICE

Our "Tulip" and "Morning Glory" Horn PROPOSITION the BEST you ever heard of. They fit any machine.

GET OUR PRICES AND SAMPLE ORDER



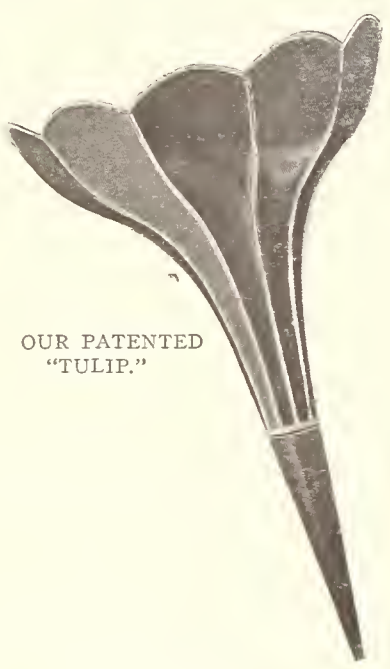
OUR PATENTED "TULIP."

Cable Address:
Tulip, New York

Telephone:
350 Cortlandt

ALL COLORS AND DECORATIONS

Don't wait until you get rushed for business and then order. **NOW** is the time.



OUR PATENTED "TULIP."

EVERY HORN A WORK OF ART

The New Jersey Horn Mfg. Co.

45-47-49 Monmouth Street, Newark, N. J.

Address all correspondence to

B. Schuyler Morris, GEN'L SALES AGENT

271 Broadway, cor. Chambers St., New York City

of Cassation, which will be final. The decision in the lower courts in France is regarded by all concerned as most absurd. That is, music with words is prohibited, while music alone is free. There has never been any restriction on the use of music in the manufacture of perforated rolls for piano players in France. It will be interesting to recall that in the laws of Austria enacted during 1895, section 36, of the act dealing with copyright, reads as follows: 'The manufacture and public use of instruments for the mechanical reproduction of musical works shall be no infringement of copyright in music.' Nothing could be more specific. England in 1906 took the same position, Germany also in 1901, and with the precedents established by these countries and the decision in the courts, it is not likely that our representatives in Congress are going to pass an international musical copyright bill which will place American manufacturers of musical mechanical players in a less favored position than those abroad and at the mercy of a few European publishing houses, who will be the greatest beneficiaries should such a law be enacted."

AMERICA EXPORTS NEEDLES.

Petmecky, 346 Broadway, New York, advises us that shipments of the improved multiphone needles are being made to New Zealand, Australia, Mexico, and all parts of the United Kingdom. Their perfected machine for the making of the improved Petmecky needle now does the work with one operator which formerly required the services of half a dozen men. By this method Petmecky keeps up to the increased demand for needles.

OPEN QUARTERS IN NEWPORT, R. I.

The handsomely fitted-up branch house of Landay Bros., New York, at Newport, R. I., on Bellevue avenue, adjoining the Casino, has been closed for the season. While open during the sojourn of the "400"—about three months—the place was under the management of Henry Stern, and a notable business was transacted. Victor outfits were sold to many of the ultra-fashionable families, who have become enthusiasts, of the most pronounced type, over the pleasures to be derived from the musical possibilities of the latest developments in sound reproduction. An incident of more than ordinary interest occurred the week he returned to headquarters. Joseph Harriman and Mrs. Reginald Vanderbilt were in the store listening to the latest "Red Seals," and then the Victor Auxetophone was inquired about. The machine was started up with dance music records, and in a minute Mr. Harriman and Mrs. Vanderbilt were doing a cakewalk and a buck-and-wing, much to the edification of a great crowd of the "hoi-polloi" which had gathered in the street outside. Before the couple departed they left behind an order that would make the average dealer's mouth water for a month.

S. DAVEGA'S PROPOSITION.

In order that the Victor dealers may receive some benefit from generous advertising done by the Victor Talking Machine Co., Camden, N. J., S. Davega, 32 East Fourteenth street, New York, offer the following proposition to their trade: "We shall insert each dealer's name and address in a space alongside, or on bottom of the Victor 'ad.,' under the heading that the new records can be heard at your store. It is our intention to insert these announcements in the most popular papers only—The Evening Journal and World. The cost of your name and address in these announcements will be $1 for each paper. Mr. Davega adds that this will place the dealer's name before more than one million readers, letting them know he sells Victor goods. The names will be placed alphabetically. The response to this unique offer, Mr. Davega informs The World, has been generous beyond expectation. His new store extension, with an ell at 126 University place, has been fitted up in a suitable way for carrying on more conveniently their wholesale business. The floor is especially well lighted and the entire facilities afforded will doubtless lead to a large expansion of trade. L. Kaiser, the veteran salesman, expert and traveler, is the manager of the talking machine department, both wholesale and retail.

"THE COLUMBIA RECORD."

A Business Periodical of Value and Interest.

"The Columbia Record" is a chatty, wide-awake publication issued by the Columbia Phonograph Co. The present issue is replete with bright, witty sayings, helpful hints to dealers and a lot of good suggestions which are well worth reading. It's mighty good trade literature.

VISITORS FROM DENVER.

Last month C. Owens, general manager, and H. Shields, in charge of the talking machine department of the Denver (Col.) Dry Goods Co., were in New York, and called upon A. P. Petit, general manager of the Talking Machine Supply Co., to talk over the Victor proposition. Subsequently they were at the Victor Co.'s plant in Camden, N. J., closed the deal, and are now another addition to the long list of Victor distributors.

SOME LOS ANGELES TRADE NOTES.

(Special to The Talking Machine World.)

Los Angeles, Cal., Sept. 9, 1907.

The talking machine business in this city, according to all reports and appearances, is in a flourishing condition. Dealers say that the summer business was very satisfactory, and with bright prospects for a busy fall and winter. New stores are opening up at short intervals, and the older ones are constantly expanding.

The latest concern to enter the field is the Talking Machine Co., recently incorporated under the laws of California for $25,000. The moving spirits are Harry E. Deane, formerly with the R. S. Williams Co., Toronto, Can., for several years since Edison phonograph representative on the Pacific Coast and with much valuable experience in that field; Sibley S. Pease, formerly with the retail talking machine department of the Bartlett Music Co., and Lewis B. Graves, who was also connected with the Bartlett house. The new company have handsome quarters at 535 South Broadway, with several separate testing rooms, a large concert hall and an up-to-date record storing system. During the initial week a surprising amount of business was done, the principal sale being of a $200 Victor outfit to a prominent physician. Concerts are given on Wednesday and Saturday evenings.

TALKING MACHINE DEALERS

SHOULD BE FAMILIAR WITH THE BEST

DRUMS

MADE—WRITE TO-DAY FOR CATALOG

EXCELSIOR DRUM WORKS

A. G. SOISTMANN, Manager

1109-1111 Locust Street Philadelphia, Pa.

FROG-RAISING

Our book gives the practical knowledge. How to Breed and Raise Frogs, a new industry that returns large profit. Price, postpaid, 25 cents (coin).
We have breeding frogs for sale.

TRULY WHITE WYANDOTTES

Eggs, per 15, $3.00; per 30, $5.00.

BEAUTIFUL PURE WHITE COLLIES

Pups, males, $25.00 up; females, $35.00 up.

MEADOW BROOK FARM, Allendale, N. J.

TRADE HAPPENINGS IN BALTIMORE.

Business Rather Slow the Past Month Owing to So Many People Being Out of Town—Look for an Unusually Active Winter Trade—Dealers Are All Preparing to This End and a Lively Campaign Will be Inaugurated.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 9, 1907.

Busiuess in the talking machine line in this city has beeu rather slow during the last month. This has been attributed by the dealers to the fact that so many people have been away from the city to spend the warm weather at the seashore or in the mountains. The dealers are not worrying, however, for many of them have taken advantage of the quietness in trade and enjoyed trips of recreation and pleasure so as to be in good trim for the rush of trade which is expected within the next few weeks. Baltimoreans are beginning to return to the city, and after resting for a little while the shopping season will soon be as lively as ever, which means that the talking machine handlers will get their share of business. All of the dealers express the opinion that this winter will be one of the most successful in the way of sales of talking machines that they have had since this particular style of musical instrument was placed on the market. Everybody seems to enjoy them, and the easy manner in which new records can be procured at such reasouable rates encourages a great many to adopt this style of music for amusement in preference to mandolins, banjos and other string instruments, which require so much practice before real music can be played by the performer.

Joseph Grottendick, manager for E. F. Droop & Sons, 231 North Howard street, says that while business was rather slow during the summer it has been picking up steadily since the first day of the present month. This firm expect to have a large winter and fall trade and are making preparations for such anticipations. The wholesale department of the firm has done a good business during the entire summer with the Edison machines for which the firm have the agencies.

Messrs. Sanders & Stayman say that business in the talking machine line has been fine and promises to be better when the cool weather sets in permanently. The firm are preparing to make another addition to their talking machine department, according to Manager G. Wright Nicols. The firm have sold many high-grade machines during the summer.

The firm of H. R. Eisenbrandt & Sons, who have the agency for the Victor talking machine, have had an excellent trade all during the sum mer and are jubilant over the prospects for a heavy fall trade. The Victors have proved very popular in this city, much to the gratification of the local agents who have exerted untiring efforts to make them a success.

BROWN WITH LEEDS & CATLIN.

The Former General Manager of the Talk-o-Phone Co. in San Francisco Now Sales Manager of the Leeds & Catlin Co.—Some Changes in the Staff of the Peerless Talking Machine Co. of San Francisco—Mr. Brown Enthusiastic About the General Trade Outlook—Condemns Price Cutting.

Charles E. Brown, formerly general manager of the Talk-O-Phoue Co., of San Francisco, also president of the Peerless Talkiug Machine Co., who are retailers of phonographs on the Pacific coast, has joined the ranks of the talking machine meu in New York and is now sales manager for the Leeds & Catlin Co., manufacturers of Sun records. He is calling upon the trade personally and thoroughly familiarizing himself with the situation in the eastern states, and anticipates a very large and coustantly increasing trade. As Mr. Brown has brought with him his western ideas of business, there will be a square deal for all and favoritism for none.

Since the San Francisco fire the general office of the Peerless Talking Machine Co. has been transferred to Spokane, Wash., under the control of Charles H. Carder, secretary of the company. This company is a growing one and interested in a number of talking machine departments in prominent music houses on the Pacific Coast and anticipates largely increasing its interests.

Ou the 1st of July Charles Freese purchased an interest in the Peerless Talking Machine Co. ano was elected treasurer of the company. Mr. Freese for the past seventeen years has been connected with The Spokesman-Review, the leading newspaper of Spokane, and severs his connection with The Review on October 1 to take an active interest in the Peerless Talking Machine Co. and act as its treasurer. Mr. Carder remains secretary of the company and moves to San Francisco, there to reopeu the Peerless business. Mr. Brown remains president of the company, but as he is compelled to remain east, owing to his duties with the Leeds & Catlin Co., he no longer takes an active part in the management of the Peerless Co., which he founded.

Mr. Brown is very enthusiastic in regard to the talking machine situation. He believes that the phonographic business on the Pacific Coast is much ahead of that of the eastern states, as the competition is more keen and the dealers are more aggressive to secure business. In his opinion, the talking machine business has not even started, as its future will be so great that in a few years' time, to look back to what we now have, we will realize that the business of to-day was just a feeler and that this industry is going to be one of the greatest and most lasting businesses ever established. He is a firm believer in the stopping of price cutting and unfair business tactics, and claims that the more amiable relations that are established among the dealers the greater the tendency will be to rapidly multiply the busiuess.

The trade-mark of the General Phonograph Supply Co., New York, of which C. V. Henkel, of the Douglas Phonograph Co., is president, is a neat design illustrative of an old geometrical problem that has caused many a headache in its solving.

To You, Mr. Jobber

We will be ready for Fall trade with a complete line of Standard Horns. The same quality, standard and finish will not only be upheld, but improvements will be made so that our product will be second to none on the market. Our reputation for reliable horns is well known, and we propose to add to that by creating the finest horns that can be located anywhere.

TRADE STANDARD MARK

You will make no mistake by making a Standard alliance. Place your order now and you can be sure of prompt shipment. We make a specialty of filling orders. Be on the Standard side and you'll be all right.

Standard Metal Mfg. Co.

FACTORY
Jefferson and Chestnut Streets, NEWARK, N. J.

OFFICE AND SALESROOMS
10 Warren Street, NEW YORK, N. Y.

OFFICE OF LYON & HEALY

JOBBER VS. DEALER.

Where, Mr. Talking-Machine Dealer, does *your* Jobber stand?

Is he *for* you or *against* you?

Is he in reality a big dealer doing a big mail order business, or does he *refer all retail inquiries coming from your town back to you to take care of?*

Does he help you carry your installment paper?
Where does he stand in the fight for a *uniform advance in prices on all installment sales?*

We think we are right in our stand for the *protection of the dealer* in these important matters. What do you think?

You can get your full share of the fall trade by sending your orders to the jobber who is working for the *protection of the small dealer first, last and all the time.*

Get ready for fall business now.

We have the largest stock of Victor and Edison goods in the history of the trade. New Edison equipment now ready.

Help us in this fight for the small dealer.

Lyon & Healy

CHICAGO. CHICAGO.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Past Month Makes Satisfactory Showing—Dealers Placing Liberal Orders Early—Cylinder Talking Machine Alarm Clock—National Phonograph Co. in Twin Cities—Trade With Country Dealers—"Talker" as a Connubial Peacemaker—Kreiling & Co.'s Shipments to Foreign Countries—Knickerbocker Case Co.'s Attractive Line—Feinberg to Buffalo—Commercial Machine's Varied Uses—Recent Visitors to Talking Machine Co.—"Red Mill" Record Publicity—Goodwin Returns from Western Trip—Lewis' Clever Cabinet—Barry & Hall Fibre Needle Co. News—Chicago Stand Co.'s New Taper Arm Attachment—Other Items of Interest.

(Special to The Talking Machine World.)

World Office, 195 Wabash avenue,
Chicago, Ill., Sept. 8, 1907.

While August is never expected to be unusually active in talking machine circles the past month has made a very satisfactory showing with both retailers and jobbers. Record sales have been good—machines comparatively slow, a natural summer condition. The latter part of the month trade began to show quite a distinct picking up. Jobbers generally report a moderate increase over the corresponding month last year. Everybody is anticipating a big fall and winter trade, and it is safe to say that never were stocks in the hands of local jobbers so large and complete. This simply in preparation for a big season's business, and made possible by the increased capacities of the factories. Following the increasing tendency of the past few years born of bitter experience, talking machine dealers are coming more and more to place liberal stock orders in the early fall and not delay placing their requirements until the approach of the holidays, when under any conditions the congestion is bound to be frightful and cause annoying delays and consequent loss of sales on the part of the dealers.

John A. Wozencraft, a Chicago man, has invented a cylinder talking machine alarm clock, which, it is said, solves a multitude of problems which have bothered humanity. Standard cylinder records are used and the mechanism is so adjusted that all one has to do is to place a record on the machine, wind the clock, and at the indicated moment you will be awakened either by the strains of entrancing music, a good humorous selection, or by a special call on the home-made record. Other possibilities claimed for the device are the announcing of the time of day musically—hours, quarters or half hours—the calling of trains at railroad stations by setting the device to go off at the proper time, and by proper wire connection the inmates of a house will be awakened when the midnight marauder is fooling with door or window.

E. C. Barnes, Western manager of the commercial department of the National Phonograph Co., was recently in Minneapolis, where he made arrangements for the establishing of an office from which the business phonograph wants of the Twin Cities will be looked after. He also visited Duluth, where C. E. Ellis, of Miller, Davis & Co., is getting the largest concerns in the city to adopt the Edison system.

W. C. Fuhri, district superintendent of the Columbia Phonograph Co., is snatching his vacation in sections. He went to Denver on business recently and spent a couple of days at Pike's Peak. In a few days he will go to Duluth and after looking after the Columbia interests there will endeavor another few days' outing. The large territory under Mr. Fuhri's direction makes it almost impossible for him to isolate himself from business for any length of time.

With a better organization than ever before James I. Lyons is pushing his jobbing business vigorously. A number of desirable new dealers have been started by him within the last two months.

J. Foster Davis, sales manager of the language outfit department of the International Correspondence Schools in the city, is visiting the wholesale trade. He is en route to the coast.

Theo. Bentel spent a few days in Chicago last week.

Loring Leeds, of the Leeds & Catlin Co., was a Chicago visitor last week.

L. C. Wiswell, assistant manager of the talking machine department at Lyon & Healy's, spent the bulk of his vacation visiting the Jamestown Exposition and the Edison and Victor factories.

Trade during the summer seems to have been decidedly good with country dealers, especially those who sought trade earnestly. A dealer from an adjoining small Illinois city was in town the latter part of August. Business had never been better with him in August, he declared, and only the day before his arrival he had sold five Victors and a couple of Edisons.

The talking machine has added to its other triumphs that of connubial peacemaker. A. D. Herriman, manager of the Columbia store at Davenport, Iowa, sends in a clipping describing an occurrence at Iowa City, Iowa, which he says actually took place while his crew was working in that vicinity. An aged couple separated seemingly forever as their friends could not heal the breach between them. The old gentleman sought solace in a graphophone. His wife, wandering near, heard the instrument and crossed the lawn to listen to it. Friends urged her to

Special Notice to Dealers

We spend **Ten Times** as much in Advertising Edison Phonographs and Records as any other Jobber.

As a Result **WE HAVE** Inquiries to refer and **WE DO** refer them **DAILY** to dealers **WHO BUY OF US.**

GET IN LINE

Remember that Jobbers who do not advertise cannot have many inquiries to refer.

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

euter the house in order to hear the music more clearly. After much persuasion she consented and a reconciliatiou was effected. Then, the story goes, the husbaud went downtown and bought a new record, "Home, Sweet Home."

Kreiling & Co., manufacturers of the "Tiz-It" all metal horn connection for cyliuder machines, report a growing demand for their specialty, which is now handled extensively by jobbers throughout the country. Through the medium of their advertiseuent in The World, Mr. Kreiling has recently made shipments to Sydney, Australia; Cape Colony, South Africa; Mexico and Cuba, and iuquiries have been received the past week from Bombay, India, aud various European countries.

J. H. Harding, Western manager for the Kinetoscope department of the National Phonograph Co., is spending his vacation at the Jamestowu Expositiou. On his return he will put in several days at the factory at Orange.

O. M. Kiess, wholesale credit man of the Chicago office of the Columbia Co., spent his vacation in Penusylvauia, enjoying the scenes of his former home aud the companionship of old friends.

The Knickerbocker Case Co., Chicago, make a complete and attractive line of both disc and cylinder record cases. A recent introduction of theirs is the "Knickerbocker pegless," a handsome cylinder record case without the usual pegs for the records. This allows the placing of the cartons in the case, thus furuishing double protection to the records. Furthermore it can be used as a suit case or for other purposes if desired. The pegless cases take the same number of records as those with pegs, and are made in sizes accommodating 12, 24, 36, 48, 72 and 96 records.

B. Feinberg, of the Westeru Talking Machine and Supply Co., left last Sunday on a trip among the jobbers between here and Buffalo. After mingling with the jobbers there he will go to New York to buy goods. Mr. Feinberg declares that Western jobbers buying supplies through his concern direct from Chicago warehouse, have been able to snap their fingers at the telegraph strike, as they have uot been obliged to wire for prompt shipment.

The superintendent of one of Chicago's greatest industries uses his dictation machine uot only for correspondence purposes, but for his confidential reports to his superiors of personal injury cases and the numerous physical disagreements which arise from time to time among individuals of the thousands of workmen of various nationalities employed by the concern. He dictates the results of his examination of the parties involved immediately after the occurrence, and when the parties to the unpleasantness, in the excitement of the moment, are more likely to blurt out the truth than when they have had time to frame up their answers according to the dictation of policy considerations. In many instances these reports are such as to make it inadvisable to trust them to paper, and the superintendent's verbatim reports are listeued to in secrecy by the officers or legal advisers of the company, who can either take personal notes from the records, which can then be shaved or preserved uuder lock aud key, without their contents reaching the ears or eyes of clerks or steuographers.

Among the recent visitors at the Talking Machine Co., were T. T. Bergh, of the Bergh Piano Co., LaCrosse, Wis.; G. W. French, Iouia, Mich.; B. G. Foot, Waterford, Wis.; E. Cohn, Michigan City, Ind.; M. J. Kramer, Crown Point, Ind., and A. P. Curtin, Helena, Mont. The reproduction of the almost historic letterhead of the company iu their advertisement recalls the large number of men prominent in the trade who have been connected with the concern since its inception, aud among whom may be named Leon F. Douglass, Henry B., F. K., and Gus Babson, Mr. Dennison, uow chief of the experimental department of the Victor Co.; E. K. Smith, manager of the Victor Co.'s shipping department; J. R. Ramsdell and others. Manager A. D. Geissler reports that business in August showed a decidedly gratifying increase over August of last year. Roy Keith, one of Mr. Geissler's "finds," is making himself extremely popular with the Michigan dealers whom he is now visiting.

William F. Standke, who has successfully managed the Memphis, Tenn., branch of the Columbia Phonograph Co., has been promoted to the management of the Denver office, while Thomas F. Elfert, who has been connected with the New Orleans office, succeeds Mr. Standke at Memphis.

W. W. Parsous, mauager of the commercial graphophone department of the Chicago office of the Columbia Phouograph Co., has returned from his annual fish at Manitowish, Wis. He declares that he caught a single muskalonge that furnished the piece de resistance for supper for the seventy-two guests at the hotel.

J. W. Bentley now has charge of the Columbia sub-office at South Chicago.

The coming of The Red Mill to the Grand Opera House was signalized by the timely display of records of the hits of the sprightly musical comedy in practically every talking machiue window in the loop, as all the companies issue Red Mill records. At the Columbia headquarters Manager E. B. Walthau and his assistants on the retail floor laid themselves out on the Red Mill question and made a "solid" display in the big main window. In the center of the background is an immense red mill, especially made of cardboard for the purpose. It is ten feet high, the fan is kept revolving by means of an electric motor, and the windows (transpareucies) are lighted up from behind with iucandescent lights. Advertising matter furuished by the Red Mill management in the way of small cut-outs of the mill aud large ones of Montgomery aud Stone in characteristic attitudes, are liberally used. The floor is strewn with excelsior dyed green, to represent grass, and here and there are scattered the fourteen disc and cylinder Columbia Red Mill records, which are listed ou large show cards on either side of the window. A suitable background is furnished by a large fan-shaped frame on which different colored ribands are stretched.

C. E. Goodwin, manager of the talking machine department of Lyon & Healy, returned the middle of last month from his vacation which included the tour of the Yellowstone, a sojourn with his parents at Portland, aud brief stays at Seattle aud Vancouver. The people on the coast are excellent talking machine buyers, and accordiug to Mr. Goodwin's belief more machines and records are sold in proportion to the population there than elsewhere. One reason for this can be found in the fact that the average Westeru storekeeper is quicker to take up new things than the more conservative Eastern merchants, many of whom have ingrained prejudices against side lines to overcome. Furthermore practically everybody makes a good wage on the coast, and the proportion of real music lovers is high. You hear less popular and rag time music at the theatres and resorts than you do further East, and the demand for high-grade records is remarkably strong. All the dealers Mr. Goodwin visited have up-to-date and complete stocks, and are doing a fine business.

L. L. Lewis, mauager of the language department at Lyon & Healy, has designed a cabinet for linguistic aspirants via the phonographic route. It has the appearance when closed of a high-grade music cabiuet. The machine is set in the top of the cabinet and is covered when uot iu use by a neat hood, which appears to be an integral part of the cabinet. A sliding shelf furnishes a place for the text book. There are drawers for the language records and all accessories. These drawers are doubly dust proof, as they are protected by doors covering the entire front of the cabinet. The cabinet is eighteen inches square and thirty inches high to the desk.

The wooden needle invented by D. E. Hall and manufactured by the Barry & Hall Fibre Needle Co., of this city, has been placed on sale at retail in Chicago. To use the full sized needle it is necessary to have a triangular openiug punched in the needle arm, but to introduce the needle to machine owners small samples which can be used in any needle arm are furnished.

George M. Nisbett, manager of the wholesale department of Babsou Bros., returned from his vacation spent at Minocqua, Wis., the latter part of last month and left immediately for a central western trip among the dealers of the Central West.

F. O. Siemon, in charge of the wholesale talking machine department at the Rudolph Wurlitzer Co., has been spending his vacation over in Michigan, and according to his associates his piscatorial exploits have been mighty.

E. H. Uhl, mauager of the Chicago house of the Rudolph Wurlitzer Co., and J. F. Bowers and C. E. Goodwiu, of Lyon & Healy, will attend the jobbers' couvention at Buffalo.

The Chicago Stand Co., of this city, have ready for the market their uew taper-arm attachment for cylinder machines—the Phon-Arm. It is made in two styles, one for the Edison standard machine and the other adapted for the Edison Home or Triumph. The attachment does away with cranes or stands entirely. With it can be used any disc horn or the Edison horn simply by cutting the horn off to fit the elbow of the attachment. Furthermore it is almost in-

Main Springs and Standard Needles

Two of the Jobbers' leading staples, yet we can save him money by quoting net factory prices shipping F. O. B. Chicago.
We are direct Western Factory representatives for leading manufacturers of

M. G. HORNS, CRANES, CABINETS, NEEDLES, MAIN SPRINGS, DISC RECORD ENVELOPES, ETC.

GET OUR PRICES

WESTERN TALKING MACHINE AND SUPPLY COMPANY

DILLBAHNER & FEINBERG, Proprietors - - - - - 6 East Madison Street, CHICAGO

stautly adjusted to the machine without marring the case, and can be placed, removed and operated by any one. Through the application of the tapering arm principle and the absolute freedom of motion obtained the company claim evenness of reproduction is assured and unusual sweetness of tone secured. The price of the Phon-Arm is placed at a moderate figure, putting it within the reach of the owner of any of the three styles of machines for which it is adapted. A cut of the Phon-Arm as attached to an Edison machine is shown elsewhere in their advertisement in this issue.

JAMES I. LYONS
JOBBER
EDISON AND ZONOPHONE
MACHINES AND RECORDS

SPECIALLY PREPARED
PHONOGRAPH OIL
ASK FOR OUR PRICES

NEW STYLE
RECORD CABINETS

SPRINGS IN STOCK FOR ALL MAKES OF TALKING MACHINES

192-194 VAN BUREN STREET
CHICAGO

"TIZ-IT"
THE NEW ALL METAL
HORN CONNECTION

THE MISSING LINK BETWEEN THE HORN AND MACHINE

RETAILS AT 50 CENTS

NEW MODEL HAS TAPERED BENT TUBE THAT FITS ALL HORNS

Can be used on all Edison Phonographs and new style cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulars and Discounts to the Trade

SPECIAL INTRODUCTORY OFFER TO DEALERS — Write for it To-Day

KREILING & COMPANY
INVENTORS AND SOLE MANUFACTURERS
853 North 40th Ave., CHICAGO, ILL., U. S. A.

CASH AND INSTALMENT PRICES.

An Interesting Chat with C. E. Goodwin, Manager of the Talking Machine Department of Lyon & Healy—The Situation Must Be Settled in a Manner Agreeable to All Concerned.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 6, 1907.

"I am not surprised that the question of establishing both a cash and an instalment price on talking machines should come up before the jobbers in their convention," remarked C. E. Goodwin, manager of the talking machine department of Lyon & Healy, in the course of a chat. "It is only a matter of time when this must be settled. The manufacturers should look at the situation squarely, and should aim to be consistent in all their arbitrary arrangements of price. They have absolute power in such matters, and we

C. E. GOODWIN.

must look to them for an equitable schedule that will cover the points involved in this discussion of differential rates.

"It is perfectly natural that the jobbers should be divided in their opinious as to a proper readjustment. There is that class of people who have conducted their business on legitimate lines following a precedent of accepted custom, and there is that influential class, who, taking advantage of the fact that only listed prices are laid down for them, have snapped their fingers in the faces of those who proceed in the usual way, and have made their instalment prices without asking anything extra in the way of interest or a small advance for carrying the paper. The talking machine manufacturers never anticipated that a few jobbers, backed by unlimited capital, would take advantage of their competitors in this small way. They hoped that custom in such matters would prevail, and never thought that a departure from it would be an issue. This opening left to waive interest, or not ask a small advance, has been taken advantage of to such an extent that it has left a number of jobbers and dealers without a cash argument. They can't afford to charge more than the other fellow for doing an instalment business, and they are absolutely helpless when their customers ask, 'Well, how much for cash?' It does not argue that because some houses do not seem to want a cash business they should be allowed to upset the generally accepted policy on all instalment business the world over, and I hope the manufacturers who can control the situation will amend their contracts leaving their established prices as the cash price, and insist upon a moderate, usual, legitimate advance that will cover a part of the expense for making the sale of a talking machine 'on any instalment plan.'

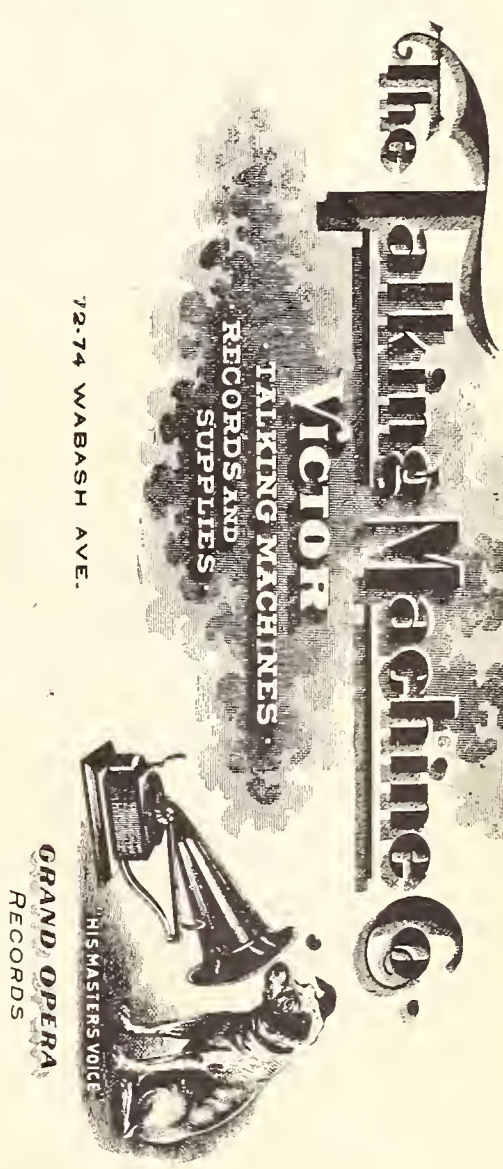
"You can't go much farther than to ask the

When this letterhead comes in your mail, remember it comes from the only

Exclusive Victor Wholesaler

in the country.

A. D. GEISSLER
General Manager.



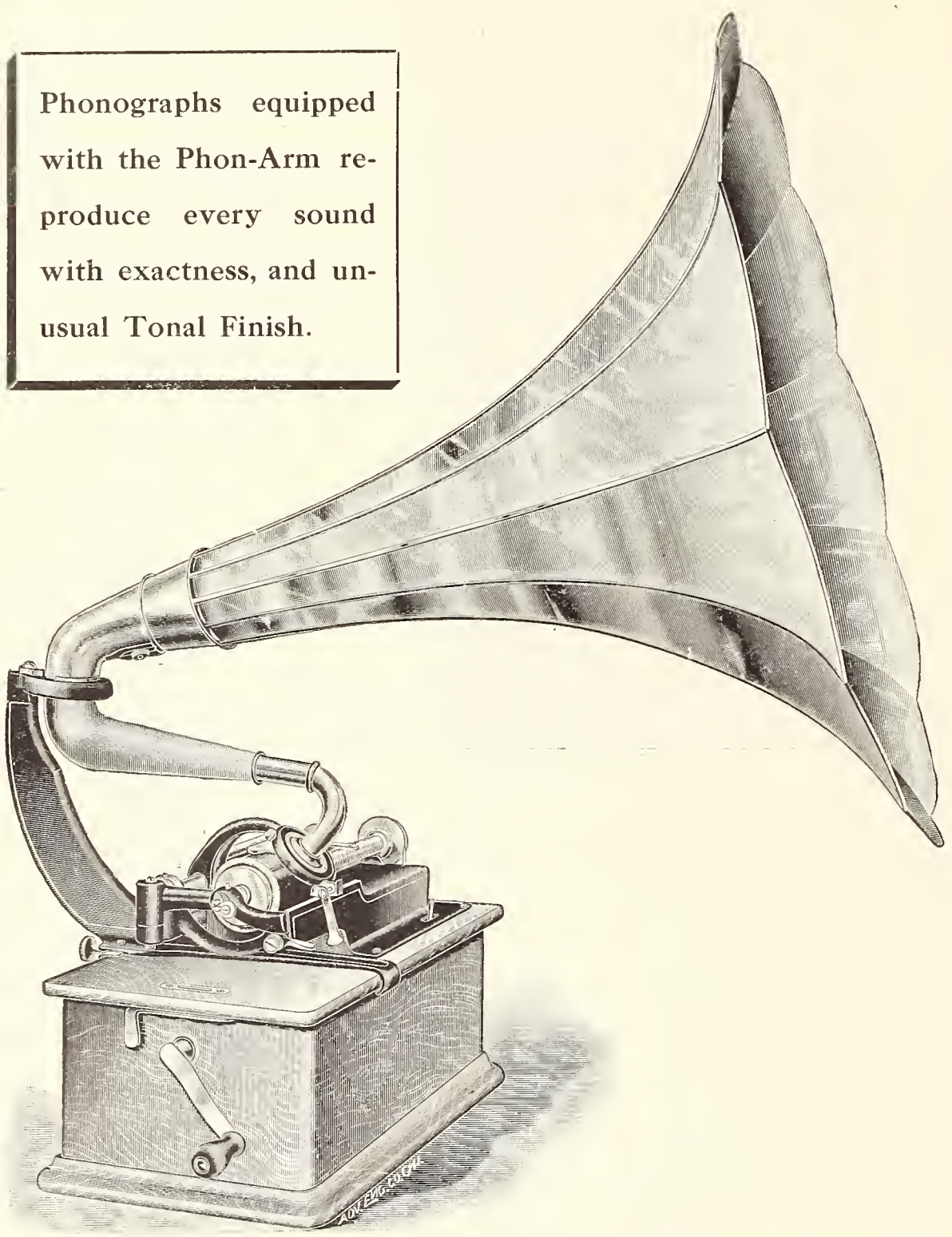
If your name is not on our mailing list, write us now. You are missing new and interesting Talking Machine items.

The Phon-Arm Attachment

(Patent Pending)

For Edison Standard, Home and Triumph Phonographs

Phonographs equipped with the Phon-Arm reproduce every sound with exactness, and unusual Tonal Finish.



Can be attached to any of the above machines without moving the case.

You can use any disc horn or the Edison horn by cutting same off to fit the elbow of this attachment.

By using the Phon-Arm, you have no weight on Reproducer or Feed Nut.

Handsome Profit to the dealers.

Retail Price $7.50

Ask Your Jobber to Send You A Sample

CHICAGO STAND CO.

CHICAGO

usual rate of interest, a custom established long before talking machines were thought of, though perhaps it would be better to leave out the word 'iuterest' and make a flat rate amounting to about what the regular iuterest would be on the usual extension of time, and let that go as the universal instalment price everywhere. We ought to be able to compromise on such a plan as this.

"It is not necessary for the manufacturers to go into detail or outline any instalment plan for the dealers. The whole situation is covered by simply making two prices—one for cash and another where 'sold on any instalment plan.' Some dealers would give longer time than others, but the question of extra long time on talking machines is righting itself, and I think all of the legitimate dealers who favor my plan are not inclined to overdo this matter of extending time.

"Some jobbers seem to be of the impression that if an instalment price was set upon each machine by the manufacturers, the dealers would attempt to evade it. What could be more foolish? Who is going to conduct an instalment business on any scheme that waives a lien on the machine until it is paid for? Such contracts are always carefully worded and these sales the manufacturers would have a better line on where the question of price-cutting came up than they can possibly have on any cash business.

"I feel positive that all jobbers and dealers would welcome a slight advance on their instalment sales, and if the manufacturers will only lay down their iron hand in the matter of setting the cash price and the price 'on any instalment sale,' they will quickly dispose of a very irritable matter.

"The small dealer needs this advance even if some of the large jobbers think they don't."

Chicago has 116 five-cent theatres, eighteen ten-cent vaudeville houses, and about a score of the penny arcades. In New York the five-cent theatres are multiplying amazingly in all sections of the city. But the police here are making things interesting to a large number.

HOW PENNY ARCADES PAY.

Can Be Started on a Fairly Small Capital and Results are Surprisingly Gratifying—Some of the Essential Points to Be Considered by Those Who Enter This Business.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 9, 1907.

A five-cent theatre can be started for $500. There is one on State street, near Thirty-first, that was put in operation for that sum; but there is another one on State street, near Monroe, that required an outlay of $35,000. The man near Thirty-first street, after paying out his last dollar for a lantern, was compelled to sign a mortgage on his fixtures before his landlord would give him a lease. The owners of the establishment near Monroe street have a dozen others, equally pretentious, in some of the largest cities of the couutry. At Coney Island, the birthplace of the five-cent theatre, they have a palace that was built especially for their business, at a cost of $60,000.

Between these extremes are five-cent theatres of varying costs. The first thing to be considered by those who plan an amusement place of this nature is rent. Usually it is necessary to sign a lease for at least one year, and, as the business is considered objectionable by landlords, the rent is higher than for other enterprises. After the rent is paid it is necessary in many cases to make alterations in the building, and these have to be paid for by the owner of the theatre. Seats have to be bought, and no small amount of lumber is required for the stage.

The largest item of expense is that of the front. If the theatre is to catch the crowds, especially when there is so much competition, there must be an attractive front. In some of the more pretentious downtown establishments of this nature the front is of the finest mosaic, with pictures painted by a recognized artist. In one of the Madison street theatres the front entrance is decorated with two huge paintings, each of which cost $500. Always there must be extensive arrangements for light, and a sign, fairly scintillant with electric bulbs, must extend out over the sidewalk where it can be seen for blocks. Lighting fixtures, including a sign, cannot be had for much less than $200.

Every five-cent theatre has a lantern with which to show its moving pictures. The lantern costs $100 at the least estimate, and the films, which are rented, come at $50 a week for each hundred. The films are prepared by firms which make a specialty of that business, and, as their pictures are syndicated, they never are sold. Most of the pictures come from London and Paris, New York and other points.

For the illustrated sougs there must be one or more singers, and these are not easily found for less than $10 a week each. Also there must be a piano and a man to play it. Two ticket sellers and one "barker" are necessary to look after the business of the front end, and one man is required to operate the lantern. Even in the cheapest of these theatres it is hard to get along without a salary roll of five or six men and women.

To offset this expense there must be a large patronage, and that this patronage is available has been proved by the theatre on State street, near Monroe. Sig Faller, its manager, said to a reported of a local paper that the average attendauce there is 4,000, with perhaps 6,000 on Saturday. In this establishment there are three floors, with a shooting gallery in the basement, a penny arcade on the first floor, and the theatre proper on the secoud floor. As a means of getting the people to visit the second floor Mr. Faller built a flight of steps with water running underneath them. The steps are of glass, and the water dashing below makes it appear to the visitors of the place that they are walking up over a waterfall. Thousands who would not waste the time to go up in an elevator or climb an ordinary flight of stairs willingly go up this novel waterfall stairway. "There's tricks in all

"B. & H." Fibre Needles

FOR DISC RECORDS

THE FIRST AND ONLY ONES EVER PLACED ON THE MARKET

Constructed on scientific principles—treated by secret chemical process.

Cannot injure the record.

Cannot scratch.

Cannot cut or rasp.

Tone quality—superb.

Tone effect—ideal.

The *only* logical needle adapted to the varied and delicate requirements of a disc record—that preserves, instead of destroys—that glides, instead of cuts—that is silent, instead of rasping.

Write for samples and full particulars

"B. & H." FIBRE NEEDLE CO.

208 East Kinzie Street **CHICAGO**

We have patents pending covering talking machine needles made of fibre, wood, and other vegetable growths

trades," said Mr. Faller, as he dumped 50,000 pennies into a sack.

THE SNORE ANALYZED.

Harry St. John Middleton Is of the Opinion That Some of Our Talking Machine Experts Should Augment the Literature of the Language of Sleep: and Suggests the Use of Talking Machine Records in This Connection.

Almost every one has experienced that condition of sleep when a person is partially awake, is conscious of all that is going on in the room, can tell the time and figure out the pattern on the wall paper, but at the same time is powerless to move. In other words, the brain is only sufficiently asleep to hold us partially captive. Harry St. John Middleton, of Providence, R. I., elaborates on this condition in a semi-humorous vein, presenting some suggestions worth noting. He adds: "In this sort of trance the hearing is intensified. A whisper swells into a roar and the dropping of a small object on the floor produces a sound to the super-sensitive ear like a clap of thunder. We were in this condition a few nights ago when we became aware of something similar to a tornado sweeping across the plain of our tympanum. It was a fully developed and inimitable human snore. Our ear was so close to the snorer's lips that they almost touched it, and listening there to that human whirlwind was a revelation to us.

"We discovered three qualities in this particular combination of lung, nasal, throat and brain phenomenon. There was a rushing noise as of a mighty wind, the sound as of waves beating on distant shores (the sound of the circulation of the blood?) and words—ordinary, every-day, even commonplace, slangy words, disconnected sometimes, but indicating, nevertheless, that the sleeper was voicing some former experiences, to wit: 'A dollar and a half,' 'three of 'em,' 'a straight,' 'take the pot,' 'broke.'

There was nothing astonishing about this, for it is a well-known fact that many people talk in their sleep. But it was the manner of delivery, the words coming as if from an immeasurable distance, in the faintest of whispers drifting to our auditory nerve on the wings of that snore! It was startling, producing in our mind even a feeling of uncanniness in that still midnight hour.

"Then a stranger thing happened. Almost unconsciously a thought came into our mind, a simple word. Instantly it was echoed back in that snore! (Fact.) Once, twice, thrice we thought of words and the sleeper repeated them after us as plainly as if they had been shouted from the housetop. If that was not a genuine case of 'thought transference' we would like to know what it was.

Now it is said that Mr. Edison, the wizard of electricity and, incidentally of the phonograph, has retired from active work, but we humbly think that if he would emerge from the seclusion that his retirement affords and connect a megaphone with a large-sized and healthy snore and said megaphone with one of his famous 'records' that the results would astonish the world.

"The following are historical words: 'Put your faith in no man; bind him down with a constitution,' but what would a 'constitution' be compared with the knowledge that it would be possible to connect the human snore, the language of sleep—and dependent sayeth that no man ever lied in his sleep—with an Edison 'record'?—a 'record' that would trumpet a man's true inner self to the entire world forever? What a powerful weapon such a 'record' would be in the hands of the just against the machinations of ward-heeling politicians, boodlers, insurance grafters, loan sharks, real estate fakirs and little-souled men of all kinds, hypocrites, bank breakers and thieves in mind and in fact.

"Figuratively speaking such a 'record' hanging over the heads of men would be of incalculable benefit to the world in general—husbands would quit going out nights for fear that their better halfs would place their exploits on 'record'; lawyers would begin to speak the truth and physicians would begin to admit squarely that they couldn't cure disease—for the testimony of their sleeping hours would run counter to their confusion to their waking intention, and also prepare men in general to meet any of their day-forged deceits, in short, men would have to do right or go to the wall. Think of it, Mr. Edison."

TO VISIT ENGLAND NEXT YEAR.

Thomas A. Edison Looks Forward With Great Pleasure to His Trip to the Old Country in 1908—May Call on King Edward.

Mr. Edison, the inventor, is a staunch admirer of King Edward of England, says Tid-Bits, and to an interviewer recently he stated that one of the greatest pleasures he looks forward to when he visits England in 1908 will be his possible meeting with the British sovereign. Mr. Edison well recollects the visit of King Edward to the States, now nearly half a century ago. "And no wonder," he humorously remarked, "for on that day I managed to get the biggest black eye I ever had in my life. It happened in this way: I was at school at the time in Detroit, and there was bitter rivalry between our establishment and another school in the neighborhood. Well, the Prince of Wales was to pay Detroit a visit, and all the schools were to take part in the general welcome. We were therefore lined up, commanded to 'quick march,' and were nearing the scene of festivities when our rivals loomed in sight. We met, and an instant later the fight was on. I felt that things were coming my may, and I was not wrong, for suddenly I received a terrific blow in my left optic which put it entirely out of business. When I recovered myself our assailants had vanished, order was restored, and we proceeded on our way. Yes, I saw the Prince all right, though it was out of one eye only."

GOD DOESN'T PLAY FAVORITES

Although Some People Seem to Think So—Conservation of Energy Is the Secret.

Have you ever noticed that one man will work hard all day and yet appear fresh and vigorous at night and another will do about the same amount of work and show up a fit candidate for a pine overcoat? And do you know the reason for it? No, brother, God doesn't play favorites, we've all about the same amount of energy. It's all in the way we use it. Figure to yourself that you have just as much energy to work with in the same way that you have so much money to work with. Now, if you spend all your money, all your energy on one job, where are you at?

Conservation of energy is the secret. You start in a day and find that something is going wrong, your nerves tighten up, your brain is at its highest tension before you know it, and if you do not relax, and that right quickly, you will join the innumerable caravan which moves to Mount Clemens. Relaxation is by no means loafing, far from it. But it is letting your brain and muscles do their work without whipsawing them all the time for greater speed. Save the bursts of energy against the time when they are really needed.

All the things you do through the day are not of such moment as to require concentration; in reality, fewer things than you realize require it. You can dictate a letter just as well and as easily if you sit back and relax a bit as if you used the same amount of energy as you would in driving a fire engine up the avenue. The thing doesn't require it, and yet we all make the same errors of judgment. Do your work a little more easily and you will be fresher at night. Success gained at the cost of our ability to enjoy life is as poor a swap as one could make.

VICTOR D. & E. CO. SUMMER RECORDS.

Second Bi-Monthly Edition Issued to Dealers.

The second bi-monthly list of "Choice Selected Records for the Summer Trade" has been issued by the Victor Export & Distributing Co., that practically gives the Victor dealer two record days a month. The list includes 37 twelve-inch and a dozen eight-inch records of steady sellers, possibly neglected in the attention given the new monthly bulletin and taken from the Victor Talking Machine Co.'s general catalog.

VESTA VICTORIA AND THE VICTOR.

The Victor Talking Machine Co. have signed Vesta Victoria, the popular English vaudeville singer, to sing exclusively for their company. Miss Victoria is a serio-comic of great talent, and is said to be the highest salaried vaudeville artiste in the country. The records she has already made have proven very successful, both as regards artistic worth and sales qualities.

SOME COLUMBIA VISITORS.

Among the Columbia phonograph managers who have visited the executive office during the past month are Messrs. Regan, of New Orleans; Souders, of Dallas; Silverstein, of Louisville; Griffith, of Birmingham; McMurty, of Pittsburg; Nichols, of Cincinnati, and Johns, of Detroit.

Record and Machine Cases

We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

CHICAGO CASE MFG. CO.

241-247 S. JEFFERSON ST. CHICAGO, ILL.

PRACTICAL SUGGESTIONS AND COMMENTS.

REGARDING SOUND BOXES.

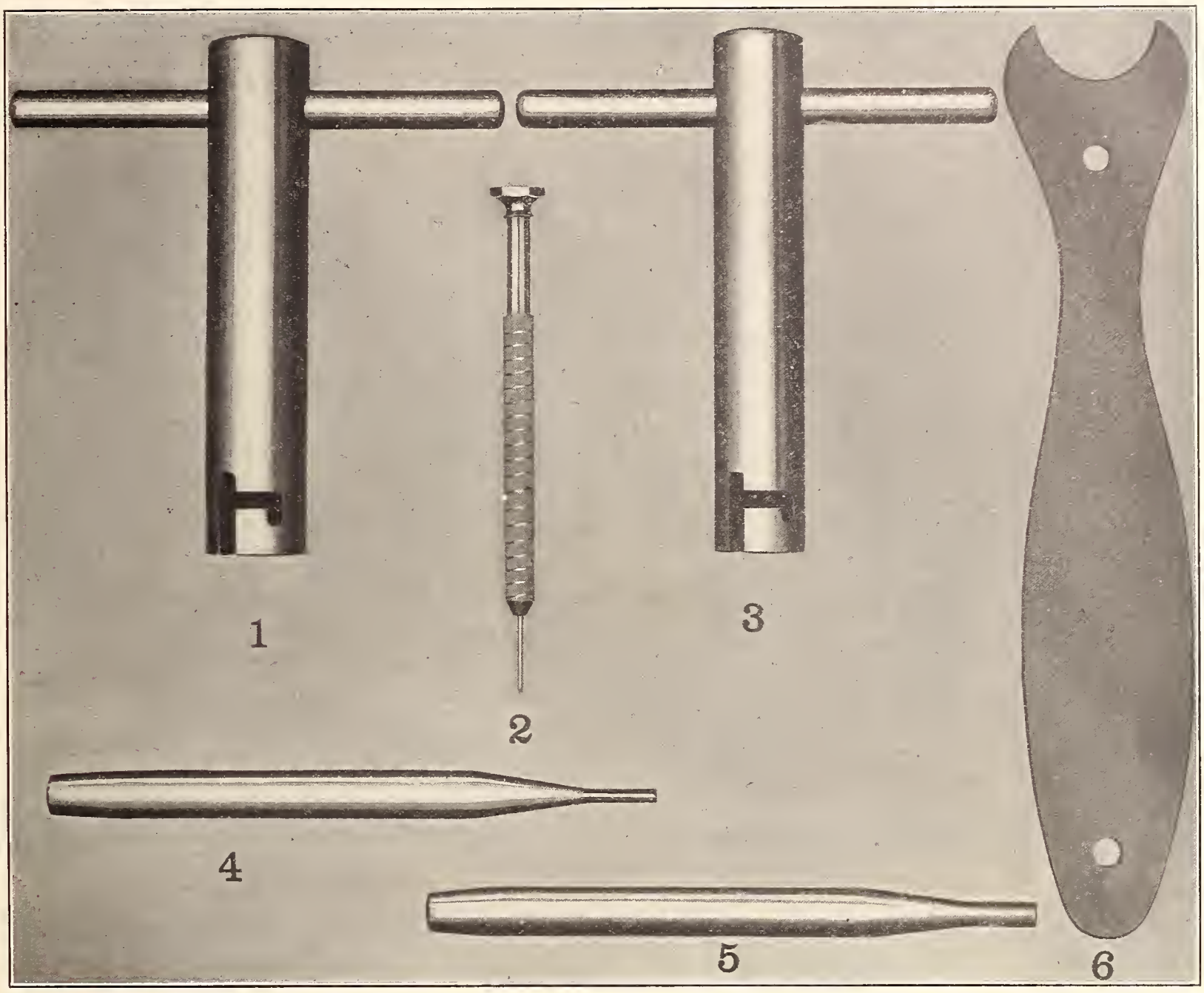
In the course of some remarks on sound boxes Die Spechmaschine gives the following rules for a good mechanism: "The diaphragm must be placed symmetrically between the india rubber couch; the needle-holder must be fastened exactly in the midst of the mica. The latter may not have too deep a tension; it ought to lie level after fastening of the needle-holder. A tension too great upward is as ruinous as no tension. Without sufficient tension the mica is inclined to creep to the inner site, in which situation it is unfit for reproducing, as the sound produced by the mica cannot be fixed, and consequently disagreeable secondary sounds are produced. All screws for tension and fastening must be so placed that they do not take up the vibration of the sound box and clatter. Those who will observe these rules will even by little knowledge of sound boxes find out how to improve a defective sound box and how to make it ready for sale."

GRAPHITE FOR PHONOGRAPH SPRINGS.

Since many dealers sell phonographs as a side line, they do not become familiar with the mechanical construction of the machines and cannot furnish information frequently asked by their customers. One of the things not understood by such dealers is the method of putting graphite in the springs, and yet it is one that many phonograph owners want to know about, says the Edison Phonograph Monthly. The proper way to put graphite in the springs of the phonograph is to allow the machine to run down, remove it from the cabinet, stand it on end and sift dry powdered graphite into the spring barrel through the holes in the end of the same. About two to four teaspoonfuls will be enough, according to the type of machine. Then put plenty of oil on the spring, wind the machine up and allow it to run down two or three times so as to distribute the graphite through all the leaves of the spring. This applies to the Standard, Home and Triumph. The Gem has no spring barrel, and to graphite this spring it is only necessary to remove the base board by taking out the four screws at the bottom, turn the machine upside down and sift graphite directly on the leaves of the spring and then put in oil.

HANDY REPAIR TOOLS.

The Victor Talking Machine Co. are offering to dealers and distributers at actual manufacturing cost a number of repair tools for Victor machines which, in the hands of any mechanic, will greatly facilitate the work in the repair



To All Talking Machine Dealers

YOU buy Screws, Studs, etc., for repair work.

Why Not Try Us for Prices

Remember, we make only to Specifications or Samples, which you must send in.

THE WALLACE BARNES COMPANY

BRISTOL, CONN.

department. They have taken this step in response to numerous requests. The tools shown in the illustration are as follows: Nos. 1, ⅜-inch turntable spindle socket wrench; 2, sound box diaphragm piercer; 3, 5-6-inch turntable spindle socket wrench; 4, 3-32-inch pin drift; 5, 5-32-inch pin drift; 6, turntable spindle worm wheel; spanner wrench. The Victor Co., moreover, state that numerous requests have reached them for some small device to be used in taking apart Victor concert sound boxes. As there is a very satisfactory device for this purpose on the market they have not listed a tool of this nature.

SIR J. G. T. SINCLAIR'S DISCOVERY.

Sir J. G. Tollemache Sinclair, the eminent philanthropist who, as noted in previous issues of The World, has donated a number of talking machines to public institutions in Great Britain, has recently announced the discovery made by a marble polisher which he with three assistants has verified. It is to place a thin slab of Sicilian marble under the Gramophone, about an inch wider than the instrument and about half an inch thick. He adds: "Mine was not squared or moulded and cost me 3 shillings. I have tabulated below the results of an experiment with four of my recitation records, in increasing the volume of sound emitted, by sending three persons up the stairs in the case of each record, with instructions to stop on the last step upon which they could hear the words of the record distinctly. I tried this method alternately with the phonograph disc instrument on the wooden table without the marble, and then with it, taking care to shut all windows and doors except the door of the sitting-room and turning the mouth of the trumpet toward the staircase and preventing all noise:

Title of Record	Steps without marble slab.	Steps with marble slab.
(1) Macbeth	40	50
(2) The Lord's Prayer	34	50
(3) Salvation in all Churches	28	35
(4) Song of the Shirt	39	53

"We all thought besides that the tone was clearer and more like that of a bell. Obviously this discovery is of the utmost importance to all manufacturers of disc and cylinder phonographic instruments, for it adds to the loudness of each of them from 25 to 50 per cent., and I think it would be expedient always to include a marble slab in the outfit, so that the records should be heard to the best advantage. This should lead to a large extension of sales both of instruments and records, as the former would render a phonograph at about two-thirds the price about equal in power to one at the full price, while one at the full price would become from 25 to 50 per cent. louder than before."

PLAYING RECORDS BACKWARD.

A. Scott Haynes, the well-known talking machine dealer of Owensboro, Ky., writes The World as follows: "I noticed an article in the August 15 issue of The Talking Machine World headed, 'Playing Records Backwards.' I have an improvement to suggest. About two years ago I had a desire to know what the English language would sound like if literally spoken backward. Knowing that I could not sound the words backward I realized that if I could play a record backward I would have my wishes gratified. For the benefit of your readers who would like to try the experiment I would suggest they take off the belt that runs the mandril and put on a good cross belt, which can be made of an ordinary string. They can then play any record backward without injury. The reproducer, to be sure, will have to be started at the close of the selection."

SOFTENING TONES OF NOISY RECORDS.

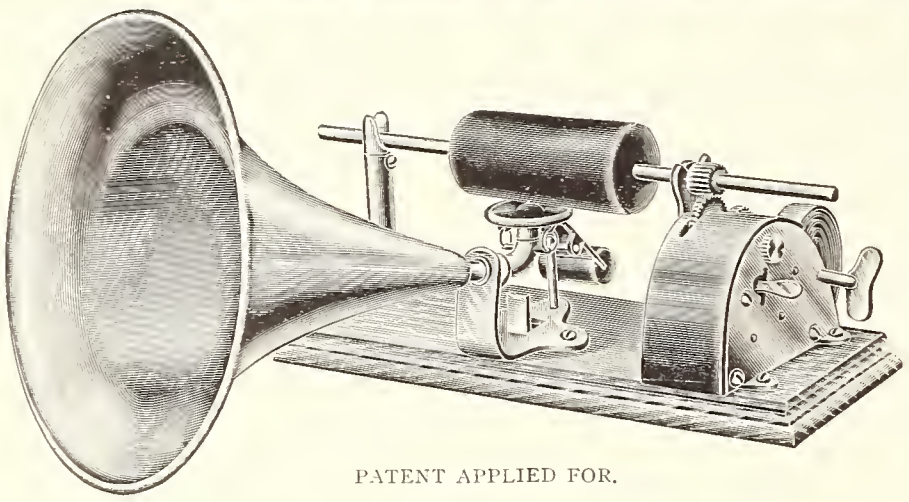
Richard Welford, of Newcastle-on-Tyne, Eng., states that during the past five or six years he has tried various expedients to soften the strident tones of noisy records, and adds: "I mean such tones as create a resonance or vibration through which one word runs into the next and articulation is lost in a humming noise. My latest experiment is a success, and I ask you to publish it for the benefit of my fellow-readers. I made an inverted cone of foolscap by twisting it around the hand, as a grocer makes his tea and sugar papers, and pasted down the overlap. When it was dry I cut off the projecting lip at the broad end and the twist at the bottom. Thus was produced a hollow cone 5 inches diameter at the one end and an inch at the other. Into the small end I put a lump of cotton wool about the size of a tennis ball, but pressed in no more than was necessary to make it stay. The weight of the whole is under one-quarter of an ounce. When a record needs muffling this cone is dropped into the horn, but not pushed too tightly home, and the effect is excellent. I can now hear words that I never could catch before. My records, it should be added, are all cylinders."

ENLARGE THEIR QUARTERS.

The Nebraska Cycle Co., Omaha, Neb., jobbers of Edison and Victor, and one of the largest talking machine houses in the West, have enlarged their quarters by the addition of the store at 319 South Fifteenth street, next to their present location at 321 and 323 South Fifteenth street. The office space has been enlarged to accommodate an increased staff of stenographers and clerks, and the basements of the three stores have been turned into a storage room for records and machines. This house now carry 15,000 Victor records and 75,000 Edison records.

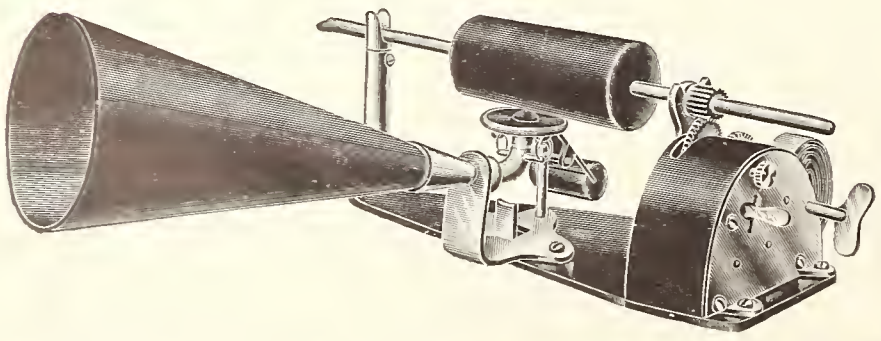
In an effort to rid the premises of fleas which had been making life unbearable for the salesmen, the manager of the Columbia Phonograph Co.'s store in the McVey Building, Wilmington, Del., recently was the means of having the local fire department answer a false alarm. The manager burned a quantity of tobacco stems in the basement of the store in order to suffocate the insects, and the dense smoke issuing from windows and ventilators in consequence caused a citizen to turn in an alarm.

The Auxetophone shown at the last Leipzig Fair continues to attract much favorable attention by reason of its superb reproduction.



PATENT APPLIED FOR.

REX!



Something New

THE "REX"

is the first and

ONLY PRACTICAL SCREW FEED MACHINE

made to sell at a price that places it within the reach of every home. Stationary horn and reproducer, *screw feed of 100 threads per inch insuring uniform playing* and *long life for records*. One piece diaphragm and spider. Direct gear drive. *Not an imported toy, but a low priced American Machine* that cannot get out of order. Will last as long and play as well as standard makes.

Get it while it's new

Send for Particulars

Made By

Church Supply Company

10 Barclay Street NEW YORK

REPRODUCTION OF COMPOSITIONS.

The Two Sides of the Copyright Question Discussed by a London Paper.

Commenting ou the action brought by Mr. Newman against the National Phonograph Co., Ltd., of London, for infringement of copyright, tnrough the reproduction of a composition of his on talking machine records, and which, as reported by our London correspondent in this paper, was decided in favor of the defendants, because "sounds mechanically produced did not come within the copyright act," Music, of London, pertinently says: "The remedy which the talking machine firms would have in the event of a combined movement on the part of publishers and singers to alter the law and make it obligatory for the former to pay the latter royalties, would be to publish the music they pay their attaches to play or sing themselves. If they did this, we fancy they would prove rather formidable opponents of the publishers, some of whom look rather sulkily at their present immunity from paying anything for the use of a song or piece. There is, of course, more than one way of looking at the thing; but while certain publishers are very much against the use of their copyrights for talking machine purposes other publishers will tell you that their reproduction by clever artists has greatly stimulated their sale. The talking machine firms—that is, the leading ones—pay so liberally for services rendered that they would have no difficulty in obtaining MSS. from composers, and it is conceivable that if they became their own publishers, with the exceptional facilities they command, they would make the business pay very well indeed. This is a matter they will no doubt give their consideration, irrespective of any future attempt on the part of singer or publisher to injunct them from doing what they have been accustomed to do under the protection of the law. At the recent trade meeting held in Leipsic, one gentleman said he thought that the rolls, talking machines and records, were getting 'the tarred end of the copyright stick.' Things must be bad in Germany if that is the case. Up to now both branches of the trade in Great Britain are quite safe."

TO TEACH TELEGRAPHY.

By Means of the Graphophone—The System as Tested Found Efficient.

Following closely upon the wonderful success of the commercial graphophone the Columbia Phonograph Co. have announced that they will shortly introduce a system of teaching telegraphy by means of the graphophone. The system, as tested, is said to be very efficient and will enable many who were unable to secure proper ear training, to recognize the sounds of the keys through constant repetition with a uniform touch and sound for each letter, something not obtainable where a number of operators afforded means of practice. It will save the poorer student the expenses of having a good operator to "send" to him for practice. The Western Union officials are much impressed with the possibilities of the scheme and J. C. Barclay, assistant general manager of the company, endorsed the new system as follows:

WESTERN UNION TELEGRAPH CO.,
New York.

Office of the
Assistant General Manager.

August 14, 1907.

Electric Novelty & Talking Machine Co.,
Bridgeport, Conn.

Gentlemen—I have heard with pleasure and genuine astonishment the graphophone telegraph record lessons that you are about to place on the market, and am sending this voluntary and hearty endorsement with the hope that it may be of benefit in putting these telegraph lessons in the hands of the young people of the country.

During my long experience with telegraph and electrical matters, I have never found any system of teaching telegraphy. It is within the reach of all—simple, rapid and absolutely perfect—and you have my best wishes for its deserved success.

Very truly yours,
(Signed) J. C. BARCLAY,
Ass't Gen'l Manager.

HOW PREJUDICE WAS CONQUERED.

Ernest Werninck Relates an Interesting Story Showing What a Persevering Salesman Can Accomplish When He Knows His Business.

Talking machine salesmen, like men in any other line, frequently have most amusing and often tragic experiences. The following story is told by Ernest Werninck, of the Scranton, Pa., store of the Columbia Phonograph Co., and illustrates what a persevering salesman can accomplish:

"We had a case of an old fellow who is known to have a good banking account, but who up to the time of this incident only had a very poor type of ancient make disc machine. Our outside salesman was carryiug at the time a $50 cylinder machine, and was finding it difficult to canvass the old gentleman who gave as his chief reason for not making the deal that the salesman did not have a certain cylinder record with him, which the old man had on the disc. 'No, sir,' he said, 'you can't play me anything like this; so I don't want your machine,' and he would immediately put on the 'disc record.'

"He had done this twice and was starting it again for the third time when the salesman slipped on a P. Blank, screwed on the recorder, and took what turned out to be a very fine record. 'Yes, sir,' he said this time, 'I have got the same record.' He played it through. The old man was interested and good natured. The salesman told him the trick. The old fellow chuckled and got more interested. The salesman showed him how it was done. The old fellow wanted to do it too. He did it. The old fellow also signed a check and gave up his manufacturers of mechanical instruments and method which even approaches in merit your beloved disc machine."

REPAIR PARTS
for all
Talking Machines

We manufacture more parts than any other concern, and we sell more, because every part is carefully made.

You take no chances in ordering our repair parts.

Sole agents for

The Schwabacher Needle Fabrik.

The Largest Needle House in the World.

Send for our catalogue.

Partes secundarias y de repuesto para toda clase de fonógrafos.

Hacemos muchas más piezas de reparación que ningún otro fabricante, y vendemos más tambien, Por qué? porque cada una de las piezas de nuestra fabricación está cuidadosamente acabada.

No dudeis pues en encargarnos las piezas de reparación que necesiteis.

Unicos agentes de la casa

The Schwabacher Needle Fabrik.

La mayor fábrica de agujas del mundo.

Pedid nuestro catálogo.

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager. 400 Fifth Avenue, New York, U. S. A.

A SOMEWHAT PERSONAL TALK

With Those of Our Readers Who Find Fault With Their Town—The Value of Optimism—Pay to be a "Discoverer."

What's your opinion of your town, Mr. Talking Machine Dealer? Live men make live towns. Not that all the live men are to be found in those places. Sometimes a few are met with in the slow-going, sleepy places, but as a rule they try to escape and usually they succeed. Why did they not stay and infuse life into the sleepy spot, and make it the better by their presence? Maybe it's live towns that make live men.

Wherever you may be situated, don't "throw stones" at the place that provides you "all the comforts of home." Don't despise it because it does not happen to be metropolitan. Others are contented, and it is therefore to be presumed are successful in their calling. Why not you? Does the fault rest entirely in the town, or nine-tenths of it in yourself?

Patriotism, like charity, should begin at home. Perhaps you are a country merchant ambitious for a big store in some "live" town. Some of your acquaintances are well-to-do merchants in such places. But you know that when they started, years ago, they had a pretty hard struggle, and the live, big town of to-day, where they do business, was not half the size or importance that yours is. They "grew up" with the place. Both prospered together. Why not do likewise?

Is there no snap to your town? What's the reason? Why was the place started? How are the people employed? What are its resources? What are its advantages? Perhaps you have never given the subject a thought. Your town may be like a multitude of other places that have jumped in one bound from obscurity to renown—just waiting for a discoverer; some one to say: "Just the spot the world has been waiting for!"

Every one knows it then, and the inhabitants wonder they never saw before what has been so plainly before their eyes. Of course, the discoverer gets all the profit and glory. New people flock in, and those who have waited so long and patiently to be discovered are overwhelmed and more than ever lost in obscurity.

Don't try to keep it down. Push it along. Investigate. Find out what is needed. Then get the other merchants interested. Let outsiders see that you mean business, and they will be interested. In a short time new life will be infused into your one-time sleepy town, and it will grow rapidly. During all this you will be looked upon as the leading spirit, and your talking machine business will grow even faster than the town.

That is much better than running the place down and yourself with it. The chronic grumbler never makes friends and rarely has any.

TALKING MACHINES ARE ABUSED

By Many Users With the Result That They Create a False Impression as to Their Merits Among Prospective Purchasers—Magistrate House's Severe Criticism.

Talking machines properly used are everywhere acknowledged to afford excellent means of entertainment, for poor and rich alike, the former enjoying the records at fifty cents or less quite as much as the wealthy enjoy the high priced grand opera records reproduced on machines costing a hundred dollars or more. But even the greatest pleasures indulged in too often and indiscriminately lose their charm. And where neighbors appreciate the music of a "talker" played at intervals, at proper hours, and with the records changed to avoid annoying monotony the thing has been frequently overdone with the result that the machine has become a nuisance and in some cases the courts have been called upon to stop or at least curb its performances.

As an example of how talking machines affect those who are compelled to be unwilling listeners to their reproductions we quote the rather extreme and drastic arraignment of the talker, by Magistrate House, of New York, while on the bench in a local police court recently: "It's too bad the Legislature isn't in session. If it was, I know a lot of influential citizens who would go to Albany to ask relief from what I consider a great nuisance. Talk about Balaklava. Why, up my way there are phonographs to the right of us, phonographs to the left of us, phonographs in front of us volleying and thundering. And the warmer the night the more phonographs you hear."

A FEW "WORLD" TABLOIDS

Worth Considering and Swallowing if Advance in Business Is Desired.

"If you hold a dime close to the eye and a dollar a little way from the dime, you cannot see the dollar because the dime so completely obscures your vision. So it is with the dealer who is shortsighted enough to permit a few cents difference in the price of an article to so obscure his vision that he cannot see the increased profits just the other side. Remove the obstruction to your vision. Get a clear prospectus. Better goods mean better prices and more satisfaction. And all these mean more business."

"All climates are alike to the man who is satisfied with the one he has."

"A carelessly arranged window means a carelessly kept store. See that the valuable advertising eye-catcher—the show window—is the best that you can make it, always."

"Fortune does not seem to care who embraces it so long as it is not a coward."

"It requires less ability to maintain a reputation than to acquire it."

"When everybody else admits that they are wrong and that you are right, the millennium will be in full bloom."

"Let vacation mean victory—in the afterhustle."

"'Feathers' are good for the sleepy and for Indians, but they are best when thrust into the cap of achievement."

THE CHEAPEST ADVERTISING

Is Provided by the Trade Journal Because It Reaches People Desired.

There is no exaggeration in the claim that the trade journal provides the cheapest and most effective means of introducing an article. Every day experience makes it good, as the Fourth Estate aptly says; but this is not to say that the average merchant who is well stocked is going to buy immediately because he has seen an advertisement which interests him, nor that he will do more, as a first step, if he needs goods of the class advertised, than to submit the usual inquiries for samples or further information, which, if found satisfactory, will justify his taking up with a new thing.

The desirability of keeping an advertisement continuously before the trade is obvious. Goods already well known are kept to the front in this way, and perhaps the most liberal advertisers in trade journals are manufacturers who have nothing new to offer, but appreciate the importance of competition, and who will not permit competition to obscure, by their own neglect of advertising, the merits of the goods they offer.

To establish the sale of a new article, though aided by the intelligent recognition of novelty and improvement on the part of the retail merchant, surely calls for patience and liberality in dealing with the organs devoted to trade announcements, but which is justified by results, as the success of well conducted trade journals made abundantly manifest.

And as a class of publications, taught by their own interests, trade journals do excellent service to their advertisers by their fair and moderate presentation of information in their reading columns. In short, they do everything but show the goods offered for sale in the store of the retailer, and at a reasonable price charged exclusively for the advertisements.

Well conducted trade papers preserve their independence; they haven't a line of reading space for sale. They make no pretensions to do more than we have stated, but they do it well, with results to all concerned which are remunerative, provided what is offered is meritorious and a reasonable persistency maintained in placing it before the trade. Fits The World doesn't it?

The gramophone is put to quite a novel use by a Dutch merchant in his retail establishment in Amsterdam. Wishing to attract the tourist trade, he exhibits in his window the signs "English spoken," "German spoken." This merchant himself speaks English and German fluently, but his assistants can converse only in the language of their native country. Wherefore, when the proprietor is in another part of the store and a tourist enters, an assistant enquires "English, sir?" or "German, sir?" If the visitor answers "English," by means of a cylinder put into the machine, the visitor is then addressed in English, as follows: "Sir (or Madam), the proprietor, who speaks English, will be telephoned for, and will be here in a few minutes. Please be seated?"

JOBBERS!—DEALERS!

If you are overstocked on perfect goods which you think will not sell readily and want to unload quickly—write us—No quantity too large.

POWERS & HENRY CO.

101 Sixth Street PITTSBURG, PA.

THE MAN WHO DOES IT ALL

And Wants to Do It All the Time Must Throw the Burden on Others in Time or He Will Rue the Day—Make Your Employes Grow.

Many a man forms habits in the early years of a business which later prove fetters on his growth. In starting a small store the owner must do it all. His helpers are few and inefficient. He finds that only the things he does himself are well done.

Eager to make the store a success he works long hours, is everywhere and does everything, attends to buying, selling, window trimming, stockkeeping, advertising, bookkeeping. When the time comes that the business demands more help, the fact that he finds he can do each of these things better than any one he can hire, seems proof that he must continue to do it all.

Up to a certain point this is all right, but beyond that point the head must learn to do things through others or he stops the growth of his own business.

Organization is simply using others to multiply one's own efforts—not that he may take it easier, but that he may accomplish more. In a proper organization the man at the center of things can, with moderate effort, achieve more than a do-it-all man can by straining himself to the utmost.

The penalty of taking all responsibility on your own shoulders—of requiring people to refer every petty detail to you—is that your employes remain business boys in place of becoming business men. They do not grow. When you want to put responsibility on them, you cannot because you have taught them to lean on you.

The responsible head of any business must, of course, keep in touch with all parts of that business, so nothing can go more than a little wrong without his knowing it. But "keeping in touch" does not mean doing all the details yourself or having a finger in every transaction. Train your people properly, accustom the tried and true ones to responsibility, and you will not only be able to keep in touch, but will get very much more power out of the machine than if you had persisted in doing it all.

It is pitiful to see a big business, as oue sometimes will, in charge of a really able man who has tarried too long in the do-it-all stage, who has failed to broaden with the business and who still insists that not one step be taken without his personal O. K.

Such a concern can prosper only by the man at the head of it putting into the business an amount of nervous energy which would have carried it twice as far had he supplemented himself by proper organization.

Some day the limit of his ability to stretch will be reached. Then disaster to the business or to him.

If you are ambitious to make your business really great, be careful you don't form the do-it-all habit.

COPYRIGHT QUESTION AGAIN.

Its Bearing on Music and Musical Reproduction Discussed at the International Conference in Berne—Puccini and Mascagni Greatly Irritated, According to Cable Reports.

Before the adjournment of the international conference of literary and artistic ownership last Saturday, which had been held at Berne, Switzerland, it voted that at the next convention, at Berlin, Germany, in 1908, they would recommend that record manufacturers should be required to pay the owners of copyright music a royalty for its use.

The confereuce was particularly anxious that publishers and composers should be protected against manufacturers of mechanical musical instruments, who avail themselves of an article in the convention of 1886, which allows manufacturers of street organs and musical boxes the free employment of the works of composers.

A publisher of Milan, Italy, said that the Victor Talking Machine Co., Camden, N. J., paid $15,000 to the tenor Tamagno (deceased) and $50,000 to Mme. Melba to sing. This company, according to the Milan man, pays its shareholders 25 per cent. dividends.

Another cable despatch says that Giacoma Puccini, the world-famous composer of "Madam Butterfly," "La Boheme," etc., who has for a long time been greatly irritated because of the liberties taken with his operas by certain European talking machine and moving picture companies in entertainments in the big cities of the United States, on Saturday last decided to take drastic action.

This resolve is based on the outcome of the joint appeal which he made to the body of jurisconsults of Milan, Italy, representing the interests of the Society of Italian Authors and Composers. The consults advise that exhibitions similar to those to which Puccini objects constitute a real and grievous infringement of the authors' copyright law. It is believed that Mascagni, composer of "Cavalleria Rusticana," will act in accord with Puccini.

A GROUP OF EDISON PHONOGRAPH MEN.

Standing, from left to right—H. A. Turner, Geo. A. Renner, M. G. Kreusch, J. W. Scott. Sitting, from left to right—A. V. Chandler, A. H. Kloehr, F. L. Fritchey, W. P. Hope.

The accompanying photo group are the western salesmen of the National Phonograph Co., attending the recent Furniture Exposition at Grand Rapids, Mich., for the use of which The World is indebted to the courtesy of the Edison Phonograph Monthly. The Edison exhibit was installed by and in charge of B. R Barklow, assisted by A. C. Ireton, assistant manager of sales. While Mr. Ireton was in Grand Rapids they were brought together and were given the benefit of the experience of J. W. Scott, the company's veteran New England salesman, who has made a great success of selling Edison goods to furniture instalment houses. "Scotty" proved his ability as an instructor and also further established his reputation as a raconteur.

TALKER USED INSTEAD OF CLERGYMAN.

Owing to the fact that there was no minister to be found to officiate at the funeral of J. O. Elgin, who died in Fergus Falls, Minn., the only parson in the vicinity being out of town, it was found necessary to fall back on a talking machine to take the place of the reverend gentleman as far as possible.

In the town a number of records were found containing passages from the Scriptures and sermons of famous divines, and with the reproduction of sacred songs, both in solo and by chorus, a most impressive service was conducted, according to the report of the local paper.

NORTHWESTERN DEALERS
TRY US
WE ARE
JOBBERS AND DISTRIBUTERS
EXCLUSIVELY OF
EDISON Phonographs
VICTOR Talking Machines
and Supplies
MINNESOTA PHONOGRAPH CO.
LAURENCE H. LUCKER
505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

C. Koehring & Bro.
INDIANAPOLIS, IND.
VICTOR DISTRIBUTORS
Our stock is complete. Orders filled the same day as received.

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

KNIGHT MERCANTILE CO.
Zonophone Jobbers
Try us for every record and we'll show you
211 No. 12th St. ST. LOUIS, MO.

Chas. H. Ditson & Co.
Have the most completely appointed and best equipped
VICTOR TALKING MACHINE Department
IN NEW YORK CITY
to-day, and solicit orders from dealers, with the assurance that they will be filled more promptly, and delivered in better condition than they can be from any other source.
Nos. 8-10-12 East 34th St., NEW YORK CITY

HARGER & BLISH
Western Distributors for the
VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

BABSON BROS.
19th St. and Marshall Boulevard
CHICAGO, ILL.
Special attention given DEALERS only, by O. M. NISBETT, Manager, Wholesale Department.
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

You Can Get Goods Here
EDISON JOBBERS **VICTOR DISTRIBUTORS**
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
LAWRENCE McGREAL, Milwaukee, Wis.

PITTSBURG PHONOGRAPH CO.
VICTOR JOBBERS and **EDISON JOBBERS**
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

BENJ. SWITKY
Victor and Zonophone Distributor
'Phone 665 Gramercy 27 E. 14th St., New York City

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Eclipse Phonograph Co.,
Hoboken, N. J.
Jobbers of Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey

T. H. TOWELL, Pres. & Treas.
THE ECLIPSE MUSICAL COMPANY
JOBBERS OF **EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.**
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Clevelsnd, O.

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

E. F. DROOP & SONS CO.
925 Pa. Avenue WASHINGTON, D. C.
109 N. Charles St. BALTIMORE, Md.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines
Southern Representatives for
Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

KOHLER & CHASE
Oakland, Cal. **Seattle, Wash.**
JOBBERS OF ZONOPHONES
—AND—
EDISON PHONOGRAPHS
WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

S. B. DAVEGA,
EDISON JOBBER
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. **New York City.**

WEYMANN & SON
WHOLESALE DISTRIBUTERS
EDISON Talking Machines Records & Supplies **VICTOR**
Place your name on our mailing list. We can interest you.
923 Market St., Philadelphia, Pa.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the Oc ober list.

Leading Jobbers of Talking Machines in America

Baltimore Zonophone Jobber
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
Talking Machines and Records. The Biggest Assortment of Hebrew Records.
1423-25 E. Pratt Street, BALTIMORE, MD.

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison
Phonographs *and* Records
100,000 Records
Complete Stock Quick Service

Lewis Talking Machine Co.
33 South 9th Street, Philadelphia, Pa.
Columbia Jobbers
SUPPLIES OF EVERY DESCRIPTION
Give us a trial on your next month's Record order.

SPALDING & CO.
109-113 W. Jefferson St., Syracuse, N. Y.
JOBBERS
COLUMBIA MACHINES and RECORDS
Also Athletic Goods, Fishing Tackle and Cutlery

THE OLDEST TALKING MACHINE HOUSE IN PENNSYLVANIA
C. J. HEPPE & SON
1115-1117 Chestnut St.
PHILADELPHIA, PA.
EDISON and VICTOR A Stock that is always Complete
GOODS and ALL ACCESSORIES

C. B. Haynes W. V. Youmans
C. B. HAYNES & CO.
WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
ALL SUPPLIES
602-604 East 4th St., Richmond, Va.

F. M. ATWOOD
160 N. MAIN STREET
MEMPHIS, TENN.
EDISON JOBBER

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

Lyon & Healy
CHICAGO

VICTOR and EDISON JOBBERS

We Help the Dealer Sell
ZONOPHONES
WE FURNISH YOU NEW IDEAS
DISC TALKING MACHINE CO.
13 No. 9th St., PHILADELPHIA, PA.
H. N. McMENIMEN, GEN'L MGR.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

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., Sept. 6, 1907.

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:

AUGUST 12.

Berlin, 138 pkgs., $1,996; Bombay, 11 pkgs., $719; Buenos Ayres, 6 pkgs., $225; Colon, 6 pkgs., $474; Glasgow, 33 pkgs., $177; Havana, 6 pkgs., $180; 16 pkgs., $391; Havre, 31 pkgs., $1,465; Kingston, 3 pkgs., $100; La Guayra, 4 pkgs., $140; La Paz, 2 pkgs., $182; London, 3 pkgs., $100; 1,065 pkgs., $9,112; 5 pkgs., $354; Manchester, 6 pkgs., $300; Paramaribo, 2 pkgs., $110; Port de Paix, 4 pkgs., $117; Rio de Janeiro, 16 pkgs., $1,802; St. Petersburg, 6 pkgs., $140; Vera Cruz, 25 pkgs., $953.

AUGUST 19.

Aden, 32 pkgs., $475; Berlin, 105 pkgs., $518; 100 pkgs., $556; Calcutta, 1 pkg., $103; Callao, 53 pkgs., $1,500; 10 pkgs., $200; Colon, 12 pkgs., $640; 11 pkgs., $190; Campeche, 13 pkgs., $453; Cuba, 2 pkgs., $224; Guayaquil, 6 pkgs., $196; 11 pkgs., $815; Havana, 4 pkgs., $409; 23 pkgs., $1,440; Iquique, 9 pkgs., $150; Limon, 2 pkgs., $250; 6 pkgs., $149; London, 8 pkgs., $380; 1,059 pkgs., $10,650; Manchester, 1 pkg., $188; Mazatlan, 3 pkgs., $157; Milan, 25 pkgs., $502; 10 pkgs., $291; Para, 7 pkgs., $548; Rio de Janeiro, 7 pkgs., $103; St. Petersburg, 4 pkgs., $165; Santo Domingo, 5 pkgs., $100; Shanghai, 1 pkg., $120; Sheffield, 87 pkgs., $616; Valparaiso, 8 pkgs., $205; 3 pkgs., $115; Vera Cruz, 23 pkgs., $850; Vienna, 42 pkgs., $1,239; 10 pkgs., $635.

AUGUST 26.

Auckland, 7 pkgs., $160; Buenos Ayres, 67 pkgs., $1,413; 34 pkgs., $5,175; Callao, 2 pkgs., $105; Cartagena, 21 pkgs., $428; Colon, 4 pkgs., $100; Corinto, 9 pkgs., $263; Dutch Guiana, 6 pkgs., $282; Havre, 11 pkgs., $375; La Paz, 5 pkgs., $325; Liverpool, 21 pkgs., $150; London, 1,024 pkgs., $9,925; 10 pkgs., $916; 37 pkgs., $3,000; Manaos, 15 pkgs., $536; Manila, 24 pkgs., $1,971; Melbourne, 1,674 pkgs., $29,585; 26 pkgs., $1,760; Rio de Janeiro, 16 pkgs., $813; Rotterdam, 1 pkg., $100; Savanilla, 4 pkgs., $426; Soerabaya, 10 pkgs., $840; Tampico, 5 pkgs., $572; Vera Cruz, 12 pkgs., $478.

SEPTEMBER 3.

Acajutla, 6 pkgs., $246; Berlin, 131 pkgs., $1,973; Bristol, 4 pkgs., $117; Buenos Ayres, 9 pkgs., $400; 6 pkgs., $174; Chara, 7 pkgs., $284; Corinto, 7 pkgs., $388; 7 pkgs., $235; Glasgow, 50 pkgs., $1,226; London, 1,062 pkgs., $11.111; Milan, 38 pkgs., $615; Para, 9 pkgs., $630; St. Petersburg, 9 pkgs., $252; Savanilla, 2 pkgs., $225; Trinidad, 11 pkgs., $316; Valparaiso, 37 pkgs., $3,175; 3 pkgs., $237.

A SCHOOL OF WINDOW DRESSING.

Although the Viennese shop windows are generally considered to be the most artistically arranged of any capital in Europe, the tradesmen complain of the increased difficulty they experience in getting first-class artists for this work. A special window dressing school is now to be established, in which young men and women may obtain a thorough technical training in this branch of shopkeeping.

The General Phonograph Supply Co., New York, will make announcement of their lines next month.

Phonograph Record Cabinet
(CYLINDER)

PLAIN OAK
HOLDS 180 RECORDS

FOLDING HORN HOLDER
(PATENT
Most Useful and Practical
Inquire of Maker

SYRACUSE CABINET CO., Syracuse, N.Y.

NYOIL
FOR
PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

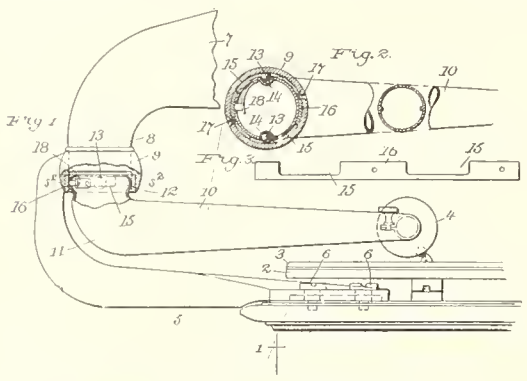
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Sept. 8, 1907.

TALKING MACHINE. Henry B. Babson and Andrew Haug, New York, N. Y., assiguors to Universal Talking Machiue Co., same place. Patent No. 863,135.

This invention relates generally to talking machiues and particularly to supporting means for the sound reproducer thereof. An important feature of this invention consists in mounting the sound reproducer in suspended relation on ball or roller bearings so arranged as to permit free movemeut thereof only in planes at right angles to each other. In the present embodiment of the inventiou the reproducer is preferably mounted upon ball-bearings and is free to move vertically

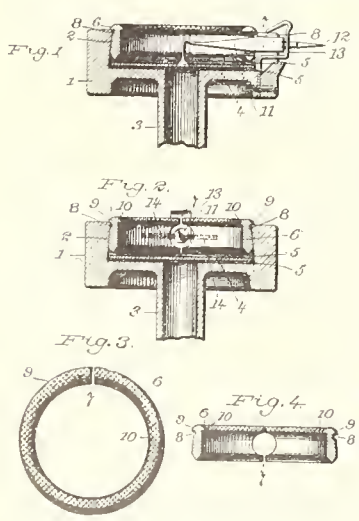


aud horizontally in accordance with the requirements of the type of machine to which it is applied.

The accompanyiug drawings will serve to illustrate mechanism suitable for carrying this invention into effect. In the drawings: Figure 1 is a view in side elevation, partly in section, illustrating the application of our invention to a well-known type of talking machine. Fig. 2 is a horizontal sectional view thereof, on the line s^2, s^2, of Fig. 1, and Fig. 3 is a detail view of the stamped out blank which is shown in Fig. 2, formed up to serve as a removable ring section of the horn supporting bracket.

SOUND REPRODUCER. Andrew Haug, New York, N. Y., assignor to the Universal Talking Machiue Co., same place. Patent No. 863,174.

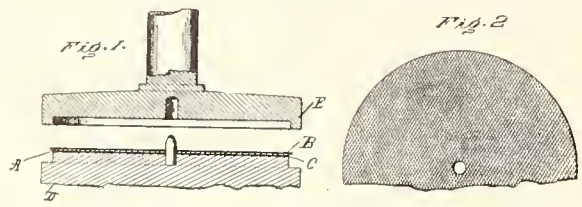
This invention relates generally to talking machines and particularly to the construction of the sound box or reproducer used in connection therewith. An important feature of the invention consists in providing for assembling the various parts of the reproducer from the front of the casing and in so simplifying the construction as to enable the average user to remove parts, make any necessary adjustment or repair and reassemble the same in a ready aud convenient manner without requiring the aid of a skilled workman.



In the drawings—Figure 1 is a sectional view of the reproducer. Fig. 2 is a similar view, taken at right angles to the plane of Fig. 1. Fig. 3 is a detail plan view of the split spring ring which locks the diaphragm in the casing, and Fig. 4 is a sectional view thereof.

TALKING MACHINE RECORD. Thomas H. Macdonald, Bridgeport, Conn., assignor to American Graphophone Co., same place. Patent No. 862,407.

This invention has reference to the production of sound-records of disc form impressed in celluloid. This material has long been recognized as having desirable properties for use as a sound-recording material, but it has not heretofore been employed commercially for the manufacture of disc records. The reasons for this are mainly that celluloid is too expensive to be employed iu a sheet of sufficient thickness to give the desired rigidity, and although it has long been known that celluloid unites readily under heat and pressure with paper or cardboard, either with or without sizing, such compound disc quickly warps to such an extent as to spoil the appearance and usefulness of the sound-record.



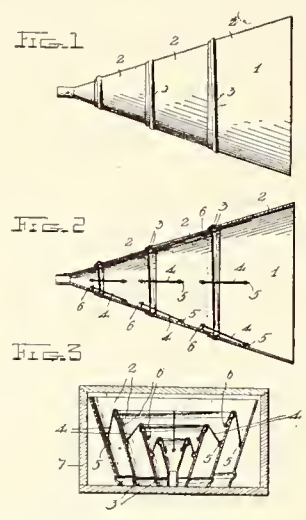
It has been discovered that a commercially successful celluloid record can be made by enclosing a cardboard sheet between two sheets of celluloid which are of the same thickness and quality. The uniformity of thickness and quality of the celluloid sheets is essential to prevent warping.

In carrying out the invention a sheet of cardboard is placed between two thin sheets of celluloid, one of these sheets being slightly larger in diameter than the other sheet and the cardboard disc. The three sheets are placed in the press and compressed between the heated matrix and die in the usual way, thereby impressing a sound-record in the surface of oue of the celluloid sheets. The act of compression unites the three sheets into a coherent disc, and at the same time the projecting margin of the wider celluloid disc is drawn over the edge of the cardboard and against the edge of the other celluloid disc. The heat and pressure of the hydraulic press seal the edges of the two celluloid sheets together. The disc is removed from the press and the slight surplus material is then removed in a rapidly revolving lathe. The result is a sound-record composed of a cardboard disc hermetically sealed between two sheets of celluloid. It is preferred that the under disc of celluloid should have a roughened surface, such as produced by the use of a die whose surface is covered by fine lines close together and crossing at right angles.

In the accompanying drawings, Figure 1 is a cross-section illustrating the record in process of formation, the thickness of the several sheets being very much exaggerated. Fig. 2 is a plan view of part of the underside of a finished record showing the roughened surface.

PHONOGRAPH HORN. Henry Gross, New York, N. Y., assignor of one-half to Frank Shiller, same place. Patent No. 861,648.

This invention relates to improvements in collapsible phonograph horns, and the object is to provide a phonograph horn formed of collapsible telescopic sections provided with means for holding the sections against disengagement at all points when extended and against longitudinal movement in both directions.



In the accompanying drawings, Fig. 1 is a side view of the horn with the parts arranged in position for use. Fig. 2 is a longitudinal sectional view of the horn with the parts in the position shown in Fig. 1, and Fig. 3 is a sectional view through the horn, showing the same collapsed and arranged in the box or case for convenient transportation.

PHONOGRAPH, GRAPHOPHONE, ETC. Charles George Garrard, London, England, assignor to Edison-Bell Consolidated Phonograph Co., Ltd., same place. Patent No. 861,827.

This invention relates to phonographs, graphophones and the like, and particularly to the driving mechanism thereof with the object of effecting certaiu improvements therein. It has hitherto been the practice to traverse the stylus upon the blank or record by providing the arm which carries the stylus with a half nut adapted to engage the feeding screw, whereby the revolution of the latter causes the half nut to travel from end to end thereof in the well-known manner. The employment of a half nut, however, is found to be objectionable on account of the excessive amount of friction set up between it and the feeding screw, and the object of the present invention is to substitute for the half nut a revoluble device which will engage the threads of the positively driven feeding screw and revolve while traveling thereover, thereby lessening the friction between the two parts. A convenient means for effecting this purpose is to mount in any convenient position upon the stylus-carrying arm and by any suitable means a revoluble disc or discs having its, or their, peripheral edge, or edges, shaped or formed so as to engage readily with the threads upon the feeding screw, whereby when the latter is revolved

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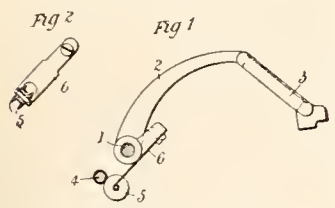
the disc or discs will also revolve and at the same time travel lengthwise of the feeding screw carrying the arm and stylus with it in the well-understood manner.

In place of the disc or discs a roller having one or more grooves of a pitch corresponding to that of the screw, may be used, or any other revoluble attachment to the arms may be employed having a like purpose and effect.

In the accompanying drawings Fig. 1 is an end elevation of so much of a phonograph as is necessary to illustrate the present invention, and Fig. 2 is a detached view of one form of revoluble device adapted to engage with the feeding screw.



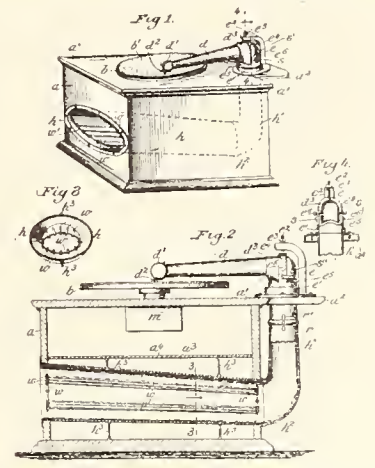
In said drawings 1 is the plain shaft pivotally carrying the stylus arm 2, in which is the usual diaphragm 3, carrying the stylus, while 4 is the positively driven feeding screw with which is adapted to engage a pair of discs 5, rotatably mounted on arm 6, which is secured to arm 2. As seen a pair of discs are employed, but it is obvious that a single or several discs may be employed or a roller having one or more grooves of a pitch corresponding to the thread of the leading screw may be equally well employed.

GRAMOPHONE. Hermann Schroder, Newark, N. J., assignor to H. Schroder Hornless Phonograph Manufacturing Co., New York. Patent No. 864,758.

This invention contemplates certain new and useful improvements in that type of talking machine or gramophone, in which the megaphone instead of being arranged separately and detachably above the supporting casing of the sound record, is arranged in a permanent position within the casing so as to be more conveniently shipped with the casing, to require no adjustment and to avoid any damage to a record which is liable to occur with the megaphone detachably supported above it.

The object of this invention is to provide an improved construction of talking machine of this type, the horn or megaphone of which is provided with means designed to increase the clearness and mellowness of the reproduced sound and which is composed of comparatively few and simple parts that are not liable to get out of order, but that will operate efficiently so as to allow the sound-box at the end of the tapering arm which carries it to follow easily the grooves or depressions in the sound disc or record while the megaphone is permanently mounted without movement, in a sound-box within the casing of the machine and is effectively connected to the tapering arm carrying the sound-box, in such a manner as to interfere in no wise with the free movement thereof in a lateral direction to reproduce the record and also to interfere in no wise with the proper limited movement of the said arm in a vertical direction for the purpose of removing one disc and replacing it by another.

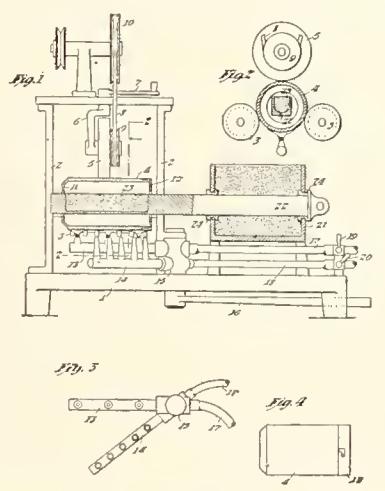
Fig. 1 is a perspective view of the improved gramophone; Fig. 2 is a vertical longitudinal



sectional view of the same upon a slightly larger scale; Fig. 3 is a detail transverse sectional view, the section being taken approximately on the line 3—3 of Fig. 2 and looking in the direction of the dart, and Fig. 4 is a detail vertical sectional view on the line 4—4 of Fig. 1, looking in the direction of the dart.

PROCESS OF MAKING DUPLICATE PHONOGRAPH RECORDS. Jonas W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 855,553.

In an application for letters patent filed May 11, 1906, Serial No. 316,250, is described an improved process and apparatus for making duplicate phonograph records, in which a heated mold is rapidly rotated and a charge of molten material is supplied to the mold, so as to be distributed uniformly over the bore thereof while in a fluid condition, thereby driving any air or gas bubbles inwardly, after which the mold is rapidly cooled while being still rotated so as to cause the material to set and harden.

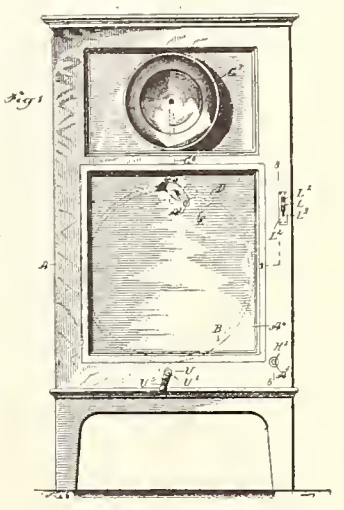


In carrying the invention into effect, a hot mold is rotated at high speed and a fusible material introduced therein in the solid state, preferably in the form of powder or small granules, whereby the fusible material will be uniformly distributed over the bore of the mold by the centrifugal force developed and will be melted by the heat of the mold, so as to become fluid and take a very perfect impression from the record surface, at the same time displacing any air or gas bubbles and forcing the same inwardly after which the mold will be cooled, so as to chill or set the material while the mold is being continuously rotated.

Figure 1, is a longitudinal sectional view of the preferred apparatus for carrying the method into effect, Fig. 2, a sectional view on the line 2—2 of Fig. 1, Fig. 3, a plan view, showing the heating and cooling mechanism, and Fig. 4, an elevation of the complete mold.

MAGAZINE PHONOGRAPH. Allison A. Pratt, New York, N. Y., assignor to Patent Holding Co., same place. Patent No. 864,686.

The object of the invention is to provide a new and improved magazine phonograph arranged to carry a large number of record rolls to enable the user to select any one of the record rolls desired to be played, to provide a simple mechanism for accurately bringing the selected record roll in playing position, to automatically start the machine, and to automatically stop the same at the end of the piece.



A practical embodiment of the invention is represented in the accompanying drawings, in which Fig. 1 is a front elevation of the improvement; Fig. 2 is an enlarged front elevation of the improvement, parts being in section and the casing being removed; Fig. 3 is an enlarged transverse section of the improvement, the parts being in playing position; Fig. 4 is a sectional side elevation of the driving gear for the record rolls and the feed screw for the carriage carrying the reproducer mechanism; Fig. 5 is a rear sectional side elevation of the reproducer mechanism, on the line 5—5 of Fig. 3; Fig. 6 is a cross section of the same, showing the parts at rest; Fig. 7 is a rear sectional side elevation of the same; Fig. 8 is an enlarged transverse section

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½ dozen Assorted Harmonicas, to retail at $1.00 each	6.00
Total retail value of Harmonicas	$45.00
Value of Sbow Case, at least	12.00
Total Value	$57.00

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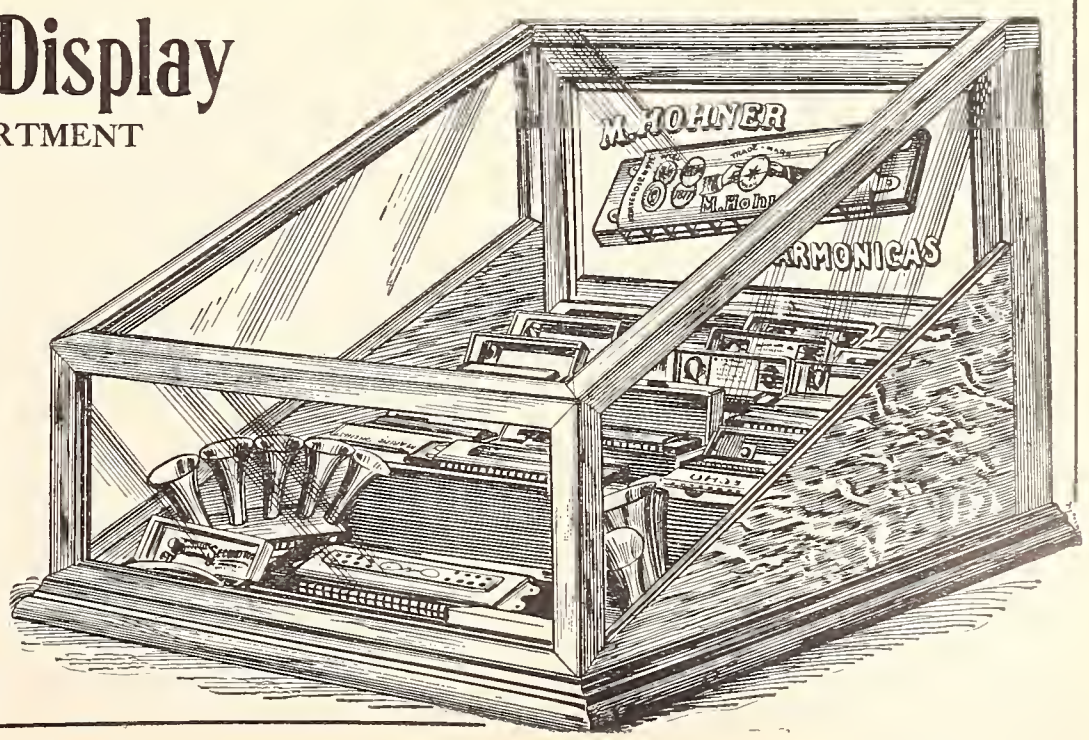
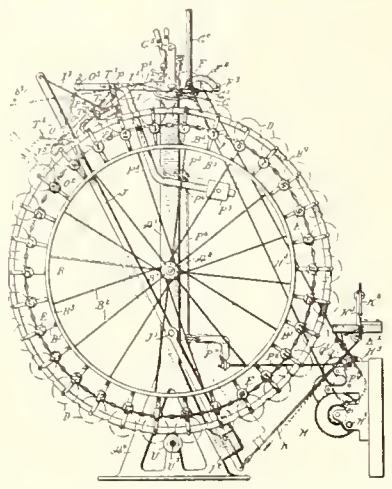
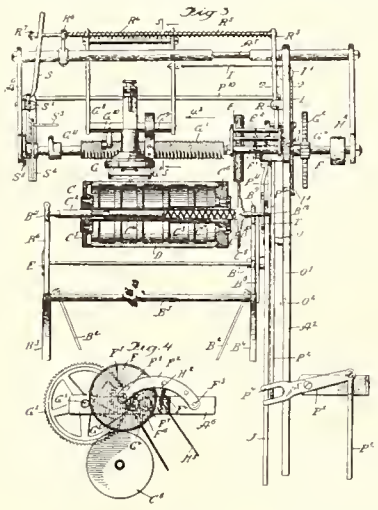


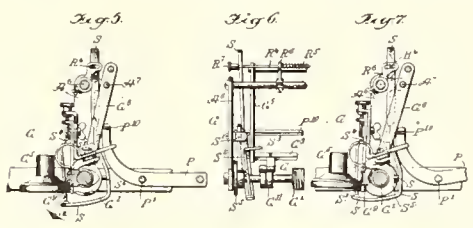
of the improvement, on the line 8—8 of Fig. 1, showing more particularly the motor and a coin-controlled mechanism employed in connection with the improvement; Fig. 9 is an enlarged plan



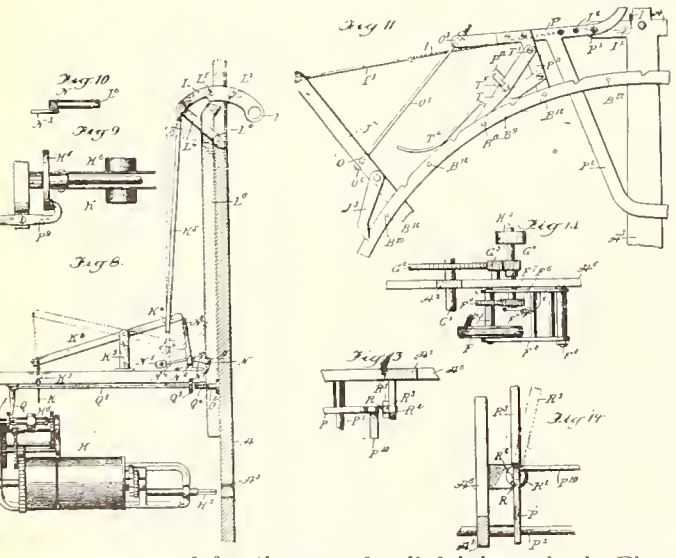
view of the stopping mechani m for the motor: Fig. 10 is an enlarged sectional plan view of the coin-controlled mechanism, the section being on the line 10—10 of Fig. 8; Fig. 11 is an enlarged side



elevation, showing the mechanism for turning the magazine wheel, for returning the carriage of the reproducer mechanism and for actuating



the starting and stopping lever; Fig. 12 is a plan view of the driving gear for the carriage feed



screw and for the record roll driving wheel; Fig. 13 is an enlarged sectional plan view of part of the tripping device for the starting and stopping lever, and Fig. 14 is a cross section of the same.

HOW EDISON SECURED "S" SOUND.

In a column headed, "Rungs in the Ladder of Success," the New York Commercial narrates one of the difficulties encountered by Thomas A. Edison in inventing and perfecting talking machines, as follows: "For a long time Edison's phonograph refused to say 'specia'—it dropped the 's' and said 'pecia.' To produce that single sound he needed something delicate enough to receive impressions not more than a millionth part of an inch in depth, and yet rigid enough to carry the needle up and down, exactly reproducing the vibrations which had made the impressions. The scientists told him there was no such substance in existence. 'Then we must produce it,' insisted Edison. They declared it could not be done, because the qualities which he demanded were inconsistent and exclusive of each other. He declared it could be done, because it must be done, and he did it—but Edison worked eighteen hours a day for seven months to secure that single sound. That is the story of success since the world began. Difficulties yield to enthusiasm."

RETAIL PRICES FOR HORNS

Fixed by the Tea Tray Co. Who Issue Price List to Their Jobbers and Ask Their Support in This Important Move.

That eminent firm of horn manufacturers, the Tea Tray Co., of Newark, N. J., are using every possible means to perfect their product. Never content with what they have accomplished they are ever striving for improvement. They have appointed a corps of inspectors for every department of the factory. It is the duty of the men comprising this corps to give the closest scrutiny to every detail of manufacture. Every point is studied, and even down to the shipping department important improvements have been made, and evidence of the painstaking care in this particular department may be seen in the fact that letters are constantly being received from various leading jobbers throughout the country, commenting the Tea Tray Co. for the originality which they manifest in packing their goods for shipment, and the splendid condition in which they are received.

The Tea Tray Co. propose to establish retail prices at which their horns may be offered to the public. This concern say in a recent notice addressed to the jobbers:

"We have every reason to believe that the jobber will support a manufacturer who supplies goods of quality and sells under the protective policy, and we shall endeavor by every reasonable method to protect buyers, and hope the trade will do all they can to interest their purchasers, as we think, in the right direction. We therefore submit the following price list for your consideration.

"We believe the continued success of the talking machine business depends on maintaining fixed prices. We therefore believe all jobbers who co-operate with us in this respect will meet with merited success. If the jobbers will work in accord with us in maintaining prices against unfair competition who heretofore have been in the habit of handling anything regardless of price and quality, we will support them with a superior quality of goods and prices which will afford them a profit."

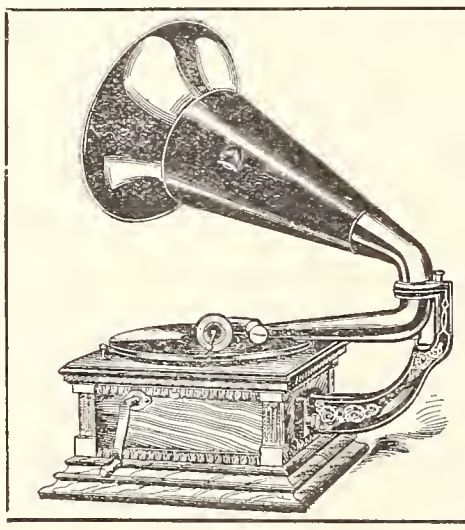
SOMETHING NEW.

There is an extremely lively interest in inexpensive phonographs just now, and a good article of this kind will sell without difficulty. The Rex talking machine, made by the Church Supply Co., New York, is designed to fill the enormous demand for a practical screw-feed machine that will play in a most satisfactory way and sell at a price that places it within the reach of every home. This machine is American made, entirely original and unique in design, and constructed in a most substantial manner. It is equipped with a most essential feature, namely, a screw feed of 100 threads per inch, assuring uniform playing and long life for records. No matter how uneven the surface upon which it rests, the Rex will play every note and the reproducer cannot skid. The diaphragm and spider of the reproducer are made of one piece, so that all trouble of detached spiders is obviated. Another most important feature is the fact that the horn and reproducer are stationary. The motor is strongly built and accurately assembled. Makers of the Rex have been building low-priced talking machines for a number of years, and experience has taught them the weak points, so in offering this new machine they have something which is very fine.

INVENTS MUSICAL AUTO HORN.

A young inventor in Washington, Ga., recently conceived the idea of a musical auto horn along the lines of a talking machine, using brass discs. On the rim of each disc was recorded a bar of some popular air and at the trial of the device success seemed assured. So much discord resulted, however, when two automobiles passed each other that the citizens of the town were given bad cases of nerves, causing the police to suppress the invention.

The Liberty Moving Picture & Manufacturing Co., New York, was recently incorporated with a capital stock of $15,000. Directors: C. E. Doll, H. M. Jones and B. T. O'Neill, all of New York.



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RECORD BULLETINS FOR OCTOBER, 1907.

NEW COLUMBIA 10-INCH DISC RECORDS.

VOCAL QUARTET, MALE VOICES, ORCH. ACCOMP.
3692 Southern Girl (Solman).....Columbia Quartet
VOCAL QUARTET, MALE VOICES, ORGAN ACCOMP.
3693 The Hymns of the Old Church Choir (Lamb and Solman).....Columbia Quartet
VOCAL QUARTET, MALE VOICES, PIANO ACCOMP.
3694 The Two Nightingales (Laughing Song) Sung in Greek. (A. Jaharoponlo)..... Royal Greek Quartet
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3695 Just Help Yourself (Harry Von Tilzer)..... Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3696 When Summer Tells Autumn Good-bye (Lamb and Helf).....Stanley and Burr
SOPRANO AND TENOR DUET, ORCH. ACCOMP.
3697 Be My Little Teddy Bear (As sung by Anna Held in "The Parisian Model") (Max Hoffman).....Ada Jones and Billy Murray
BARITONE SOLO, ORCH. ACCOMP.
3698 Where the Silv'ry Colorado Wends Its Way (Charles Avril).....J. W. Myers
BARITONE SOLO, ORCH. ACCOMP.
3699 Dream On, Dear Heart, Dream On (Theo. Morse).....Frank C. Stanley
BARITONE SOLO, ORCH. ACCOMP.
3700 The Indifferent Mariner (Bullard)..... Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
3701 Dreaming (Serenade) (Dailey).Albert Campbell
TENOR SOLO, ORCH. ACCOMP.
3702 Just Take Me Down to Wonderland (Thos. S. Allen).....Billy Murray
CONTRALTO SOLO IN HEBREW, PIANO ACCOMP.
3703 Amojze in gewasehen.....Frau Pepi Littmann
COMIC RUBE SKETCH.
3704 At the Village Post Office (Steve Porter).... Columbia Comedy Trio (Murray, Harlan and Porter)
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
3705 Flanagan at the Vocal Teacher's (Steve Porter).....Steve Porter
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
3706 Uncle Josh Joins the Grangers (Cal Stewart)..... Cal Stewart
BARITONE SOLO, ORCH. ACCOMP.
3707 Oh, Oh, Miss Lucy Ella (Harry Van Tilzer)..... Arthur Collins
5687 Homage to Merido (Two-Step) (Homenaje a Merida—Paso Doble) (Velino Preza).... Banda Espanola
8030 Narodni Valcik (National Waltz) (Bohemian). (F. Tryner) ..Prince's Military Band
8031 Hdureau (Polish) .....Prince's Military Band
8032 Akuxe Maro (Mazurka) (Polish).....Prince's Military Band

NEW COLUMBIA 12-INCH DISC RECORDS.

5702 Garibaldi March (Arranged by L. Conterno) Banda Espanola, Senor C. A. Prince, Director
5719 "Mignon" Overture (A. Thomas)..... Banda Espanola, Senor C. A. Prince, Director
5721 "I Puritani," Selections from (Bellini).... Banda Espanola, Senor C. A. Prince, Director
BARITONE SOLO, ORCH. ACCOMP.
30081 O My Father (Mormon Hymn) (Eliza R. Snow).....Frank C. Stanley
30082 Adoree (Valse Lente) (E. Legrand)..... Prince's Orchestra—Dance Music
30083 Virginia House Warming (Characteristic March and Two-Step) (Evans)..... Prince's Orchestra—Dance Music
30084 Waltzes from "The Red Mill" (Victor Herbert) .....Prince's Orchestra—Dance Music

NEW COLUMBIA XP (CYL.) RECORDS.

TENOR SOLO, ORCH. ACCOMP.
33171 Take Me Around Again (Kerry Mills).. Billy Murray
BARITONE SOLO, ORCH. ACCOMP.
33172 O, My Father—Mormon Hymn (Eliza R. Snow).....Frank C. Stanley
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33173 Ev'ry Little Bit, Added to What You've Got, Makes Just a Little Bit More (J. Fred Helf).....Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33174 Just Help Yourself (Harry von Tilzer).... Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33175 When Summer Tells Autumn Good-bye (Lamb and Helf).....Stanley and Burr
BARITONE SOLO, ORCH. ACCOMP.
33176 Oh, Oh, Miss Lucy Ella (Harry Von Tilzer) .....Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33177 She Was a Grand Old Lady (S. R. Henry) .....J. W. Myers
TENOR SOLO, ORCH. ACCOMP.
33178 Dreaming—Serenade (Dailey)..Albert Campbell
TENOR SOLO, ORCH. ACCOMP.
33179 Always Leave Them Laughing When You Say Good-bye (George M. Cohan)..... Billy Murray
TENOR SOLO, ORCH. ACCOMP.
33180 Just Take Me Down to Wonderland (Thos. S. Allen) .....Billy Murray
TENOR SOLO, ORCH. ACCOMP.
33181 Who? Me? (Ted Snyder).....Billy Murray
COMIC RUBE SKETCH.
33182 At the Village Post Office (Steve Porter) ..... Columbia Comedy Trio (Murray, Harlan and Porter)
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
33183 Flanagan at the Vocal Teacher's (Steve Porter) .....Steve Porter
40544 What Will You Have?—Two-step (Que toman?—Paso Doble) (Alfreda Pacheeo) ..... Banda Espanola
40547 Sailing With the Wind—March (Viento en Popa) .....Julio Pani
ACCORDEON SOLO, ORGAN ACCOMP.
65062 A breigas tanz (A. Greenberg)...A. Greenberg

NEW COLUMBIA B. C. (CYL.) RECORDS.

85141 Love's Whisper—Waltz (Victor G. Boehnlein).....Prince's Orchestra—Dance Music.
85142 Luna Waltz from opera "Lady Luna" (Paul Lincke) .....Prince's Orchestra—Dance Music
85143 Medley Two-step, introducing "Won't You Be My Honey," "It's Great to Be a Soldier Man" and "Lovin' Time" (Theo. Morse)....Prince's Orchestra—Dance Music
MINSTREL, ORCH. ACCOMP.
85144 My Creole Saidee—Solo by Billy Murray (Edward Wright)..... .....The Rambler Minstrel Co.
BARITONE AND TENOR DUET, ORCH. ACCOMP.
85145 My Mother's Bible—Sacred (C. D. Tillman).....Anthony and Harrison
BARITONE AND TENOR DUET, ORGAN ACCOMP.
85146 Lord, I'm Coming Home—Sacred (Wm. J. Kirkpatrick).....Anthony and Harrison
BARITONE SOLO, ORCH. ACCOMP.
85147 The Indifferent Mariner (Bullard)..... .....Frank C. Stanley
85148 Virginia House Warming—Characteristic March and Two-step (Evans)..... .....Prince's Orchestra—Dance Music

NEW VICTOR RECORDS FOR OCTOBER.

ARTHUR PRYOR'S BAND.
5217 Telescope March..... Seltzer 10
5218 Comin' Thro' the Rye—Humoresque..... .....Bellstedt 10
5222 Reed Bird (The Indian's Bride)....Reed 10
31658 Scarf Dance (Pas des Echarpes)..... .....Chaminade 12
31659 Blissful Dream—Intermezzo.....Helmund 12
VICTOR DANCE ORCHESTRA.
31665 Ambrosia Waltz .....Tracy 12
CORNETS AND TRUMPETS OF ARTHUR PRYOR'S BAND.
5209 Bugle March No. 1..... 10
5212 Army Bugle Calls, No. 2 (with the calls announced) 10
VICTOR DRUM, FIFE AND BUGLE CORPS.
5211 My Maryland March.....Rogers 10
ACCORDEON SOLOS BY JOHN J. KIMMEL.
5237 Irish Boy March.....Kimmel 10
5238 Medley of Irish Jigs..... 10
XYLOPHONE SOLO BY CHRIS CHAPMAN, WITH ORCH.
5219 Watermelon Club March.....Lampe 10
CLARINET AND FLUTE DUETS BY CHRISTIE AND LYONS, WITH ORCH.
31657 Ecstasy Waltz..... 12
31660 Sweet Visions of Childhood.....Glover 12
SOPRANO SOLO BY HELENE NOLDI, ACCOMP. BY VICTOR ORCHESTRA.
5215 Rock Me to Sleep, Mother.....Leslie 10
ALICE LLOYD, WITH ORCH.
5225 Yon Splash Me and I'll Splash You..... .....Lamb-Solman 10
31662 Story of a Clothes Line.....Harris-Tate 12
VESTA VICTORIA, WITH ORCH.
5180 Summer Blouses.....Murray-Helbury 10
5221 Mau, Man, Man.....Murray-Helbury 10
"COON" SONG BY MISS ADA JONES, WITH ORCH.
5226 If the Man in the Moon Were a Coon.... .....Fischer 10
YODEL SONG BY GEORGE P. WATSON, WITH ORCH.
5232 Hush, Don't Wake the Baby..... 10
TENOR SOLO BY JOHN A. FINNEGAN, ACCOMP. BY VICTOR ORCHESTRA.
31666 Stabat Mater—Cujus animam.....Rossini 12
TENOR SOLO BY HARRY MACDONOUGH, ACCOMP. BY VICTOR ORCHESTRA.
31656 Messiah—Comfort Ye My People...Handel 12
TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
5214 'Neath the Old Cherry Tree, Sweet Marie ..... Williams-Van Alstyne 10
SONGS BY HARRY TALLY, WITH ORCH.
5213 Ballooning .....Hern 10
5224 Broncho Buster.....Madden 10
MARCH SONG BY BILLY MURRAY, WITH ORCH.
5207 Honey Boy .....Von Tilzer 10
"COON" SONGS BY EDDIE MORTON, WITH ORCH.
5220 Mariuch Danca da Hootch-a-ma-kooteh... .....Von Tilzer 10
31661 That's Gratitude.....Morton-Camp 12
"COON" SONG BY ARTHUR COLLINS, WITH ORCH.
5228 If I'm Goin' to Die, I'm Goin' to Have Some Fun .....Cohan 10
DUET BY COLLINS AND HARLAN, WITH ORCH.
5227 Who? Me? .....Snyder 10
LYRIC QUARTET, ACCOMP. BY VICTOR ORCH.
31664 The Radiant Morn.....Woodward 12
5198 The Kerry Dance (unaccomp.)....Molloy 10
BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.
5216 Take Me Where There's a Big Brass Band ..... Morse 10
DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.
31663 Jimmie and Maggie in Nickel-Land..... 12
VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.
2146 Anvil Chorus from "Il Trovatore"..Verdi 8
CORNETS AND TRUMPETS OF ARTHUR PRYOR'S BAND.
5210 Bugle March No. 2..... 8
CLARINET AND FLUTE DUET BY CHRISTIE AND LYONS, WITH ORCH.
5229 Spring Greetings .....Benedict 8
COMIC SONG BY ARTHUR COLLINS, WITH ORCH.
5233 And a Little Bit More.....Fischer 8
DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.
5165 Kiss, Kiss, Kiss (If You Want to Learn to Kiss) .....Hoffman 8
TENOR SOLO BY HARRY TALLY, WITH ORCH.
5230 Take Me Back to New York Town..... .....Von Tilzer 8
SONGS BY BILLY MURRAY, WITH ORCH.
5236 Lucia .....Klein 8
5231 I'd Rather Two-step than Waltz, Bill..Burt 8
MARCH SONG BY FRANK C. STANLEY, WITH ORCH.
5235 Honey Boy .....Von Tilzer 8

NEW RED SEAL RECORDS.

VIOLIN SOLOS BY MAUD POWELL.
64073 Menuett .....Mozart 10
64074 Souvenir .....Franz Drdla 10
64075 Melodie .....Gluck 10
64076 (a) The Bee .....Schubert 10
(b) Minute Waltz .....Chopin 10
BARITONE SOLO BY EMILIO DE GOGORZA.
74077 Drink to Me Only with Thine Eyes (In English) 12
HERBERT WITHERSPOON, BASS.
74078 Gypsy John (In English).....Clay 12
74079 (a) By the Short Cut to the Roses..... .....Old Donegal Air 12
(b) Black Sheela of the Silver Eye..... .....Old Ulster Air 12
74080 Messiah—The Trumpet Shall Sound..Handel 12
ERNESTINE SCHUMANN-HEINK, CONTRALTO.
87012 Frühlingszeit (Spring-tide) (In German).. .....Becker 10
87013 Der Tod un das Mädchen (Death and the Maiden) .....Schubert 10
88090 Mignon—Kennst du das Land (Knowest Thou the Land).....Thomas 12
88091 Orfeo—Ach ich habe sie verloren (Che faro senza Eurydice) (I Have Lost My Eurydice) .....Gluck 12
88092 Rheingold—Weiche, Wotau, weiche! (Waver, Wotan!) .....Wagner 12
88093 Bolero—La gitana (The Gypsy) (In Italian) .....Arditi 12

NEW EDISON GOLD MOULDED RECORDS.

9674 Danny and His Hobby Horse.Edison Concert Band
9675 When Summer Tells Autumn Good-bye.... .....Manuel Romain
9676 Oh, Oh, Miss Lucy Ella.....Collins and Harlan
9677 Secret Love Gavotte.....Albert Benzler
9678 He Lost Her in the Subway.....Ada Jones
9679 Honey Boy..Reed Miller and Reinald Warrenrath
9680 Who? Me? .....Billy Murray
9681 I See Thee Again Waltz..... .....Edison Symphony Orchestra
9682 June Moon .....Irving Gillette
9683 Kiss, Kiss, Kiss.....Ada Jones and Billy Murray
9684 If I'm Goin' to Die, I'm Goin' to Have Some Fun .....Arthur Collins
9685 Victorious Eagle March....Edison Military Band
9686 Why Did They Sell Killarney?..Frank C. Stanley
9687 At the Village Post Office..Edison Vandeville Co.
9688 'Neath the Old Cherry Tree, Sweet Marie.. .....Byron G. Harlan
9689 Sweet Spirit Hear My Prayer..... .....Edison Venetian Trio
9690 I've Had Many a Sweetheart, but None Like You .....Reed Miller
9691 The King's Business.....Edison Mixed Quartet

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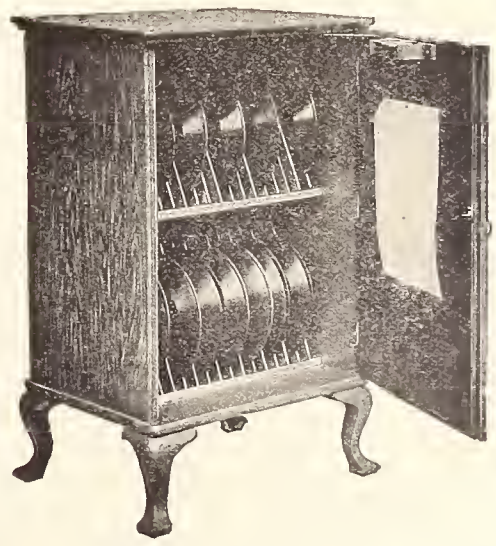

No. 426—OPEN. MADE IN MAHOGANY AND OAK

Holds 170 12-inch Victor Records

9692 Flanagan at the Doctor's.....Steve Porter
9693 Rakoczy March.....Edison Hungarian Orchestra
9694 Yesterday .....Reinald Werrenrath
9695 A Coon Courtship.....
.....Ada Jones and Len Spencer
9696 When the Band Plays "Yankee Doodle".....
..... Edward Meeker
9697 Many's the Time Medley..Edison Military Band

NEW ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.

851 Arion Carnival March.....
852 Colonial Guard—March and Two-Step.....
853 King of Rags—Two-Step Oddity.....
854 Sunbeam Dance—Schottische.....
855 Turkish Patrol .....

HAGER'S ORCHESTRA.

856 Dill Pickles—Two-Step .....
857 Jolly Widow—Waltz .....
858 Spring Song (Mendelssohn) .....
859 "Tattooed Man"—Waltz .....
860 "Yankee Tourist"—Medley Two-Step .....

ACCORDION SOLO BY J. J. KIMMEL.

861 Cakewalk .....

VOCAL SELECTIONS, WITH ORCH. ACCOMP.

862 All My Girls.....Ed. M. Favor
863 Ballooning .....Harry Tally
864 Blest Be the Tie—Sacred.....Frank C. Stanley
865 Herman and Minnie—Descriptive.....
..... Ada Jones and Len Spencer
866 I'm Tying the Leaves So They Won't Come Down .....Byron G. Harlan
867 Irish Section Gang—Descriptive..Peerless Quartet
868 Jack and Jill.....Ada Jones
869 On an Old-Fashioned Buggy Ride....Billy Murray
870 Many's the Time.....Collins and Harlan
871 Rambler Minstrels No. 5.....
872 Scene at a Dog Fight—Descriptive.....
..... Len Spencer and Alf Holt
873 Take Me Back to New York Town..Harry Tally
874 The Handsome, Brave Life Saver....Billy Murray
875 Yield Not to Temptation—Sacred.....
..... Metropolitan Trio

SUIT OF DOUGLAS CO. VS. VICTOR CO.

Two Suits Entered in Different Branches of Circuit Court—Testimony Taken in Trenton—Trial in September—J. E. Helm Examined.

Testimony was taken August 20, at Trenton, N. J., before Henry D. Oliphant, stated examiner of the United States Circuit Court in the matter of the suits instituted by the Douglas Phonograph Co., New York, against the Victor Talking Machine Co., Camden, N. J. Harry Cobb Kennedy, of Philadelphia, appeared as counsel for the defendant corporation and Herbert J. Knight for the Douglas Co., the complainants. Two suits have been entered in the cause, one in the equity and the other in the law branch of the court, and by special direction of United States Judge Lanning the testimony taken will be used in the joint trial of the suits, which are to be heard before Judges Lanning and Cross during the September term of court. John E. Helm, president of the plaintiff company, is about to visit Europe, and his testimony is taken in anticipation of the trial taking place in his absence.

Mr. Helm was examined for four hours on the terms and conditions of the original contract, and declared repeatedly that by its terms the Douglas Co. had a perpetual right to sell the goods of the defendant while fulfilling the conditions with respect to the number sold. Asked by Mr. Kennedy if the contract did not forbid the sale by the Douglas Co. of other phonographs, records or talking machines. Mr. Helm testified positively that no allusion whatever was contained in the contract with reference to competitive goods, the only thing required being that a specified number of the talking machines should be sold each month in each contract covered by the Douglas agreement.

Mr. Helm furnished figures in response to Mr. Knight's questions, showing that the sales of Victor machines had exceeded the specified requirement from the first month, the aggregate at times being twenty times the number, it was alleged.

THE HOLDING OF TRADE

And Not the Drawing of Crowds Should be the Main Desideratum of Dealers—Values Must be Predominant So as to Make Your Visitors Customers for All Time.

No special cleverness is needed to draw a crowd at any time. Depends a little, though, on what you do with the crowd when you get it. "The public," said Barnum, "like to be fooled." P. T. was long-headed enough, though, to know that the fooling part of his proposition was merely a gentle "jolly," as we put it nowadays. What odds if he did build a glitter around his efforts that made things look their finest? The frills which our farmer friends admired on the lithographed walls were harmless accessories for creating interest in the "greatest show on earth."

When they got inside the tent there were, of course, many things lacking which they counted on seeing, but they came away feeling that it wasn't a bad show after all, and simply because no stone was left unturned that would bring forth features for the spectators' amusement.

Now, inasmuch as Barnum found it advisable to keep faith with the public, of how much greater importance is it for you, Mr. Dealer, to see that when buyers come to your store there'll be honest values, quick, courteous attention and, above all, have them leave with a feeling that their trade was appreciated? When you take in tow a special selling event, try your level best to spread the thing everywhere. Don't shiver and wonder if you hadn't better call the affair off when the crowd comes in response to your invitation, but get busy and demonstrate to them that it is not alone possible for you to handle their trade during the rush, but also at any other time.

But above all, cultivate the confidence of your trade and steer clear of ambiguous statements in your advertising. When you say you will give a certain value at a certain time see that it's real.

Easy enough getting business, Mr. Talking Machine Dealer. The trouble you have is to hold on and add to it. Got to keep adding to it, you know, else lapse of time, if nothing else, will wipe out every customer you now have. Strange, then, isn't it, that you don't pay more attention to keeping within the fold every buyer that comes your way? A looker-on naturally thinks that every customer is a gold mine—not the paper kind, either, but one which yields pay dirt from the start. Some may cost so much to work that there's little profit left, but you can't strike rich leads all the time.

Now about the holding of trade. The insurance man, of course, gives his prospective policy holder all kinds of attention—makes him feel somewhat like a millionaire and a general good fellow all round. But when the deal is closed he seeks a new client. The one of yesterday becomes unproductive—ready to be labeled "Finished" and put on the shelf to mature at his own sweet will.

But the merchandiser, he's different. Has got to keep on the best side of every one and all the time; rarely ever comes a period in the customers' living history that you can write them down "impossibles." There's always a way to draw forth the dollars, providing you've values to offer. Values, did we say? Aye, but there's something else—courtesy.

Take an interest in their shopping comfort, and, above all things, you should err on the side of giving more than is really expected, rather than fall the least bit short. A combination like this will stand the hardest test that can be put upon a business. If any of these features be lacking we'll not say that you can't succeed, but we're safe in assuming that the success won't be as marked as it might be.

Our motoring friends in the "talker" field will be interested to know that the "honk, honk" of the automobile horn may be put to wider use, according to an announcement from Berlin. It appears that the Prussian railway authorities have been experimenting with a view to securing the most practicable means of warning engineers of danger. In many cases the men at the throttle run by the usual signals, owing to their attention being distracted by other duties. The officials have been testing various devices, and have hit upon the "auto" horn. The horns, sounded by a rubber bulb, exactly as on a motor car, will be placed in twos or threes beside the track some distance from the signal stations and sounded in order to remind the engineer that he is approaching such a station and therefore to look out for indications that the line is open or closed. The whole apparatus is worked by electricity, and is said to be effective. So the automobile may be called the parent of a life-saving scheme.

Central States Edison Dealers

¶ AM ready to look after your Phonograph needs from my Cincinnati wholesale place. My stock from beginning to end is new and fresh and my aim shall be to give dealers not only good service, but aid them in every way to make money with the line by giving them every assistance possible, and ten years' experience, first as road salesman for the National Phonograph Co., and four years of jobbing Edison goods exclusively in Milwaukee, should fit me for the successful work of middleman.

I MOST RESPECTFULLY SOLICIT YOUR VALUED PATRONAGE :: WRITE FOR CONTRACTS

LAWRENCE McGREAL, Cincinnati, Ohio

29 East 5th Street

MOVING PICTURE AND AUTOMATIC MACHINES

BUCKLE ON YOUR ARMOR

And Get Busy for an Active Fall Trade—Valuable Pointers on How Talking Machine Men May Expand Their Interests—How the Moving Picture Machine Trade Grows.

Nothing in the history of the moving picture business will equal the great boom that will strike the country, starting with the first cool weather. Are you prepared, Mr. Talking Machine Man, to get some of this business? If not, why not? Are you not yet awake to the possibilities in store for those who are in it? The field is as broad as you wish to make it. True, the five-cent theatres are becoming very uumerous, a great many of the desirable locations having been taken up, but there will always be room for the man who is progressive—the man who will fit up a place in an attractive but sensible manner, and who will run a good, clean, up-to-date show—in other words, a man who will cater to the honest, respectable class, and who will always endeavor to give a "square deal." The motion picture theatre offers a chance to the small investor, as well as the large one. The cost ranges from $500 to $60,000. Between these extremes are five-cent theatres of varying costs. The first thing to be considered is rent. Usually it is necessary to sign a lease for at least a year, and as the business is considered objectionable by many landlords, the rent is higher than for other enterprises. After the rent is paid it is necessary in most cases to make alterations in the building, and these of course must be paid by the owner of the theatre. Seats have to be bought, and a good deal of lumber for the stage. (The small places dispense with this, using only a sheet, the piano or talking machine, if music is given, being on the floor.) The largest item of expense is that of the front. If the theatre is to catch the crowds, especially when there is so much competition, this must be showy. In some of the more pretentious establishments of this nature the front is of the finest mosaic, with pictures painted by recognized artists. However, most of the places use stucco or plaster, which at night is very attractive. There always must be good arrangements for light, whether it be simply the arc or a shower of electric bulbs. This cannot be had, including a sign, for much less than $200. A moving-picture machine is of course necessary; these cost from $50 to $200, though they can be rented, the same as the films. Naturally these differ somewhat in cost in various localities, the condition of the films whether old or new, make a great deal of difference. (But we will say here, don't take the old stuff and think you're saving money; nine cases out of ten your customers have seen the same thing before, and if you would increase your patronage you must give them something new.) The average rental is $50 for two reels and three changes per week; $30 for one reel, three changes. For illustrated songs there must be one or more singers and these are not easily found under $10 each. A piano is necessary and some one to play it and one or two ticket sellers aud a "barker." An operator is of course required for the machine. This man above all things should know his business. On his shoulders not alone depends the success of the show, but the safety of your patrons. An inexperienced man can also lose you a lot of money on damaged films. For illustrated songs in a small place a good talking machine can be used, thereby saving considerable in the matter of salaries. The same thing or an automatic piano can be substituted for the "barker." It might also be well to caution prospective investors when building a theatre to be sure and consult the legal authorities, so that they will be able to conform to the letter of the fire, health and civil laws, so as to avoid future litigatiou, which reminds us that these officials are still carrying on a strenuous campaign against the five-cent theatres and penny arcades throughout the country. The following article, which appeared in a recent copy of the Moving Picture World, hits the nail ou the head, and only too truly portrays evils that are overlooked.

"Regulation of the five-cent theatre is rapidly becoming a moral necessity. Suppression would work an injustice, both to those who have their money invested in the nickelodeons and to that large portion of the public that seeks cheap entertainment. Regulation, however, would serve the ends of public morality and at the same time protect the rights of the proprietors and their patrons. But there are other influences as well as the nickel theatres that demand regulation. For instance, there is the comic Sunday supplement. Some of the picture stories presented in these gaudy creations are just as demoralizing to the young as moving pictures of the more reprehensible type. They doubtless do more damage than the latter because they find their way into the home through the medium of papers which seek to prove their moral tone by pointing the finger of shocked righteousness at the five-cent theatre's offerings.

"Some of these funny supplement picture stories teach disrespect of elders by telling of the pranks of lads whose mischievousness contains a touch of viciousness, iu which they get the better of those they should houor and venerate. Others make light of theft, lying, grafting, brawling and good order. Surely these comic supplements need regulation as much as do the moving pictures.

"So also do the Sunday supplement's stories of grafters and thieves in which the cleverness of wrongdoers is exaggerated and their dishonesty and criminality are made to appear smart, insidious suggestions and the calm overlooking of moral standards by institutions that are supposed to be protectors of society are fully as debasing as the worst of the moving pictures."

* * * *

But here we are devoting too much space to only one branch of this enormous busiuess and there are many others of fully as vital interest to this trade, namely, its commercial possibilities. As we have before stated it is in this phase of this new industry that the talking machine man should shine, for no other class is so well adapted to push the sale of machines and films among the public. There is still another field open to agents, however, and one that is scarcely as yet recognized, namely, public institutions such as schools, hospitals, colleges, churches, etc. or what might be called the "educational branch." Of course special films will have to be made for all these various subjects, such as geography, history, surgical science, methods and processes of manufacture, social conditions, etc., etc., but this work is now being pushed by manufacturers and talking machine men will find this a big thing for them. But it might be well to deal a little more fully with this subject, for the benefit of those who are ignorant of all but the amusement features of the business, which, after all, if not the smallest financially, is most interesting from a scientific standpoint. For it is not the former but the latter that will make the moving picture one of the greatest boons to humanity as a whole that has ever been conceived by the brain of man.

"How to effectively teach geography," to quote the Brooklyn "Times," has long been a problem which has vexed schoolmasters. Various methods have beeu tried, but all admit that little can be done with the subject. At present a map sometimes spherical, generally flat, is set before the pupils and they are supposed to understand the length of the Mississippi River and the magnitude of Mount Everett by looking at it." Ask these teachers what they think is the only way to get any accurate knowledge of the subject aud they will naturally answer: "By traveling, of course." But every one can't afford this pleasant luxury, and there is but one substitute, the moving-picture machine. This idea has been brought up before the educational boards in mauy cities, and is still the subject of serious discussion, many of the superintendents being prejudiced because of their inability to associate the moving picture with anything serious. However, this is wearing off, and it's only a matter of a short time before this modern method will be adopted. As to how the plan would work it might be well to imagiue a class or number of classes assembled in a school auditorium with the reader as a guest. The teacher is standing before a large white screen, pointer in hand. He announces: 'To-day we will take a trip up the beautiful historic Hudson." The room is then darkened and a click is heard as the operator turns on the machine. We find ourselves down the lower bay, with its great ships coming from and going to all parts of the globe. Up the bay the trip is taken, and soon we are off the Battery, flanked as it is by the towering walls of many skyscrapers. As we proceed we see the tops of the Flatiron and Times buildings, then Riverside Drive and Grant's Tomb. Here the teacher deviates a moment to dwell on the man who fought so valiantly for the old flag. Continuing the trip we are soon enraptured by the beautiful Palisades. Then follow Yonkers, Tarrytown, Stony Point, Irvington and West Point, all of which have historical incidents connected with them, which are brought into the lecture. The river now has grown narrow and on either side towering walls rise from the water's edge to heights of from 1,200 to 1,600 feet. Here the scenery is of great beauty and grandeur. This is Newburgh only fifty-nine miles from New York, and thus we continue up as far as the river is navigable, namely, to Troy. This picture lesson would take about one hour. At its end the lights are turned up and the teacher holds a cross examination. Is there any doubt about the advantages with this system of study over that of the old dried and cut method? This is but a sample, of course, but in the same manner one could study the whole globe

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We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success*.

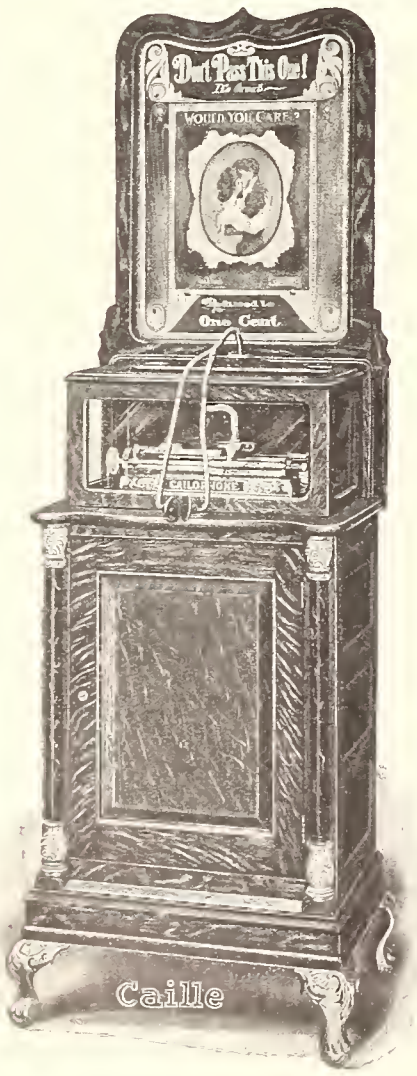
Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

No machines like CAILLE MACHINES for showing big receipts!!



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No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.

A postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the World devoted exclusively to the construction of automatic devices.

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DETROIT, MICH.

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Western Office:
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and derive a comprehensive knowledge of it, unobtainable except by travel. History can be treated in much the same manner. With the assistance of special electric light installations a knowledge of methods and processes of manufacture which were once a sealed book is now within reach of everyone. Likewise, surgical science is of no country, and pictures speak a universal language. One of the most important parts of the training of a doctor is the witnessing of operations. The moving picture now renders it possible to reproduce endlessly, under circumstances which permit of most close and leisurely study, scenes which formerly could only be witnessed in the operating rooms of our hospitals, and in the case of a rare operation by some great surgeon, only by a fortunate few. And thus we could continue endlessly, but believe the foregoing will give food enough for serious thought on the part of our readers. Enough to open their eyes to the possibilities ahead of them. Enough to rouse them to the point of grasping this opportunity which now lies before them. For opportunity waits for no man, and he who would succeed must take heed.

TRADE NOTES FROM CHICAGO.

The Immense Growth of Arcades—National Player Co. Make Electric Pianos—Northrup's Piano Harp—Cremona Electric Coin Controlled Piano Will Be Soon Ready.

(Special to The Talking Machine World.)
Chicago, Ill., Sept. 9, 1907.

A recent census taken of moving picture theatres, that is, places where moving pictures were the principal attraction, and exclusive of summer gardens, regular vaudeville houses, etc., revealed the fact that there were 108 such theatres in the city, the admission in most instances being five cents and in some cases a dime. Probably to-day there are not quite so many, as most of these in the outlying districts of the city are closed, the people ignoring them on account of the greater attractions at the parks. But with the coming of cooler weather they will open up in greater number than ever. Down town the moving picture and automatic parlors seem to be as busy as ever, Chicago's immense summer army of transient amusement seekers serving to keep the catch-penny propositions busy day and night.

A Reform five-cent theatre has recently been opened in connection with Hull House by Miss Jane Adams, the founder and president of the famous institution. From the lists of subjects presented to Miss Adams she was able to select any number of series of a distinctly educational and helpful nature. She is an enthusiast regarding the nickel theatre when rightly managed.

The Mills Novelty Co., of this city, will shortly place on the market a new moving picture machine which it is declared will embody unique and meritorious features.

Perry & Hopson have opened the Electric Theatre at Glasgow, Kan.

The Unique is the name of a new moving picture theatre at Bloomfield, Ind.

The Variety is a new nickel theatre at Rockford, Ill. Changes its program, which consists of moving pictures and a vaudeville bill, three times a week.

The Bijou Theatre, Kalamazoo, Mich., will give up vaudeville and confine itself to moving picture shows.

J. S. Baughar will open a moving picture theatre at Valley City, N. D.

Charles E. Kohl, of Kohl & Castle, will, within a few months, erect a high-class vaudeville theatre on the west side of State street, between Jackson Boulevard and Van Buren street.

Thomas Dunk, formerly of Chicago, but now of the Puritan Mfg. Co., manufacturers of slot machines, Detroit, Mich., was a Chicago visitor the other day. He was exploiting, among other devices, a new cigar-vending machine.

Lyon & Healy have recently taken the agency for the military band organs and orchestrions of M. Welte & Sons. Three of the band organs have just been installed at Riverside Park, on the northwest side, said to be the largest amusement park in the world. The attractions boasting these "30-instrument effect" instruments are Big Otto's Wild Animal Show, the Aztec Show, and the Rheingold Ring. Manager W. H. Wade, of Lyon & Healy's automatic department, is particularly proud of the fact that he has just sold one of the largest sized Welte orchestrions in the fine States Restaurant in the basement of the Republic building, where it takes the place of a full-fledged orchestra.

The National Piano Player Co., organized by F. W. Farwell to manufacture electric pianos, have leased quarters at Oregon, Ill., and will soon have their piano ready for the market. The company will be incorporated according to present plans, with a capital stock of $50,000, with $25,000 paid up at the start. The officers will be F. W. Farwell, president and treasurer; C. E. Merrill, vice-president, and W. E. Cleveland, secretary.

Henry Northrup, the piano dealer at 63d street and Lexington avenue, and the inventor of a "piano harp," which is operated by a keyboard, is arranging to adapt the idea to coin-controlled purposes. His first automatic harp is now being made in a local player-piano factory. The automatic harp will have a range of four octaves, and the cabinet will be 6 feet in height. Mr. Northrup expects to form a company for the manufacture and marketing of the instrument.

The Marquette Piano Co., manufacturers of Marquette player-pianos and interior actions have added a new department to their business in the manufacture of the "Cremona" electric coin-controlled piano, the invention of the company's experts. The instrument has some distinctive features of great merit. Aside from the coin slot there is no exterior evidence that it is other than an ordinary piano, as the entire player mechanism, including electric motor and music roll, is confined to the space between the plate and bottom panel of the piano. The spindle on which the music roll is wound will carry a roll 250 feet long, on which twelve different selections are cut. It would require half an hour to play these ten selections without intermission between the numbers. When the last selection is played the roll automatically rewinds and is in position to start the first piece again with the insertion of the coin. Or the roll can be removed on its spindle and another inserted. The company have a number of Cremona electric pianos in work on orders.

STOCK TRADING CAUGHT BY CAMERA.

Curb brokers in Broad street are making wagers on who will show up most strongly in a series of moving pictures that Arthur Hewitt, a photographer of 125 Fifth avenue, has taken of them at their work. Three hundred yards of film were exposed at the close of the trading one day recently, when the stock slump was at its height and the brokers were most frantic in their buying and selling.

The camera was in the office of F. E. Warner & Co., at 39 Broad street, directly opposite the curb market, and stocks were for a few moments almost forgotten, so eager were the brokers to get in the picture. In a rush for the center, J. B. Sherman—as it happens, one of Warner & Co.'s curb representatives—was thrown high in the air in the scrimmage, and odds of ten to one are being laid that his representation will be the chief of the aggregation. The fun lasted nearly five minutes.

The films will be duplicated and later shown in machines on the theatrical circuits here and abroad, illustrating American energy.

FROM HERE AND THERE.

The Cameraphone Co.'s Invention—Prof. Starr's Tribute to the Moving Picture Machine—Peerless Earnings—Other Items of Interest.

As we predicted in a recent issue of the "World," the synchronization of the moving picture and talking machine for public or private use is not far off. As if in justification of which article comes the new invention of the Cameraphone Co. This device enables the owner to give a complete performance, which, while mechanical, yet is true to life. The talking machine furnishes a selection by some artist, or a whole troupe. The moving pictures furnish the rest—stage settings and all. The new machine was given a trial recently by Mr. Hammerstein, who was highly elated over the results, and will most likely make use of it when the theatrical season opens.

Boston has really done something quite shocking. For the first time in its history moving pictures were used in illustrating a lecture on "Glimpses of the Past, Boston and Ye Old Homestead," in one of its churches. Truly the cinematograph is winning its way into the public's heart.

These extracts taken from an article written by Prof. Frederic Starr will be read with interest by all thoughtful people. He says in part: "Henceforth I shall use the picture machine in all my travels and reproduce the negatives for the benefit of my listeners. The moving-picture machine ultimately will take its place in the schools and universities and rank with the text-book. I believe that for exhaustiveness of detail the text-book cannot compare with the moving picture. Even the words of a skilled lecturer do not altogether convey the complete detail that can be found in the moving picture and the listener gets the benefit of words of the lecturer as well as the ideas that may be formed in the mind by watching and studying the views. There are bound to be some minor details that cannot be dwelt on by the speaker, yet they may be discerned by his hearers and are wrapped in the mind so well that to forget them is almost an impossibility. I do not think there has been an invention in fifty years that for practical educational value can be compared with the moving pictures." Professor Starr is widely known as an educator—being Professor of Anthropology at the University of Chicago—and his conclusions as to the value of moving pictures should receive careful consideration from our own educators. He has left for the Congo region, where he will study the natives and their country and will obtain motion picture views to show his students the people and country as it actually is.

From San Antonio, Tex., we hear a protest has been received by the city electrician from the operators of moving-picture machines in nickel theatres. The owners of the small theatres have been forced to comply with the electrical code of the Texas Fire Prevention Association, and the operators claim that the new regulations work a hardship upon them. According to the regulations, the booth containing the picture machines must be lined with sheet iron or metal and only the opening to permit the projection of the pictures on the screen is permitted. Thus the operators are enclosed in a metal-lined booth, without ventilation, and during the hot weather the atmosphere is unbearable. "If they force us to keep the door of our booth closed I for one

USE OUR FILMS THEY ARE THE ACME OF PERFECTION

You expect maximum results from your show, don't you? Then let us supply your Film service. Our prices are right. Our subjects always the best (we don't handle any other kind). Adopting our service means increased profits. Does away with all worry about repeaters or poor service. Courtesy and honest treatment alike to one and all has placed us in the lead of Film Renters of America.

All standard machines and accessories in stock. Can make prompt deliveries. Better order now before the rush of the season commences. We have the best shipping facilities in the country. Our motto: Orders filled in a minute.
STRIP TICKETS, 20 CENTS PER 1000 IN 5000 LOTS. PATHE'S LIFE OF CHRIST—rented reasonable. TRY IT!
Write for our list of subjects, songs, prices, etc., to-day.
O. T. CRAWFORD FILM EXCHANGE COMPANY. Gayety Theatre Building, ST. LOUIS, MO

will quit my job," said one of the operators. "The heat from the arc lamp raises the temperature to an unbearable degree and the metal-lined walls reflect the heat. It is like being in a red-hot iron coffin without a breath of fresh air. During the busy days we have no opportunity to leave our booths for many hours. The shows are only ten or fifteen minutes apart aud the intervals are spent in winding our films aud preparing for the next show."

Were the proofs not forthcoming in every instance stories of the wonderful profit-winning properties of the Peerless coiu-operated piano would often be beyond belief. Still another testimonial as to the earning power of the Peerless has been received by the Peerless Piano Player Co. from the Ulmer Furniture Co., of Iudependence, Kans., and reads as follows:

"We note in one of the recent trade papers that you made particular note of a Peerless coin-operated piano having taken in over $1,000 in nickels from June 27 to November 27, a period of five months. We can beat this a mile. We sold one of the Peerless coin-operated pianos on the second of this month (August), and on the twentieth our customers told us that they had taken in $270. This is a period less than three weeks and shows an average of over $13.50 per day for every day of that time."

The fact that a piauo can be played almost continuously for ten or twelve hours a day and still be in good condition at the end of the year certainly speaks well for the workmanship and materials entering into its construction.

The Pathe Freres Co. have removed to larger quarters at 41 West Twenty-fifth street, this city.

NEWS ITEMS FROM CLEVELAND.

(Special to The Talking Machine World.)

Clevelaud, O., Sept. 6, 1907.

A recent order of the chief of police of this city prohibits the playing of talking machines, pianos or other musical instruments in the red light district. The chief evidently does not believe the old adage, "music hath charms to soothe the savage breast," applies to the modern rough-house habitat, and so the music has been stilled. His action has been far-reachiug in its effect, as hundreds of instruments had been purchased on the instalment plan, and there is commotion in the ranks of the talking machine and piano dealers, whose peripatetic customers' business having been thus interfered with, they refuse to make further payments or to return the instruments.

The parade of the Elks at Philadelphia last July was the headliner attraction at the Dreamland Theater last week. It proved attractive, and the proprietor, L. H. Becht, gathered in many extra nickels.

The Marlow Arcade aud Picture Show, one of the popular resorts of the city, have installed a Victor Auxetophone and the management are highly pleased with it. Using the best films to be obtained, three changes a week are made and always some new attraction is presented. The company claim business is much better than it was a year ago, interest in the exhibits not only keeping up, but improving.

The "Electric Theater," at 7707 Woodland avenue, is located in the vicinity of a large foreign population and caters largely to that class. It is doing a good business. The program for last week was: "Valtozik Minden Nap," "A Cuynjtogatak," "Rosez Emlokertek," "A Tutomany Aldozata" and other minor attractions, all for one admision of 5 cents.

NEW PLACES JUST OPENED.

The Star—131 Bank street, New London, Conn.

Angelo Tocce—162 Northampton street, Easton, Pa.

O. L. Lewis, Johns Lot, Shelbyville, Ill.

Ford's Opera House, Baltimore, Md.

Johnson Building, East Sixth and Locust streets, Des Moines, Iowa.

Bijou Dream—15 East Third street, Dayton, Ohio.

The Parisian—2306 Market street, Galveston, Texas.

J. J. Boltou, Wilkesbarre, Pa.

Ten-cent Theatre—Second and Grand avenues, Milwaukee, Wis.

Five-cent Theatre—Gadsby Building, Eau Claire, Wis.

Keith's Crystal Theatre—Ninth and Market streets, Chattanooga, Tenn.

Happy Half Hour—St. Andrew's Riuk, St. John, N. B.

Five-cent Theatre—107 East Second street, Davenport, Iowa.

Dreamlaud Amusemeut Co.—418-422 Washington avenue, Lyun, Mass.

The Theatorium—Main and Morgan streets, Versailles, Ky.

J. F. Lupton—Market street, between Seventh and Eighth streets, Chattanooga, Tenn.

The Franklyn Amusement Co.—Avenue E, Birmingham, Ala.

Lincoln Syndicate—1316 Douglas street, Omaha; . Twenty-fifth and N streets, South Omaha, Neb.

Bijou Amusement Co.—716 Olive street, Washiugton avenue, St. Louis, Mo.

Lumina Electric Theatre—Nilson, N. C.

"Happy Half Hour"—North Tonica street, Havana, Ill.

The Crystal—Main street, Nicholasville, Ky.

Lyceum Amusement Co.—604 Olive street, 215 North Sixth street, St. Louis, Mo.

The Keith Nickelodian—St. Catherine and Bleury streets, Montreal, Canada.

A SOURCE OF GOOD OR EVIL.

The moving picture shows can be either a source of much good or of great evil. Moving pictures with good moral impressions can be made to interest and make nickels for the proprietor as well as vicious vile pictures. To place before audiences of men, women and children such scenes as that of a tramp robbing and mercilessly beating a young lady on a lonely road, followed up with the capture and dragging of the perpetrator by a rope around his neck is very repulsive to the finer sense of man, says the Capital, Guthrie, Okla. In fact, it is revolting to that degree that it should be suppressed. Talk about the evil influence of the blood curdling novels of the day! They only teach those who reach out for them. The moving picture is seen by all classes; many of whom expect to see elevation in the entertainment, and not base depravity of the character here mentioned. If the moving picture shows would continue in favor they will not place on exhibition such brutal, blood-curdling pictures as here mentioned. They are not helpful to any business.

MINIATURE CINEMATOGRAPHS.

By a ruling of the Board of Appraisers on July 31, the protests of the importers were sustained, in which they claimed that so-called cinematographs classified as manufactures of metal under paragraph 193 of the tariff act, were claimed to be dutiable as toys under paragraph 418. Judge Fischer, in writing the opinion, expressed himself as follows: "These articles are metal tubes about 3½ inches in length and one-half inch in diameter. They contain at one end a miniature picture to be seen through a magnifying glass therein mounted. The tube is to contain water with a plunger arrangement intended to be released by pressing a knob while the picture is shown, when the water thus ejected is squirted directly at the party handling the toy. It is used undoubtedly to create amusement among children. We find from the testimony in this case and the sample before us that these articles are mere playthings and that they are in fact toys, bought and sold as toys, and so known commercially."

RECENTLY INCORPORATED.

The Nicholas Power Co. have just been incorporated with a capitalization of $250,000.

TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY

PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

THE PIANOVA COMPANY,

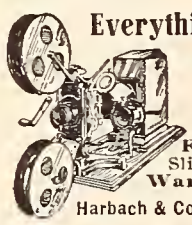
Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.


Everything in NEW and S. H.

Motion Picture Machines

Films, Stereopticons, Song Slides and Supplies. Same Wanted. Catalogues free.

Harbach & Co., 809 Filbert St., Phila., Pa.

60 YEARS' EXPERIENCE

PATENTS

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DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, New York

Branch Office, 625 F St., Washington, D. C.

Big and little dollars

Peerless Coin Operated Piano with
Endless roll paper tune sheets are used
Everywhere where long and hard usage
Require high quality and perfect mechanical construction.
Lots of others are said to be just as good, but
Every time that argument is used it proves more
Surely that all other makes are
Striving for excellence obtained with the PEERLESS.

Climatic conditions which may affect
Other instruments do not apply to the PEERLESS—it is
Impervious to all adverse conditions, whether used
North, South, East or West.

Operatic or classic music produced equally as well as
Popular hits and dance music. The
Expression and tempo are automatically controlled in the
Roll of music, thus doing away with any
Assistance by the operator, otherwise
Than depositing a coin, the result of which is shown in our
Easy Money book, which contains a complete
Description of how "Easy Money" is turned your way.

Pending your decision on the matter,
Investigate further by writing us for particulars,
And we will show you how your business
Needs some PEERLESS PROGRESS and let us place the
Opportunity before you of increasing your
Sales and profit on the "quick returns plan."

ROTH & ENGELHARDT

(Props. PEERLESS PIANO PLAYER CO.)

Offices: Windsor Arcade, Fifth Ave., NEW YORK CITY **Factories: ST. JOHNSVILLE, N. Y.**

"BQ"

The New Cylinder Tone Arm Graphophone

A new Cylinder Machine with the famous Columbia Aluminum Tone Arm and a Flower Horn.

Compact and convenient. No rubber tubing, no horn crane, no horn stand. Retails at $30.

This is decidedly the greatest improvement in the evolution of cylinder "talking machines."

The musical world remembers the instant success that came to the Columbia *Disc* Graphophone when first equipped with our Aluminum Tone Arm.

We have now adapted it to the Columbia Cylinder Graphophone

It is a scientific fact that aluminum metal has the remarkable quality, when used as a sound conveyer, of wholly eliminating all false vibrations and producing a soft, full, perfectly natural tone, impossible to obtain from any other metal. The Aluminum Tone Arm on this new model does away entirely with any of the hollow horn tone that is unavoidable in the ordinary construction.

This model BQ machine is very compact, and very similar in general appearance to the Columbia Disc Graphophones, the horn swinging *over*, rather than away from the cabinet, occupying hardly more space than the cabinet itself, and wholly dispensing with the awkward, unsightly horn crane, horn stand, and rubber tube connection.

The motors are noiseless in operation, and the cabinets are beautifully designed, made of the finest selected oak and hand polished.

Every machine is equipped with the Lyric Tone Reproducer.

COLUMBIA PHONOGRAPH CO., Gen'l

Tribune Building, New York

Dealers Wanted Wherever We Are Not Now Represented.

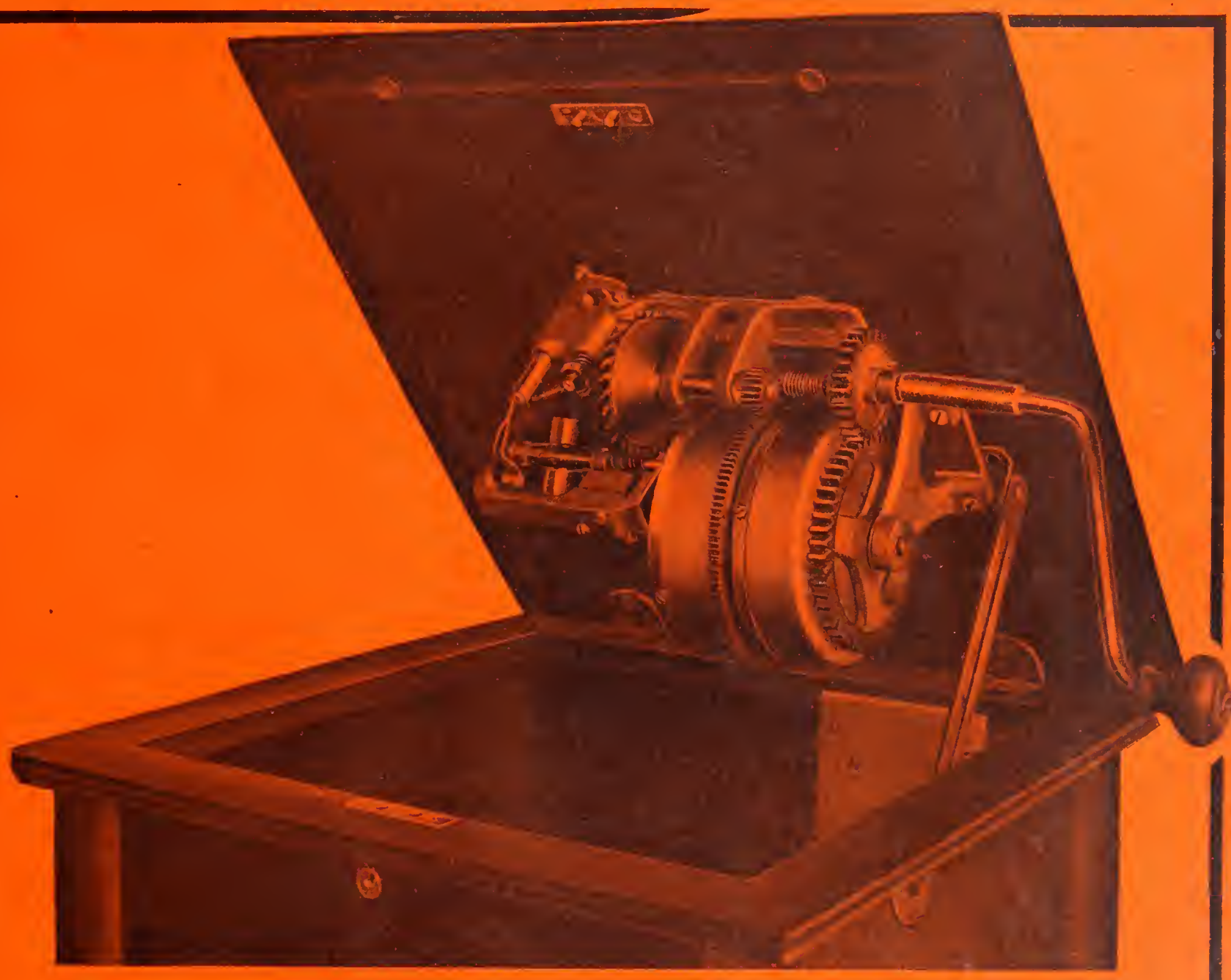
We shall ***continue*** to supply our regular cylinder machines to dealers (types BK, BE, BF and BG) as heretofore, prices unchanged. Dealers and retail customers are not required to purchase horn and crane equipment unless they so desire.

We have always believed that when a dealer is progressive enough to buy special equipment for Columbia Machines in order to secure for himself better profits, it is up to us to take hold and help.

VOL. III. No. 10. EIGHTY-EIGHT PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE AND NOVELTY NEWS WORLD

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, October 15, 1907



The Star Talking Machine

has the only absolutely noiseless spring motor, running or winding, now on the market.

Precise workmanship eliminates rattling and friction. A spring clutch does away with the clicking ratchet and pawl.

Two types—one spring barrel and two spring barrels.

This motor is one of the features that make the STAR the coming talking machine.

Keep your eye on it.

HAWTHORNE & SHEBLE MANUFACTURING CO.

PHILADELPHIA

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

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.
GENERAL SUPPLIES FOR CYLINDER MACHINES

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MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
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Salesroom, 89 Chambers Street
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Largest Exclusive Talking Machine Jobbers in the World

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VICTOR
TALKING MACHINES
RECORDS, ETC.
GENERAL SUPPLIES FOR DISC MACHINES

Record Cabinet Bargains

Nos 100 201—210

If you know what the value of a Cabinet is, you will place your order for these offerings at once. To those dealers who don't know we guarantee that they can make no mistake in taking advantage of this opportunity.

No. 100 Cylinder $11.50
Golden Quarter Sawed Oak Only.
Finished and polished on all sides.
Capacity 120 Records—4 shelves, 30 pegs each.
Height 32 in., width 18 in., depth 20 in.

No. 201 Disc $11.50
Genuine Mahogany Only.
Finished and polished on all sides.
Capacity 150 Records, 75-10 in. and 75-12 in. Records.
Height 32 in., width 18 in., depth 16 in.

No. 210 Disc $13.50
Golden Quarter Sawed Oak Only.
Finished and polished on all sides.
Capacity 150 Records. 2 Rows 10 or 12 inch.
Height 34 in., width 18 in., depth 16 in.

No. 221 Disc $16.50
Genuine Mahogany Only.
Finished and polished on all sides.
Capacity 225 Records, 150-10 in. and 75-12 in.
Height 39 in., width 17 in., depth 16 in.

No. 260 Disc $25.00
Mission Quartered Oak Only.
Finished and polished on all sides.
Capacity 225 Records, 150-10 in. and 75-12 in.
Height 46 in., extra height for motor.

This is a Combination Cabinet. The Machine and Record Cabinet in one Design, Mission Style. A desirable cabinet for a Den, Living or other room finished or furnished in Mission Style.

Nos. 221 and 260

The above Cabinets are all New Regular Stock Goods. We are enabled to offer these extremely low prices due to our having large quantities made during the Summer when our manufacturer wanted work.

These low prices are merely temporary, as we shall advance them when the Fall Season opens.

Regular Discounts From Above Prices to Dealers Only

We have other Cabinet Bargains. Send for our Illustrated Price Sheet

The Talking Machine World

Vol. 3. No. 10. New York, October 15, 1907. Price Ten Cents

HOW TO STIMULATE BUSINESS

During the Winter Months—Talking Machines Should be Used in the Schools Either in Recitals or Else to Illustrate Lectures—Will Pay to Get After the School Boards—Some Serious Attention Should be Given to the Public Concerts in the Warerooms—No Better Way of Working Up Prospects Than This—An Enlivening Talk for Observant Readers.

In many cities and towns throughout the country, during the past summer, the talking machine has been heard in the public parks with the greatest success. Indeed, the talking machine has aroused tremendous enthusiasm when used in a public way, and by this means vast audiences have become acquainted with the great vocal and operatic artists as well as the great bands of the world. A tremendous impetus has been given to the talking machine business in this way, and it is something which should be encouraged.

There can be no question but many of the bands heard in public places in several of our cities are anything but satisfactory. Their repertoire is a limited one, and the players are not always competent. On the other hand, the talking machine is never found wanting, either in ability or repertoire, and this brings to mind the fact that local dealers should make it a point to keep in close touch with the municipal authorities of their city and endeavor to get them to give a series of talking machine concerts in the school buildings during the winter months.

In the free lecture course outlined by the Board of Education of New York City the coming winter among the subjects to be discussed at the two thousand lectures scheduled to be given, are many on music and musical reproduction. One of the lecturers will talk on "How to Listen to Music," and will illustrate his subject by means of one of the self-playing pianos.

There is no reason why the talking machine should not be employed in some such capacity, say in a lecture on vocal development, or the songs of different countries, thus instead of employing a singer to illustrate the lecture they could utilize a talking machine. There are great possibilities in this field, if the local talking machine men are up and doing, and emphasize the fact that the talking machine is no longer a toy, but a musical instrument of merit, and, more than that, an educational factor that must be considered. In many of the public lectures nowadays the moving picture machine is employed to give "life" and interest to the speakers' remarks, and the talking machine can be utilized in a like capacity.

Apart from the use of the talking machine in public places there can be no question but one of the most effective means of advertising and selling records is for dealers to give public concerts in their warerooms. This was done last season with very excellent success by many of the leading dealers, and should be repeated now that the fall season has opened up. The affair should be handled in a thoroughly up-to-date manner; well printed invitations should be sent out to a selected list of people, and the fact made clear that they will not be solicited to buy. The program might be included with the invitation, and it would not be a bad plan for the dealer at the end of the concert to make some remarks upon the progress of the talking machine and the remarkable development made in perfecting records.

There is no better way of working up "prospects" than this—no better way of bringing to the attention of the public the marvelous advance made in the perfection of the talking machine. Now is the time to start the ball rolling. We are virtually at the opening of the fall and winter season, a time when the business should boom, and it needs on the part of all a strong pull, and a pull together in order to win out.

HUTCHESON LIKES THE "TALKER."

The Great Pianist Tells How He Enjoyed Himself in His Summer Camp.

A musical visitor at the summer home at Cape Cod, Mass., of Ernest Hutcheson, the great concert pianist, on the staff of the celebrated Steinway artists, speaks kindly of the beautiful entertainment afforded the guests all through the season by the talking machiue, in the following appreciative strain: "It is quite possible to live one's life beautifully and artistically among the primitive surroundings of a summer camp as under the more artificial conditions of city life. The pianist's camp is one of a group of six, of which the households are friends, bound together by the frecmasonry of art and all intent on living the 'simple life' in its strictest sense. Mr. Hutcheson's piano is in a building by itself far off in the woods. During his hours of practice he has the piano to himself, but at other times it is the rendezvous of the colony, and many are the impromptu concerts, Mr. Hutcheson presiding at the piano with his shirt sleeves rolled back and smoking incessantly, his audience grouped about him, mostly sitting on cushions on the floor. Melba, Caruso and the other great operatic stars also assist frequently at the impromptu concerts, through the medium of a Victor talking machine, and the effect of their voices in the open woods is quite bewitching."

A WONDERFUL MACHINE

Is the New Automatic Typewriter Which It Is Claimed Will do Almost Everything But Flirt With the Good-Looking Office Staff.

A most interesting piece of mechanism is promised to be exhibited at the National Business Shows to be held in Chicago and New York, which, if it performs all that is claimed for it, will make the dainty, or often sour-visaged, feminine typist an unnecessary factor in the business office. The new machine is said to be able to write letters at the rate of 1,000 words a minute, continuously, and still do the work correctly, and may be operated in two ways. If it is desired to make a number of copies of the same letter with different names and addresses, it will perform this work, producing in each case an original letter in one, two or three colors, fill in the name aud address, and add the signature.

Not the least wonderful part of the invention is that a business man desiring to dictate, may use this automatic typewriter by talking his letters into a talking machine, transfer the record to the machine, turn on the electric current and go home. The next morning the letters will all be done, and the machine will automatically stop when all the letters are written.

It will also address envelopes or wrappers and count them as well. It will write forwards or backwards, and if desired the lines may be justified like type, which at the present time is impossible on ordinary typewriters. With the general introduction of this machine, wives of business men will breathe easier, for the machine is warranted not to flirt.

TALKER ENTERTAINS FAMOUS MEN.

At the dinner given by E. L. Doheny, the great magnate of Los Angeles, Cal., to Ambassador Enrique C. Creel, of Mexico, a talking machine was employed during the dinner in addition to the music of two orchestras. The machine was concealed under one of the tables, and the voices of some of the famous singers were heard between the numbers given by the orchestras. The effect was most novel, and came in for no small degree of admiration from the large assemblage of noted people who were in attendance.

THREE OBJECTS IN ADVERTISING

Which Are Worthy of the Especial Attention of Talking Machine Jobbers and Dealers.

Three objects involved in advertising are worthy of close attention: First, to familiarize the people with the name of the individual or firm; second, to acquaint them with the class, quality, and style of goods; and third, to bring customers. The firm wants to impress upon the people its individuality. The advertisement is an introductiou; it brings the people and the firm together; this unfolds the personality of the firm to them, and soon they associate the name of the firm's personality. The association of name and personality is a strong factor in commanding trade. The name ought, therefore, to appear uniformly in the same style of type. The uame is the distinctive mark of individuality, and hence, for effectiveness, kaleidoscope changes should be avoided. Sameness in form becomes indelibly stamped upon the miud, and gradually coalesces with the personality of the firm. It is not presumed that personality changes, and hence the name associated with it should appear in the same form and dress in the advertisements. The body of the advertisement contemplates the second object, and demands careful study in its details in order to make it attractive and effective. Kind and quality of goods, style and prices, are to be displayed in a manner to appeal to the eye, and gain the attention of the readers. The important facts want to be emphasized, not always by underscoring words or printing them in larger type, but by arranging the sentences so as to bring the attention to the prominent fact in a natural manner. The marking of many words to make them prominent often blurs the appearance of the body of the advertisement, and weakens the economy of attention. The merchant may have many kinds of goods that he would like displayed in the body of his advertisement, and the method to be employed will depend greatly upon the amount of space at his disposal. The third object of advertising needs but little comment. It should, however, not be forgotten that the general neatness of a store is a silent advertisement, and customers are never slow to notice those things. Neatness and a strong personality bring customers and hold them.

A man who never advertises is much like the man without a home. No one knows where to find him. He is an advertiseless man, selfish and lonely; the homeless mau, morose and melancholy; one longs for the angel spirit of business to enliven the dreary abode of his shelf-walled tomb; the other follows his shadow from morn till night in search of peaceful rest; both are playing hopefully with time and waiting for something to turn up to enliveu their drooping spirits. The advertiseless man has his just reward; the homeless man deserves the pity of the benevolent; the condition of the first is his own making; that of the second came upon him through circumstances beyond his control.

To be equal to and ready for any responsibility, to be self-poised and confideut yet reverent, mindful of established ordinances, obedient to the right, earnest to resist evil; to be diligent in business, patient under its exactions, generous but not wasteful; to be quick to acknowledge error, prompt to repay obligations, chaste in thought and upright in deed, ever courteous; in a word, to be alike noble in soul and in bearing—this is to be God's gentleman.

HOW TO APPROACH THE ENGLISH MARKET.

Some Valuable Pointers for Manufacturers and Exporters and How to Secure Business in England and Hold It—The Best Market in the World if Properly Approached—The Kind of Salesmen Who Sell—Importance of Carefully Packing and Shipping on Time—Some Important Hints Given by a Friend Which Are Worth Considering.

The manufacturers of talking machine supplies in this country are building up au excellent trade with Great Britain and her colonies, and it is a business worth developing. Without indulging in "preaching" we may say that it will be well to avoid the pitfalls into which so many American manufacturers have fallen through not shipping goods on desired dates and uot packing properly. Some remarks of B. Olney Hough, editor of the American Exporter, on the British market, and from the British viewpoint, are worth quoting in this connection. He says:

"I have already referred to the fact that this country is far and away the best customer that the United States has on her books. That she takes one-third of everything we sell outside of our own country, and yet the surface of trade here has barely been scratched by American effort. The volume of business possible here is staggering, were an adequate, intelligent and honest effort made to get it. Let us take it for granted that every American manufacturer who seeks an outlet for his goods here is prepared to give the business ouce obtained honest and serious attention, is prepared to keep his promises, to deliver equal to sample and generally to study the requirements of the market and adapt himself to them. What then?

"This—he must understand that this is not a cross-roads town in Oklahoma that he is drumming for trade. The New York manufacturer puts a branch office in Chicago. Does he realize that one goes from London to Edinburgh in eight hours and that within these limits is a population and a 'buying capacity' ten times greater than in a similar radius out of Chicago? This is the biggest market in all the world. How will he approach it, how handle it?

"Now an Englishman is not an American. Let that be well understood. His habits of thought, his attitude toward things, his procedure is radically different from ours in many respects. If you are going to do business here, you will do it with Englisbmen, not with Americans, and if you seek success in it you will have to adapt your ways of doing business to meet the English idea.

"The trouble to-day with a great deal of American commerce in these islands lies in the lack of system, method, organization which has atteuded and still attends American enterprise here. So many of our manufacturers seem contented and happy if they can only secure a couple or half a dozen orders a year from scattered merchants here and there, up and down this great market. Advertising is most assuredly a necessary adjunct to any successful business of to-day. But the object of our manufacturers should be to get all the possible business. To this end a more personal effort and campaign is essential. The advertising should be supplemented and backed up by aggressive measures, aimed to bring into line all those possible customers who have only incidentally been impressed by the advertisement as it has month by month come under their notice. And the English market justifies aggressiveness, a proper organization for its cultivation, if the manufacturer has good grounds for believing that his goods can be sold here.

"It cannot be gainsaid that emphatically the best way to work British markets is to send your own salesman here, just as you would to New York, to Chicago, or to Kansas City. But with this difference. To make a success of British trade it is necessary first that the salesman be of quality and characteristics adapted to the market and the people among whom he must work, and secondly, that he must be a fixture here. He should be located here permanently, not only because the market is big enough to warrant it, but because the permanent presence here at a known address of the right sort of a direct factory representative contributes immensely to inspire confidence.

"If beyond the means of a manufacturer to support such an agent of his own, then the next best thing is the agent with a combination of lines. Or, perhaps, affiliation with some of the established agencies uow existing in London, who may be found worthy of confidence after investigation. But in any case it must be well understood tbat both by law and by custom here and in Europe generally an agent is not only a salesman. The courts assume that the agent who is empowered to book au order is similarly responsible as the representative of his principal in all other matters which may affect that principal as between buyer and seller. It thus becomes necessary to exercise due caution in selecting a man of general ability, conservative, careful and honest. Aud, equally if not more important, if an American is sent over here he must be chosen for the market. The best American salesman on your staff will make an utter failure here if he is a "blow-hard" or a "bluffer." My experience is that half the American salesmen sent over here are failures. In the course of my present visit here I have heard the usual American "drummer" commented upon in most caustic language three times in the course of a single day. The man to make a success here must be one who is quiet and gentlemanly in his bearing, who will iuspire customers here as "solid" and reliable, who will not seem to exaggerate. I may illustrate one peculiarity of the British merchant in this respect by a story told me the other day by the man who controls the English advertising for a certain big American company whose breakfast food preparations are as well known here as they are at home. It seems that when this company first endeavored to introduce its cereal into this market one of the salesmen sent over was of the "bluffer" type. In the course of business he met two very large and important jobbers who could be neither persuaded nor cajoled into buying the goods. 'Very well, we'll see,' cried the Yankee drummer. 'We'll make you stock these goods, yes make you.' These two jobbers haven't forgotten it yet. To this day neither one of them will carry a box of this cereal in their stocks, though so universal is now the demand that they probably lose money by their attitude. But—no Yankee drummer can 'make' them do anything.

"Another instance. A certain New York commission house was represented here for a time by a young man who recently was called home owing to some changes in tbe business and wbo left behind him a most enviable reputation. The English merchants like him, he could always get past the barriers of the little "enquiry" window that makes access to most English offices a difficult operation. His quiet affability, his gentlemanly manners, commended him everywhere and I have heard several merchants express regret at his departure. His successor is of another type. He has begun his career here by 'blowing' himself. Spends money extravagantly and at once started in to tell the Londoners that their busses and their trains were 'rotten,' and in the course of three months has earned general dislike for himself. His end in this market is easily guessed—uuless he experiences a sudden change of heart, but even then it will take him years to live down the reputation he has earned in so brief a time.

"The manufacturer must not only select the right sort of an agent in the first instance, but he must be prepared to entrust him with the collection of his invoices and with such a consignment of stock goods as may be desirable. The trade of the manufacturer wbo wishes only to sell for cash with order or cash against documents will be seriously handicapped in this country—and needlessly handicapped, for credits are as a rule better here than they are at home. With ordinary care there is no excuse for making bad debts here, providing a competent man is on the ground to oversee the business. Not only are credits good, but payments are reasonably prompt. In the hardware business, for example, the rule here is 30 days less 2½ per cent. The factory representative can make reasonably prompt collectious and, more than that, can get the trade of that large class of merchants wbo will not buy subject to draft, and can adjust himself to the idiosyncrasies of those others who pay only on the last day of each month. A small or a suitable stock of goods here, if carefully selected is one of the surest roads to success. Comparatively few British merchants in any line like to give large orders or anticipate their requirements to the extent and by the time necessary for ordinary import orders. Usual orders placed with their home manufacturers are small individually. To appeal to them, then, for big orders to be imported at some distant date is a distinct handicap to business with us. Again, tbe agent with a stock of goods here is in position to adjust his prices to the market, to make delivered prices (always the surest in-

(Continued on page 6.)

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

You don't need to lose a sale

You know how easy it is to sell the *Victor*, but still there are times when you miss a sale. There is "a *Victor* for every purse," but people don't always have the ready money. They often ask the price of a *Victor* and then walk out of your store without buying—and you have lost a sale.

But you don't need to lose it. There is a way to get this trade—sell on easy terms.

People who look upon $22 or $30 as a good bit to pay in cash for a *Victor*, don't mind it at all if they can pay at the rate of $1 or $2 a week. And many customers who do pay cash would be glad to buy on easy terms, and would buy a higher-priced *Victor* if they didn't need to pay all the money in one lump.

By selling the *Victor* on the easy-payment plan you can sell from five to ten times as many *Victors* as you do on a cash basis. More than that you can increase your record business to even greater proportions. Every week when a customer comes to make a payment, you have an opportunity to sell some new records—and all this record business is cash.

There is a lot to the instalment business, and the best and quickest way to get familiar with the subject is to read our book "How to sell Victors on instalments." Send for it to-day—it contains facts that you ought to know.

The Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company of Montreal, Canadian Distributors.

Full information can be obtained from the following Victor dealers:

Altoona, Pa.....W. H. & L. C. Wolfe.
Atlanta, Ga. .....Alexander-Elyea Co.
Phillips & Crew Co.
Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenhrandt Sons.
Wm. McCallister.
Birmingham, Ala ...E. E. Forhes Piano Co.
Boston, Mass.....Oliver Ditson Co.
Eastern Talking Machine Co.
M. Steinert & Sons Co.
Brooklyn, N. Y .....American Talking Machine Co.
Buffalo, N. Y.....W. D. Andrews.
Butte, Mont.....Orton Brothers.
Canton, O.....The Klein & Heffelman Co.
Charlotte, N. C.....Stone & Barringer Co.
Chicago, Ill.....Lyon & Healy.
The Talking Machine Co.
The Rudolph Wurlitzer Co.
Cincinnati, O.....The Rudolph Wurlitzer Co.
Cleveland, O.....W. H. Buescher & Sons.
Collister & Sayle.
Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsit Co.
Dallas, Tex.....Thos. Goggan & Bro.
Dayton, O.....The Fetterly Piano Mfg. Co.
Denver, Colo.....Knight-Camphell Music Co.
Hext Music Co.
Des Moines, Iowa....Edward H. Jones & Son.
Detroit, Mich.....Grinnell Bros.
Dubuque, Iowa.....Harger & Blish.
Duluth, Minn.....French & Bassett.
El Paso, Tex.....W. G. Walz Co.
Galveston, Tex.....Thos. Goggan & Bro.
Grand Rapids, Mich..J. A. J. Friedrich.
Harrishurg, Pa.....S. A. Floyd.
Honolulu, T. H.....Bergstrom Music Co.
Indianapolis, Ind.... C. Koehring & Bro.
Jacksonville, Fla.....Metropolitan Talking Machine Co.
Kansas City, Mo..... J. W. Jenkins Sons Music Co.
J. F. Schmelzer & Sons Arms Co.
Little Rock, Ark.... .O. K. Houck Piano Co.
Lincoln, Neb.....Ross P. Curtice Co.

Los Angeles, Cal....Sherman, Clay & Co.
Memphis, Tenn.....O. K. Houck Piano Co.
E. E. Forbes Piano Co.
Milwaukee, Wis.....McGreal Bros.
Minneapolis, Minn....Minnesota Phonograph Co.
Mobile, Ala. .....Wm. H. Reynalds.
Montreal, Canada.... Berliner Gramophone Co., Ltd.
Nashville, Tenn.....O. K. Houck Piano Co.
Newark, N. J.....Price Phono. Co.
Newark, O.....Ball-Fintze Co.
New Haven, Conn ...Henry Horton.
New Orleans, La.....Nat'l Auto. Fire Alarm Co.
Philip Werlein, Ltd.
New York, N. Y.....Bettini Phonograph Co., Ltd.
Blackman Talking Machine Co.
Sol. Bloom.
C. Bruno & Son.
I. Davega, Jr.
S. B. Davega.
Chas. H. Ditson & Co.
The Jacot Music Box Co.
Landay Brothers.
The Regina Music Box Co.
Stanley & Pearsall.
Benj. Switky.
Victor Distrihuting & Export Co.
Omaha, Neb.....A. Hospe Co.
Nehraska Cycle Co.
Piano Player Co.
Peoria, Ill.....Chas. C. Adams & Co.
Philadelphia, Pa.....C. J. Heppe & Son.
Musical Echo Company.
Penn Phonograph Co., Inc.
Louis Buehn & Brother.
Western Talking Machine Co.
H. A. Weymann & Son.
Pittsburg, Pa.....Pittshurg Phonograph Co.
Powers & Henry Co.
Standard Talking Machine Co.
Portland, Me.....Cressey & Allen.
Portland Talking Machine Co.
Portland, Ore.....Sherman, Clay & Co.

Richmond, Va.....The Cahle Co.
W. D. Moses & Co.
Rochester, N. Y.....The Talking Machine Co.
Rock Island, Ill.....Totten's Music House.
Salt Lake City, Utah..Carstensen & Anson Music Co.
San Antonio, Tex ....Thos. Goggan & Bro.
San Francisco, Cal....Sherman, Clay & Co.
Savannah, Ga.....Youmans & Leete.
Seattle, Wash..... Sherman, Clay & Co.
Sioux Falls, S. D.....Sioux Falls Talking Mach. Exchange.
Spokane, Wash.....Eiler's Piano House.
Sherman-Clay & Co.
St. Louis, Mo..... Koerber-Brenner Music Co.
St. Louis Talking Machine Co.
St. Paul, Minn.....W. J. Dyer & Bro.
Koehler & Hinrichs.
Syracuse, N. Y.....W. D. Andrews.
Toledo, O.....The Hayes Music Co.
A. J. Rummel Arms Co.
Whitney & Currier Co.
Washington, D. C.....John F. Ellis & Co.

Fill out, cut off, and mail this Coupon to-day.

CUT ALONG THIS LINE.....

Victor Talking Machine Company, Camden, N. J.

Please send book, "How to Sell Victors on Instalments."

Name.....

Street.....

City.....

State.....

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(*Continued from page 4.*)

centive to trade) and to include in such prices, in English currency, such allowance for cash discount, petties and extras as the exigencies of the situation may require. The manufacturer who quotes his goods by letter from America feels bound to name his rock-bottom price because he has little idea of what his competitors may be doing. And if he is doing business with a jobbing house here the extent of the jobber's interest in his line depends too frequently on how much more cheaply he can buy the goods than he can any other.

"Another characteristic of the British trader must be remembered. He is slow and cautious about making a change. He wants to be sure of a thing. His first orders are quite certain to be small. He must thoroughly satisfy himself that equally as good a grade of stuff is being used as in his old line, that the goods will wear well, that the results obtained will justify his continuance with the line. British trade is slow of development, but when once started and when he is handled right, the British customer is the best in the world. But let the manufacturer beware who attempts to defend himself against justified claims. He is finished once and for all with the customer on whom he attempts to impose. There is but one thing to do with customers here when a shipment of goods arrives 'wrong.' Acknowledge the fact gracefully, with regrets, and pocket the loss and the lesson. An American agent whom I know here had trouble with his factory over a certain shipment of preserved fruit. The customer complained. The agent tasted the stuff and promptly agreed it was spoiled. The agent has fastened that customer to himself for just so long as he cares to supply him. But it took the agent two months of letter writing to 'square' himself with the factory whose interest he was serving no less than his own—for there's a new profit of $1,000 a year in the trade of this one customer. In brief, treat the Englishman fairly and justly and you gain a permanent and a profitable customer. Be ignorant or short-sighted enough to try to impose upon him and he promptly cries to the four winds of heaven that Americans are frauds.

"I have given so much space in this letter to finding fault with American ways of conducting business over here that I feel that I must qualify the impression produced by presenting also the reverse of the picture. Off hand I can name a score or two of prominent American manufacturers who are working this market right, handling their English customers right and profiting accordingly. We Americans may be immensely proud of our conquest of the British markets for a number of our lines. The pity is that more of our manufacturers are content to have the field practically untilled and are treating their scattered, occasional customers in a way that bodes ill for their future here."

Gomer Griffiths and Carl Glover have opened the "Talking Machine Store" at 103 South Howard street, Akron, O., and claim it to be the only exclusive talking machine store in the city. They handle the Edison and Victor lines.

SKETCH OF INTERIOR OF LANDAY BROS. ELEGANT QUARTERS

The accompanying photograph pictures the interior of Landay Bros.' very elegant establishment at 400 Fifth avenue, New York. The view is that of the series of demonstrating booths, to the right on entering the store, which has ample room for exhibiting a splendid line of Victor goods. Expensive rugs and a brilliant-hued carpet cover the floor, while works of art and rare pictures and photographs of the world's prominent singers adorn the walls. The recital hall, a circular apartment, richly furnished, is in the rear, together with the business offices of this very successful firm, who have spared no expense in fitting up one of the city's show places.

IS THE ARCADE DETRIMENTAL?

A Talking Machine Dealer Does Not Regard the Growth of the Penny Arcades With Pleasure—Explains How They Hurt His Business—How to Check the Tendency.

There is a talking machine dealer in this city who regards the growth of the penny arcades that have sprung up throughout the country as detrimental to the retail trade, and in a talk with The World said: "I have found that there is a certain class of people who formerly purchased a considerable number of records now patronize these resorts, listening to the latest selections and finding a lot of amusement in going from one machine to another. After they have heard a selection four or five times they grow tired of it, and take up with something else. Instead of making them patrons of the dealers in records, they figure that they can hear all they want for a few cents, and have the fun of mingling with the crowd besides. The various other forms of amusement also found in these resorts serve as an attraction, but when the matter is carefully considered it is an extremely selfish manner of catering to one's love of phonographic music. When the owner of a machine purchases a record and takes it home there are others beside themselves to enjoy it, while in the other case the patron of the arcade spends the money only on themselves. Of course there is no way to check the tendency, except for the dealers to do a little missionary work among those who have strayed from the fold."

PHONOGRAPH ON GOSPEL WAGON.

Mission Superintendent Sends Sacred Songs from a Morning Glory Horn.

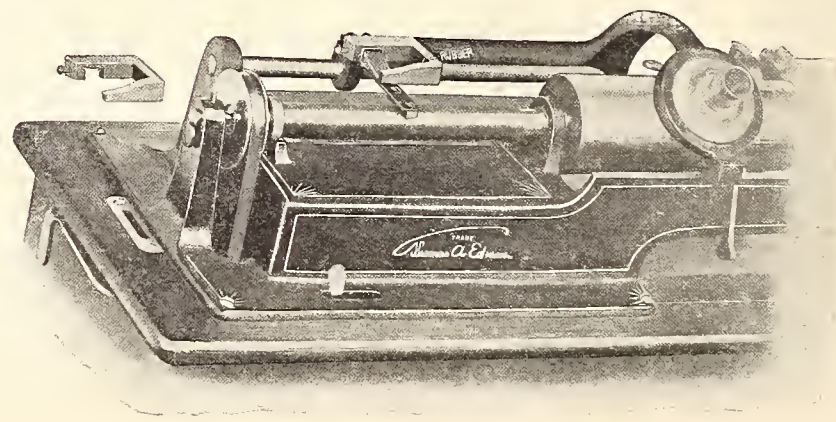
(Special to The Talking Machine World.)
Morristown, N. J., Oct. 3, 1907.

To help out the Sunday service of the Gospel wagon attachment of the Market Street Mission, which tours the town every Sunday, Mission Superintendent Thomas B. Ironsides hit upon the use of a phonograph, and to-day sacred songs pealed from a large morning glory horn. It worked well. Local soloists, who usually do all the necessary singing, simply looked on while the audience drew close to the wagon to catch every word. The superintendent says that hereafter the Gospel wagon will carry the phonograph along on all the mission meetings.

The Italian-American Phonograph Co., of New York, was incorporated last week with the Secretary of the State of New York with a capital of $1,000. The directors are: J. G. Eggo, Wm. Zopff, A. W. Barkelew, of New York.

THE UTICA AUTOMATIC STOPPER

¶ This splendid device is for the Edison Home Phonograph. It stops the machine when the record is finished. The Automatic Stopper is sure to be in large demand among users of the Edison. The retail price is 25 cents. ¶ Place your order through your jobber; if unable to get them of your jobber, write us. We will furnish a sample to any dealer in the United States or Canada on receipt of 15 cents.



UTICA CRANE CO., Makers = = = = = = Utica, N. Y.

Get the complete list of new Victor Records for November

All vocal selections have accompaniments by the Victor Orchestra.

8-inch 35 cents

Arthur Pryor's Band

5217 Telescope March.....Seltzer

Accordion Solo by John J. Kimmel

5238 Medley of Irish Jigs.....

Whistling Solo by Ed. Ables

5267 Love Me and the World Is Mine....Ball

Soprano Solo by Miss Ada Jones

5266 Mammy's Little Curly Head.....Jones

Tenor Solo by Harry Tally

5160 A Friend of Mine Told a Friend of Mine .....Paley

Duet by Harlan and Stanley

5265 Yankee Doodle .....

Male Quartet by the Haydn Quartet

5168 In the Wildwood Where the Blue Bells Grew .....Taylor

Descriptive Specialty by Collins and Harlan

1728 Closing Time in a Country Grocery..

Talking Record by Len Spencer, with Violin

1101 Arkansaw Traveler .....

10-inch 60 cents; 12-inch $1.00

Police Band of Mexico, Velino M. Presa, Director

5268 Hidalguense Two Step—10-inch..Martinez
5269 Twenty-third of July March, 10-inch..Presa
31674 Pagliacci Fantasia—12-inch...Leoncavallo
31675 Felix Diaz March—12-inch.....Presa
31676 Semiramide Overture—12-inch.....Rossini

Arthur Pryor's Band

5271 Slavery Days March—10-inch.....Zeta
31670 My Maryland—Fantasia ("Tannenbaum")—12-inch .....
31671 After Sunset—Melody—12-inch.....Pryor
31673 Echoes from Metropolitan Opera House —12-inch .....Tobani

German Cavalry Band

5255 Parade Post (with Kaiser Friedrich March)—10-inch .....
5256 Harmonic Retreat—10-inch.....

Victor Dance Orchestra

31677 La Blanche Waltzes—12-inch....Sheridan

Victor Drum, Fife and Bugle Corps

5234 War Songs March—10-inch.....Rogers

Xylophone Solo by Chris. Chapman

5272 Dell' Oro Mazurka—10-inch.....Dell' Oro

Accordion Solo by John J. Kimmel

5254 Medley of Straight Jigs—10-inch.....

Comic Song by Miss Clarice Vance

5253 I'm Wise—10-inch.....Williams

Comic Songs by Miss Vesta Victoria

5249 I've Told His Missus All About Him —10-inch .....Tate
5251 It Ain't All Honey and It Ain't All Jam—10-inch .....Everard

Three Songs by Harry Lauder (The Great Scotch Comedian)

52001 I've Something in the Bottle for the Morning—10 inch .....
52002 I Love a Lassie (My Scotch Bluebell) —10-inch .....
52003 Stop Your Tickling, Jock!—10-inch..

Duet by Collins and Harlan

5270 In Monkey Land—10-inch.....Morse

Tenor Solo by James McCool

5059 The Girl I Left Behind Me—10-inch..Lover

Tenor Solo by Billy Murray

5247 Golden Rod—10-inch .....McKinley

Tenor Solo by Byron G. Harlan

5246 Captain Baby Bunting—10-inch.....Helf

Yodel Song by George P. Watson

5262 Medley of Yodel Songs—10-inch.....

Soprano Solo by Miss Helene Noldi

5264 The Last Rose of Summer—10-inch..

Contralto Solo by Miss Corinne Morgan

5263 Homeward—10-inch .....Lane

Tenor Solo by Harry Macdonough

31672 Messiah—Every Valley Shall Be Exalted—12-inch .....Handel

Descriptive Specialty by Miss Jones and Mr. Spencer.

5252 Meet Me Down at the Corner—10-inch

Yankee Talk by Cal. Stewart

5248 Uncle Josh Joins the Grangers—10-inch .....

Tenor Solos by Harry Tally

5258 Bye-Bye, Dearie—10-inch .....Von Tilzer
5260 Sacramento—10-inch .....Von Tilzer

Hebrew Choir Records by Cantor, Meisels and Choir of Congregations "Ohab Zedek," New York City

5239 Shma Israel—10-inch.....
5240 Eiz chaim—10-inch .....
5241 Ishtabach—10-inch .....
5242 Kdushu—10-inch .....
5243 Zur Israel—10-inch .....
5244 Der Kidysh—10-inch .....
5245 Birchas Kohanim—10-inch. .....
31667 Oy horachmim—12-inch .....
31668 Mimkomcho—12-inch .....
31669 Yismechu—12-inch .....

New Red Seal Records

Alice Nielson, Soprano

12-inch size, with Orchestra, $1.50—In Italian.
74087 Don Pasquale—Quel guardo (Glances So Soft) .....Donizetti

Charles Dalmores, Tenor

12-inch size, with Orchestra, $3.00—In Italian.
85123 Trovatore—Ah si ben mio (The Vows We Fondly Plighted).....Verdi

Florencio Constantino, Tenor

12-inch size, with Orchestra, $1.50 each—In Italian.
74083 Traviata—Dei miei bollente spiriti (Wild My Dream of Youth).....Verdi
74084 Mefistofele—Epilogo—"Guinto sol passo" (Nearing the End of Life).....Arrigo Boito
74085 L'Africaine—O Paradiso (Oh, Paradise) .....Meyerbeer

Marcel Journet, Bass

10-inch size, with Orchestra, $1.00—In Italian.
64077 Ernani—Infelice e tu credevi (Unhappy One) .....Verdi

Herbert Witherspoon, Bass

12-in. size, with Orchestra, $1.50 each—In English.
74081 Elijah—Lord God of Abraham..... .....Mendelssohn
74082 Elijah—It is Enough.....Mendelssohn

Emilio de Gogorza, Baritone

12-inch size, with Orchestra, $1.50—In English.
74086 Semele—Where'er You Walk.....Handel

You ought to have every one of these records. We are advertising them in the principal daily newspapers throughout America on October 28, and telling millions of readers that they can be had at all dealers.

Don't take chances of disappointing a single customer. Have the records asked for and you not only make a liberal profit, but increase your prestige as a progressive up-to-date dealer.

All Victor Records are of the highest musical quality and give the utmost satisfaction. Sell the people what they want and they'll come back regularly every month for the newest Victor Records.

Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company, of Montreal, Canadian Distributors.

BELLAMY WAS A PROPHET

Not a Dreamer, When He Wrote "Looking Backward"—His Prediction About Music for Year 2000 Realized in 1907.

When Edward Bellamy wrote his famous book, "Looking Backward," people laughed at the improbability of the pictures portrayed therein ever coming true. While he referred to events in the year 2000, yet in this year of grace 1907, the advance made in the perfection of the talking machine, as well as that of electrical music, such as the telharmonic system invented by Dr. Cahill, almost startlingly verifies Bellamy's predictions. Here is an extract from his book written nearly a quarter of a century ago:

"'Please look at to-day's music,' she said, handing me a card, 'and tell me what you prefer.' The card bore the date of September 12, 2000, and contained the longest program of music I had ever seen. It was as various as it was long, including a most extraordinary range of vocal and instrumental duets, quartets and various orchestral combinations.

"I remained bewildered at that prodigious list until Edith's pink finger tip indicated a particular section of it, where several selections were bracketed, with the words '5 p. m.' against them, then I observed that this prodigious program was an all-day one, divided into twenty-four sections answering to the hours.

"I indicated an organ piece as my selection. She, crossing the room, merely touched one or two little screws and at once the room was filled with the music of a grand organ anthem; filled, not flooded, for by some means the volume of melody had been graduated to the size of the apartment.

"Such music, perfectly rendered, I had never expected to hear. As she spoke the sound of violins filled the room with the witchery of a summer night. When this had ceased, she said: 'There are a number of music rooms in the city, perfectly adapted acoustically to the different sorts of music. These halls are connected by telephone with all the homes in the city whose people care to pay the small fee, and there is none, you may be sure, that do not. The corps of musicians attached to each hall is so large that, although no individual performer, or group of performers, has more than a brief part, each day's program lasts through the twenty-four hours.

"'There are on that card for to-day distinct programs of four of these concerts, each of a different order of music from the others, and any one of the four pieces now going on that you prefer you can hear by pressing the button which will connect your house wire with the hall where it is being rendered. All of our bedchambers have a telephone attachment at the head of the bed by which a person who may be sleepless can command music at pleasure of the sort suited to the mood. Father will show you about the adjustment before you go to bed to-night, and with the receiver at your ear I am quite sure that you will be able to snap your fingers at all sorts of uncanny feelings if they trouble you again.'"

As referred to before in these columns, the Telharmonic Co. of New York are arranging to provide people with music at their homes by wire direct from a central station. This is synthetic music, "built up," so to speak, to reproduce all the various instruments of an orchestra with most marvelous color possibilities. With De Forest sending music from the talking machine by wireless and the transmission of music from the same instrument by 'phone to various points, one can get an idea of the tremendous progress of the age we are living in. Whether Bellamy was endowed with prophetic powers, or merely a dreamer, at all events there is much in his fanciful volume that is now within the bounds of practicability. Thus the world moves.

FOSDICK'S TALKING MACHINE LINE.

The Toronto Gram-o-phone Co., formerly a branch of the Berliner Gram-o-phone Co., and recently purchased by W. R. Fosdick, for some time a representative of that concern in Ontario, have been appointed jobbers of Victor and Berliner goods, and in future will handle those lines exclusively.

REGARDING PRICE CUTTING.

Dealers Must Co-operate With the Victor Company in Maintaining the Prices on Victor Machines and Records.

Under date of July 29 the trade were notified of the summary action taken by the Victor Co. in suspending a number of dealers in New York City. A report that certain dealers were violating the selling conditions on Victor talking machines reached the company, who after investigating the situation, placed the names of these dealers on the suspended list, at the same time notifying the trade that they were not to be supplied with Victor products, except at list price, or upon written consent of the Victor Talking Machine Co.

The matter of price cutting will be closely investigated whenever it is brought to the company's attention, and any dealer will be summarily dealt with whenever the company receives conclusive evidence of breach of sales conditions. This is not intended, nor should it be construed, as a threat. The Victor Co. have demonstrated that the success of all dealers is dependent on the maintenance of contract prices. Dealers should co-operate heartily with the company in furthering this policy. The Victor Co.'s position in this matter is beyond question, the Federal courts having sustained them in their action, and Victor dealers will either maintain the prices fixed by the company, or suffer consequences. In no other way can the business of thousands of Victor dealers be protected, nor the dignity of the Victor Co. be maintained.—The Voice of the Victor.

The C. C. Harvey Co., the well-known Boston piano house, have installed the Edison commercial phonograph system in their various departments.

To You, Mr. Jobber

We are now ready for Fall trade with a complete line of Standard Horns. The same quality, standard and finish are not only up-held, but improvements have been made so that our product is second to none on the market. Our reputation for reliable horns is well known, and we propose to add to that by creating the finest horns that can be located anywhere.

TRADE STANDARD MARK

You will make no mistake by making a Standard alliance. Place your order now and you can be sure of prompt shipment. We make a specialty of filling orders. Be on the Standard side and you'll be all right.

Standard Metal Mfg. Co.

FACTORY
Jefferson and Chestnut Streets, NEWARK, N. J.

OFFICE AND SALESROOMS
10 Warren Street, NEW YORK, N. Y.

BROAD-GAUGE STORE METHODS

Are the Only Kind That Win Favor in the Talking Machine or Any Other Business That Desires to Succeed—A Somewhat Personal Talk With World Readers.

The broadest-gauge store methods are the only kind now that win the public favor. The time was when proprietors felt they could stand at the shop door and cross-examine every customer who did not purchase.

The evolution of things has brought forth better conditions, but some hard-shell old-timers still keep a grip on this relic of an effete age. They are practically scuttling the ship, though. Now, Mr. Dealer, if you are one of this misguided class, "break away." There is danger every time you force your attention on a customer with a view to finding out whether he or she has bought or not.

Of course, there is the proper kind of concern which a dealer may feel in his customers, but it requires skilful diplomacy to practice it. Not a suggestion of anxiety must be apparent, but the inquiry may be in the nature of a cordial character, more as a greeting rather than a desire to know whether a purchase has been made or not.

There is another disagreeable feature which occasionally crops up, and one which calls for rapid change. We mean the habit of showing your temper before customers. We know you do not like to do it, and each time you "fall down" you resolve not to do it again, but sure as fate, next day a clerk makes some blunder, off you go just like a firecracker.

What is the matter with your equilibrium any way? Surely you who can take hold of apparently serious problems, and never let go until you've made them come your way, can throttle this desire to splutter just when it is likely to do most harm.

Customers do not like to witness contests where the proprietor appears in the light of an overbearing, domineering character, and the clerk as a poor wretch who dare not say a word for fear of consequences. That is just the way these spasmodic dressings down appear on the surface. The proprietor is put in a false light every time.

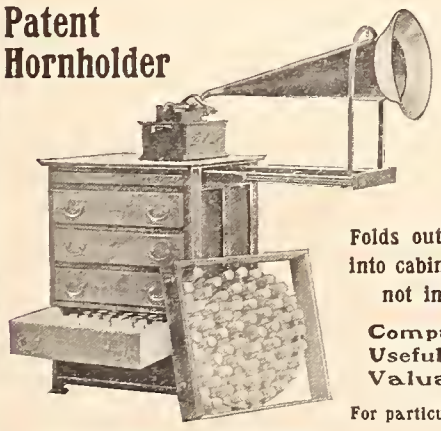
When you feel tempted to do some loud talking because a mistake has been made, ask yourself: "Who's going to get the worst of it?" You will probably decide to wait and have it out with the offending clerk at the proper time and place.

THE JOKE WAS ON THE LAWYER.

A joke was recently put up on a number of leading lawyers of Pottsville, Pa., who will not know until they see this in print, why they have been vainly looking for a prospective client, says a writer in the New Phonogram. The lawyers one by one were called up by telephone and informed that the person who was talking at the other end of the line was a German who had trouble with his wife and he wished to bring divorce proceedings and would place his case with the attorney. The lawyers in every case procured pencil and paper and prepared to take down notes. The jokers at the other end of the line then placed a phonograph near the receiver with a record on it which recited some of the trials of Joseph Jefferson in the play "Rip Van Winkle," when he was telling the audience how badly his wife treated him. The phonograph spun the matter right off and pretty soon the lawyer at the other end shouted that the speaker was going too fast. The phonograph was then shut off for a few seconds and then turned on again. The jokers played with each lawyer for several minutes and had no end of fun out of their eagerness to grab a fee.

Phonograph Record Cabinets

Patent Hornholder



Folds out of sight into cabinet when not in use.

Compact
Useful
Valuable

For particulars inquire of

Quartered Oak. Holds 305 Records.

SYRACUSE CABINET CO., Syracuse, N.Y.

YANKEE "PUSH" IN THE SOUTH SEAS.

Naval Officer Makes Interesting Discovery on a Pacific Coast Trip—The Phonograph Employed as a Promoter.

Another of many uses to which the talking machine is applied has just materialized. It appears that while one of the naval vessels of the United States was patrolling that part of the Pacific Ocean known as the South Seas, some time last spring, it chanced upon a sailing vessel, which an officer from the war ship at once boarded. The stranger proved to be a craft commanded by a New Englander who for some years had been engaged in recruiting Kanakas for the plantations of Queensland, Australia. The naval officer noticed that there was on board an instrument that is not usually considered essential for purposes of navigation—a phonograph—and asked why the talking machine should have been included in the ship's outfit.

He was told that before the vessel left Queensland the captain had visited some of the sugar plantations where South Sea Islanders were employed, taking with him a camera and phonograph. Here he went into the business of photographing groups of islanders on the plantations, also taking individual pictures of well-known men from the New Hebrides and the Solomon Group. Edison's invention was then brought into service, the best-known among the islanders being asked to speak into the phonograph anything they would like to tell their friends at home. In this way large numbers were induced to give an account of the sort of life the Kanakas were having on the plantations, and to tell any other news likely to interest the old folks at home in Malikolo, Ambrym, San Christoval, Malaita, and other islands. When he had secured a good supply of these messages, the ingenious master sailed for the islands, and at last advice was making good use of his material. Many of the photographs had been transferred to glass for use with the limelight, and with the pictures and the phonograph he was able to give exhibitions of life on a plantation that changed the doubts of the natives into an enthusiastic desire to emigrate.

At the limelight show the captain would produce a full-size picture of an absent friend, a native well known on the island, and to the amazement of his dusky audience would make him speak words of greeting from his plantation home in Bundaberg, a thousand miles away. Whatever misgivings had been felt before the phonograph was produced were at once dispelled when the limelight picture of their friend addressed them in their own tongue and in the voice they had known so well when he dwelt among them. The Yankee captain certainly displayed the National traits of enterprise in this transaction.

$20,000 WORTH OF TALKERS FOR DYER & BRO.

(Special to The Talking Machine World.)
St. Paul, Minn., Sept. 30, 1907.

W. J. Dyer & Bro., of this city, have several consignments of talking machines on the road, aggregating in value $20,000. Practically the entire lot will go out at once on orders which have been accumulating since the Fair week.

?

¶ Do you like this issue of the World?

¶ Is it not worth something to you in your business?

¶ Do you receive it regularly?

¶ If not, why not?

¶ The fault is your own, for we've done our part in supplying you with a sample copy.

¶ Subscribe for it.

¶ That's the only way to get it.

¶ It is worth ten times the annual cost to you, whether your store is in Houston, Hong Kong or Hindoostan. We have subscribers in all these places, and they say "Yes."

¶ Be progressive and read the World. Your competitor takes it and he knows its value.

¶ It costs one dollar yearly in the United States and Mexico; all other countries, one dollar and twenty-five cents.

¶ Don't delay sending in your order; not soon, but NOW! We can handle anything in checks, postal orders, stamps, and cash, at your risk.

THE
Talking Machine World
SUBSCRIPTION DEPARTMENT
1 Madison Avenue, New York

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. T. Dykes, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, L. J. Chamberlin.

Boston Office: Ernest L. Waitt, 278A Tremont St.

Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.

Telephones: Central, 414; Automatic, 8643.

Philadelphia Office: H. F. Thompson.

Minneapolis and St. Paul: Adolf Edsten.

St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

Berlin, Germany, Chas. Robinson, Breitestrasse 5.

Published the 15th of every month at 1 Madison Ave. N.Y.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, $1.25. England and her colonies, five shillings.

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

REMITTANCES should be made payable to Edward Lyman Bill. Currency received at sender's risk.

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

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

NEW YORK, OCTOBER 15, 1907.

ACCORDING to the horoscope cast by the business prophets the outlook for business for the remainder of the year is far brighter than last season, and a personal survey of the trade situation in the great cities of the middle West causes us to believe that the talking machine trade in that section will reach enormous proportions during the present year. The crops after all were but little damaged by the frost, and while reduced somewhat in bulk will bring the farmers high prices, and as a result there will be larger demands for those pleasing accessories of home life. In this the talking machine must be considered a strong factor, and we predict the largest trade in the agricultural region that the talking machine industry has ever known. The farmers have money—a good deal of it, and they could stand a shortage or even loss of crop one year and still have a good purchasing power left.

THE truth of the above statement is borne out by the savings bank reports. The farmers are interested more than ever before in talking machines. They have read the advertisements in the magazines of great circulation, and during the long winter evenings the talking machine will form for them a wonderful entertainer. They will buy high-priced machines, and it seems to us as if the trade situation was particularly pleasing at the present time. Manufacturers are carrying on vigorous advertising campaigns; perhaps the most strenuous they have ever conducted, and the result of this will be an added interest in talking machines. The increased advertising appropriation in some cases has brought about added publicity, and as long as manufacturers maintain such an aggressive and forceful policy it will result in keeping the talking machine well to the forefront in the minds of the public.

THE wonderful development in the Southern States along agricultural lines has led to much attention being directed toward Southern conditions from an advertising standpoint. It is doubtful whether any other section of the country will more richly repay aggressive advertisers, at this time. Advertisers interested in the exploitation of their goods in the South, should recognize the fact that this section differs in a number of points from any other, making it necessary to study closely Southern conditions in order to secure the largest returns. To reach the agricultural South the religious publications are the best mediums. Of course the daily papers cover the cities in good form, but there will be a good many talking machines sold in the agricultural regions, and the best way to reach the people is through the religious publications. These papers go everywhere where there is a church, and reach every post-office in the South. Talking machine men will, we believe, find these mediums to be among the most profitable to reach the retail purchasers of talking machines in the South.

THE exploitation of new records in the daily papers throughout the land, and in beautifully prepared brochures, is unquestionably stimulating an accentuated demand for the records which are thus advertised. The plan of issuing bulletins containing announcements of new records each month, which is a fixed principle in the policy of the large producing houses, has a tendency to concentrate a big record trade in the period immediately following the announcement of the new lists, and the record business is a very important part of the talking machine trade. In fact the sales of records mount up into colossal figures. As the new records appear every jobber and every dealer in turn orders some from every list. A man is not up-to-date unless he does this, because if a customer comes into his store and asks for something appearing on a new record list, and he does not happen to have it on hand, he is immediately viewed as being a non-progressive merchant.

BUT has not the effect of sending forth these huge monthly bulletins a tendency to get the salesmen out of the habit of pushing the old records? Is it not the trend of the times with most of the talking machine stores throughout the land to place a decided emphasis on the new records, forgetting that there are vast stocks of old records which are not being moved as rapidly as they should? Manufacturers are spending great sums of money monthly in producing and advertising splendid lists of the latest musical compositions—compositions which are popular in the music halls and with the people, but does not the trade require a special waking up to the fact that added emphasis should be placed on the regular stock? And that gives rise to the question, are the bulletins issued too frequently? Would the plan of issuing quarterly bulletins—and of course some few specialties during the interim in order to present the popular pieces—be a wise one to adopt? Now these are questions which interest the entire trade, and it might be worth while to discuss the record situation broadly in the columns of The World.

READERS of The World are familiar with the results of the Buffalo Convention as a comprehensive report covering all the details of the meeting at Buffalo appeared in our last issue. Since that time the future of the National organization has been a topic of live discussion among talking machine men. The World has had an opportunity to discuss the future association plans with the officers in the several cities of the Union since the formation of the National organization at Buffalo. It should be understood that no time is being lost by the men who compose the official staff of the new association. These men are rapidly getting things in shape and they propose inaugurating a campaign that shall have for its ultimate object the bringing in upon the membership roll the name of every jobber in the country.

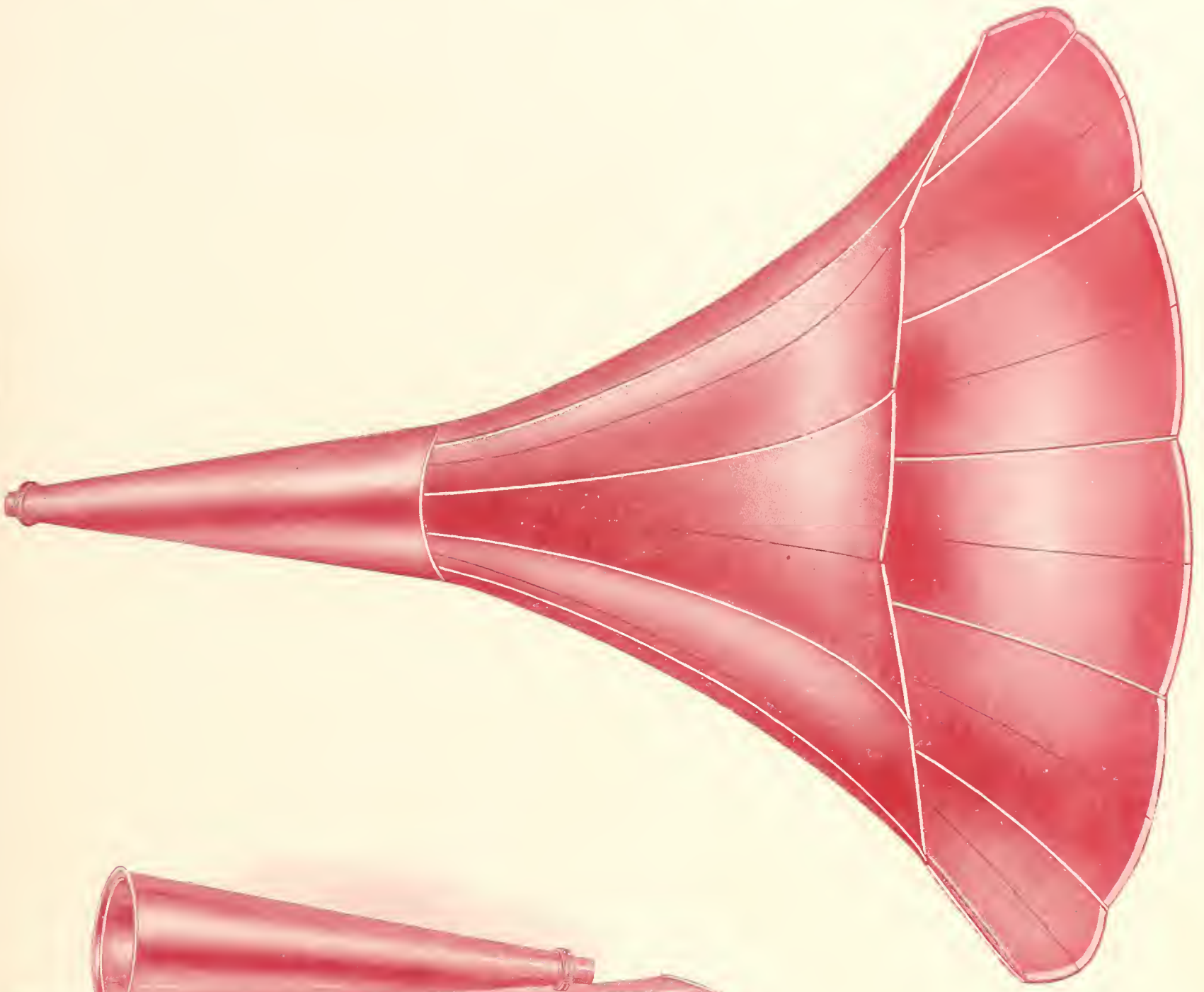
THE leading officers have remarked to The World that they propose to spare no pains in pushing the work of the association steadily on. By the consolidation of the Eastern Talking Machine Jobbers' Association and the Central States Talking Machine Jobbers' Association the National association will commence business with a membership closely approximating one hundred, so it will be seen that it starts in with good numerical strength. The officers feel enthusiastic and they propose to carry on an active campaign of education showing the jobbers that it will be to their interests to become members of the association, so that it will be strengthened in every possible way.

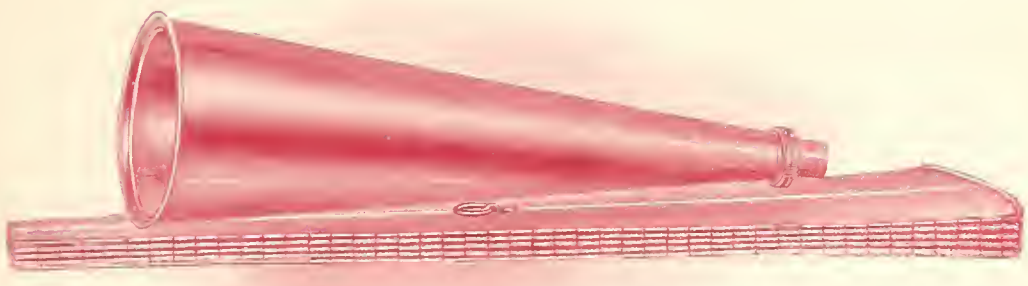
PRESIDENT BOWERS said to The World recently: "It is needless to say that every question that comes before us will be considered fully in its bearing both on the different branches of the trade and the public. We have reason to be proud of our industry, the remarkable advancement it has made not only from a scientific but from a commercial standpoint—the clean high-grade lines on which it is conducted. We shall undoubtedly be able to do much towards the further education of the public as regarding the intrinsic merit and artistic value of the talking machine, and its potency as an educational factor. I want to emphasize the fact that this association will at no time play favorites. The smallest member of the trade is just as welcome as the largest and will receive equal attention and consideration."

ACTING in accordance with the authority conferred at Buffalo, steps have been taken for the incorporation of the association. After investigation it was found that the laws of Illinois are particularly favorable for an organization of this nature and it will be incorporated in that State. There is in preparation, and will be added to the by-laws, a section devoted to the work of a credit bureau to be established by the association. It would seem that from the interest manifested in the new organization it would move on speedily to a position of tremendous power in the talking machine industry.

THE association idea is gaining ground steadily in all lines, and in this industry many jobbers who have hitherto remained outside the association breastworks will undoubtedly swing into line under the National banner. The interests of all talking machine men are practically the same no matter in what section of the country business may be carried on, and therefore with a National organization it will be much easier to accomplish trade betterments and hold the talking machine industry up to a high and dignified plane than by several local establishments. The trade has now an opportunity to get together for mutual advancement.

THE SEARCHLIGHT FOLDING HORN





Patent No. 771441
Oct. 4, 1904

Patent No. 12442
Jan. 30, 1906

THE ONLY PRACTICAL, COLLAPSIBLE HORN IN THE WORLD

Style—Red (Baked Japan)—Gold Striped.

For all Edison and Victor Machines except Victor 1.—For all Columbia Machines

Size, 23 x 28 Cylinder; 23 x 21 Disc. Boxed, 3½ x 7 x 20 Inches.

THE ENTERPRISING DEALER WANTS TO KEEP HIS CUSTOMERS INTERESTED.

The most interesting and novel product in the talking machine line to-day is the

SEARCHLIGHT FOLDING HORN

A MECHANICAL WONDER—PERFECT IN CONSTRUCTION

It is a Horn that attracts attention and will sell on sight. So simple a child can put it together in less than a minute's time.

It opens like an accordeon.

Does not require crating and can be folded so that a horn can be carried in a side pocket.

SAMPLES IN YOUR WINDOW WILL ADVERTISE YOUR BUSINESS.
SEND TO YOUR JOBBER. IF YOUR NEAREST JOBBER DOES NOT HAVE OUR FULL LINE, WRITE OR TELEGRAPH TO US.

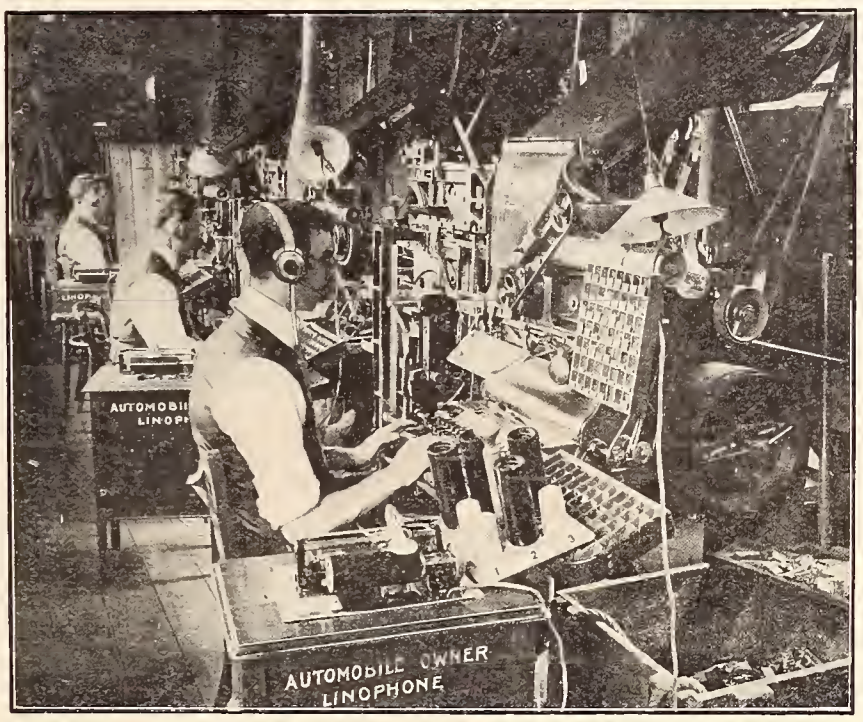
SEARCHLIGHT HORN CO., 755 Lexington Ave., Brooklyn, N.Y.

THE LINOPHONE HAS ARRIVED.

The Remarkable Combination of the Commercial Graphophone and the Linotype—Being Used in England With Great Success—The Process of Co-operation Described.

In a recent issue of The World our London correspondent made reference to the Linophone, a combination of the commercial graphophone and the linotype. This device is being used in the mechanical department of the Automobile Owner, of England, and commenting upon its value the owner said:

"A great part of the editorial portion of this paper has been produced without a word having been put on paper. To the best of our knowledge



no printed matter has ever been set, certainly not in this country, that has not first been written. Our innovation has been brought about by the use of graphophones. For some time past we have been using these machines in connection with the typewriter, the matter being dictated directly into the wax cylinders at odd moments and then handed on to the typist to transcribe. In this way it is found we can keep our typists continually employed and save the time occupied in dictation. This saving is approximately about two hours in three.

"This success suggested to us the possibility of applying the graphophone to the linotype machine, and we approached the Columbia Phonograph Co. to co-operate with us in carrying out the undertaking. There was some slight difficulty at first in accustoming the operators to the sound of the voice, but it soon passed, and during the last month we have had Columbia graphophones connected directly to three of the linotype machines at the works of our printers, Messrs. Polsue, Ltd. These notes and certain other portions of the paper are the results.

"For the sake of those of our readers who are not acquainted with the system, we may explain that the graphophones are driven off the ordinary electric-lighting circuit. The words are spoken through a short speaking tube into the recorder of the machine, the recorder having a cutting sapphire blade which produces the vibration upon specially long wax cylinders. Each cylinder will take about one thousand words on the surface, and can be shaved approximately eighty times. The cost of the cylinder is eighteenpence —not very expensive for its capacity of eighty thousand words! In fact, it is considerably cheaper than paper if the latter is to be used for fairly bold writing. The machines have a pneumatic device attached, by means of which the cylinder only travels while the operator is actually speaking, so that there is no waste." We publish an illustration of the new device through the courtesy of the editor of Graphonotes.

HEARD HIMSELF AS OTHERS HEAR THEM.

According to a story now going the rounds of the trade, on one occasion Caruso, the tenor, had been singing for some hours into a talking machine.

"The talking machine," he said, "is a wonderful thing. It almost realizes the wish of the Scottish poet, the wish that we might see ourselves as others see us. We can now, at least, hear ourselves, a thing impossible before.

"The talking machine teaches us many valuable lessons. When I was in the army, before I realized the capabilities of my voice, I played a flute. A talking machine salesman brought a talking machine to my quarters, and tried to sell it to me on the instalment plan. I was undecided.

"Finally the man took out a blank cylinder. 'See,' he said, rather reluctantly, 'here is a blank cylinder. You may make a record on it, then we will run it off, and you shall hear yourself. It is a costly favor I am doing you, but it will show you what a fine instrument this is.'

"I was delighted. 'I'll get my flute,' I said. 'I'll play a flute solo.' Well, I played my best into the machine. It seemed to me that I had never combined before such feeling with such accuracy. I was more than pleased with myself.

"Then the man put in the cylinder, and the music began to issue forth. I frowned. 'Is that me?' I said.

"'Yes, sir,' said the man.

"'Really me, just as I played?'

"'Precisely, sir, precisely. And now,' said he, 'do you want to buy the talking machine?'

"'No,' said I, 'I want to sell the flute.'"

REGINA CO.'S EXPANSIVE PLANS.

Sales of Regina instruments during September were more than 100 per cent. in excess of the sales during September, 1906.

During October, November and December, Regina advertising will reach 5,000,000 readers. Full pages have been engaged in the following magazines: Ladies' Home Journal, Woman's Home Companion, Delineator, Saturday Evening Post, McClure's, Everybody's, Review of Reviews, World's Work, American, Country Life, and others. This widespread publicity cannot fail to be of great benefit to all dealers handling Regina instruments.

Talking machine dealers are rapidly learning the merits of the Reginaphone and the sales of this popular instrument are increasing by leaps and bounds. The Regina Company are offering to send a sample on ten days' approval to any responsible dealer who has not examined it.

A dispatch has just been received from the London office of the Columbia Phonograph Co. stating that Winston Churchill, member of Parliament, and under Secretary of the Colonies, has ordered a commercial graphophone outfit.

What it means to have a good jobber.

More customers, more sales, more good-will, more money.

No worry, no trouble, no disappointments, no drawbacks.

It certainly is worth while to have the right kind of a jobber; one who works hand in hand with you and always looks after your interests; who has what you want when you want it, and sends it to you the same day the order is received.

That description fits us to a T, and we have the kind of a stock that goes with it. Everything that's newest and best in specialties, besides a complete line of Victor talking machines and records, record cabinets, trumpet horns, fiber cases, English needles and all other accessories.

Your business is bound to run along more smoothly when you get such service as we give. It enables you to take the best care of your customers, and gains many new customers for you.

Send us your order and you can be sure there will be no delays of any kind in making shipment. No disappointments for you, or for your customers.

Write to-day for our latest catalogue and get familiar with our line of goods.

The Victor Distributing and Export Company

77 Chambers Street New York

Two Tunes

A man whose musical education had been neglected, said he knew but two tunes. One was "The Star Spangled Banner" and the other wasn't.

People—musical and otherwise—know but two kinds of talking machines. One is the Edison Phonograph and the other isn't.

The Edison Phonograph

makes itself known. Its perfect reproducing powers, its sweet, musical tones, its long-running motor, its indestructible sapphire point, and its eminent record makers put it far in advance of all other instruments.

Don't tie up your capital, take up your space or spend your energy on a line that "isn't." The call is for Edisons; the money is in Edisons. Stock up and get busy. This is the season.

If you do not carry Edison Phonographs and Records, write us for full information and the name of a nearby jobber who can supply you.

NATIONAL PHONOGRAPH COMPANY

59 Lakeside Avenue

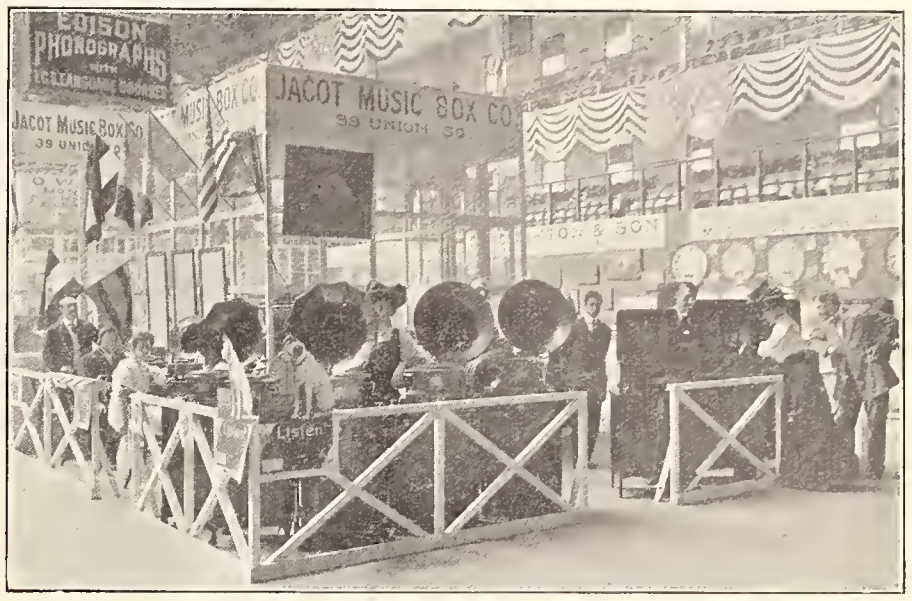
ORANGE, N. J.

SOME EXHIBITORS AT NATIONAL MUSIC SHOW.

Handsome Displays of Talking Machines, Music Boxes and Regina and Hohner Specialties Which Were Much Admired by Visitors to Madison Square Garden.

Among the exhibitors of talking machines at the National Music Show, recently held in this city, were the Jacot Music Box Co., and the Regina Co. The former concern had a fine showing of Victor talking machines, Edison phonographs, and the I. C. S. system of language instruction, for which they are the New York representatives, and the Miraphone, their own combination of the Mira music box and the talking machine. At a well-attended concert given by the Jacot Music Box Co., one evening during the show, the famous Caruso, Caruso and Scotti and Melba red seal records were played, the auxetophone being used, and called forth great admiration and applause.

REGINA CO.'S FINE DISPLAY OF TALKING MACHINES.



JACOT MUSIC BOX CO.'S EXHIBIT OF VICTOR AND EDISON MACHINES.

M. HOHNER'S HANDSOME BOOTH.

At the Regina Co.'s booth were exhibited the complete Victor and Edison lines and the Reginaphone, a combination talking machine and music box. The exhibit in connection with the player pianos and various musical novelties made by that firm was very attractive in every way. One feature of the exhibit was a very unique working sign advertising the Victor machines and records. At various times the well-known dog would appear surrounded by an unintelligible jumble of letters, which would gradually arrange themselves to spell the names of Caruso, Plancon, and other grand opera stars who make Victor records. This sign was always surrounded by a mystified crowd.

The exhibit of harmonicas and accordeons made by M. Hohner proved of interest to the talking machine trade from the fact that many dealers find it a profitable side line to handle. Occupying very little room the harmonica line has proven a great money maker. At the Hohner exhibit every effort was made to illustrate the value of those instruments in a musical sense, through the medium of concerts, recitals, etc., and the efforts were in every way successful.

The show afforded the talking machine exhibitors an exceptional opportunity for bringing their machines and records to the attention of the public, while they were interested in and inspecting what was best in music, and according to reports results at the last show were very satisfactory. It is believed that several more talking machine people will be represented at the next show.

SIGNOR MARCONI ARRIVES.

Signor Marconi, of wireless telegraph fame, and who is connected with the Columbia Phonograph Co., as consulting physicist, arrived at St. John, N. B., from London two weeks ago. He went through to Sydney, C. B.

In an interview this week Marconi stated that he expected to have wireless communication with Europe within three weeks. He stated that messages would be sent from Glace, being received on the other side of the Atlantic at Clifden, Ireland, where one of the most powerful plants in the world has been established. Connecting with the wireless station Mr. Marconi stated that the Government lines in Great Britain would handle the messages for land transmission, agreeable with the contract which his company have with the British Government. On this side he hoped to make connections with the Canadian Pacific and Western Union Co. for the use of their wires for land transmission.

C. M. Child, of the Victor Talking Machine Co., was one of the passengers on the great turbiner Lusitania, on that ship's wonderful maiden trip. Mr. Child was abroad for some time making arrangements with prominent opera singers to sing for his company, and he has been very successful.

Why Sign Contracts

And agree to do things that are not in keeping with your good judgment, and carry more stock than you need

If you handle **ZONOPHONES.** *We* carry the stock and can supply you.

We ship all goods on 48 hours' approval. You cannot make a mistake.

Send us a Trial Order

If they are not satisfactory, you are at liberty to return them at our expense.

Zonophone Prices Are Maintained Without a Contract

DISK TALKING MACHINE CO.

Sales Agents for the ZONOPHONE

13 North 9th St., Philadelphia, Pa.

H. N. McMENIMEN, Gen. Mgr.

NEW SALES CONTRACT

Of the National Phonograph Co. Went Into Effect October 1st—Some Important Changes Made—The Quantity of Goods a Jobber Must Order to be Listed Has Been Raised—Interesting Chat With General Sales Manager Dolbeer Regarding This New Agreement.

As noted the new conditions of sale contract and price list to Edison jobbers and dealers went into effect October 1. A number of changes have been made by the National Phonograph Co., chiefly to prevent practices in selling both undesirable and violative, if not in letter at least in spirit, of the agreement which this supersedes. The quantity of goods a jobber must order to be rated has also been raised, and on this question F. K. Dolbeer, general sales manager of the company, said:

"I have been misquoted in some particulars regarding the minimum quantity of goods an Edison jobber must handle in the course of a year, and it is arranged according to the importance of his locality or the population of the city in which he does business. The quantity ranges from the lowest, that of $12,000, to $25,000 annually, the latter amount applying to New York City. As to the classification of the other cities or places I would rather not be quoted.

"The dealer's minimum remains unchanged. In the dealer's agreement we have made one important change which must be observed by jobbers and dealers. At the foot of the dealers' agreement will be found two statements which jobbers must complete. (a) In the case of a new dealer, the jobber must state when the initial order was shipped complete and the quantity of goods purchased. (b) In the case of an old dealer the jobber must state one jobber through whom the dealer signed, the date of the previous agreement, the address from which the dealer previously signed, and the date of first order. This information should be taken from the agreement exhibited by the old dealer. (c) All dealers' agreements must be countersigned by the jobber."—The Music Trade Review.

THAT SACK OF WORRIES.

A certain talking machine dealer carried a sack under which he groaned and complained unceasingly. From none could he take help or comfort. And as he slowly journeyed on, toiling under his heavy burden, the Angel of Knowledge came to him and spoke kindly, saying: "What carriest thou?"

And the man made answer surlily: "My worries."

Then the angel smiled pityingly upon him and said: "Let us look into thy bundle and examine thy worries." And they looked in; but, lo! the sack was empty.

"Surely," cried the man, "there were two great worries, too heavy for man to bear. But—ah, yes, I had forgot—one was a worry of yesterday, and so it is gone."

"And the other?"

"That—that was a worry of to-morrow, and it is not yet here."

Then the angel smiled upon the man with infinite pity, saying: "Listen! He who bows himself down under the worries of yesterday and to-morrow wears himself out for naught. But he who carries only the worries of to-day hath no need of a sack for his sorrows. If thou wilt cast this black thing aside, and give all thy strength and cheer and courage to the things of to-day, real misfortune never can overcome thee."

Whereupon the talking machine dealer did as the Angel of Knowledge suggested and is living happily with the world, enjoying good health, and increasing his bank account.

AN ART VICTOR AT DITSONS.

Chas. H. Ditson & Co., 8-12 East Thirty-fourth street. New York, are displaying a gold-plated Victor talking machine, of which the cabinet is finished wholly in gold, in one of their roomy show windows. The solid mahogany record cabinet is also a beauty. This is the first machine of the kind brought out in their trade, and it attracts marked attention.

THE PHONOMETER

(PATENT APPLIED FOR)

The Only Talking Machine Speed Meter

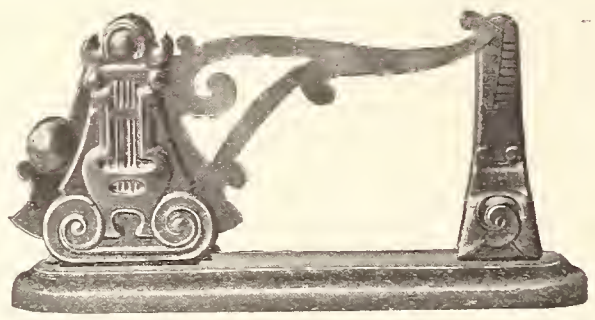
Instantaneous in Action. Permanently Effective. Absolutely Accurate.
FOR USE ON ALL DISC MACHINES

REASONS WHY ALL DISTRIBUTORS AND DEALERS SHOULD HANDLE THIS NEW AND BIG SELLING NOVELTY

I. BECAUSE it is **absolutely accurate.**

II. BECAUSE it indicates the speed of all disc machines **instantly.**

III. BECAUSE by its use each and every record can be reproduced at the correct speed, and all musical records (vocal or instrumental) **reproduced in the same musical key (or pitch)** that the artists originally sang or played the selections.



RETAIL, ONE DOLLAR.

IV. BECAUSE the **voices** of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., **cannot be faithfully reproduced** from records and thus bring forth the individuality of the artists or instruments, the tone quality and life-like realism required, **if the machine is not accurately and properly regulated.**

V. BECAUSE you can sell a **Phonometer** to every machine or record customer upon demonstration.

VI. BECAUSE it becomes an **absolute necessity!**

VII. BECAUSE **the Phonometer** is for sale by and receiving the highest endorsements of the following Distributors of Disc Machines:

BLACKMAN TALKING MACHINE CO., 97 Chambers St., New York.
DOUGLAS PHONOGRAPH CO., 89 Chambers St., New York.
S. B. DAVEGA, 32 East 14th St., New York.
I. DAVEGA, JR., 125 West 125th St., New York.
JACOT MUSIC BOX CO., 39 Union Square, New York.
LANDAY BROS., 400 Fifth Ave., New York.
VICTOR H. RAPKE, 1661 Second Ave., New York.
BERGSTROM MUSIC CO., Honolulu, T. H.
REGINA CO., 41 Union Square, New York.
STANLEY & PEARSALL, 541 Fifth Ave., New York.
ALFRED WEISS, 1525 First Ave., New York.
C. KOEHRING & BRO., 878 Virginia Ave., Indianapolis, Ind.
POWERS & HENRY, Sixth St. and Duquesne Way, Pittsburg, Pa.
METROPOLITAN TALKING MACHINE CO., Jacksonville, Fla.
SOUTHERN CALIFORNIA MUSIC CO., Los Angeles, Cal.
JOHN F. ELLIS & CO., Washington, D. C.
VICTOR DISTRIBUTING AND EXPORT CO., 77 Chambers St., New York.
LYON & HEALY, Chicago, Ill.
FRIEDRICH'S MUSIC HOUSE, 30-32 Canal St., Grand Rapids, Mich.
STONE & BARRINGER CO., Charlotte, N. C.
CRESSEY & ALLEN, Portland, Me.
SOL. BLOOM, 3 East 42d St., New York.
MARITIME PHONOGRAPH CO., 32 Dock St., St. John, N. B.
LOUIS BUEHN & BRO., 43 North 9th St., Philadelphia, Pa.
A. S. LASCELLES & CO., 8 Bridge St., New York

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

MANUFACTURED BY

PHONOGRAPHIC MUSIC CO.

39 South Ninth Street = = Brooklyn, N. Y.

VALUE OF SHOW WINDOW ADVERTISING

Some Important Suggestions on This Topic from the Pen of Ellis Hansen, a Trade Expert, Who Gives the Benefit of His Knowledge to the Subscribers of The Talking Machine World—Pointers That Cannot Fail to Stimulate and Benefit Everyone Engaged in the Talking Machine Business—How Windows May be Made to Pay a Good Profit.

It has been established beyond a doubt that the store show window is the best advertising medium that the retail dealer can employ.

The actual goods themselves can be displayed in the show window with the advantages of effective lighting, harmonized colors, artistic arrangement, attractive show cards and all the auxiliary devices which have been created the past few years to aid the window trimmer.

The big department stores were the first to recognize the commercial value of well dressed windows, and to-day nearly all the large establishments have skilled specialists in charge of their windows.

While newspaper advertising is very valuable many small dealers, particularly those in the larger cities, are prevented from using it on account of its cost. Window space involves no extra expense, as the rent of the windows is included in that of the store and must be paid for whether utilized or not.

By the exercise of a little ingenuity really effective trims can be made with a very moderate outlay of money, and window fixtures can, of course, be used over and over again.

The primary function of a window display is to sufficiently interest the casual passer-by, to make him pause and give the goods shown a closer inspection. But you cannot expect to attract the busy man or woman to your windows unless you exert intelligently directed effort to that end.

Fortunately talking machines and records are very suggestive and lend themselves to varied and attractive display at the hands of the resourceful window trimmer, more readily than one who has not had experience in this line might imagine.

As a matter of fact, in the course of a long window trimming experience with various classes of goods I have found none more interesting to work with than that wonderful and novel addition to musical merchandise, the talking machine.

The methods which I have found most effective in exploiting the talking machine can best be indicated through the medium of the cuts of windows and the detail illustrations accompanying this article. It is difficult perhaps to deduce simple rules for the guidance of beginners which would apply at all times and at all places, but a few general principles may be developed.

Don't fill up your window with a large variety of miscellaneous articles. If you cannot give up an entire window to talking machines devote a section of the window entirely to them. For the best results, however, a "solid" window of talking machines and records is indispensable.

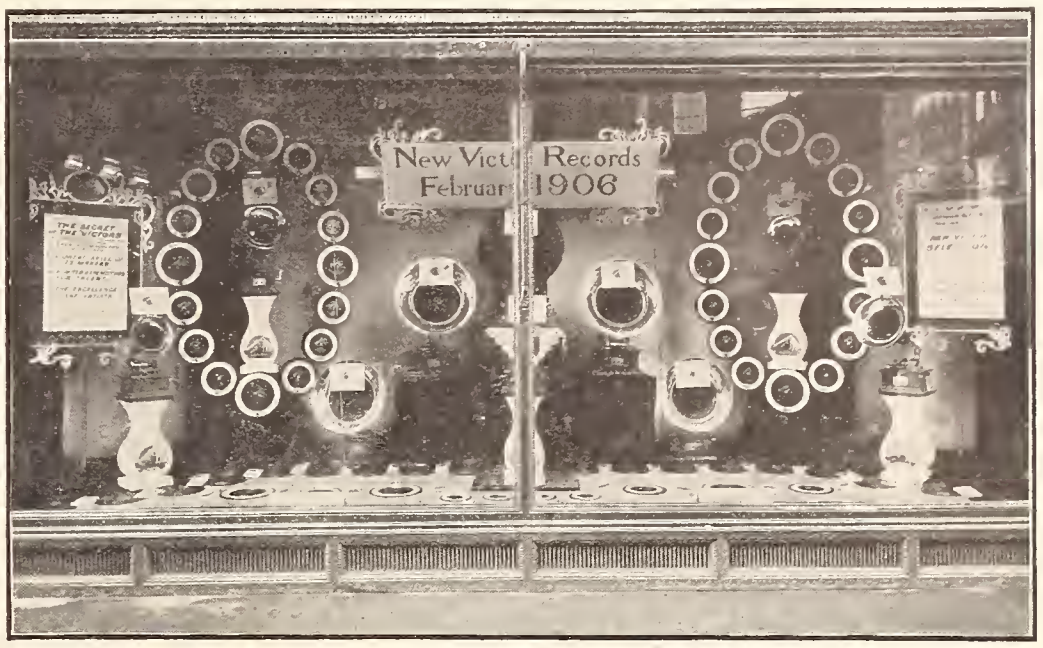


FIG. 1. ILLUSTRATING THE MONTHLY SUPPLEMENT.

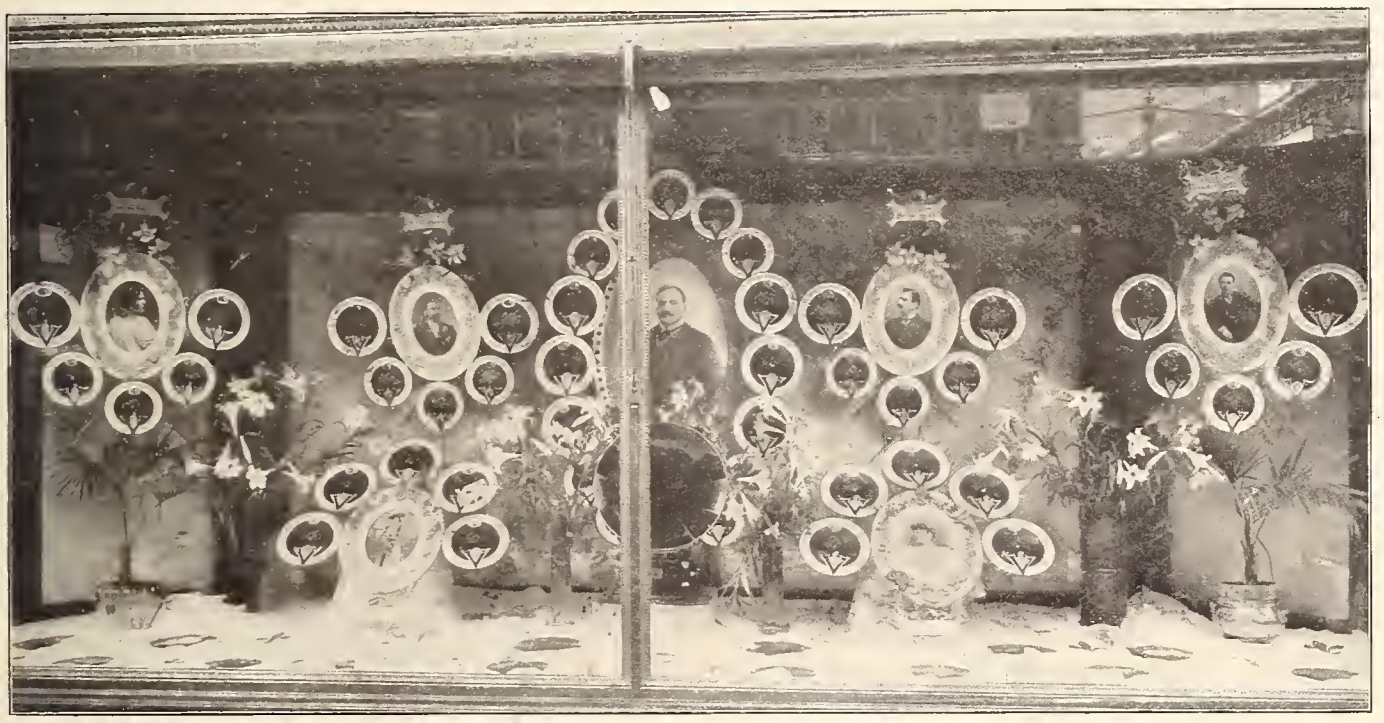
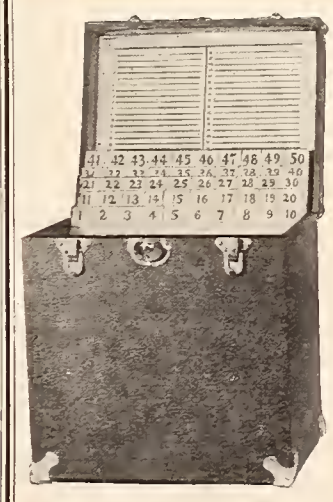


FIG. 2. COMBINATION EASTER-GRAND OPERA DISPLAY.

Again, many dealers who are anxious to make the most attractive displays possible fail to get the best results because they ignore half, and as my Irish friends would say, "the larger half," of the problem, namely, the records. In the long run it is from the sale of records that the dealer makes the greater proportion of his profits. It is the record that makes the talker interesting and valuable. The fact that the outer appearance of records does not indicate the important part that they play in the game is only one more reason for the trimmer to apply his wits and make the display of them as interesting and dramatic as possible. The fact that the printed title is too small to be easily read from the outside of the window led me to devise the circular label or paper ring which, it will be seen, I have used in most of the windows illustrated, and detail cuts of which are also presented. These labels furnish ample space for the card writer to print the title of the record and the name of the artist. These labels, as will be elsewhere explained more



SOMETHING NEW IN RECORD CASES

The "Knickerbocker" Pegless

Made to carry cylinder records in cartons, thus furnishing double protection from dust and accident. When desired case can be used as suitcase or satchel; made in 12–24–36–48–72 and 96 record sizes. We also make cases with pegs and for disc records. The Knickerbocker "Made Right" Record Cases have character. They are easy to sell and stay sold.

Ask for Catalogue.

THE KNICKERBOCKER CASE CO., La Salle Ave. & Michigan St., CHICAGO, ILL.

fully, cau be made iu different styles, the plain ones for ordinary records, and the more elaborate ones for expensive records.

A distinct and symmetrical design is best adapted for a talking machine and record window. For such a display, a centerpiece is necessary. A large circular or oval frame of wood may be used, with records attached to it, and

FIG. 3. HOLIDAY ALL NATIONS DISPLAY.

with a machine in the open center. Or you can have an arch or a large lyre, similarly outlined in records, or whatever design you choose, bearing in mind always that the center is the most important part of the display and that when the central device is once decided upon the surrounding trim will almost suggest itself. Circles or ovals are better adapted for the framework of the central and also the secondary devices than squares or triangles, on accouut of their more graceful lines.

Steps are very useful as with their aid you can show a great many goods in a small space without crowding, but even these are best made in semi-circular form although it requires more effort to make them in this shape.

Do not place your talkers too near the window pane as they make a much better appearance a few feet from the glass.

The floor space in front of the main trim can be used for catalogues, supplements, and small talking machine accessories.

Always raise your trim to the center of the window and never fail to dress the upper part as carefully as the lower.

Avoid what are called "floor trims." They do not attract one unless he deliberately stops to look into the window, something very few people do nowadays. You must force your wares on the passer-by, and if he merely glances your way something must meet his eye to attract his attention and excite his interest.

Pictures of popular talking machine artists are very useful, and can be turned to profitable account in connection with a number of records made by the "star" portrayed. Such a display, however, should not be kept in the window for more than a week.

Whenever there is occasion for a national holiday display, small flags should be used in connection with the labels on records of national airs and patriotic music. Four large flags make a nice center decoration for a display of this character.

I shall now suggest a few talking machine displays, which so far as I know, have never been at tempted before.

If you handle sheet music a very interesting display can be made ly selecting as many popular song records as you have corresponding sheet music. Attach each record to the sheet music of the same selection with a small ribbon, but do not allow the record to hide the title page of the sheet music. Small, neat cards covering the point of juncture between the record and the music should read something on this order:

X ——————————— X
| THIS TOPICAL SONG, |
| MORE POPULAR THAN EVER, |
| SUNG BY BILLY MURRAY, |
| NOW READY FOR |
| YOUR TALKING MACHINE. |
X ——————————— X

A display of this sort would not only advertise your sheet music but also your talking machines, and would be bound to result in increased sales of popular song records.

Dealers who get carload shipments of talkers and records, or whose ambitions run in that direction, can make a very clever display if the size of the window permits.

Stretch a piece of sheeting on a framework about two feet from the window pane. On this paint a picture of a freight car. This should not be at all difficult if you are at all handy with the brush, or it would not cost much to enlist the services of someone who is. On the car should appear the name of your best-known local railroad, together with the capacity sign, chalk marks and labels of various kinds, such as are usually seen on the ordinary freight car. Now cut out the door opening and paint another piece of canvas, placing it about four feet back of the first piece so as to give the effect of the interior of the car. Make a solid bottom so far as it can be seen, and fill up the car with a number of boxes and cases bearing the trade-mark of the company from whom the goods are supposed to have come and marked also, of course, with your name and address. The cases may, of

FIG. 5. DISC RECORD LABELS.

course, be empty, but are supposed to contain talking machines and records. Get a wax figure such as used by clothing stores, dress it up like a tramp and place it in the car before a couple of cases, which the tramp is supposed to have broken open, and is now listening delightedly to the strains of some new popular song. In front of the car wheels the different styles of machines may be shown, also a sign calling attention to the car, although the picture itself should be self-explanatory.

For stores that sell band instruments a very interesting display could be made by showing the various instruments used for solo records in connection with records in which they are used. For instance, you can use in such a display a violin, cello, harp, trombone, cornet, clarinet, saxaphone, euphonium, flute, piccolo, banjo, mandolin and zither, as all of these instruments are recorded. Attach the records to the corresponding instruments and place a fine talking machine in the center, above all the other instruments.

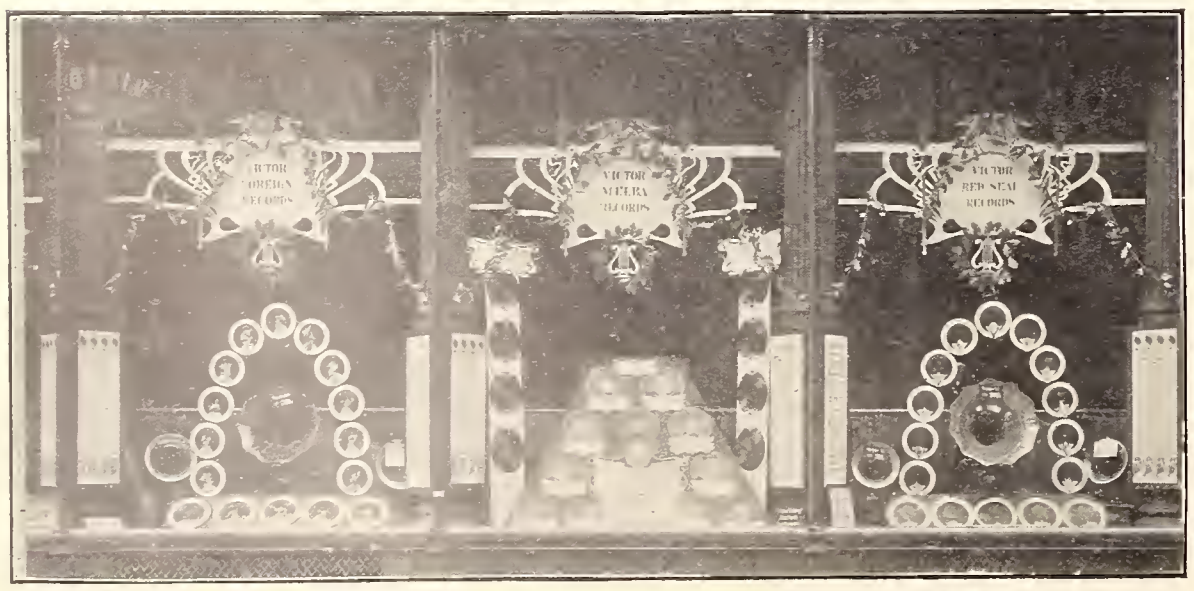


FIG. 4. EFFECTIVE RECORD DISPLAYS.

Now run different colored ribbons from all the instruments and corresponding records to the talker and in front near the window pane place a large card calling attention to the fact that the talking machine is the only instrument that plays all other instruments, or words to that effect. A display of this kind will do much to make the people who see it realize what a wonder the talking machine really is, and it will inspire

FIG. 5. DISC RECORD LABELS, PRICE CARDS, ETC.

those who already have machines with a desire for more records. It cannot fail to prove a big record selling display.

To make an attractive Easter window take one or two high-grade machines and from twelve to sixteen religious records, particularly those breathing the Easter spirit. Attach artificial Easter flowers to the records, and if you can afford it, place a large bouquet of natural Easter lilies in the center of the display. For a centerpiece cut out of thin boards a large fluer de lis six feet in height and cover with records. Small fluer de lis may be cut out of cardboard and gilded, and be placed, alternating with records, on the floor of the window.

These are just a few suggestions, but you will be surprised how many good ideas will come to you if you simply sit down for an hour and concentrate your mind on the subject.

Neat show cards and price tickets should be used liberally. It does not pay to spoil an otherwise excellent display with poor sign work.

Try to make your show cards harmonize with the general scheme of the display, but bear in mind that a simple, clear type of letter is the most easily read. The object of a show card or price ticket is to call attention to the goods and not by over-ornamentation to itself.

It is surprising how many window cards one sees which are practically illegible because the card writer tried to get an artistic effect and sacrificed readibility thereto.

In wording show cards use the simplest, most direct language at your command. Avoid high-flown phrases. Be brief and to the point, and try to write as you would talk to a customer. Do not attempt to sound the praises of your goods in metrical form. Poetry is out of place in a show card. and the chances are that by using it you will nullify the effect of an otherwise good business announcement.

What the window gazers want is the plain truth about the goods displayed. Never make an assertion regarding them that the good will not fully justify.

Show window advertising has the first "say," but remember that the goods themselves have the final word.

Just a word about window lighting. By all means use electricity as liberally as your circumstances will permit. A brilliantly lighted window possesses strong drawing power. Many a merchant is trying to get along with too few lights. In many cases one or two lights may make the difierence between a poorly lighted and a well lighted window. This kind of "saving" is little short of reckless. In modern store construction the window lights are always concealed. That is the window is flooded with light without the lamps being exposed to view.

Get the very best reflectors you can buy. The first cost is a little more, but you get a stronger and better light, with less electric current, and the saving in your elecric light bill will be much greater than the difference between the price of a poor reflector and that of a good one.

Change the incandescent bulbs as soon as they grow dim, make it a point to clean both lamps and reflectors every time you change your window display.

In small stores with only one or two windows and where the hiring of an expert window trimmer seems out of the question, the proprietor or one of the clerks should take up the window trimming, give it thought and study, and devotc enough time to it to do it properly.

If the first window you trim does not satisfy you do not be discouraged, but make a study of the work of the bc:t windows both in your own and other lines in your own and adjoining towns. A trip to your nearest large city would be found well worth while.

Of course absolute cleanliness is a prime requisite of an attractive window. The glass should be frequently cleaned and care be taken to keep the goods in the window free from dust.

Displays should be changed frequently. Furthermore the merchant who never varies from a certain style of decoration and display will find it difficult to attract attention to his windows.

Avoid the mistake of considering yourself a consummate artist just because your common sense and good judgment make people talk about your windows. Many a man has lost a good position because he has overestimated his abilities.

Above everything don't crowd your windows. There is nothing more effective than a simple

Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience." EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business ?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

artistic arrangement of a few attractive machines and records. Simplicity is very often disregarded and more trimmers err in crowding windows than by displaying insufficient goods.

However, when you use "stage effects," such as scrolls, flowers, ribbons, flags, colored electric lights, and all those things which special occasions and holiday seasons give an excuse for, always remember that after all, these are to be used only as a means of attracting attention to the goods, and of showing the latter to the best advantage. They must not be permitted to distract the attention from or obscure the goods you have to sell.

No matter how beautiful and artistic a trim may be, if it does not result in sales it is not a good trim, because it does not serve the purpose for which it was intended.

When you change your display carefully clean not only your machines and records, but also the show cards, pictures and window accessories that you have used in connection with the trim. All these things should be carefully wrapped, labeled and stored in an accessible place when not in use. They belong to the firm and should be taken as good care of as the stock. Thoughtless fellow employes may ask you for some of the trinkets you have used in a display, but I consider it bad policy to encourage such requests. They may be of small value, but you may find very good use for them some day, and in the long run save money for the house.

DESCRIPTION OF ILLUSTRATIONS.

Figure 1 shows a window dressed for Sherman, Clay & Co., of San Francisco, and which won the $50 cash prize offered by the Victor Company for the best window entered in their competition early last year. This window was an illustration of the monthly supplement, and exhibited all the records issued for February, 1906. The color scheme was in cream, white and gold. The records were arranged in two large ovals, each record having a circular label, such as described elsewhere, giving in bold letters the name of the selection and the name of the artist. In the center of each oval, and at three points in the foreground were machines displayed on pedestals with transparencies of the trade-mark lighted from behind with electric globes. In the background were five large machines. At the extreme right and left were two signs in gilt frames with the trade-mark worked into the frame. One of these signs exploited the Victor product. The other announced that Sherman, Clay & Co. could supply from thirty-five to fifty new Victor selections every month, and asked those interested to step inside, add their name to the firm's mailing list, and receive a descriptive catalog monthly.

Figure 2.—This display has a history. It was never taken out by human hands. It was made for Sherman, Clay & Co., in anticipation of the grand opera week in April of 1906, and was in when the building was destroyed by the terrible quake and fire of April 19. Unusually large photos of seven of the stars who were to appear were the features of the display. Around each portrait were grouped "Red Seal" records made by the artist. Each record had the circular label with the large V in which was set a small but distinct picture of the singer. Surmounting the large picture of each artist was a fancy, cut-out, gilded sign, giving the name of the artist. Back of each wall-group were two brass rods, crossed, and on the end of each rod was mounted a small frosted incandescent lamp. Scattered through the display were artificial Easter lilies and small incandescent lamps resembling lily buds. Only one machine was used as this was primarily a record window. This machine, a Victor 6, was placed on a piece of plate glass about six inches from the floor. The floor of the window was overlaid with white bunting and scattered here and there were fleur de lis, made of pasteboard and gilded. Natural Easter lilies and palms aided in suggesting the Easter season. This window was also a prize window.

Figure 3 shows one of the several talking machine windows dressed for Lyon & Healy for the Christmas holiday season of 1906. In the center and on each side of the window were large oval frames to which were attached Victor records. It was an "all nation" display, and the records consisted of national airs, folk songs and instrumental selections, representing no less than twenty-four countries. At the bottom of the label and extending up over a portion of the record was a cut-out picture of a flag girl, clad in the costume of the country represented by the record and waving its flag. The center of the window was built up with a series of steps on which were displayed various types of machines, each with a card giving price and description. One of the large signs suggested that the person who wished to gladden the hearts of his German friends or those from France, Germany, Sweden or any other European country, could find a most acceptable gift among the foreign records.

ELLIS HANSEN.

Another sign exploited the talking machine as the most unselfish Christmas gift. "Bought for one it plays for all."

Figure 4 shows the talking machine and record display used by Lyon & Healy during the week of June 17-22 last, when the great piano conventions were being held. In the first window were shown foreign records and three machines. The second window was devoted entirely to Melba records, and in the third were shown Red Seal records by different artists. The upper part of each window was occupied by a large scroll, with a circular opening in the center for the sign. Garlands of oak leaves arranged in graceful loops, decorated and connected these scrolls. On either side of each design were fastened torches cut out of cardboard. Suspended from each scroll was a wreath of oak leaves with a lyre cut out of cardboard in the center. In the first and third windows the records were arranged on half-oval shaped framework, while in the center window the Melba records were shown on a large triangular-shaped board, and on uprights on either side of this centerpiece. The different labels used are described elsewhere. The photo gives a good idea of the general arrangement.

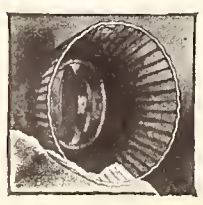
Figure 5 is a group showing the various labels used for records and machines. The labels, adorned with flag girls, are used for foreign records. The first one represents, of course, America. These flag girl pictures can be obtained at most stores where souvenir postcards are sold, and you will find nearly every country in the world represented by young girls clad in the National native dress, and with the National flag. The figures must, of course, be cut out carefully and pasted on the label. These circular labels are easily made out of thin cardboard. The circles must be a quarter inch less in diameter than the record, so that the edge of the record may be seen beyond the label. In the cut it will be noticed that the Irish selection label is smaller than the German and the American, as the record happens to be a ten-inch record, while the other two were twelve-inch. The Red Seal records have in the lower center a large "V," which, of course, stands for Victor, with the picture of the artist in the open space of the letter. The pictures of the singers are obtained from the catalogs and supplements issued by the manufacturers of the records. The smallest of the records shown is intended for an eight-inch inexpensive record. It is less conspicuous than the others, but serves its purpose well. The circular label is attached to the record by means of two small clips on either side of the lap of the record. The only clip that I have found suited to the purpose is Dennison's No. 37 cardholder. In order to avoid the monotony arising from the use of only the circular labels I have devised others which are used occasionally with excellent effect. Two of these are shown in the illustration. The upper design is cut out and bronzed, while the inside is left unbronzed, so as to permit the writing of the text. The lower card is an art nouveau design, treated in two colors. I have used it for Melba records, as seen in the window shown in Figure 4, and the graceful lines of the design will be found to adapt it beautifully to the exploitation of high-grade records. The torch shown in the cut is cut out of cardboard and treated in bronze and water colors. It is a very useful ornament and can be used in a great many ways in window decoration. The small price card is intended for machines. The trade-mark is cut out and pasted on the card. If different styles are shown each one should have a card. These cards should be similar in general appearance with the exception of price and style name.

* * * *

The author of this article, Ellis Hansen, is a man able to speak with authority on the subject of window trimming in general, and on the displaying of musical instruments and talking machines in particular. He has had long experience in trimming all classes of windows, both in Europe and America, but for several years past has devoted himself exclusively to musical instruments and talker trims. His remarkable work for Sherman, Clay & Co., of San Francisco, attracted wide attention, and when the great earthquake and fire last year brought business temporarily to a stop in 'Frisco he was immediately engaged by Lyon & Healy. His expertness and originality are evidenced by the beautiful displays which characterize the imposing frontage of the big Chicago store. Mr. Hansen explains concisely the prime requisites of talking machine window trimming as he views them. He suggests some original trims and devices thoroughly within the reach of the dealer in the small town, as well as in the large city. The illustrations and descriptions of windows, labels, show cards and decorations will be found decidedly suggestive and helpful.

PHONOGRAPH AIDS REHEARSALS.

Milton Aborn rehearsed the chorus of the new opera company he is preparing for the Lincoln Square Theatre last week with the aid of a phonograph, it being impossible for the principals to attend. The instrument gave the solo numbers and the chorus followed the cues.



MELLO-TONE

Attachment a great improvement for the *Talking Machine* or *Phonograph.* Produces tones natural. Eliminates all metallic sounds and blasts. Regulates and mellows the tone. Can be adjusted while machine is playing. Goes in the horn, opens and shuts.

RETAIL PRICE $1.00 EACH Discounts and Samples sent to dealers on application

MELLO-TONE CO., SPRINGFIELD, MASS.

The Devineau Biophone

An Attachment to Play Disc Records on any Cabinet Cylinder Machine

(PATENTED 1907)

A SPLENDID DISC SELLER!

WITH THE
DEVINEAU BIOPHONE
owners of the cylinder machines are enabled to add to their repertoire the magnificent selections of the greatest operatic singers of the world.

The DEVINEAU BIOPHONE is equipped with an aluminum tone arm and our patented sound box producing a full, perfectly natural sound.

The attachment can be connected or removed in a few seconds.

It is operated by friction so that neither gear nor belt is needed in its operation. No screw, no bolt to mar the cabinet. No need of removing the attachment while playing a cylinder record.

Any horn, the "IDEAL" included, can be instantly attached to the Biophone.

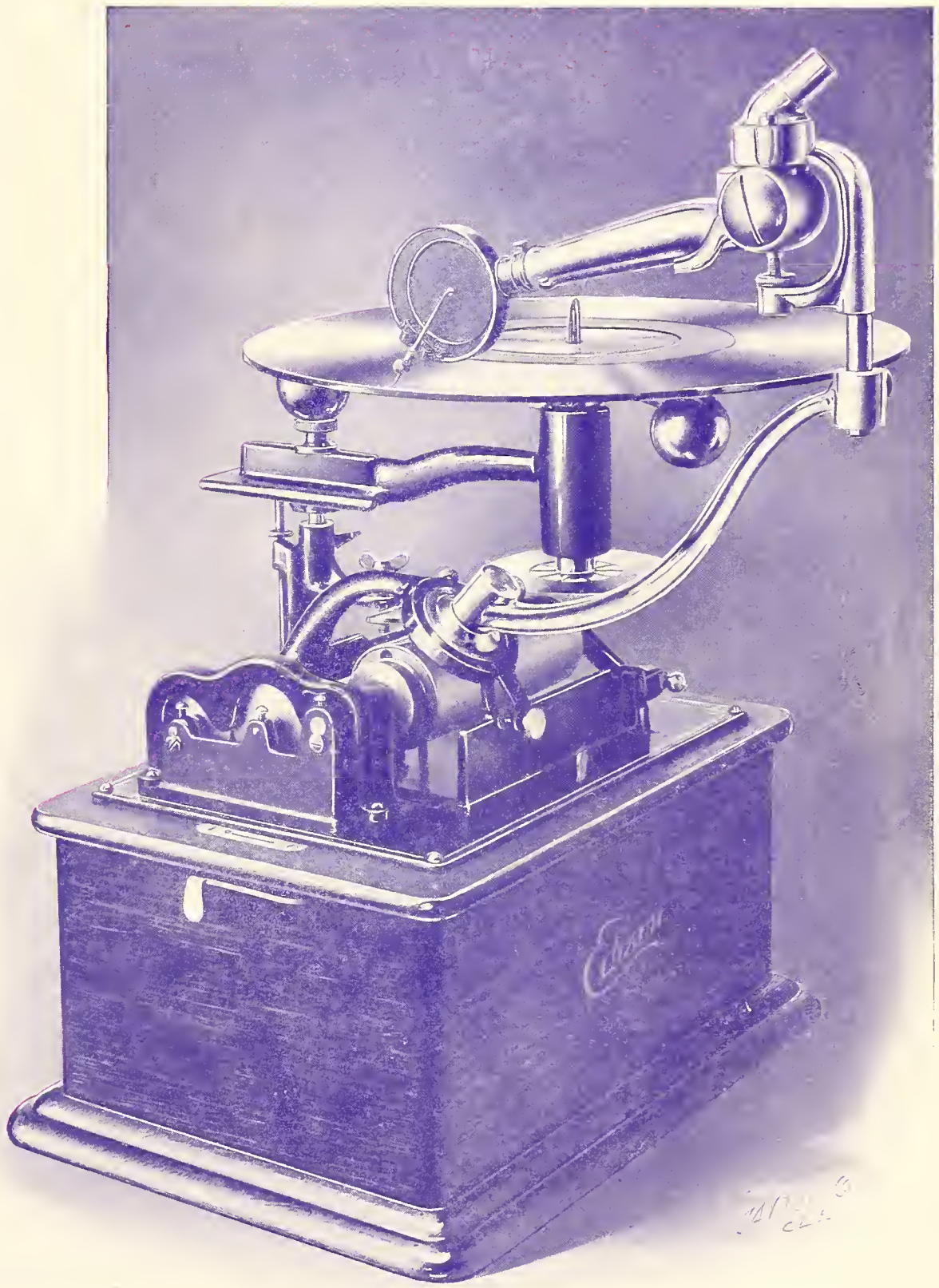
Three twelve-inch disc records can be played at one winding on the Edison Standard machine.

The DEVINEAU BIOPHONE is a splendid piece of accurate mechanism, handsomely finished.

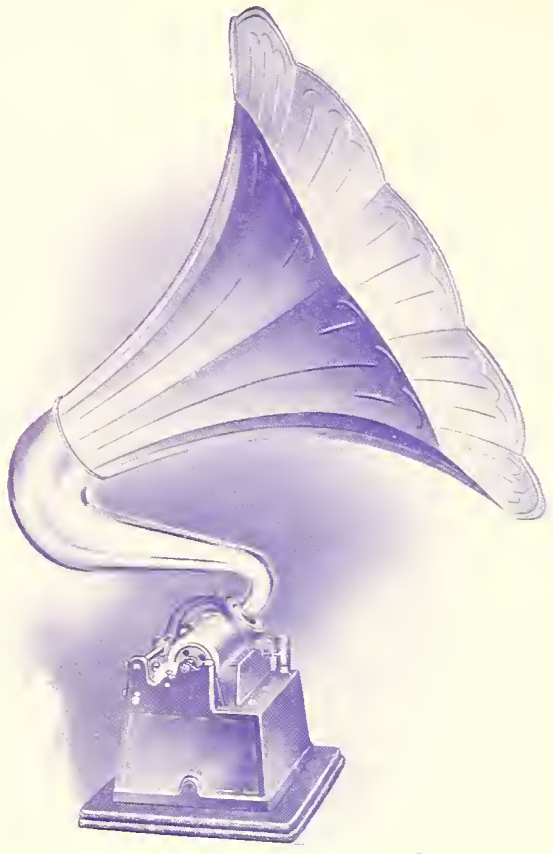
A most attractive and useful addition to any cabinet cylinder talking machine either Columbia or Edison.

RETAILS AT 15 DOLLARS

Speak or write to one of our jobbers about it.



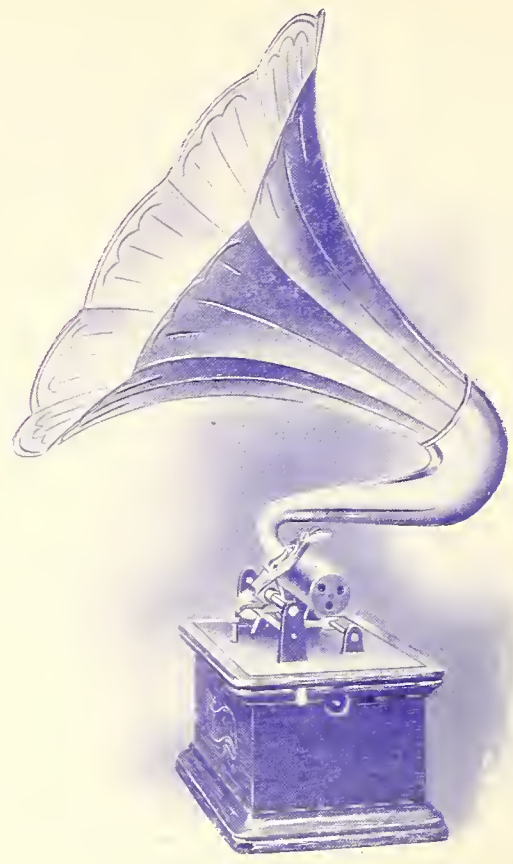
THE DEVINEAU BIOPHONE
attached to a cylinder machine.



EDISON GEM

THE IDEAL

Self Supporting Aluminum Horn



COLUMBIA JEWEL

LIST OF DISTRIBUTORS

CALIFORNIA
LOS ANGELES—Southern California Music Co.
OAKLAND—Kohler & Chase, Inc.

CONNECTICUT
NEW HAVEN—Pardee, Ellenberger Co., Inc.

DISTRICT OF COLUMBIA
WASHINGTON—S. Kann Sons & Co.

FLORIDA
JACKSONVILLE—Shad Bros.

ILLINOIS
CHICAGO—Babson Bros.
The Vim Co.
Montgomery Ward & Co.
Jn. M. Smyth Co.

INDIANA
INDIANAPOLIS—Kipp Link Phono.Co.

IOWA
DAVENPORT—R. R. Smallfield
DUBUQUE—Harger & Blish
FORT DODGE—Early Music House
OTTUMWA—Arnold Jewelry and Music Co.
SIOUX CITY—W. A. Dean & Co.

LOUISIANA
NEW ORLEANS—National Automatic Fire Alarm Co.

MASSACHUSETTS
FALL RIVER—W. D. Wilmot
HAVERHILL—Seavey Bros.
WORCESTER—Denholm & McKay Co.

MAINE
LEWISTON—N. D. Estes

MICHIGAN
DETROIT—American Phono Co.
Grinnell Bros.

MINNESOTA
MINNEAPOLIS—Thomas C. Hough
Minnesota Phono Co.
ST. PAUL—W. J. Dyer & Bros.

MISSOURI
KANSAS CITY—J. F. Schmelzer & Sons Arms Co.
ST. LOUIS—Conroy Piano Co.
Silverstone Talking Machine Co.

NEBRASKA
LINCOLN—O. J. Junge
Ross P. Curtice Co.
H. E. Sidles Phono Co.
OMAHA—Schultz Bros.

NEW JERSEY
HOBOKEN—Eclipse Phono Co.
NEWARK—Oliver Phono Co.
TRENTON—Stoll Blank Book and Stationery Co.

NEW YORK
ASTORIA—John Rose
BUFFALO—Neal, Clark and Neal Co.
ELMIRA—Elmira Arms Co.
KINGSTON—Forsythe & Davis
NEW YORK CITY—Blackman Talking Machine Co.
J. F. Blackman & Son
Jacot Music Box Co
SYRACUSE—W. D. Andrews
UTICA—Utica Cycle Co.

OHIO
CINCINNATI—Rudolph Wurlitzer Co.
CLEVELAND—Eclipse Musical Co.
May Co.

OREGON
PORTLAND—Graves & Co. Inc.

PENNSYLVANIA
ALLENTOWN—G. C. Aschbach
PHILADELPHIA—Louis Buehn & Bro.
Lit Bros.
Musical Echo Co.
PITTSBURG—C. C. Mellor Co.
Powers & Henry Co.
READING—Lewis P. Muthart
Reading Phonograph Co.
SHARON—W. C. DeForeest & Son

TENNESSEE
MEMPHIS—F. M. Atwood
NASHVILLE—Magruder & Co.

TEXAS
EL PASO—W. G. Walz Co.
HOUSTON—Texas Phono. Co.

VIRGINIA
RICHMOND—C. B. Haynes & Co.

WASHINGTON
SEATTLE—D. S. Johnston Co.

WISCONSIN
MILWAUKEE—McGreal Bros.

CANADA
VANCOUVER—M W. Waitt & Co.

MEXICO
TORREON COAH—The Warner Drug Store

EDISON TRIUMPH

Fits All Cylinder Machines

PERFECT TONE
20 INCH BELL
Handsome Finish

Devineau Mfg. Co.

36 East 23rd St.
NEW YORK

COLUMBIA SOVEREIGN

TRADE HAPPENINGS IN CLEVELAND.

Business Picking Up and Dealers Are Optimistic Over Fall and Winter Outlook—Victor Dealers Taking Advantage of the Splendid Publicity of the Victor Co.—Columbia Co. Open Handsome Branch Store—Roberts Rearranging Store—Victrolas in Great Demand—Buescher's Big Record Business—Probeck's Cheery Report—Many Furniture Dealers Installing Talking Machine Departments—Nathan & Skall's New Talker Department—A Talking Machine Put to Novel Use Recently—A Tip for Boarding House Keepers—Other News.

(Special to The Talking Machine World.)
Cleveland, O., Oct. 7, 1907.

There has been mention made in some quarters of trade being slack, but little complaiut, however, is heard as to business conditions in Cleveland talking machine circles. Dealers nearby unanimously say they are busy and that the fall and winter outlook for trade is good. Business is picking up and conditions all point to a remarkably good seasou. It is noticeable that large and increasing interest is being shown for the higher priced machines and records.

The dealers are all wideawake to their interest, and are taking advantage of the new Victor record advertisements, appearing in the dailies on the twenty-eighth of each month, by extensively advertising themselves. The dailies of September 28 contained a whole page of talking machine advertisements. Local dealers are earnestly exploiting their business with uot a little manifest rivalry.

J. Fisher, representative of the Victor Talking Machine Co., Camden, N. J., spent several days in the city recently, looking after the interests of the company.

The Columbia Phonograph Co. have opened a branch store at 1831 West Twenty-fifth street, for the convenience of West Side patrons. It is under the management of Cleo. S. Bourgeois, formerly, and for several years, assistaut manager of the East Side store. The new store, 20 by 80 feet, has been fitted up with an eye to convenience and comfort, and is very attractive. One side has been fitted with racks for 10-in. and 12-in. and the new Marconi records, with a capacity of 5,000. The rear of the store has been arranged with racks exclusively for cylinder records. The first talking machine repair department on the West Side will be a feature. The main store is wholly given to an exhibit of machines, cabinets and records, and demonstration. The room is amply illuminated with large combination gas and electric chandeliers, and the show window by a very large art dome radiator, specially designed, and made by Mr. Bourgeois. The store was opened on the 3d, and business is working up in an encouraging manner.

"Business during September," said W. J. Roberts, Jr., "was fairly good, and since the first of October has been perceptibly increasing. We are selling machines, including Victrolas, right along, and there is a big demand for both the Edison and Victor records, and notably the Red Seal." Mr. Roberts is making improvements in the rearrangement and adornment of the store, and preparing for the fall trade.

"Business is on the up grade—picking up finely," said Phil H. Dorn, manager of the talking machine department of Collister & Sayle. "We are selling a good many machines and the call for records is unprecedented. We are unable to supply the demand for Victrolas, owing to the inability of the manufacturers to supply them. Above others they commend themselves to all who see them. I anticipate a big fall business."

Robbins & Emerson, on the Euclid avenue floor of The Arcade, are doing finely. Mr. Robbins said that their trade all through September was good, and had started in fine in October, and is daily improving. "We are selling a good many machines," said Mr. Robbius, "and there is a large and steady demaud for Red Seal and all the Victor records. Victrolas are still in greater demand than the manufacturers can supply. We have several orders booked for future delivery." Mr. Robbins thinks the new Edison horn is fine and will give satisfaction.

At the store of Hugh Gulley business was reported fair, comparing favorably with the trade a year ago this time. "There is a good demaud for Victor Auxetophones," said Mr. Gulley. "I have made sales of two since the first of the month. Edison machines and records are moving rapidly. The new October Red Seal records are selling fine. I expect the fall busiuess will be quite as good, if not better, than last fall's."

"Business," said Mr. Buescher, of Buescher & Sou, "is good, quite as good as we could expect at this season. We are selling the usual number of machines, and making large sales of the October records, both Victor and Edison. Business is daily improving and we sball undoubtedly have a fine fall trade." The company now have the largest stock of Red Seal records they have ever carried, and are well stocked with goods of every description in their line.

Mr. Probeck, of the Columbia Phonograph Co., reported that business was very good indeed considering the season of the year. He stated they were makiug sales of machines and that the demand for records was excellent, especially for the Marconi record. "We have just enlarged our commercial department," said Mr. Probeck, "to three times its former size, iu order to make room for a stenographer's commercial school aud because of the increase of business in that department." H. E. Jones, manager of that department, has just returned from a two weeks' vacatiou and business trip to New York, where he spent much of his time at the factory posting himself on the new commercial product which the company are about to put on the market.

The Gottdiner & Wicht Co. have just put in a full line of Edison aud Victor Red Seal records, which they nave not heretofore carried, and have enlarged this department of the store, vastly improving it. They have placed on sale in the drug stores of the city, boxes, with their label, containing 1,000 needles, in euvelopes of 100 each. They have done this for the convenience of talking machine owners. Business was said to be fairly good aud daily improviug.

Brown Bros., 2040-44 Ontario avenue, one of the oldest and largest furniture stores in Cleveland, have opened a talking machine department, with demonstration rooms, fitted up in fine style, on the second floor, conveniently near the elevator. They have installed a large stock of Columbia machines, and latest styles of cabinets, and are shelving a complete list of records, including the Marconi. Henry L. Tinker, who has had several years' experieuce in the talking machine business, has been engaged to take exclusive charge of the department. He is thoroughly equipped to successfully conduct the business, and is energetically pushing it.

The Bailey Co. report that their sales of machines in September exceeded those of any previous montb, including several Victrolas. They are selliug large numbers of records and conditions generally were said to be very satisfactory.

At Flesheim & Smith's business was reported very quiet—scarcely anything doing. The company have added the Victor to their heretofore exclusive Zonophone trade.

H. E. McMillen's trade in the talking machine line is growing, and he is doing a fine business in the musical instrument trade generally. His private record trial rooms are finely appointed and comfortably arranged for patrons. He stated he was having a large and increasing sale of records.

Nathan & Skall have fitted up a very fine talking machine department in the balcony on the ground floor, which is nicely arranged, with cozy demonstration room. They have taken on a full line of Edison and Victor machines, and both disc and cylinder records, and make a fine display of cabinets. Miss Ryan, formerly with the Bailey Co., is in charge of the department, and said business was opening up most encouragingly.

Bings, furniture dealers, 522-28 Prospect avenue, have established a talking machine department in the basement, under the sidewalk. They handle the Edison and Victor machines.

"The talking machine was put to a novel use recently by a customer of ours," said a local dealer. 'The gentleman stated that at his boarding house there was a descendant of Eve whose rag chewing proclivities were becoming unbearable. She was then away on a vacation, and the gentleman, with other boarders, had evolved a scheme which they thought would put a quietus to her volubility for a time at least. A graphophone was purchased, with a selection of suitable records, and the machine set up in the parlor. The lady returned and on her first appearance in the room the graphophcne was set in motion every time she attempted to talk, and the machine outclipped her at a merry gait. Hoarse and red in the face from her efforts to be heard above the machine, she dashed from the room, nearly falling over a little girl who was just entering with a tray containing a large lemon, with card attached, bearing the name of the loquacious lady. Several days after she returned to the house to give the expressman directions regarding the destination of her trunks. The gentlemen are still patting themselves on the back, while the victorious graphophone now nightly produces sweet music for the edification of the boarders." It is possible this scheme might prove a godsend to other boarders similarly afflicted.

At the new pleasure ground, the "White City," in Manchester, Eng., a Columbia BC graphophone has been supplied to provide the mysterious music of the mermaids on the "Mystic River." The effect as one sails down this still, strange underground stream is quite awe-inspiring.

GET THE BEST

IT HAS STOOD THE TEST

RECORD FOOD

Improves, preserves and cleans records.
Sells on sight and gives satisfaction.
Unlike anything you have seen, heard of or tried.

Live fish swim, dead fish float, swim with us ——
A compound to apply on records to improve the tone, preserve them in and out of use, keep fresh and clean of dust and grit. A practical, common-sense product based on a natural law of mechanics. It reduces friction, it lubricates, it cleans, it's ready for use. No kicks, complaints or returned goods. Satisfaction and good money.

A Steady, Sure Seller
It Sells Itself and Records Too
Others Sell It, Do You?

Large opal (white) screw top jars—neat package.
Retails for $1.00; small jars, 50c. Write for booklet and terms.

RECORD FOOD

TRADE NOTES FROM INDIANAPOLIS.

Devine's Clever Window Design—Chinese Mayor Likes the Talker—Twentieth Century Graphophone Used to Attract at State Fair —Woman Swindler Harassing Local Dealers —Craig Says Business for September Was Twenty-five Per Cent. Better Than for Same Month Last Year—Nickel Theatres Making Good Headway—This Business Growing.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 4, 1907.

The trade in talking machines is rather quiet just now but dealers are uot in the least discouraged because they believe sales will be lively during the fall. Good coru prospects, they say, as well as a good outlook in all other kinds of crops, make the prospects unusually bright.

Thomas Devine, of the Columbia Co., has a clever window design. He has arrauged one large horn to represent a bell. A disc record is used as a clapper and colored ribbons extend from the bell to various parts of the windows. Other and smaller horns also are suspended to represent bells. They are brass and nickel horns. Mr. Devine has just received his first shipment of the new model Columbia $30 cylinder machines, known as the type BQ. They embody the aluminum tone arm principle heretofore confined solely to the disc product. The shipment had hardly been unpacked before it was sold. Mr. Devine predicts a great sale for this machine.

W. C. Fury, district manager for the Columbia Co., was in the city one day last week. His headquarters are at Chicago. He spoke favorably of trade conditions in the West. He predicted that the fall trade would be the best known in the history of the talking machine industry.

William G. Simpson, who runs a photograph gallery ou East Washington street, will start a five-cent theater a few blocks from his gallery.

Moy Kee, the Chinese mayor of Indianapolis, has just started for his old home in the Orient. For a long time Moy has owned a Columbia disc graphophone and when he started for the East he took his machine with him. Moy is one of the big Chinamen in Indianapolis, as he was especially decorated by Prince Pu Lun when that distinguished Chinaman was in Indianapolis a few years ago.

During the State Fair the E. Rauh & Sons, manufacturers of fertilizing material, used a Twentieth Century graphophone to attract visitors to their booth. The plan was so successful that they have decided to follow it out in this kind of work all over the country. George Halk, who had charge of the exhibit, believes that it is the best plan he ever tried.

The woman swindler has appeared to harass Indianapolis talking machine dealers. A well-dressed woman bought an Edison outfit at a certain store in the city and paid $5. She gave a fashionable number so that the machine might be delivered. She said it was a surprise for father and ordered it delivered at the rear porch. When the boy arrived she was there. She told him to set the machine up on the porch just ready to play so she could move it into the house at lunch time and surprise father. When the collector visited the place the next day the people who lived at the house had never heard of a talking machine. They said they had been away from home for a month. The talking machine man hasu't found the woman yet.

The Kipp-Link Co. report good sales in their new place on Washington street. They are well located and their rooms are excellently arranged, especially for the jobbing trade, to which they devote special attention.

Charles Craig, of the Indiana Phonograph Co., who handles Edison machines, says that his business for September was good. He says that his business last September was 25 per cent. better than it was during September of last year. Two weeks ago he says the farmers declared that all the crops needed was two weeks of nice weather. They have had the two weeks of nice weather, he says, and he sees nothing to prevent excellent crops, and therefore an excellent talking machine business during the fall and winter.

Five-cent theaters have been booming in Indianapolis within the last month. A number of new places have been established and others are being planned. Managers of those places uow runuing say that profits have increased at a rapid rate during the last month. Some of them make the statement that their income has increased one-third. Others place the increase at a less figure but all say that there has been an appreciable increase. A part of this is attributed to the cool weather. Such places usually are better patronized iu cool weather than they are in hot weather. However, the comparative increase on account of cold weather has been greater than that of previous years. The managers of penny arcades also have noticed an increase in business from this source. The excursion business has ceased and not so mauy visitors are coming to the city on Sunday, but the increase in business due to the advent of the autumn season has in a way made up for this.

John F. Truelock, who has been running the new Bijou Theater in West Indianapolis for six months, is about to open another theater at Aurora, Ind. Mr. Truelock is a strong believer in the business getting ability of the Twentieth Century graphophone.

Mr. Swain, of the Indianapolis Calcium Light Co., this week opened a five-cent theater with moving pictures, on South Illinois street, near the new Majestic Theater. His theater will be known as The Annex. It will have the advantage of the crowds who come from the New Majestic as two performances are given each night at the Majestic. His theater so far has done an excellent business. It is uuder the management of Mr. Phillips.

The stock company which controls the Manhattan Theater on West Washington street have opened a theater on North Illiuois street, just across the street from the Traction and Terminal Building. This theater is managed by M. Barton, who is also manager of the Manhattan. The new theater will catch many of the country people who come into the city over the interurban lines. All interurban lines center at the Traction Terminal station.

John Gillingham, who is a part owner of the Vaudette Theater, but who spends most of his time at his Detroit house, was in the city a few days last week.

Mr. Sutherland, who controls the Bijou and the Bijou Dream Theaters, has secured a lease on a prominent North Pennsylvania street location and will open another theater early next year. He has not made public the exact location but it is known that it will be in the business portion of the city.

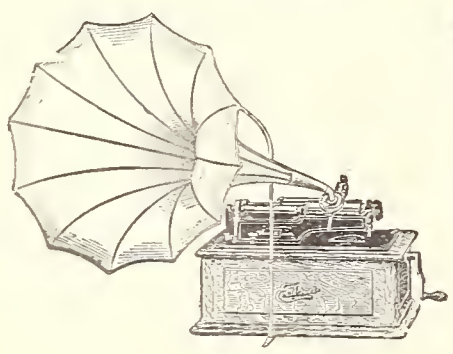
WORTH ONE DOLLAR PER.

Enthusiastic Reader Says He Would Pay a Dollar a Copy for The World Before He Would be Without It.

We are in receipt of complimentary letters from subscribers to The World in all countries and here is an excerpt from a communication received from Alfred H. Pettifer, Sidney, New South Wales. He says:

"Please see that I have all numbers after this as I would not miss an issue for a dollar a copy. It is without doubt the best paper published in the world devoted to the talking machine trade and one of the best of trade papers published. No dealer in talking machines can afford to be without it even at $10 a year. I wish you the full measure of success which you richly deserve."

D. J. Young & Co., of Calgary, jobbers of the Columbia lines in that section of Alberta, Canada, are rebuilding their store and remodeling it with a view to taking care of a rapidly increasing business. A year ago Young & Co. bought their first Columbia goods and are now enthusiastic graphophone people.



LAWRENCE McGREAL

Milwaukee
172-174 Third St.
Edison and Victor Jobber

SUPPLIES
If it's practical and salable I've got it.

Cincinnati
29 East Fifth St.
Edison Jobber

SERVICE

Two big jobbing houses carrying immense stock and prepared for instant delivery, with an absolute minimum of "outs" and a maximum of perfect service. Try me with a trial order now.

ASSISTANCE

I am interested in the success of every dealer buying through me, and refer every outside inquiry to the nearest dealer, and will further their business with practical ideas born of my long experience first as a road salesman, later as a successful jobber. Let me help plan your winter's campaign.

Yours for business,

LAWRENCE McGREAL

ATTENTION
TALKING MACHINE JOBBERS

You are cordially invited to become members of the

National Association of Talking Machine Jobbers

If you have answered the letter of invitation sent you by the Secretary, well and good. If you have not answered it, do so, and in either case accept this as an invitation to become members. The dues are small and the benefits will be many, both to yourselves and to your dealers.

This is the age of organization, of National organization in particular.

Come In and Come In Now

Write the Secretary, PERRY B. WHITSIT, 209 SOUTH HIGH ST., COLUMBUS, OHIO, for by-laws and form of application for membership.

Do It Now ! !

Sincerely yours

THE NATIONAL ASSOCIATION OF TALKING MACHINE JOBBERS

By

J. F. BOWERS, President, Chicago
W. D. ANDREWS, Vice-President, Syracuse, N. Y.
PERRY B. WHITSIT, Secretary, Columbus, Ohio
LOUIS BUEHN, Treasurer, Philadelphia, Pa.
W. E. HENRY, Pittsburgh, Pa.
C. W. HICKOK, Toledo, Ohio
E. H. UHL, Chicago
L. McGREAL, Milwaukee
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Executive Committee

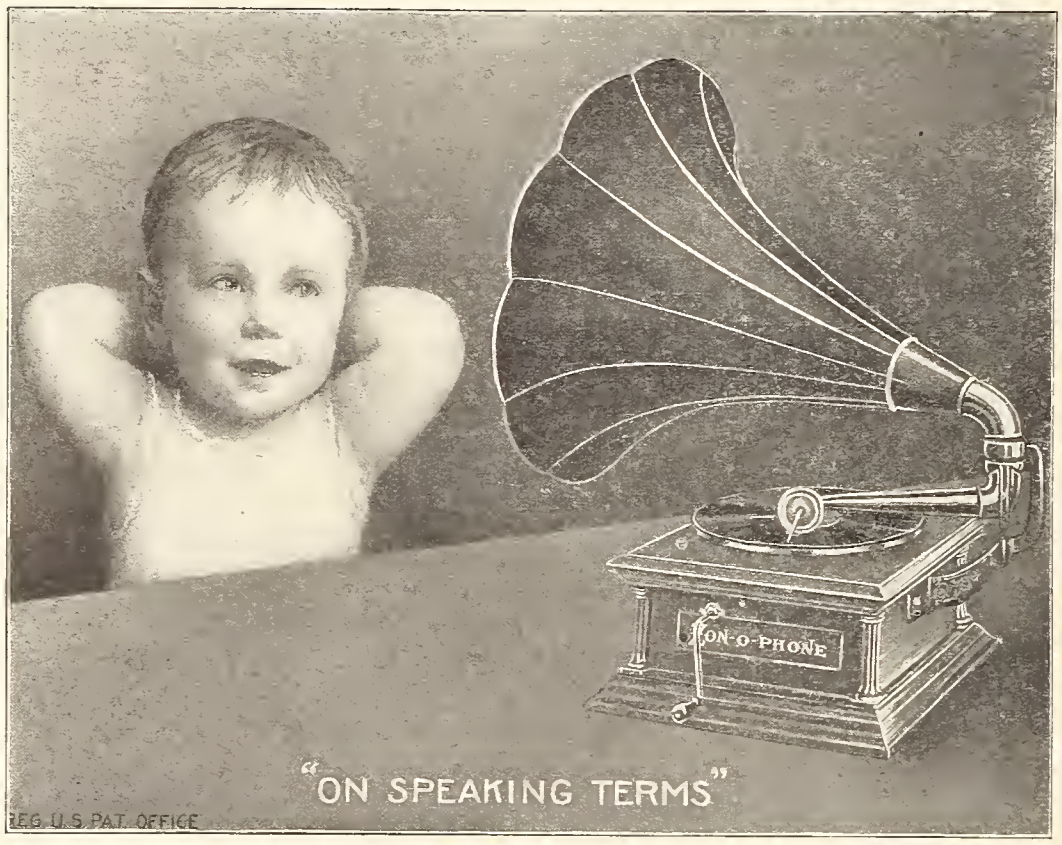
YOUR PLEASURE IS DOUBLED, YOUR COST REDUCED On

Zon-o-phones and Zon-o-phone Records

YOU BE THE JUDGE

Go and hear Zon-o-phone records, compare singer for singer, song for song, selection for selection, and we think you will agree with us that ZON-O-PHONES and ZON-O-PHONE RECORDS are the best. :: :: :: :: :: ::

Zon-o-phone Tapering Arm Machines Ranging in price from **$20** to **$75**



Zon-o-phone Records
10 inch 60 cents
12 inch $1.00

The finest disk records made. They play longer, last longer, are loud, clear and sweet, without a trace of harsh or scratchy noises.

Dealers wanted in every city. Write for catalogues and discounts

Universal Talking Machine Mfg. Co.
365 Mulberry Street, Newark, N. J.

Names of firms where you can purchase the Zon-o-phone product

CALIFORNIA
San Francisco..Kohler & Chase, 1329 Sutter St.
San Francisco..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
Los Angeles ...So. California Mus. Co., 332 S. B'way.
Oakland.....Kohler & Chase, 917 Wood St.

ILLINOIS
Chicago.....Butler Brothers, Randolph Bridge.
Chicago.....A. C. McClurg & Co., 215 Wabash Ave.
Chicago.....Benj. Allen & Co., 131 Wahash Ave.
Waukegan.....Alden, Bidinger & Co., 209 N. Genesee St.

INDIANA
Indianapolis....C. Koehring & Bro., 878 Virginia Ave.

IOWA
Davenport.....Robert R. Smallfield, 313-315 W. 2d St.
Ottumwa.....Arnold Jewelry & Music Co., 117 E. Main St.

KANSAS
Leavenworth...The Ditzell Music Co., 504-506 Delaware St.
Topeka.....Ernahizer & Spielman Furn. Co., 519 Kansas Ave.

LOUISIANA
New Orleans....Ashton Music Co., 143 Baronne St.
Lake Charles...J. & S. Smith, Tulane Theatre Arcade.

MAINE
Portland.....W. H. Ross & Son, 207 Commercial St.

MARYLAND
Baltimore.....C. S. Smith & Co., 649 W. Baltimore St.
Baltimore.....Baltimore Bargain House, 204 W. Baltimore St.
Baltimore.....Louis Mazor, 1423 E. Pratt St.
Baltimore.....Butler Bros.

MASSACHUSETTS
Boston.....Boston Cycle & Sundry Co., 48 Hanover St.
Boston.....Pike Talking Machine Co., 41 Washington St.
Boston.....Read & Read, 13 Essex St.

MINNESOTA
Minneapolis....Butler Bros.
St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

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

MISSOURI
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 712 N. 2d St.
Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Butler Brothers, 1221 Washington Ave.
Kansas City....Webb-Freyschlag Merc. Co.

NEW JERSEY
Hoboken.....Eclipse Phono. Co., 203 Washington St.
Paterson.....J. K. O'Dea, 115 Ellison St.
Newark.....Edisonia Phono. Co., 57 Halsey St.
Newark.....Oliver Phono. Co., 16 New St.

NEW YORK
New York City..J. F. Blackman & Son, 2737 Third Ave.
New York City..Douglas Phono. Co., 89 Chambers St.
New York City..Butler Brothers, 495 Broadway.
Brooklyn.....F. W. Rous & Co., 435 Fifth Ave.
Buffalo.....Neal, Clark & Neal Co., 643 Main St.
Rochester.....A. J. Deninger, 347 North St.

NORTH DAKOTA
Fargo.....Stone Music House, 614 First Ave., N.

OHIO
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.

OHIO (Continued)
Cincinnati..... J. E. Poorman, Jr., 31 W. 5th St.
Cincinnati.....Rudolph Wurlitzer Co., 121 E. 4th St.
Cleveland.....Flesheim & Smith, 161 Ontario St.
Newark.....Ball-Fintze Co., 12 Canal St.
Akron.....Geo. S. Dales Co., 128 S. Main St.
Columbus.....Columbus Piano Co., North High St.

PENNSYLVANIA
Alleghany.....H. A. Becker, 601 Ohio St., E.
Philadelphia....Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh.....C. C. Mellor & Co., 319 Fifth Ave.

RHODE ISLAND
Providence.....J. Samuels & Bro., Weybosset St.

SOUTH DAKOTA
Aberdeen.....McArthur Piano Co.

TEXAS
Beaumont.....K. B. Pierce.
Dallas.....Dallas Talking Machine Co.
Houston.....Texas Phono. Co., 1019 Capitol Ave.

VIRGINIA
Richmond.....Hopkins Furn. Co., 7-9 W. Broad St.

WISCONSIN
Kenosha.....Alden Bidinger & Co.

WASHINGTON
Seattle.....Kohler & Chase, 710 Pike St.

CANADA
St. Johns, N.F...Chelsey Wood.
Toronto.....Whaley, Royce & Co., 158 Yonge St.
Winnipeg, Man..Whaley, Royce & Co.
Nova Scotia....Yarmouth Cycle Co., Yarmouth.

TRADE GLEANINGS FROM THE "HUB"

The Increased Orders for Records Indicate Improved Business—Enormous Developments of the Victor Business With the Ditson Co.—Boston Cycle & Sundry Co.'s Specialties in Demand—Iver Johnson Co.'s New Building—Manager Yerkes Reports Columbia Expansion—Eastern Talking Machine Co. News—Weidener in Charge of Steinert Branch Stores—Other Items.

(Special to The Talking Machine World.)

Boston, Mass., Oct. 14, 1907.

A good indication of the hopefulness of the retailers for the fall trade in talking machines here is the fact that their orders for the November records are larger than those for the October records. Trade with the retailers here has been steadily climbing since September 1, and this, of course, is reflected in the business of the jobbers.

One disturbing element, however, in the jobbing business is the new idea of "machine and equipment" supplied from the one source—the factory which makes the machine—and the consequent cutting off of competition between manufacturers of the supplies heretofore obtained separately from the machines. More than one jobber in Boston is beginning to feel the effect of this change in policy. There is a fear generally expressed that it will react upon the business, too, because customers have decided opinions of what supplies they desire and the "equipment" which comes with the machines is, in many cases, not what they exactly desire. However, the near future will tell what the result will be.

The new talking machine department of the Oliver Ditson Co. is now in good running order. Manager Winkelman is mightily pleased with it, and those familiar with similar departments throughout the country and abroad do not hesitate to declare that it is the very best in the world. No expense has been spared to make it so, for the enormous development of the Victor business at the Ditson store warranted unusual endeavors to give the department the space and facilities it needed. It certainly was very much to Manager Winkelman's credit that he could do such a big business in his cramped quarters at the rear of the store.

The Victor business is growing rapidly in Boston. At the store of M. Steinert & Sons the wholesale business is being pushed extensively. J. G. Weidner has charge of the branch stores, and as soon as possible the store will be enlarged. More room is badly needed by Mauager Cornell, for the wholesale business has developed very greatly under his management.

Since the C. E. Osgood Co. took hold of the Columbia line for jobbing their business has increased greatly among the dealers. Their retail business on Victors and Edisons has also grown within the past year. The company are now giving ample window display space to the talking machine department and find that it pays to do so.

The new order of things with the National Co. —furnishing machines and equipment—finds the Boston Cycle and Sundry Co. with a large lot of sundries on hand for immediate disposal. Manager Andrews finds business "tip top," and he declares that the fall trade is going to be big. He is making a feature of an improved tray for holding records on the shelves, and of the Lynn carrying cases which form a very desirable line for dealers to carry. The Edison line is exclusively carried here.

Within six months the Iver Johnson Co. will have a fine new eight-story building for their exclusive use near the building now occupied by them on Washington street. It will be erected with every modern facility, and the talking machine department will have a fine floor all to itself, and an opportunity to expand even more than it has done under Mr. Boyd's able management. A very big Edison business is done here, and much more could be done if there were better display space.

Manager Yerkes, of the Columbia Phonograph Co., has just returned from a business trip to the New England stores and finds them in a very healthy condition. The business done by the Columbia company here has been doubled within the past year. A new branch store has just been opened at Portland, Me., under the charge of John W. Dunn, formerly of the Portland Talking Machine Co., and for ten years with E. Gately in Boston. The Columbia Co. now operate six branch stores in the city of Boston and eighteen throughout New England. The sale on the new BQ tapering arm machines is very large, and they are being received enthusiastically by the dealers. Speaking of trade conditions, Mr. Yerkes said: "While we are never satisfied, still we are fully satisfied."

The new electric elevator at the store of the Eastern Talking Machine Co. is now nearly completed, and in a week will be carrying passengers up to the top of the building, where a fine new sales floor has just been opened. Changes in the sales force are being made to take care of this new floor. S. J. Freeman has been placed in charge upstairs, while W. J. Fitzgerald has been put on the street floor to work in conjunction with J. L. Gately. Mr. Gately, by the way, has just returned from his vacation, and, as he says, "still boards at Stone's." Wholesale Manager Chamberlain reports trade as improving each week, with unusually good prospects for a good winter's business. The Victor business on high-priced machines still holds up well, and the Edison line keeps step with it.

"Doc" O'Neil, the Victor ambassador, returned this week from a visit to Maine cities, and he brings very encouraging news regarding business. He is planning to establish a number of jobbers in cities and towns outside of Boston.

SOME TRADE POINTERS

Which Will Prove of Interest to Talking Machine Men.

The man who can't attend to customers with a coat on might do in a barber shop, but he is certainly out of place in any store where ladies trade.

It takes more thau a big store full of goods to keep the people thinking about you. The people think about the things they are constantly told to think about.

Better that the cleanliness of your store go unnoticed than that anyone have occasion to remark upon the presence of dirt or cobwebs.

The man who is always waiting for the demand is never ready for it when it comes. Don't be afraid to buy goods for the busy seasons just because there isn't much doing now.

There's money in side lines if you get the kinds there's money in. Don't be too quick though to take up the proposition of the fellow who has something you can make a million on.

The same old showcase arrangement month in and month out, no matter how many new goods, look like the same old stock. Change things around if you want to attract attention.

It isn't the largest ad. that is the best ad. What would you think of a man who took the largest size pair of shoes in order to get the biggest value? The shoes must fit and the ad. must fit.

Between the drilling of the plebes and the marching of the highest class lies a vast amount of routine that wasn't fun. The work that makes any success may not be fun, but it's absolutely necessary.

Don't tie yourself to the wrong side of the street just because you have been there a long time. It takes a radical change to make a big success. If you want to be noticed do something noticeable.

The man who tries to get along without his trade or aavertising journal at the end of the race will find himself among the also ran. Mighty few men can run a business successfully on their own brains alone.

WM. McARDLE HEARD FROM.

William McArdle, representing the Hawthorne & Sheble Manufacturing Co., Philadelphia, Pa., under date of September 26, writes briefly from London, Eng., as follows: "On your way over town, 'please give my regards to Broadway.' By the way, or buy the booze, if you happen to meet anybody taking up a collection, give them the 'glad hand' for me. Have you seen the new Stars? H. & S., I mean. Front page—hurrah! 'Irish in London.'"

L. B. GRAVES TAKES CHARGE.

L. K. Parks, formerly vice-president of the Talking Machine Co., of Los Angeles, Cal., has been succeeded by Louis B. Graves, for several years manager of the Bartlett Music Co.'s sheet music department. Mr. Parks will still remain a stockholder in the company.

BUY IN BOSTON!

You can save time and money by making your purchases from us. We wholesale exclusively, carry an enormous stock of talking machines and records, and make a specialty of shipping goods out immediately after the order is received. No delays, and you can supply the needs of your customers almost as quickly from us as from your own shelves.

Devoting, as we do, our entire time to wholesaling and manufacturing, we are in position to cater to the interests of New England talking machine dealers in a better manner than any other concern.

Among the specialties which we manufacture is the best tray outfit on the market; also horn stands and record cases. Just now we are making special prices on horns.

Let's take up the matter of trade with you.

Boston Cycle and Sundry Company

48 HANOVER STREET BOSTON, MASS.

Capital + Experience + Organization = Satisfactory Service

What do you say to *that*, *Mr. Dealer?*

You know how the *VICTOR* and *EDISON* business has grown—is growing—is going to grow. A Jobber cannot be a *Jobber* in the true sense of the term, and he cannot fill all your orders *complete* the *same day they are received* if he lacks either Capital, Experience or Organization.

A Bid for Business

Our bid for your Talking-Machine business (*Victor and Edison*) is based on the fact that we have the *Capital*, the *Experience* and the *Organization* needed to *get the order out to-day*, *complete*, *and just as ordered.*

With the busiest fall season on record coming on, it means much to you to know where you can get the *best Wholesale Service.*

If you will send us a *trial order to-day* (large or small), you will find us with the *biggest*, *best fall stock of VICTOR and EDISON goods in the history of the trade and we will give you a vivid example of how we can take care of all your orders.*

Will you send us a *trial order to-day?*

Lyon & Healy

CHICAGO. CHICAGO.

Remember { 1—We refer all retail inquiries back to you.
2—We sell Dealers on *installments.*
3—We insure your records against breakage.

(RECORD INSURANCE is our latest idea for helping the dealer. **Ask about it**)

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Trade in Healthy Condition—Jobbers Report Increase for September Over Same Month Last Year—A. D. Geissler Chats of Visit to Victor Factory—C. E. Brown Western Manager for Leeds & Catlin Co. to Make Headquarters in Chicago—Lyon & Healy's Record Breakage Insurance Department—G. M. Nisbett Reports Good Returns from Road Trip—Babson Bros. Order 32,140 Edison Machines—Changes at the Rothschild Store—Seeburg Co. to Make Automatic Pianos—Fibre Needles Popular—Skelly Co. Report Big Demand for Concertophone—New Prospects Are Landed—Spiegel-May, Stern Co.'s Big Order for Columbia Goods—Auxetophone for Arcades—Victor Records for the Bohemian Element—Talking Machine Co.'s Selection of Records Popular—Parsons a Busy Man—Bergstrom a Visitor—Other Items.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 5, 1907.

The trade is more than pleased with the way business has been opening up of late. In a retail way, locally, September was somewhat quiet, but gained considerably in strength from about the middle of the month, and the first week in October has rounded up in a fine, healthy volume of trade that has kept the stores and departments very busy, and has evidenced the fact that the fall business is distinctly on. The higher-grade machines are distinctly in evidence.

Jobbers say that September showed a distinct increase over last year. Dealers are ordering liberally, new contracts are coming forward in a decidedly satisfactory manner, and all indications are for a cracking big winter and holiday business. As the new Edison outfits are getting into the dealers' hands and they are able to test the attitude of their customers the objections that were made when the idea was first announced are heard less and less, and jobbers speak of a steadily growing volume of liberal orders.

Arthur D. Geissler, general manager of the Talking Machine Co., made a flying trip last week to the Victor factory at Camden. He reports the great plant liberally booming in all departments. He was greatly impressed with the new office building now completed, and which is one of the finest and best appointed structures of the kind he has ever seen. The new cabinet factory is working full limit, with the result that the company is rapidly catching up with the phenomenal demand for Victrolas.

Charles E. Brown, the sales manager for the Leeds & Catlin Co., will hereafter make Chicago the base of his operations. He will bring his family to Chicago to reside and will open an office in Chicago, from which he will look after the trade from Indianapolis to San Francisco, spending a great deal of time on the road. Later he also expects to open an office in 'Frisco. He is very enthusiastic regarding the big future before the new Sun records.

George W. Lyle, general manager of the Columbia Phonograph Co., spent a couple of days at the Chicago office the last week in September.

The latest from C. E. Goodwin, of Lyon & Healy, is the inauguration of a record breakage insurance department. Most dealers he finds quietly submit to a small loss on record breakage in their shipments rather than go to the trouble of collecting from the carriers. In the course of a year this is likely to amount to a goodly sum. By the payment of a trifling premium the firm will insure a dealer against breakage any quantity of Victor records shipped by Lyon & Healy. On receipt of the report of the breakage the dealer is immediately credited with the amount of the damage, and Lyon & Healy take the responsibility of collecting from the railroad through their well-organized traffic department.

E. C. Plume, western wholesale manager for the Columbia Phonograph Co., returned last week from a two weeks' trip to St. Paul, Minn., Duluth and Iowa points. He reported trade as excellent with Columbia jobbers all along the line, and his trip will result in the establishment of several new jobbers, among them George W. Getts, of Grand Forks, N. D., and J. Blumberg.

Joy fairly radiates around the wholesale talking machine house of James I. Lyons. Rapidly increasing business undoubtedly has much to do with it, but a fine little daughter, who recently made her appearance in the house of Mr. Lyons' right-hand man, Joseph S. Reynolds, undoubtedly forms a contributary cause.

George M. Nisbett, wholesale manager for Babson Bros., has been spending the greater part of his time on the road the past six weeks, and has visited a large proportion of the dealers in Illinois, Iowa, Missouri and Wisconsin. He found the dealers he called upon in a very contented frame of mind. Fully 75 per cent. of the trade called upon reported that they had done more business the past summer than a year ago; the balance found trade fully up to last year's record. Without exception the dealers are all looking for a prosperous winter and holiday trade. Furthermore, Mr. Nisbett was especially pleased with the hearty reception he received on all sides, and the satisfaction expressed with the service that Babson Bros. were giving them on Edison goods.

Babson Bros. recently placed a record-breaking order with the National Phonograph Co. for 32,140 machines, to be delivered between September

Special Notice to Dealers

We spend **Ten Times** as much in Advertising Edison Phonographs and Records as any other Jobber.

As a Result **WE HAVE** Inquiries to refer and **WE DO** refer them **DAILY** to dealers **WHO BUY OF US.**

GET IN LINE

Remember that Jobbers who do not advertise cannot have many inquiries to refer.

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

15 and February 27, the shipments averaging about 1,300 machines a week. Four solid cars of records were recently received at the Babson Bros. building on one day.

Important changes have been made in the talking machine quarters on the third floor of the Rothschild department store, which greatly facilitate the work of the department and the handling of customers. Instead of two rooms as heretofore, with no opportunity of getting individual customers off by themselves, a regular store has been built separate from the other departments on the floor, but abundantly lighted by the glass partitions on three sides. Entering from the west you find yourself in a general sales room, where all types of Edison and Victor machines and cabinets are on display, and where concerts can be given to small audiences. Beyond this are four private record demonstrating rooms, two on one side the passageway devoted to Edison goods and two on the other devoted to the Victor. Beyond these is another room given up mainly to small goods, which also come under the management of Elmer A. Phillips, buyer, and his assistant, W. M. Baach. Mr. Phillips says that they are carrying a more complete stock of Victor grand opera records and are having a nice trade. He is pleased with the new Edison outfits and is showing them in his window display on the ground floor and has already made a number of good sales.

Lyon & Healy will have a fine display at the Farm Implement Show at Brooks' Casino, to be held during the next two weeks coincident with the Corn Exposition at the Coliseum. They will have a fine showing of machines on the stage, the center of which will be occupied by the Auxetophone, which will give stated concerts. In the rear of the stage there will be private sales rooms.

Wide interest is being manifested in the wooden needle made by the B. & H. Fibre Needle Manufacturing Co. It is being pushed vigorously locally with apparently excellent results. Mr. Hall, of the company and the inventor of the fibre needle, says that the orders coming from some of the largest dealers in the country are decidedly gratifying. Aside from the immense improvement in the tone quality the argument that the life of a record is prolonged indefinitely, when only the fibre ueedle is used on it, appeals very strongly to machine owners who naturally welcome a means by which they can avoid the necessity of replacing their favorite high-priced records.

E. H. Uhl, manager of the Chicago house of Rudolph Wurlitzer Co., says that while wholesale talking machine trade was quietest during part of the summer it has been showing a steady increase since August, making a gratifying showing, as compared with last year. All reports from dealers indicate a strong demand the balance of 1907.

The Cbicago Stand Co. report a fine demand on the Phoue-arm, their new taper arm attachment for Edison machines. A number of leading jobbers have taken hold of the new device and are having an excellent sale on it.

The Chicago Case Co. are having a fine trade on both cylinder and disc record cases, and have a large stock on hand, enabling them to make instant shipment at all times.

The Skelly Manufacturing Co. report an excellent demand for the Concert-O-Phone, their coin-operated machine, equipped with the Twentieth Century Graphophone. The patron has the choice of twenty-five selections, as the magazine holds that number of cylinder records. It is operated by spring motor, thus permitting its use anywhere. Some important improvements have been recently made. The records are now automatically changed, where formerly the patron had to manipulate a slide bar for that purpose. Now all he has to do after depositing his nickel in the slot is to set the iudicator to the desired selection and turn the crauk a couple of times. This winds the motor and shifts the record on to the mandrel. At the expiration of the record it is automatically shifted back to its place on the magazine. A friction clutch on the gear makes it impossible to overwind the spring, thus avoiding possibility of breakage.

Mr. Skelly is also bringing out the Concert-O-Phone for home use. It is practically the same as the other machine, except that it is in a flat top cabinet 4 feet instead of 6 feet high, and is operated without tbe coin attachment. Among the advantages for home use are the small handling of records necessary, in the protection from breakage by children, and the fact that the machine stops automatically at the expiration of the record.

The fine sales room of the Caille Bros. Co., manufacturers of coin-operated musical and entertainment machines, in the Republic building, this city, are now in charge of George R. Gibbs, who came from the factory at Detroit a few days ago to take charge of the western office. H. C. Kibby, who formerly had the representation here, retires to give his attention to his other interests, especially the manufacture of perforated music rolls under the Hart patents, for which he has formed the Kibby Manufacturing Co., with factory at Division and Milton streets.

M. J. Kennedy, a well-posted electric piano man, has been made the Chicago representative of the Automatic Musical Co., of Binghamton, N. Y., and will establish an office and salesroom for them here.

The J. P. Seeburg Piano Co. have been incorporated, with a capital stock of $10,000, to market the Cremona electric piano made by the Marquette Piano Co. Mr. Seeburg, the president of the new company, continues as manager and director of the Marquette Co.

J. Blumberg, western manager for the Regina Co., is well pleased with the demand for Regina pianos, the fact that it is the only instrument of the kind operating with a spring motor, making it a seller in small towns where there is no electric current. The latest styles with the added feature of the mandolin orchestra effect are meeting with great favor. An excellent trade is being done on the Reginaphones. Mr. Blumberg is expecting a visit next week from J. B. Furber, general manager of the company.

The wide-awake salesman will often find customers where the somnolent would fail to see them entirely. A woman with a marked French accent went into a Wabash avenue store the other day and said she would like to look at music cabinets. The store does not handle the article in question, but does carry talking machine cabinets. The manager of the talking machine department, whom she addressed, instead of dismissing the lady with the declaration that they had not what she wanted, tactfully got her into one of the private talker demonstrating rooms and showed her the only thing in the cabinet line they had, explaining that while a disc or cylinder record cabinet was not adapted for sheet music their goods were the best for the purpose for which they were made, and incidentally asked her if sbe had a machine. No, she had not and wouldn't have one. Oh, just let me show you something that will please you, replied the salesman. It didn't take him half a moment to put his hand on a popular record by a Freuch artist. The woman listened delightedly, and the upshot was the sale of an outfit. She hasn't bought a record cabinet yet, but that will undoubtedly come in time.

One of the biggest talking machine deals made for some time is that by which the Spiegel-May-Stern Co. will handle Columbia Graphophones exclusively both through their big mail-order house in Chicago and at their various retail furniture stores in many of the principal cities of the country. They are preparing to spend a large amount of mouey in advertising the mail-order proposition, and their advertisements are already beginning to appear in the leading popular periodicals. Although they had uot begun to ship goods the first of the month, their initial shipments from the Columbia's factory to the Spiegel-May-Stern people had aggregated $100,000. Departments in the company's various stores will be established as rapidly as possible. St. Louis will be the first to open a department. At the main Chicago store, 182 Wabash avenue, the talking machine department will occupy quarters on the sixth floor adjoining the piano department, which is also being established. Four handsome private record rooms are being built. Frederick Sheppy, a well-known local talking machine man, will look after the talking machine depart-

DEALERS

Write your nearest jobber for samples and prices of Standard Needles.

Standard Needles are made from the finest high-grade steel wire, highly polished and evenly tempered. Points gauged to proper size and will not cut the records. They are to be had in the following grades: Extra Loud Tone, Loud Tone, Medium Loud Tone, Medium Tone, Soft Tone and Peerless or (Musical Tone).

If your jobber should fail to supply you, write to us direct for free samples.

Western Talking Machine and Supply Co.

DILLBAHNER & FEINBERG, Props.

6 E. Madison St., Chicago

"B. & H." Fibre Needles

FOR DISC RECORDS

These wonderful needles are proving a

Great Success

Those that have used them are enthusiastic over the results. They are just what most owners of Talking Machines have been waiting for.

They do not injure the Records and the tone is pure and natural

Your customers will certainly want them. Write for samples and full information.

"B. & H." Fibre Manufacturing Co.

208 East Kinzie Street = = = = CHICAGO

ment at this store. The mail-order business will be conducted from the general mail-order headquarters on South Sangamon street, which is under the direct supervision of A. H. Spiegel, while Mr. Goldsmith has direct charge of the talking machine mail-order business. The Spiegel-May-Stern deal was the work of E. C. Plume, western wholesale mauager of the Columbia Phonograph Co.

The Auxetophoue has made its eutrance into Chicago moving picture theaterdom. It has chosen for its debut two of the largest and fiuest places of the kind in Chicago, or, for that matter, in the country. The big machines have been installed in the Bijou Dream on State street and Fairyland on Milwaukee aveuue. They are used entirely inside the theaters for the illustrated song act and are giving great satisfaction to the managemeut of the theaters and to their audiences.

E. C. Pluue, western wholesale manager for the Columbia Phonograph Co., is on a trip which will take him to Minneapolis, St. Paul, Omaha and probably as far west as Denver.

Chicago's Bohemian population are quite excited over the Victor Co.'s twenty new Bohemian records. The list includes eight teuor solos by Fr. Belac, and twelve duets by the same singer and A. Bartos. The popularity of the new records here is augmented by the fact that both the artists are Chicagoaus. Chicago's Bohemian population is equal to a city of about 250,000 and is found on the southwestern side, centering for the most part around 18th and Blue Island avenues. There are seven or eight Bohemian talking machine dealers, and five of them are to be located within half a dozen blocks on 18th street.

Virginius W. Moody, sales manager for the Talkiug Machine Co., when seen ou the 26th of last month was found busily engaged making up selection orders for the large number of dealers who have standing orders of this kind with the company, trusting to their acquaintance with the views as to their salability of the records of the local dealers who have au opportunity to hear the monthly records in person.

W. W. Parsous, manager of the Chicago commercial Gramophone department, is a decidedly busy man. He gets out after the big ones himself, and frequently has uot the time to attend to his correspondeuce during the office hours. When this happens he fires his line of talk into the machine he always keeps at his home, and the next morning apears at the office with a neat carrying case containing the records, which he turns over to his operator, who transcribes them while he is again out in the field.

Rudolph Wurlitzer, Sr., his wife and Howard Wurlitzer were all Chicago visitors on Sept. 25. This was the first time the elder Mr. Wurlitzer has beeu in Chicago siuce the removal of the Chicago branch to the present big Wurlitzer building at 266-268 Wabash avenue, and he was extremely well pleased with what he saw. Howard Wurlitzer spoke eucouragiugly of the general business situatiou, and said they looked for a big winter both in talking machines and automatic instruments.

J. W. Bergstrom, of the Bergstrom Music Co., Honolulu, is a Chicago visitor to-day, on his returu home after a visit to the East, during which included a three days' visit to the Victor factory. Mr. Bergstrom is the Victor distributor for the Hawaiian Islands. He has a big trade with the Caucasian population, and sells a large number of the Victor's Hawaiian records, made in the islands by George K. Cheney, to tourists, who are glad to take away reproductions of the native music. He also has a large trade on Chinese records with the Celestial residents of the islands, and looks for a fine business with the Japs on Victor goods when the Victor Co. get out their new list of Japanese records the first of the year. Mr. Bergstrom says that the islands are enjoying a high degree of prosperity.

B. Feinberg, of the Western Talking Machine & Supply Co., returned from the East the first of the month. He had a successful trip, getting a good business from the central States jobbers he visited on the way, and arranging for the representation for some attractive specialties.

L. C. McChesney, advertising manager of the National Phonograph Co., was a recent visitor.

LACK OF HARMONY.

His Wife—Why is it you never start up the phonograph any more, John?

Her Husband—There is no harmony in two talking machines running simultaneously, my dear.—Chicago News.

JAMES I. LYONS

THE ORIGINAL WESTERN
EXCLUSIVE
TALKING MACHINE JOBBER

Edison
Phonographs
Zonophones
Records
Cabinets

PHONOGRAPH OIL

WIRE RACKS
FOR DISC AND CYLINDER RECORDS

"TIZ-IT" Latest All-Metal Horn Connection

NON-METALLIC NEEDLES
Enrich and Sweeten Tone
Try Them

SPRINGS, HORNS, SUPPLIES

192-194 Van Buren Street, CHICAGO

IT'S ALL IN THE BALL

PAT. PENDING

"TIZ-IT"

THE NEW ALL METAL

HORN CONNECTION

THE MISSING LINK BETWEEN
THE HORN AND MACHINE

RETAILS AT 50 CENTS

NEW MODEL HAS TAPERED
BENT TUBE THAT FITS ALL HORNS

Can be used on all Edison Phonographs and new style cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.
Send for Descriptive Circulars and Discounts to the Trade

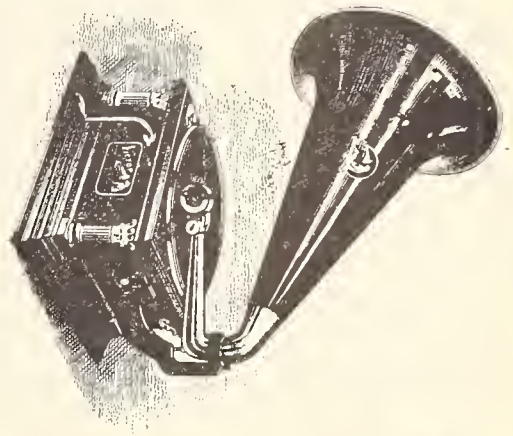
SPECIAL INTRODUCTORY OFFER TO DEALERS—Write for it To-Day

KREILING & COMPANY
INVENTORS AND SOLE MANUFACTURERS
855 North 40th Ave., CHICAGO, ILL., U. S. A.

When this letterhead comes in your mail, remember it comes from the only

Exclusive Victor Wholesaler

in the country.



A. D. GEISSLER
General Manager.

Cable Address "TALKMACH"
Long Distance Telephones CENTRAL 1334 1335
AUTOMATIC 8052

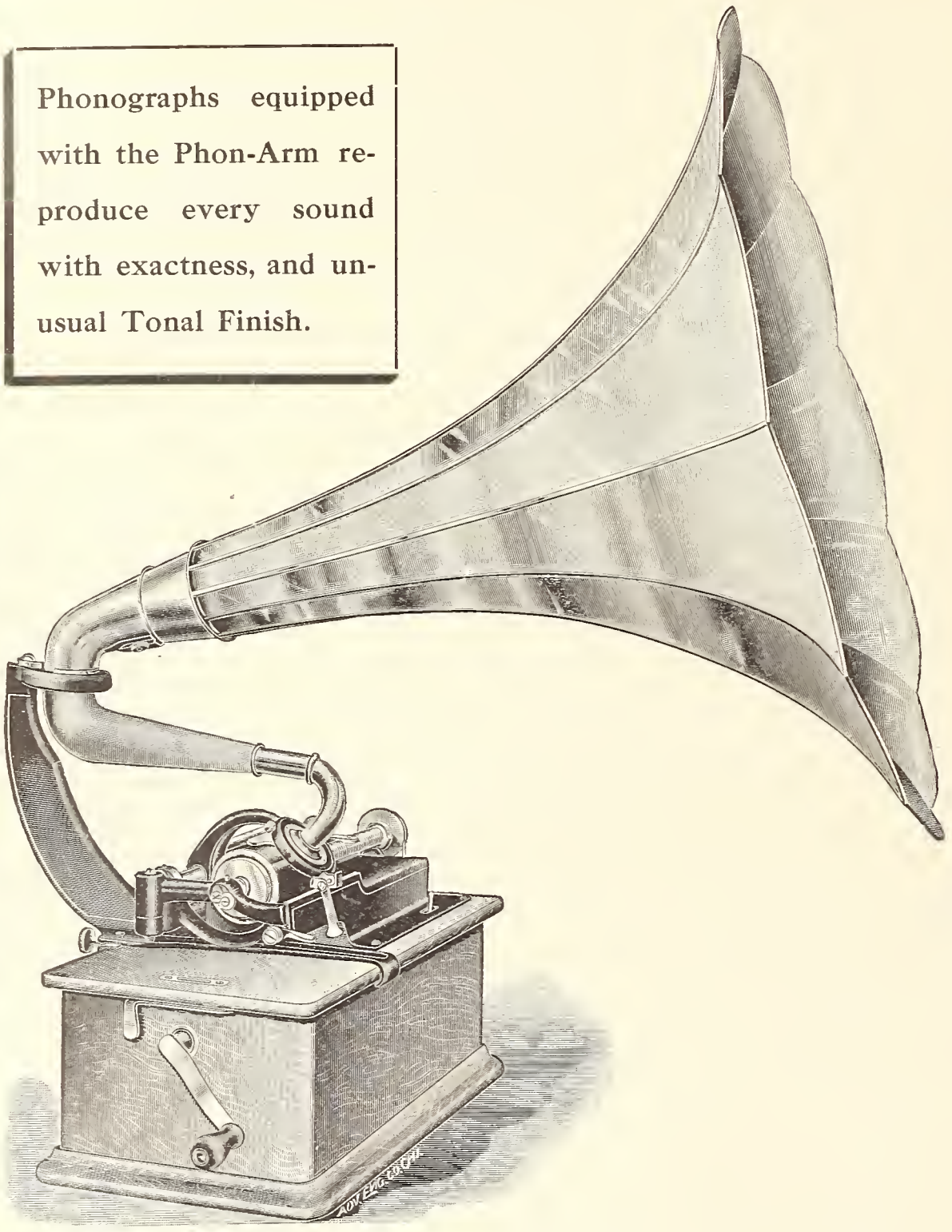
If your name is not on our mailing list, write us now. You are missing new and interesting Talking Machine items.

The Phon-Arm Attachment

(Patent Pending)

For Edison Standard, Home and Triumph Phonographs

Phonographs equipped with the Phon-Arm reproduce every sound with exactness, and unusual Tonal Finish.



Can be attached to any of the above machines without marring the case.

You can use any disc horn or the Edison horn by cutting same off to fit the elbow of this attachment.

By using the Phon-Arm, you have no weight on Reproducer or Feed Nut.

Handsome Profit to the dealers.

Retail Price $7.50

Ask Your Jobber to Send You A Sample

CHICAGO STAND CO.

CHICAGO

JOBBERS KEENLY INTERESTED IN NATIONAL ASSOCIATION.

Officers Hard at Work During the Past Month Perfecting the Organization—Much Literature Being Prepared to Stimulate Interest in Association Work—Chat With Prsident Bowers on Accomplishments to Date—Association Incorporated in Illinois.

(Special to The Talking Machine World.)

Chicago, Ill., Oct. 7, 1907.

No time is being lost by the officers of the National Association of Talking Machine Jobbers in getting the new organization in thorough working order and in inaugurating a campaign that shall have for its object the enrollment on its membership list the name of every jobber in the country who has the advancement of the best interests of the trade at heart.

President James F. Bowers spent Sunday recently in Columbus with Secretary Perry B. Whitset. Together they went over the minutes of the Buffalo convention getting them in shape for permanent record, arranged for attractive and effective stationery, and prepared a rough draft of a letter which has since been sent to all members and jobbers of the country not now members setting forth the advantages of joining the association and enclosing a copy of the by-laws of the organization.

"The consolidation of the Eastern Talking Machine Jobbers' Association and the Central States Talking Machine Jobbers' Association gives the new national organization a membership of approximately one hundred," said Mr. Bowers. "This is certainly a magnificent start and with a body national in its scope and with so strong a personnel we should hope soon to be able to boast that our organization is absolutely national in fact as well as name.

"The readers of The Talking Machine World are already well posted regarding the organization of the new national association. It only remains for me to say that the whole spirit shown at Buffalo was to create an organization that should actually work towards the betterment and improvement of the talking machine business as a whole, bearing in mind that the interests of all branches of the trade, manufacturer, jobber and retailer are in the last analysis one and the same.

"It is needless to say that every question that comes before us will be considered fully in its bearing both on the different branches of the trade and the public. We have reason to be proud of our industry, the remarkable advancement it has made not only from a scientific but from a commercial standpoint—the clean high-grade lines on which it is conducted. We shall undoubtedly be able to do much towards the further education of the public as regarding the intrinsic merit and artistic value of the talking machine, and its potency as an educational factor.

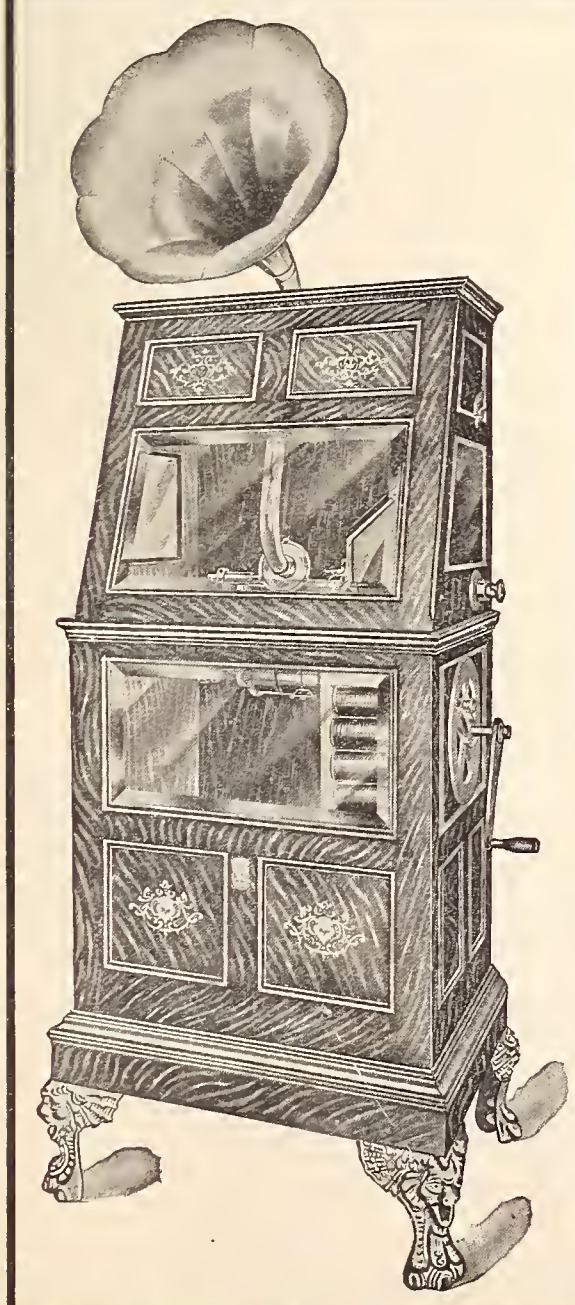
"I want to emphasize the fact that this association will at no time play favorites. The smallest member of the trade is just as welcome as the largest and will receive equal attention and consideration."

"The members of this trade," Mr. Bowers continued, "must bear in mind that the preliminary work of placing an organization of this kind on its feet of necessity moves slowly. The organization in its executive committee is headed by the best men that could possibly have been chosen for the work. They all are men of affairs and are not to be hurried or stampeded into unwise things. There is bound to be more or less friction in getting all the parts adjusted and the bearings working smoothly, and members must have patience. Gentlemen of the trade will remember that Rome was not built in a day. What is worth doing at all is worth doing well, and to do anything well requires a reasonable amount of time. Furthermore, members of the trade should pay no attention to statements made by irresponsible parties who have no interest in the association and no standing whatever in the trade from any point of view."

J. F. BOWERS, PRESIDENT NATIONAL JOBBERS' ASSOCIATION

TO INCORPORATE THE ASSOCIATION.

Acting in accordance with the authority conferred at Buffalo steps were immediately taken for the incorporation of the association. After investigation it was found that the laws of Illinois are particularly favorable to organizations



— THE —

CONCERT-O-PHONE

An Automatic, Coin-Operating, Twentieth Century Graphophone

Uses any Cylinder record on the market.

Spring mechanism—**requires no electric current.**

Records (25 selections) automatically changed.

Works every time.

Some machines in operation making $10.00 per day.

We also make a parlor size Concert-o-phone—a remarkable departure in talking machines for home use.

Skelly Manufacturing Company

79 So. Jefferson Street, CHICAGO

of this nature, and a charter secured from the Secretary of State at Springfield. J. F. Bowers, treasurer of Lyon & Healy; E. H. Uhl, western manager for Rudolph Wurlitzer Co., and James I. Lyons, proprietor of the jobbing house of that name, appear as the incorporators.

COMMITTEE ON RESOLUTIONS APPOINTED.

President Bowers has appointed the following committee on resolutions: Chairman, J. N. Blackman, New York; E. P. Ashton, Detroit; H. M. Holleman, Houston, Tex.; B. J. Pierce, Kansas City, Mo., and A. H. Jacot, New York.

IMPORTANT RESOLUTION ADOPTED.

The following important resolution adopted at the Buffalo convention has been given out for publication:

"Whereas, It has come to the knowledge of this association that a practice obtains among certain jobbers and dealers of selling talking machines upon instalments at the cash price without interest,

"Resolved, That this association regards such practice as a distinct cutting of price and should not be continued."

Edward H. Uhl, of Chicago, had the honor of christening the National Association of Talking Machine Jobbers. A number of different names were suggested, but it was Mr. Uhl's suggestion that was finally adopted.

Special attention of the talking machine jobbers of the country is called to the official invitation to become members of the National Association, which occupies a page elsewhere in this paper.

DEALERS INVITED TO DISCUSS

Their Experiences in the Matter of Instalments Through the Columns of The Talking Machine World—Mr. Wilmot's Suggestion Worthy of Consideration—An Exchange of Ideas on the Methods of the Different Dealers May Prove Exceedingly Interesting.

Fall River, Mass., Oct. 4, 1907.

Editor Talking Machine World:

Dear Sir—I have been highly impressed with the recent literature of the Victor Co. on the subject of instalment sales, and presume that you have also read it. Instalment business in bicycles and talking machines has been a very satisfactory business with me for a good many years, particularly so with talking machines, but the longer I am in this business the more I realize that there is a lot to learn from the experience of others.

Where could this experience be more advantageously discussed than through the columns of The Talking Machine World, providing you think well of the suggestion? For this reason, it has occurred to me to submit the idea to you, to ask experienced instalment dealers to describe the methods found best for handling a proposal to buy on instalments, in a pleasant easy manner, to the end of learning whether a person is worthy of such credit, and without giving offence, or making other mistakes.

Some most desirable people are so extremely sensitive if any questions in this direction are asked them that there is danger of losing a good customer. In big cities like New York no doubt requiring references is right, and expected by the public, but in smaller cities it is different. Trusting you will accept the suggestion in the spirit in which it is offered,

Very truly yours,

W. D. WILMOT.

MORE RECORDS BY MME. SEMBRICH.

The Great Soprano Adds to Her List of Records for the Victor Talking Machine Co.

Mme. Sembrich arrived in New York recently —much earlier than usual, owing to the fact that she is to give a concert tour preparatory to the opera season, and more particularly, she had an engagement to make a number of records for the Victor Talking Machine Co. The wonderful development in the art of recording has made the latest grand opera records marvels of perfection. Mme. Sembrich, when seen one evening last week at the Hotel Savoy, said that she had lost twenty pounds by walking the Alps.

"Mountain climbing is my favorite 'sport,' you know," declared the Polish singer. A lively gesture of both arms nearly collapsed a half-dozen funnels of various American inventions in the line of talking machines that filled her boudoir. For she had spent all of the days singing songs into leaden tubes for what she calls "those raycords."

"See!" laughed the singer. "It is, as you say in English, that the little pitchers have the big ears. But these can hear so much. I sing and sing; no audience, no kind hand, bright flower, nothing. Your clever mechanics make for the singer new tasks, a new public and a new art.

"My reason to come to New York so early in this season is the fact that I had a promise made to spend ten days in making these 'raycords' for the Victor Co. After that I go on my concerts, then opera very many weeks, and in the spring again concerts.

"Mahler? You have heard him in Vienna? Ah, I am looking forward to sing Zerlina in 'Don Giovanni,' and Susanna in 'Le Nozze di Figaro,' under direction of Herr Mahler. That Mozart music shows you new beauties under his baton. I sing first in 'Rigoletto,' on a Friday, too. I don't think that I sing new roles this season, but I shall be in revivals of those operas that were not given at the Metropolitan last year, like 'Il Barbiere di Siviglia,' and 'I Puritani,' with Signor Bonci as well as Signor Caruso.

HOW THE PARSON WAS CONVERTED.

Had a Grouch Against Talking Machines and Denounced Them as Worldly Pastimes, But Readily Acknowledged His Error When He Saw Their Helpful Influence.

The story is told of a minister who is greatly opposed to worldly amusements, with a particular grouch against musical instruments. He recently denounced the talking machine as a great influence for evil, and walking with a friend past a talking machine store the other day he noticed quite a crowd of men filling the doorway, and said to his friend: "There it goes again. The talking machine, I venture to say, is reeking out some nasty rag-time song." As the pair came in front of the store there were seven men in the doorway, three young fellows, three middle-aged and one about thirty, and to stand close, two had an arm thrown around their neighbors' shoulders.

They stopped for a moment in front of the window, for the layman was curious to know what new popular song had so fascinated these men in the lunch hour. To the surprise of both and the ministerial gentleman especially, they found it was no new song, but the beautiful hymn, "Lead, Kindly Light," that the talking machine was giving, just as it had been sung by a quartette choir. The look of amazement on their faces was a study. This an evil influence? The minister had to admit he passed his sentence on the talking machine without evidence. He went on his way rejoicing, and thinking, if that choir could have seen those men, every singer would rejoice in having sung a hymn that will reach thousands of busy men of all classes, and make them, if only for a moment, think of the Light of the World.

VIEWS ON INSTALMENT SALES.

The Victor Talking Machine Co. have recently issued a very interesting volume entitled "What Victor Distributors Say About the Instalment Plan," which gives the bona-fide views of a number of representative firms regarding the merits of the system. The general verdict is that the selling of machines upon instalments is more satisfactory than cash sales, as the purchasers are more apt to go for records to the store where they bought their machine. In glancing over the list one sees the names of those who may be classed as "Who's Who" in the industry which should afford convincing proof of the value of the system.

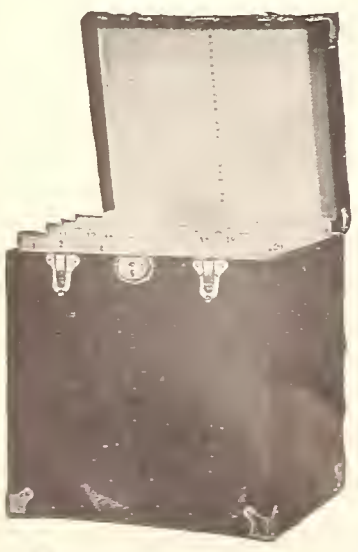
Lyon & Healy, for instance, state that they increased their talking machine sales fully 300 per cent. by the instalment plan, while Grinnell Bros, of Detroit, claim that of the 5,000 talking machines sold by them during 1906 fully 75 per cent. were on the instalment basis. Cressey & Allen say they owe the success of their talking machine department to that system, and they all unite in saying that the payments have all been met with surprising promptness, while only in isolated instances have machines been lost.

Among the firms who brand the instalment system as a success are Carstensen & Anson Co., Salt Lake City; the Powers & Henry Co.. Pittsburg; Cohen & Hughes, Baltimore; Walter B. Moses & Co., Richmond, and others equally prominent.

L. Michaels will shortly open a store iu Wenatchee, Wash., for the sale of talking machines and musical merchandise.

Record and Machine Cases

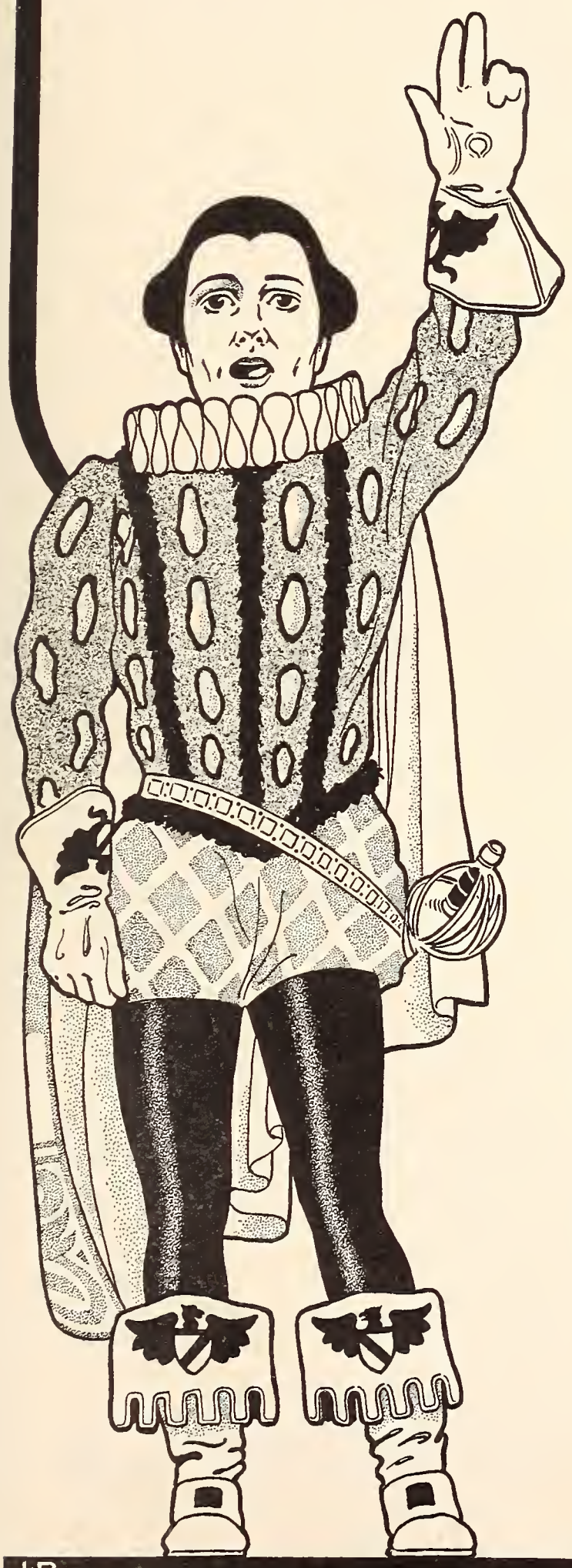
We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.



CHICAGO CASE MFG. CO.

241-247 S. JEFFERSON ST. CHICAGO, ILL.

"Gentlemen The King"



The "ART-TONE" Horn has been proclaimed the King of all Flower Horns. And rightfully so.

These Horns have a richness, dignity and beauty that is superb. Compared with other Flower Horns, their position in the Horn world is truly regal.

"ART-TONE" Horns are noted for five points of perfection: 1. Purity of tone-reproduction. 2. Strength of construction. 3. Graceful outlines. 4. Richness of designs. 5. Permanence of finish.

Every "ART-TONE" Horn is a true work of art. They are all *hand-painted* in oil colors; the colors are "baked on" by a special process that insures a brilliant and lasting finish.

You won't know what a *perfect* Flower Horn means until you see the "ART-TONE"

Write for Handsome Catalog

THE TEA TRAY COMPANY
OF NEWARK, N. J.

Founded 1867

OHIOANS PUSHING AHEAD.

The Leading Jobbers and Dealers Well Pleased With Trade Development—P. B. Whitsit Optimistic Over Outlook—A Run Around the Trade Tells Story of Trade Advance.

(Special to The Talking Machine World.)

Columbus, O., Oct. 9, 1907.

Business is reported very fair here by dealers, after having experienced rather a quiet September, owing to the fact that Columbus had a homecoming and a State fair. While every means of advertising was taken advantage of during these festivities, it seems that the vast crowds that attended were here more for sight-seeing than for buying.

P. B. Whitsit, general manager of the Perry B. Whitsit Co., Edison and Victor jobbers, is very enthusiastic regarding the coming season. He reported to a World representative that his house had done a nice business all during the summer months, and felt assured that business during the coming six months would break all records made in previous years. To sustain this prediction he showed a wad of sixty orders for Edison machines with new equipments, each order calling for from two to twelve machines.

W. H. Hug, representing the National Phonograph Co. in Ohio, was a recent visitor in this city. He reports business good, and gives it as his opinion that prospects were never better for a good fall and winter business.

The Columbus Piano Co., Edison and Victor dealers, have recently been made jobbers of the Columbia product.

The Buckeye Talking Machine Co. have one of the most appropriate stores in the city. Besides having a large and handsomely fitted salesroom for displaying the Edison and Victor lines, they have in addition three nicely arranged booths for demonstrating records. Miss Nellie Ryan, manager, reports business as good.

Sam W. Goldsmith, Victor talking machine representative, spent several days in the city last week. He says that his compauy are still far behind on their orders for Victrolas. Mr. Goldsmith stated that last month was one of the best he had ever experienced.

Frank A. Drake, of the Perry B. Whitsit Co., returned last week from an extended trip through the East, having gone east from the Talking Machine Jobbers' Association meeting, which was held in Buffalo last month.

W. H. Snyder, who handles the Edison and Victor lines, is preparing for a large business. Mr. Snyder is one of the warm supporters of the talking machine business. To The World representative Mr. Snyder said in part: "Business has been good and prospects are excellent."

VALUE OF SIDE LINES.

A Timely Talk on a Subject of Interest to Talking Machine Men Who Desire to Utilize Their Space to Best Advantage.

In New York and other large cities it is customary among retailers situated on the prominent thoroughfares to add one or two side lines to their regular stock a little previous to the holidays.

This annual stock-expansion is based on the psychological principle that when a man or woman possessing a goodly filled holiday purse enters an establishment for the purpose of gift-buying, he or she is first unconsciously attracted and then interested in the articles displayed. This eventually leads to a sale of some of the goods. That the same dealers continue to work the plan year after year is pretty good evidence that it pays to anticipate the desires of holiday buyers.

During a chat recently with an influential talking machine retailer, this very subject was under review. This dealer named a number of novelties that might be exploited with fair success, but none seemed to make such a genuinely favorable impression as did a line of musical instruments. He recalled that last year he could have sold a number of good violins and mandolins; in fact, he has frequent calls the year round for strings and other trimmings.

It is really remarkable that, as is evident, so many talking machine dealers should neglect to cultivate a trade in musical merchandise, especially in view of the large margin of profit that is realized in retailing this line. In proportion to the amount of money involved in each sale, the percentage of profit on musical instruments, such as violins, accordeons, guitars and mandolins, and on strings, is much higher than on "talkers."

In carrying a side line of these goods it is not often necessary to employ a lot of capital. A few hundred dollars judiciously spent will buy a very representative line of goods. Neither is a thorough knowledge of musical instruments necessary. Any man of ordinary intelligence and ability can handle the line successfully, and it fits in with the talker business exactly.

That there is a splendid opportunity for the local "talker" dealer in hundreds of towns is indicated by the statements of the seasoned men who travel for the leading jobbers. They report that in many cities and towns such a thing as an up-to-date stock of musical instruments is unknown, and that in consequence 99 per cent. of the local demand is supplied by the retail catalog houses.

This outside competition could be knocked galley-west by a home merchant because he could afford to sell the same goods at lower prices or better goods for the same price.

GROWTH OF SOUVENIR CARD FAD.

Between seven and eight millions of souvenir postcards made in Europe are brought into this port every week day, according to a statement made this week by a United States Customs official. The importation of these cards has caused a great amount of additional work for the Inspectors at the Appraisers' Stores. If the fad continues to grow, the Government will be obliged to hire more help.

MAESTROPHONE NOTICE

We beg to apologize for the delay in shipment of some of our reproducers to our various customers throughout the States, England, Canada, Mexico and in fact all countries from whom we had the honor of receiving orders, but we can assure all comers that orders will be attended to more promptly in the future, as we have doubled our factory force.

Special inducement for this month only

For the benefit of those few who have not as yet sent in an order for a sample Maestrophone, we have decided to make a special price for a single reproducer to apply to all, whether dealer, jobber or individual.

Upon receipt of $7.50, or $5.00 and one Edison Model C. reproducer we will send, postpaid, one sample Maestrophone Reproducer. If you are a dealer or a jobber we will credit you with the difference between the regular price and your proper discount on any future order.

This is a money-back proposition. If reproducer is not satisfactory, return to us and we will immediately return to you the amount sent.

Send no order without remittance in full. This does not reflect on your credit, but is merely a rule necessary to the proper conduct of our business.

Usual discount to jobbers and dealers on orders for six or three respectively. References: any state bank in Lincoln, Nebraska.

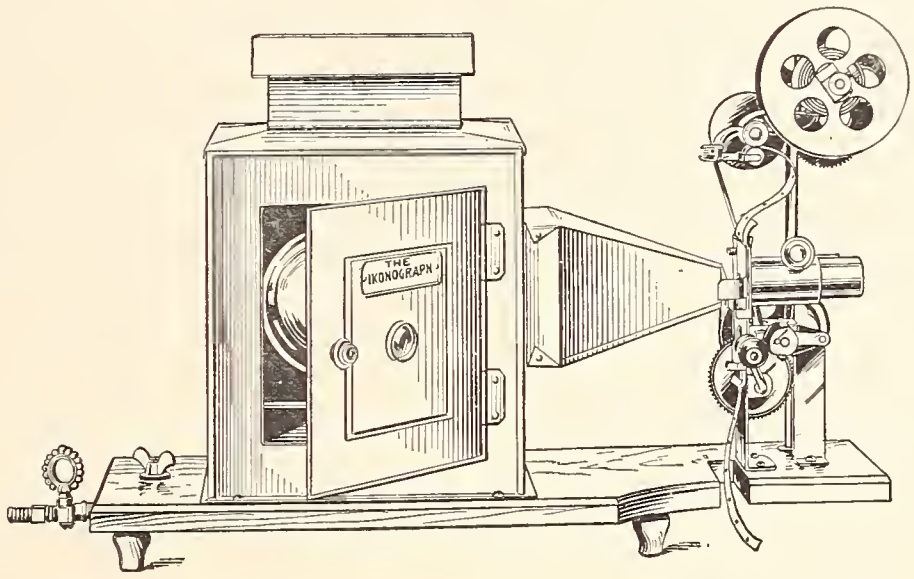
Kindly send full remittance with your orders and make them payable to

THE MAESTROPHONE PHONOGRAPH CO.

BURLINGTON BLOCK, LINCOLN, NEBRASKA

IKONOGRAPH

RETAIL PRICE



$40.00

A PERFECT MOVING PICTURE MACHINE FOR THE HOME

IKONOGRAPH DISTRIBUTORS

ALBANY, N. Y. .....Finch & Hahn.
BALTIMORE, MD. .....Droop & Sons Co., E. F., 231 N. Howard St.
BOSTON, MASS......Boston Cycle & Sundry Co., 48 Hanover St.
Johnson Co., Iver, 163 Washington St.
BUFFALO, N. Y......The Talking Machine Co., 13 Genesee St.
CANTON, O. .....Klein & Heffelman Co., 222 E. Tuscarawas St.
CHICAGO, ILL...... ....The Rudolph Wurlitzer Co., 266 Wabash Ave.
Western Talking Machine & Supply Co., 6 Madison St.
CINCINNATI, O. .....The Rudolph Wurlitzer Co., 121 E. Fourth St.
CLEVELAND, O......Fowler & Slater, 806 Huron Road.
COLUMBUS, O......Whitsit Co., Perry, 213 So. High St.
DAYTON, O......Niehaus & Dohse, 35 E. Fifth St.
DETROIT, MICH......American Phonograph Co., 106 Woodward Ave.
DUBUQUE, IOWA.....Harger & Blish, Inc., 904 Main St.
EASTON, PA......Werner, William, 432 Northampton St.
HOBOKEN, N. J......Eclipse Phonograph Co., 203 Washington St.
MILWAUKEE, WIS......McGreal Bros., 176 Third St.
MINNEAPOLIS, MINN....Minnesota Phonograph Co., 505-7-9-11 Washington Ave., So.
NEWARK, N. J......Edisonia Co., 57 Halsey St.
NEW YORK, N. Y......Douglas Phonograph Co., 89 Chambers St.
Jacot Music Box Co., 39 Union Square.
Switky, Benj., 27 E. 14th St.
OMAHA, NEB......Hospe Co., A., 1513 Douglas St.
Nebraska Cycle Co., 15th and Harney Sts.
PHILADELPHIA, PA.....Buehn & Bro., Louis, 45 N. 9th St.
Penn Phonograph Co., 17 So. Ninth St.
PITTSBURG, PA...... ....Powers & Henry Co., Sixth St. and Duquesne Way.
PORTLAND, ME...... ....Ross & Son, W. H., 207 Commercial St.
ROCHESTER, N. Y......The Talking Machine Co., 97 Main St.
SAN FRANCISCO, CAL...Wise & Co., Clark, 1420 Van Ness Ave.
SCHENECTADY, N. Y....Finch & Hahn, 504 State St.
ST. LOUIS, MO......:....Aloe & Co., A. S., 513 Olive St.
Silverstone Talking Machine Co., 1010 Olive St.
ST. PAUL, MINN...... ....Dyer & Bro., W. J., 21-23 W. 5th St.
TROY, N. Y......Finch & Hahn, 3 Third St.
UTICA, N. Y......Harrison, William, 50 Columbia St.
WASHINGTON, D.C......Droop & Sons Co., E. F., 925 Pennsylvania Ave., N. W.

IKONOGRAPH DEALERS

Every live dealer in Talking Machines and Supplies. - - - Too many to print here. Are you with them? ? ? ? ?

IF NOT—GET BUSY.

YOUR NEAREST JOBBER WILL SUPPLY YOU

IKONOGRAPH COMMERCIAL CO., 36 East 23rd Street NEW YORK

COLLECTIONS OF RARE RECORDS

Are Becoming as Much in Vogue as Rare Autographs—Making Records at Home More Popular With Critical Users of Talking Machines—Some Interesting Records.

There is no doubt but that as home recording becomes more understood and carefully studied, collections of records will be made just as to-day collections of rare autographs arouse much interest and obtain enormous prices when put up at auction. The prices of records should be infinitely higher for, after all, what value has a scrawling signature when compared with the living voice? What would not Americans give to hear Poe recite some of the poems which have placed him among the immortals, or what value could be placed upon a record of Longfellow or Emerson?

Some years ago when the talking machine was making a great stir in England, Robert Browning, the poet, was asked to make a record, says an exchange. His memory was prodigious and on being pressed to recite his celebrated poem, "How we brought the good news to Ghent," started off boldly, but, owing perhaps to the novelty of the occasion, utterly forgot the third line. His attempts to recall it and nis interjections were faithfully recorded. He apologized to his hostess but she said she would value it all the more on account of its uniqueness. Browning is dead and gone, but there are Browning Clubs all over the country, but what value could be placed upon the record he made?

In London there is a private collection—one of the most interesting and valuable in the world—which contains a number of records made by Lord Tennyson, the late poet laureate. One of the finest of his was "The Charge of the Light Brigade." The same collection has an address in the eloquent language and vibrant voice of the great statesman Gladstone. There are records made by the great African explorer Stanley. The Prince Louis Napoleon, only son of the Emperor of the French and the Empress Eugenie—the unfortunate prince killed during the Zulu War—made a record in his native tongue. Florence Nightingale made one in 1890 for the exhibition held in London for the benefit of the surviving heroes of Balaclava (the charge of the Light Brigade) and contained the following words from that pioneer of army nursing: "God bless my gallant comrades of Balaclava and bring them safe to shore—Florence Nightingale."

It is easier to make records now than it was when Florence Nightingale said this, and cheaper too. Record collecting is certainly the most interesting collection possible and would gain many devotees if sufficiently known. Dealers should never lose an opportunity for talking home records to customers. The fact that they cannot approach the professional record has nothing to do with it. The little affectations of voice, strange inflections, etc., which would never be found in the professional record would add to the value of the home record, for it would add to the naturalness and lifelike effect produced.

TRADE NOTES FROM TWIN CITIES.

Great Expansion of the Talking Machine Business Reported from Minneapolis and St. Paul—What the Leading Jobbers Report to The World When Interviewed This Month.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Oct. 10, 1907.

Talking machines are having great vogue in Minneapolis and St. Paul, and every dealer both in the jobbing and retail branches reports a great expansion in business over 1906, month for month, showing a substantial increase in volume. In a great many homes they have become indispensable, and this applies not only to the homes of the plain people, but they are winning favor where wealth and culture abide.

A. M. Magoon, manager of the talking machine department of the New England Furniture Co., jobber for the Victor machines, says that he is having a highly satisfactory trade in the Victor Victrolas at $200 each, and these are going into the very finest homes in the Northwest.

T. C. Hough, jobber of Edison phonographs, reports a steadily increasing business in this old standard, the local and outside trade being equally satisfactory.

The order of the National Phonograph Co. relative to the horn equipment went into effect in the Twin Cities on October 1. It caught quite a number of dealers with more or less horns on hand. As a general rule they will comply with the order to the letter, but hope that some method of disposing of their old horns will present itself.

Another busy concern is the Minnesota Phonograph Co., who report a substantial increase in trade this fall as compared with previous years. They report their business steadily expanding, and are unceasing in their efforts to help their dealers and advance their interests generally.

GOLD MEDAL FOR COLUMBIA CO.

Splendid Exhibit Made by This Company at Jamestown Deservedly Honored.

The jury of awards on the exhibits of musical instruments at the Jamestown Exposition have awarded a gold medal to the Columbia Phonograph Co. for their handsome display of machines, records and accessories. The exhibit made by this company was one of the most attractive in Jamestown, and its honors were well deserved.

Occasionally a disc record's last note or two in some of the operatic reproductions are flat. Henry Stein, a floor salesman with Landay Bros., noted this imperfection in the trio from "Faust," and found he could remedy this flaw, intensely disagreeable to persons of musical education, by simply turning the indicator two pegs or degrees forward when this part of the record was reached. It is effective, as several tests proved.

YOU NEED A LEADER FOR YOUR FALL TRADE

Our Latest Phonograph

FREE:

NEW GRAND OPERA REPRODUCER

PREMIER MODEL (1908 Type)

FACTS

ABOUT OUR NEW PREMIER TALKING MACHINE, 1908 Model.

POWERFUL MOTOR—*Guaranteed* to play more than one record.

NEW ANTI-SLIPPING DEVICE—To prevent producer from sliding on record.

REINFORCED BASE—Preventing breakage in transit.

NEW GRAND OPERA REPRODUCER FREE—Twice the size of the ordinary—hence the volume of sound doubled—with *curved* neck and *indestructible cap*. Supplied in *addition* to the ordinary reproducer.

LARGE FLOWER HORN—In gold and other beautiful colorings. Seamless horn of pure aluminum furnished if desired.

TWO REPRODUCERS WITH EACH MACHINE

OUR NEW MODELS are vastly superior in construction and tone to our old styles. They are without exaggeration equal in reproduction to the $20.00 talking machines of standard makes.

OUR PRICES are ridiculously low. Send for our new schedule.

EXCHANGE SYSTEM. Full credit allowed for all old model phonographs returned to us whether originally purchased from us or not.

WIRE RACKS for cylinder records: 8 ft. high, 4 ft. wide and 16 inches deep. Each rack accommodates 1,224 records. Each compartment holds six records standing up, in card board box. $12.00 each.

DISC MOTORS—We carry a fine line of Swiss and German disc motors.

THE EDWIN A. DENHAM COMPANY, (Incorporated) IMPORTERS, MANUFACTURERS, COMMISSION MERCHANTS

Main Offices, 498-500 BROADWAY, NEW YORK

BERLIN SAN FRANCISCO

TIMELY TALKS ON TIMELY TOPICS.

There is no denying the fact that the talking machine has finally been stamped with the seal of fashion and therefore its future is assured in the estimation of the public. To be accurate, however, the far-sighted firms in the trade have long since been satisfied of the stability of the business as a staple line, and their investments have been shaped accordingly. Aside from this, attention may be directed to the large and increasing sale of high-priced goods, articles in whose manufacture the greatest talent and the most finished skill have contributed. These are well-known facts, and this utterance may seem commonplace or platitudinous were not still further evidence forthcoming from time to time.

A late development along this line came to the surface when an estimate for redecorating and refurnishing the mansion of a member of New York's "400" was recently sought. Among other items specified was a complete talking machiue outfit, with the essential equipment, the cabinet, etc., to be constructed in a manner to harmonize with the music room environment. The dealer who was called upon to supply the details for the talking machine end of the commission was only too eager to submit his figures and suggestions and, at the same time, he was more than gratified at this additional compliment to what is certainly regarded as a necessary piece of furniture in every well-regulated family.

It has been argued time and again that the preference for either the cylinder or disc machine is clearly defined. Many enthusiasts possess both types, aud when price is a secondary consideratiou this is the most satisfactory course to adopt. It is conceded that as much real pleasure is derived from contrasting the different results produced by the two methods of sound reproduction as there is in comparing the tonal qualities of various musical instruments. When expenditure is the controlling factor, then a choice must be made, and each has its devotees and advocates, if not favorite partisans. Under these circumstances, experts say, when a selection is made it is considered final, and therefore there would be no market for an hermaphrodite machine. Still that remains to be seen, and the taking of testimony, as the legal sharps are wont to observe, has not been closed. Until that time comes, a suspensiou of judgment is in order. This, every new invention is entitled to, and from what is now known the problem is about to be solved with Devineau's creation.

A record maker of experieuce, in discussing the curious difference between the sale of the same melody in sheet music form and when recorded, said: "A piece of music that may be a success as a vocal might prove, and not infrequently does prove, a dire failure as a record; that is, from the point of salability. In other words, what will sing well will record indifferently. When, however, effects or climaxes or novelties, like chimes, the piccolo, the drum, etc., can be introduced, the sale of the record is materially increased. Possibly it may be nothing new to the trade, but it takes just as much effort and exploiting to create a selling record as it does for a piece of music. Publishers should understand that while the record manufacturer has free access to all music, copyright or not, as the law now stands, his risk of gaining a market for his records is equally as great, if not more so, than his in issuing the composition. The initial expense is very much greater, to say the least, and therefore, in my opinion, considering the extra publicity given the publisher's product through the record and the subsequent increased sale thereof, the financial benefit is about equally divided; a stand-off, as it were."

Possibly anticipating the struggle bound to ensue during the coming session of Congress over the copyright bill, the first guns of the campaign are being fired by both sides to the controversy. Last month appeared an interview with Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, and an acknowledged authority on the subject of copyright as applied to the reproductiou of music or speech by mechanical means. He is sanguine that the national legislature canuot afford to stand in the way of twentieth century progress as strikingly exemplified by the talking machine industry the world over. His argument is fortified by an array of facts, citing past aud pending litigation and judicial decisions rendered in various countries. A coincidence to this discussion are the receut advices received from Berne, Switzerland and Milan, Italy, also printed last month. At Berne, where an international conference of literary and artistic ownership closed its sessions on August 31, the congress, it is reported, were "particularly anxious that publishers and composers should be protected against mauufacturers of mechanical musical instruments." Following the statement, made by an Italian music publisher, that an American talking machine company were payiug great sums of money for famous artists to make records of their voices, and quoting the alleged handsome dividends paid stockholders by the same concern, the conference voted that such companies should be required to pay the owners of copyright for the music used. This action was recommended for the adoption of the next congress to be held in Berlin, Germany, in 1908.

The well known and unique trade-mark of the National Phonograph Co.—a counterfeit presentment of the wizard, with his characteristic signature beneath—is established and recognized in every civilized country of the globe, and while the case in point concerns the marketing of another product, of which he was also the originator, the fact that the manufacturers thereof had, with the greatest assurance, appropriated Mr. Edison's name in order to falsify his position before the public, was very sensibly enjoined by a judicial order. The facts are immaterial to the discussion here, the principle of wrongful and illegal use being sufficient.

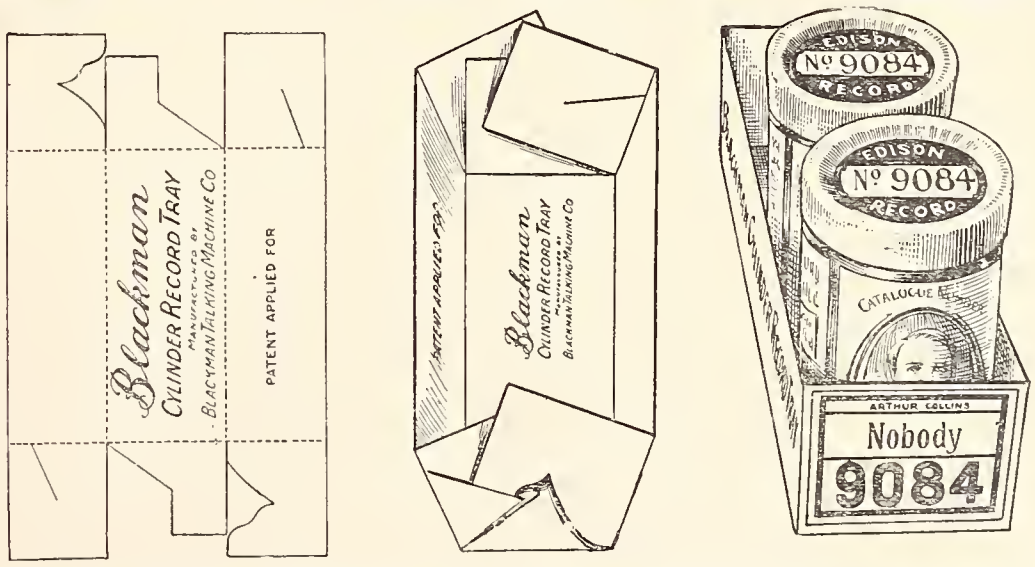
Strauge as it may appear, the manufacturers of talking machines in which the new designs and handsomely finished record cabinets are the attractive feature, are being hampered by the scarcity of workmen. That is to say, since the advent of the Victor Victrola, the disc machine seems to have taken on a new lease of life, a development scarcely calculated upon by its progenitors. Now the so-called "hornless" cabinet is on the top wave of success and the demand is difficult to meet because of a shortage in cabinet-makers capable of building this line of goods. One prominent manufacturer, who had originated an eutirely new creation in this description of cabinet, calculating he would have it ready for the fall trade, never got beyond the model in white, as no cabinet-ware manufacturer could accept his order and guarantee delivery until after the first of the year. The circumbient air was blue for a quarter of an hour after the receipt of this facer, but inquiries in all directions were of the same tenor. It is a curious state of affairs, to be sure, and the only satisfaction to be derived from its contemplation is that the country is not going to the demnition bowwows nor is it drifting on the rocks, as the professional financial croakers and conscienceless politicians would have every one believe.

Now a combination of music publishers and record makers is being gossiped about. A five million dollar corporation is to swing the leading publishers in line as a financial proposition, and then there is to be a recording laboratory caudal appendage, whose work is to be confined solely to reproducing exclusively the music of the houses "standing in." The promoter of the talking machine end of the scheme is wise to the patent situation, for he claims to have a record and a machine—disc, of course—outside of any known

THE BLACKMAN CYLINDER RECORD TRAY

(PATENT APPLIED FOR)

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



We ship them flat and they can be FOLDED into a STRONG TRAY in a few seconds, as shown above. This tray, with the RAPKE Record LABEL, makes a HANDSOME looking stock and a SYSTEM that you can't beat. Full particulars on request.

NET PRICE, TRAYS ONLY.

No.	Hold	Net per 1000
2	2 Records - -	$6.00
3	3 " - -	7.50
4	4 " - -	9.00
5	5 " - -	10.50
6	6 " - -	12.00

Prices RAPKE LABELS with EDISON Numbers and Names. Domestic Selections, No. 2 to No. 9433, which includes Dec. 1906 - - - - - - - - - $3.50
Per month thereafter (postpaid) payable in advance - .12

FREE SAMPLE of tray with label to dealers or jobbers who write on business letter head. SPECIAL DISCOUNT TO JOBBERS.

Above prices are RESTRICTED and quoted F. O. B. New York. Dealers are requested to buy from their jobbers if they will supply them. If not we will sell direct.

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop.

97 CHAMBERS STREET - - - NEW YORK

The above is a reduced fac-simile of our new Reginaphone ster. The original is 38 x 52 inches in size, and printed in ht colors.
We shall be glad to send a copy on request to any dealer o has not already received one.

THE REGINA COMPANY

Factory and Main Office, RAHWAY, N. J.
Broadway and 17th St., N. Y. 259 Wabash Ave., Chicago

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Sublima Pianos and Regina Chime Clocks.
Distributors of Victor Talking Machines and Edison Phonographs.

invention, and which the owners thereof "cannot touch." Well, under the circumstances, we will see what we will see when, at the time of supposed fruition, this wonderful combination of hitherto antagonistic elements comes to the front, if ever.

While the music trade are now rapidly waking up to the profit-earning possibilities of the talking machine proposition, the traveling salesmen who are watching this development with a shrewdness born of experience, declare the dealers in that trade do not handle the line as they should. The chief complaint made by these pioneers, who blaze the trail for their converts to follow, declare piano houses having talking machine departments seldom have skilled floor salesmen competent to create enthusiasm and hold the undivided attention of the prospective buyer. Granting they are familiar with the selling points of pianos or small goods, without talking machine training they are as "sounding brass or the tinkling of a cymbal." That is without a fair knowledge of the lines in stock the salesman does more harm than good in endeavoring to handle trade.

Too many music stores, the knights of the grip aver, are seemingly indifferent to this shortcoming. Evidently they believe anybody can put a record on, wind up the machine and let it go. If questions pertinent to the operation of the machine, care and handling of records and other inquiries appertaining thereto are made, the attendant is more frequently ignorant thereof than fully informed. Vague or generalizing replies tend to cool the ardor rather than arouse additional interest, and the sales lost in this way are said to be legion. Besides the amount involved in the purchase of a talking machine is considered small, as compared with that of a piano, hence the alleged indifference. There are exceptions to these strictures in the music trade, and they are rated by the road men as keen, bright business men, but who always know a good thing when they see it.

Conversing on the management of stock and the stimulation of sales a jobber whose energetic yet conservative, but well-nigh successful methods, are beginning to be recognized in the trade beyond the purview of his own immediate locality, remarked: "I do not depend upon my own resources by any manner of means, though I give the business unremitting study, watching every development with the hope of working out an improvement in some branch. I invite, not only my heads of departments, but the salesmen, and everybody else who has the handling of goods, for suggestions in the course of friendly and informal conversations. You would be surprised how much valuable material I have gleaned in this way. To be sure, a great deal of it is crude, but the kernel is there, and in the hands of one familiar with the trade their practical application is an easy matter. You know the old saying about trifles making perfection, but perfection is no trifle. Well, that is the theory I work upon, and it pays big."

The moving picture machine, a kindred line and a correlative of the trade, has finally reached the eminence, for the first time, it is believed, of figuring in a love romance. The writer of "The Scarabs," in the Saturday Evening Post, introduces the apparatus in an exceedingly clever manner; in fact, the crux of the story is embodied therein, the denouement being developed smoothly and plausibly. The talking machine, however, has done duty in many kinds of fiction, and has been faked by daily newspaper writers time out of mind. The so-called records made by machines in the next room when a diabolical plot is being hatched, and the subsequent revelation of the conspirators' machinations by reproducing the "conversations" in court is a travesty that everybody knowing anything about such goods laughs to scorn. The "brilliant" writer, on the other hand, thinks he has made a discovery. Under such circumstances a record could not be made in a thousand years.

The phonograph, of course, registers the voice, writes a Paris correspondent of the Pall Mall Gazette, but Dr. Marage, a medical practitioner here, has invented a curious instrument which, in a certain sense, takes a vocal photograph. When you sing to the instrument it does not sing back at you, as does the Edison apparatus, but it gives a legible transcript in dots and dashes. It is a sort of Morse telegram as well as a photograph. The doctor, indeed, has adapted his invention from a new telegraph instrument which is capable of transmitting 40,000 words a minute. By its means the music teacher can show ocularly to his pupil that he is singing out of tune. The line is blurred and irregular instead of following an even course such as would be the "Caruso line." The invention will be useful, the doctor thinks, in telephony. It will save disputes, as there will be a record of the conversation at either end, so that when the talker says "forks" the listener cannot afterward maintain that it was "spoons." The machine is as yet quite in the experimental stage, and the doctor makes no extravagant claims. At the same time it may prove a useful and admirable invention when a further development has taken place.

Another device for adapting a cylinder machine to the use of disc machines is being shown—a private view, as it were. The appliance is simplicity itself, and the jobbers who have examined and tested the "improvement" are rather inclined to favor its introduction. The first invention of the kind was regarded as too high priced and rather complicated; but its follower is made to sell at an attractive figure, with the adjusting mechanism simple in construction and positive in action. No part of the machine is disturbed, excepting the readjustment of the horn, and so far as cursory inspection would warrant the passing of judgment, the sound reproduction loses little if anything in the change from the round to the flat record. Another point urged in its favor is that the sale of disc records will be greatly enlarged were this device to prove successful when submitted to the wear, tear and unmerciful handling most talking machines are subjected to in ordinary usage by the public.

A GO-AHEAD "TALKER" CONCERN.

We present herewith a clever snapshot of the busy store of the Oliver Phonograph Co., of Newark, N. J. They have built up a fine business with the Victor and Edison line, and the picture itself tells progressiveness.

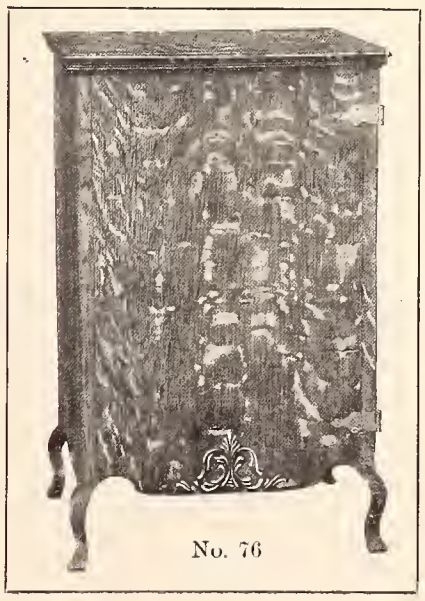
ANY JOBBER MAY WELL FEEL PROUD

Attractive in Design.
Built to Last.
An Extra Fine Finish.
Almost Sell Themselves.

GET BUSY

and send for catalog just off the press, and then order a few samples and see how we **MAKE GOOD.**

SPECIAL PROPOSITION TO JOBBERS.



No. 76

TO HANDLE

THE CADY RECORD CABINETS

They are so different from any other line.

We carry a large stock, so as to give prompt service to our customers.

THE CADY CABINET COMPANY, North Lansing, Mich.

HIS ROYAL SELF

THE RAJAH *of* RAJPUTANA

Uses, with his Gold Mounted, Diamond, Ruby, Emerald and Pearl studded **AUXETOPHONE**, the Improved Petmecky Multi-Tone Needle.

Increase your Business and your Profits by handling Improved

PETMECKY NEEDLES

Standard of Quality Maintained

I ship the Improved Petmecky Needle in million lots to all parts of the world.

What's good for the Rajah, is good for you.

If you have never sold the Improved Petmecky Needle, write for free samples and my special proposition to new dealers.

PETMECKY

Patentee and Sole Manufacturer

346 BROADWAY, NEW YORK, U. S. A.

NATIONAL ASSOCIATION BY-LAWS.

A Strong Body of Officers Representing All Sections of the Country—The New By-Laws.

Talking machine men everywhere are interested in the new National Association of Talking Machine Jobbers. The executive committee of this new association is composed of good workers and men who are widely known and respected in the trade. The officers are: James F. Bowers, of Chicago, president; W. D. Andrews,

SECRETARY PERRY B. WHITSIT.

Syracuse, vice-president; Perry B. Whitsit, Columbus, secretary; Louis Buehn, Philadelphia, treasurer. The executive committee is composed of Lawrence McGreal, Cincinnati; C. V. Henkel, New York; C. W. Hickok, Toledo; W. E. Henry, Pittsburg, and E. H. Uhl, Chicago. It will be seen by this list that the East and West is well represented on the official roster of the association; the by-laws which are presented below should be closely read, as their perusal will explain fully the objects of the association.

BY-LAWS.

ARTICLE I. *Name*—This Association shall be known as the National Association of Talking Machine Jobbers.

ARTICLE II. *Object*—The object of the Association shall be the promotion of all subjects which appear to be for the betterment and improvement of the talking machine business.

ARTICLE III. *Location*—Chicago.

ARTICLE IV. *Officers*—The officers of the Association shall be a President, Vice-President, Secretary and Treasurer who, with five (5) members of the Association, shall constitute the Executive Committee of the Association, all of whom shall be elected by ballot for a term of one (1) year, or until their successors are duly elected and qualified.

ARTICLE V. *Annual Meeting*—The annual meeting of this Association shall take place on the third (3d) Monday of September of each year at a place to be designated by the Executive Committee.

ARTICLE VI. *Duties of Officers and Executive Committee*—Section 1. It shall be the duty of the President to preside at all meetings of the Association and Executive Committee. He may call special meetings at his discretion and shall call special meetings of the Executive Committee at the written request of three members.

Sec. 2. In the absence of the President, the Vice-President shall preside at all meetings and shall perform all other duties and be clothed with all the powers of the President. In the absence of both President and Vice-President from meetings of the Association, a majority vote of the members present at such meetings shall elect a presiding officer.

Sec. 3. The Secretary shall notify each member of the Executive Committee of all meetings, and each member of the Association of every meeting of the Association. He shall make and keep a true record of all meetings of the Executive Committee and of the Association. He shall issue all authorized notices to members, conduct the correspondence of the Association, and perform such other duties as shall be directed by the Executive Committee. He shall have general executive management of the Association, subject only to the direction of the President and Executive Committee. He shall collect all dues and assessments and all other moneys due to the Association, and shall pay the same over to the Treasurer to be deposited.

Sec. 4. The Treasurer shall be charged with funds of the Association and shall furnish such bond as the Executive Committee may require. All disbursements shall be made by him. Disbursements and payments shall be made by checks signed by the Treasurer after bills have been approved by the President. He shall keep a book of record of all receipts and disbursements, making a report to the Executive Committee at each regular meeting of the Executive Committee and the Association at its annual meeting.

ARTICLE VII. *Salaries and Expenses*—Section 1. The Secretary only shall be paid a salary, which shall be the sum of Three Hundred Dollars ($300.00) per annum, payable quarterly.

Sec. 2. The expenses of the members of the Executive Committee shall be paid out of the Association, and shall be limited to actual railroad transportation for such meetings of the Executive Committee as they attend, excepting the annual meeting.

Sec. 3. The cost of the Surety Bond of the Treasurer shall be paid out of the funds of the Association.

ARTICLE VIII. *Membership*—Section 1. Any person, firm or corporation in good standing engaged in the jobbing of talking machines may become a member of this Association. For the purposes of this Association a jobber shall be one generally recognized as such by the Executive Committee.

Sec. 2. Application for membership shall be made in writing to the Secretary, with remittance covering the amount of the semi-annual dues.

Sec. 3. All applications for membership shall be referred to the Executive Committee, who shall have power to elect.

Sec. 4. The election of new members shall be by ballot by the Executive Committee, and it shall be necessary for the election that the candidate shall receive the vote of two-thirds of the members of the Executive Committee.

Sec. 5. Each person, firm or corporation so elected on receiving notice of such election from the Secretary shall be entitled to the privileges and subject to the penalties of membership.

Sec. 6. Every member, whether individual, firm or corporation, shall be entitled to cast one vote in person or by proxy at the annual election, and on all questions on which members may vote.

ARTICLE IX. *Dues*—Section 1. The annual dues of this Association shall be Fifteen Dollars ($15.00) payable in advance, semi-annually, October 15th and April 15th.

Sec. 2. Any member in arrears sixty (60) days in the payment of dues shall forfeit all rights and privileges of membership.

ARTICLE X. *Order of Business*—(1) Calling of the Roll; (2) Reading of the Minutes of previous meeting; (3) Reports of Officers; (5) Reports of Standing Committees; (5) Reports of Special Committees; (6) Unfinished Business; (7) Election of Officers; (8) New Business; (9) Adjournment.

ARTICLE XI. These By-Laws may be revised or amended at any regular meeting of the Association, or at a special meeting called for that purpose, provided that notice of such revision or amendment has been sent to each member of the Association at least thirty (30) days before said meeting, and that such revision or amendment be passed by a two-thirds vote of the members in person or by proxy.

There will shortly be added to the by-laws a section devoted to the credit bureau established to post members on the standing of dealers.

FREE SAMPLES
Of Needles That Prove

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

Wouldn't You ?

WOULDN'T you like to get more holiday trade this year?

Wouldn't you like to round out 1907 with big figures in the profit column?

And wouldn't you like to be the master of a *more profitable* business all the year 'round?

A side-line consisting of such instruments as

DURRO VIOLINS BOWS and STRINGS

Martin Guitars, and Martin & Victoria Mandolins, Lester & Monarch Accordeons and Duss Band Harmonicas will not only make your place the Mecca for holiday buyers, but will also attract the trade of musicians and those who are musically inclined, *every day in the year*.

We number among our prosperous customers hundreds of talking-machine dealers who are making an additional profit, ranging anywhere from fifty to two hundred per cent., selling our goods.

There isn't a sound reason why you shouldn't be one of them.

If there isn't a good, up-to-date line of musical instruments in your town, you have a splendid chance to gain control of the local trade by putting in a line of our goods.

It's not too early to make up a holiday order. We'll help you if you wish. The demand for our goods is always ahead of the supply.

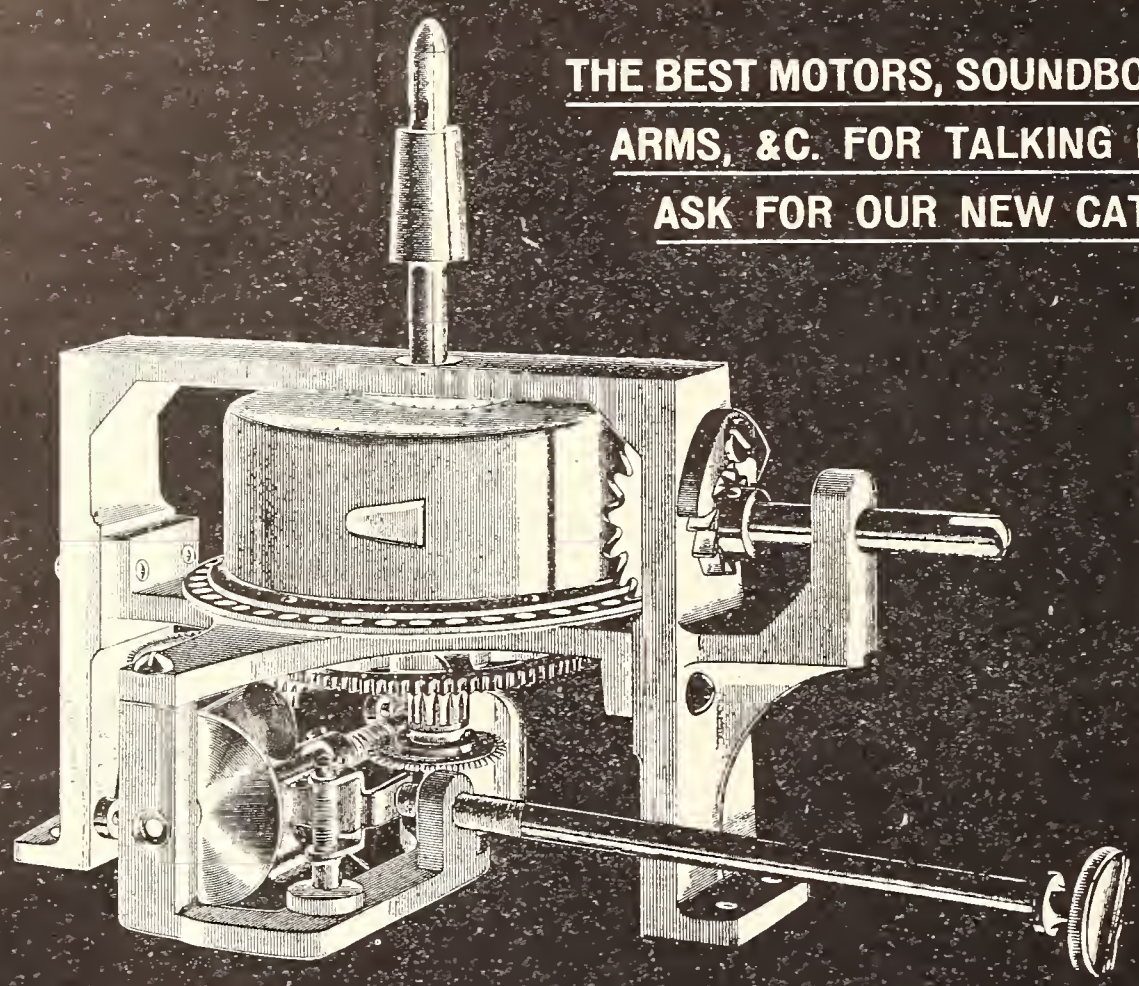
Why not write for catalog and special prices to-day—**NOW?**

Buegeleisen & Jacobson

Importers and Distributors
113-115 University Place
NEW YORK

UNEQUALLED MANUFACTURE

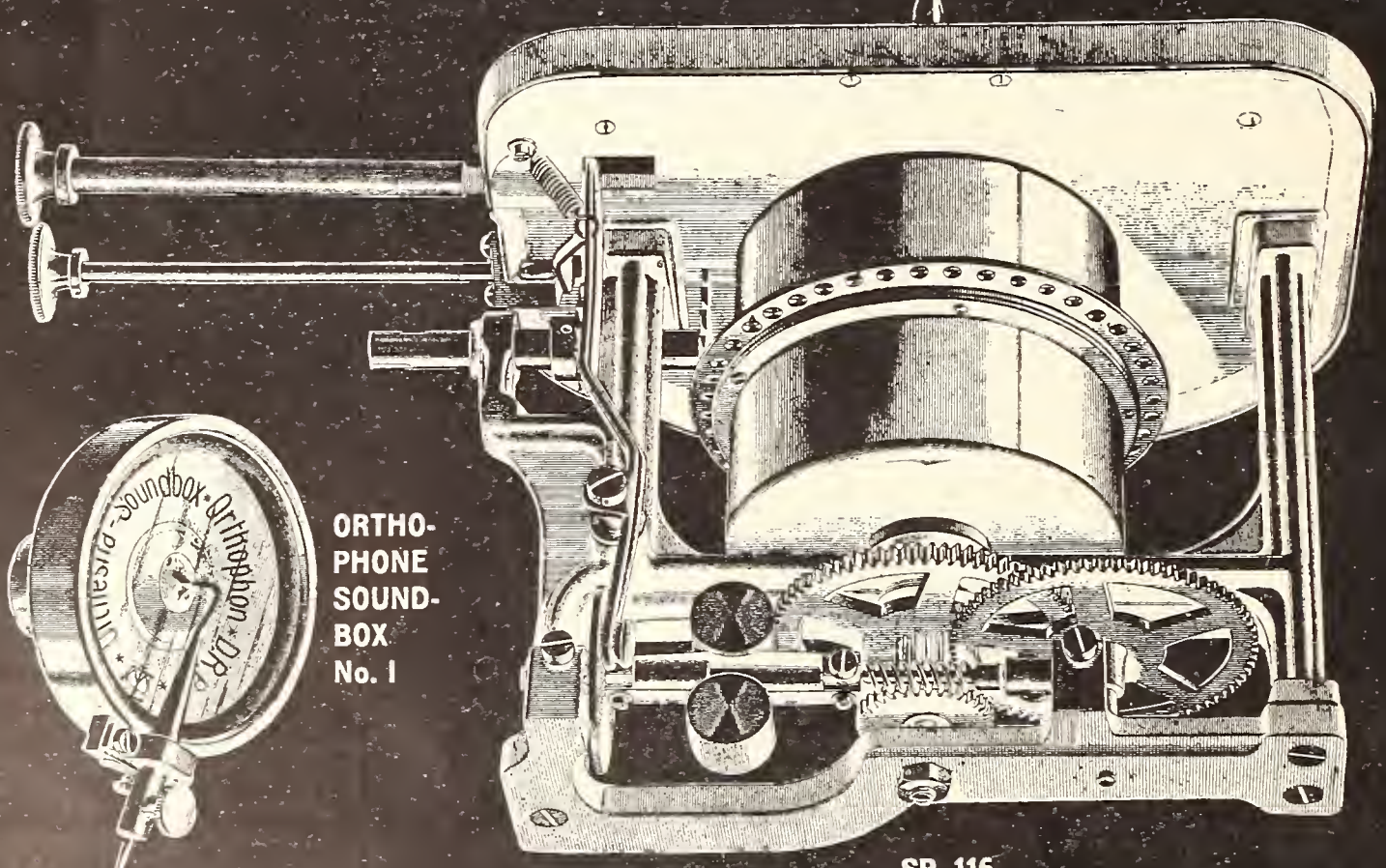
THE BEST MOTORS, SOUNDBOXES, SOUND-ARMS, &C. FOR TALKING MACHINES.
ASK FOR OUR NEW CATALOGUE



REGISTERED

TRADE-MARK

SP. 112



ORTHO-PHONE SOUND-BOX No. I

SP. 116

DEUTSCHE TELEPHONWERKE, LTD.

DEPT.: TALKING MACHINES BERLIN SO.33

The Problem Solved

THE IDEAL FOLDING HORN

Opens itself-!

Folds by a pull of the cord-!

All done in a moment.

Superb in finish-tone and style.

PATENTED APRIL 16TH 1907.

Nothing to get out of order, bend or break.

You must see and hear this Horn to fully appreciate its great advantages. Made in rich black with highly finished metal parts.

Size 23 in. bell x 31 in. for Cylinder Machines
" 23 " " " 24½ " " Disk "
Box 6 x 6 x 17½

Sold through jobbers. ***Further information?***

The Ideal Fastener Company,

143 LIBERTY STREET
NEW YORK

THE

Hohner Harmonica Drumophone

The 20th Century Novelty

The latest Novelty on the market; just imported from Europe; a regular Hohner Harmonica with drum attachment; will please old and young. A whole band in itself. Anybody who can play a Harmonica has no difficulty in playing the Hohner Harmonica Drumophone.

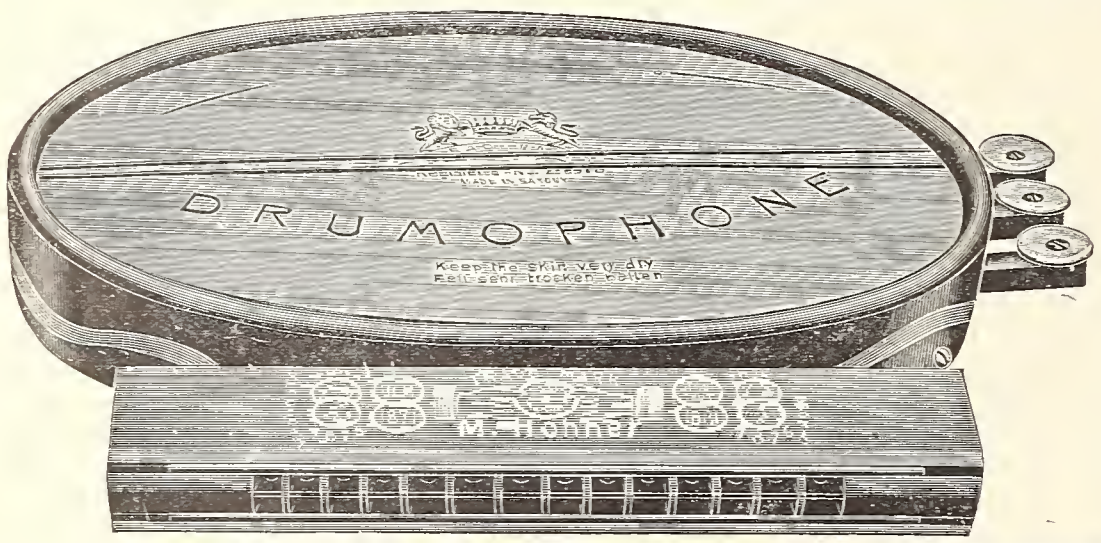
OVER 100,000 SOLD DURING THE PAST YEAR

The drum which is attached to the Harmonica has a real skin head, same as is used in a regular snare drum. A very clever, patented device enables the player to accompany his music with a drum-like sound which will considerably increase the pleasure derived from an ordinary harmonica. It practically gives him two distinctly different instruments at the cost of one. In spite of this fact, the Drumophone is not in the least bulky and can easily be carried in the coat pocket. Each instrument is packed in a separate, handsome cardboard box.

The Drumophone is put up in a very attractive manner, with strong but simple mechanism, well made of first-class material at the lowest possible price, to enable rich and poor to get one of these highly entertaining instruments.

We have just closed a contract with the manufacturer for his entire output, for distribution in the United States, which places us in a position to offer these Drumophones at the exceptionally moderate prices as quoted below.

SEND IN YOUR ORDERS NOW



No. 2446. Hohner Harmonica, 14 Double Holes, 28 Reeds, Tremolo Concert; Brass Plate, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches, with Skin Head and Three Pearl Buttons for Operating.

Per dozen	$6.50
Per gross	70.00

Above prices are net, except cash discount.

These are the Genuine Hohner Harmonica Drumophones

Beware of Worthless Imitations.

No. 2447. Hohner Harmonica, 20 Double Holes, 40 Reeds, Full Concert, Brass Plates, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches; with Skin Head and Three Pearl Buttons for Operating.

Per dozen	$8.50
Per gross	90.00

Above prices are net, except cash discount.

A Great Novelty — A Great Seller
Order a Good Supply

To supply the demand for a 50c. Article, we have the following smaller Drumophone with a single reed harp:

No. 2445. Harmonica has 10 Single Holes, 20 Reeds, Brass Plate, Heavy Nickel-Plated Covers; size of drum, 3 x 5 inches; with Skin Head and Two Buttons for operating.

Per dozen	$4.20
Per gross	46.00

Above prices are net, except cash discount.

The demand for this Novelty is beyond our expectations — order now

Send in your Holiday orders now. Orders filled in the order they are received — don't be too late

The Rudolph Wurlitzer Co.

Sole Distributors for the United States
CINCINNATI — CHICAGO

A RUN AROUND THE TRADE IN MICHIGAN.

General Conditions Excellent and Big Trade in Talking Machines Being Done With the Farming Community—The American Phonograph Co.'s Handsome Quarters—E. P. Ashton a Force for Good in the Trade—Grinnell Bros.' Go-Aheadedness—A Visit to Grand Rapids.

(Special to The Talking Machine World.)

Detroit, Mich., Oct. 10, 1907.

During the last two or three weeks I have personally visited many of the important cities of Michigan and have had an opportunity of discussing talking machine conditions with the leading talking machine men in this section. I find that the trade throughout this State is in excellent condition, and in the smaller towns big sales are being made to farmers. Everywhere the prospect is fine for a big fall and holiday trade.

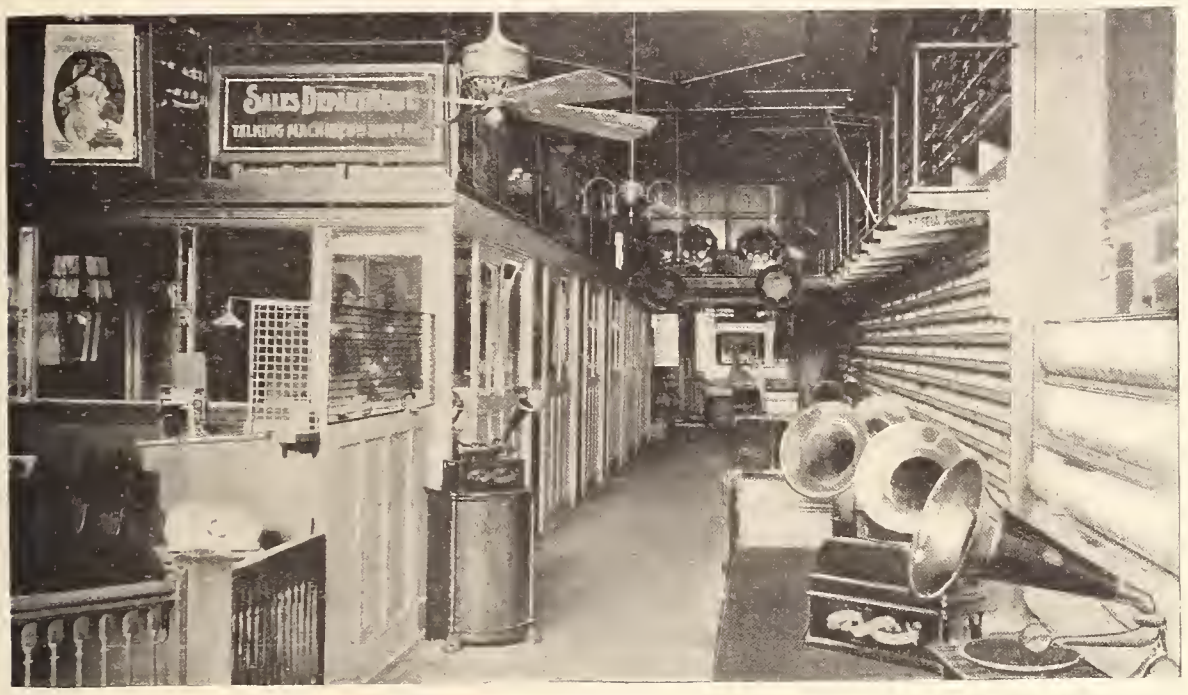
The two jobbing points of Michigan are Detroit and Grand Rapids. In this city the American Phonograph Co. and Grinnell Bros. carry on a big jobbing business in talking machines, the latter concern having branches in a number of the important cities in Michigan. In Grand Rapids Julius A. J. Friedrich is the only jobber in talking machines.

E. P. Ashton, of the American Phonograph Co., whose splendid establishment is at 106 Woodward avenue, is an enthusiastic National Association worker. He took a warm interest in the association's doings at Buffalo and believes that all jobbers should swing into line and become members of the national organization. He was president of the jobbers' association of the Middle States at the time it disbanded at Buffalo and has done splendid work for years along organization lines.

The American Phonograph Company have a splendid stock of talking machines. I had an opportunity of listening to a biophone attachment, which can be placed on an Edison machine and will accommodate a disc record. This is about the most surprising invention which I have seen recently in the talking machine trade. This is manufactured by the Devineau Co., of Cleveland, O., who also make an aluminum horn, which was illustrated in last month's World.

The branch of the Columbia Phonograph Co., which is at 242 Woodward avenue, is doing a fine fall trade. Manager Johns says that there is an excellent demand for high-grade instruments.

Max Strassburg, manager of the talking machine department of Grinnell Bros., attended the convention at Buffalo. Mr. Strassburg is an enthusiastic talking machine man, knows his business thoroughly and is developing a splendid trade in this department for the big Detroit house, which has branches scattered all over Michigan.



AMERICAN PHONOGRAPH CO.'S HANDSOME WAREROOMS.

E. P. ASHTON

Summing up the talking machine trade in this city and elsewhere in the State, I think that it portends great things for the fall.

E. Percy Ashton, manager and treasurer of the American Phonograph Co., Detroit, Mich., has developed a wonderful business in Detroit and adjoining territory. It will be seen by reference to the illustration of the American Phonograph Co.'s warerooms, shown on this page, that the company have quarters of more than usual attractiveness. Here a splendid retail trade is carried on, and a jobbing trade as well, which has assumed large proportions.

Mr. Ashton has confidence in the talking machine business; he has made a deep study of it, and is well satisfied with what his work has accomplished in the building up of the splendid business of the American Phonograph Co. He carries at all times a complete line of Edison goods, also equipments and supplies of all kinds, so that nearby dealers can be promptly supplied. A specialty is made of shipping orders immediately after they are received, and talking machine dealers may rest assured that their interests will be carefully looked out for by Mr. Ashton and his associates.

Now Listen:

Ye Royal Good Fellows

The Dealers of Michigan, Northern Ohio and Indiana

WE are "loaded to the brim" with the new equipment—the new Edison Outfit; we have full stocks of Records; we have coming several carloads of Record Cabinets direct from one of the leading makers of the country, and are in position to name you mighty attractive discounts. ¶From every way you look at or expect best trade results we are right at your elbow to "deliver the goods." The satisfaction in business is the money it brings; we can help you to this satisfaction. Send in the orders—we ship goods the same day.

American Phonograph Company

106 WOODWARD AVENUE, DETROIT

A PROGRESSIVE GRAND RAPIDS MAN

Is Julius A. J. Friedrich Who Has Built Up a Splendid Business in Victor, Columbia and Edison Machines in His City.

(Special to The Talking Machine World.)

Grand Rapids, Mich., Oct. 6, 1907.

This city is commonly termed the Metropolis of Western Michigan, and business here this fall in the talking machine line seems particularly good. The leading man in this section of the country in the talking machine, as well as musical line, is Julius A. J. Friedrich. He is distributing agent for the Victor, and in his retail line includes the Columbia and Edison machines as well. Mr. Friedrich, while chatting with The World, remarked that he looked forward to a very brisk season in the talking machine line. Mr. Friedrich is one of the oldest and most respected dealers in Michigan. He came to this country after having a very complete education in his native Germany, in 1868, and after a career of teaching he joined his brothers in a music store in this city in 1873. In 1884 through the sad death of one of his brothers, the entire business management fell

Talking Machine Dealers—Attention

¶ Grand Rapids is the Hub of Western Michigan and we carry at all times a splendid stock of Victor Talking Machines, Records and Supplies so that we can supply the needs of nearby dealers promptly. All orders sent in receive immediate attention, so that talking machine dealers of Michigan can rest assured that their orders will be promptly attended to when received by us.

JULIUS A. J. FRIEDRICH

VICTOR DISTRIBUTOR

30 and 32 Canal Street - Grand Rapids, Mich.

upon his shoulders. He has developed his business steadily, and now occupies an entire four-story building, and also an upper story of an adjoining building, and carries in stock such well-known pianos as Weber, A. B. Chase, Fischer, Franklin, Hobart M. Cable, and others. His line of sheet music and musical instruments is the largest in Western Michigan.

Mr. Friedrich has four sons, three of whom assist him in his business, and the other being connected with the Overton Co., manufacturers of piano stools and benches.

Dealers near Grand Rapids will find that Mr. Friedrich has a splendid stock of talking machines, so that he is in position to fill promptly wholesale orders.

TRADE NOTES FROM BALTIMORE.

Business Shows Steady Uplift in Various Directions—Machines Being Used in Public Places With Excellent Effect—Sanders & Stayman Co. Become Columbia Jobbers—Other Comments of Interest.

(Special to The Talking Machine World.)

Baltimore, Md., Oct. 7, 1907.

The talking machine business in this city continues to improve more and more each mouth, and the month of September has not proved any exception to this encouraging condition of the trade. The purchasers are not confined to the members of private families, but the machines are being used with good effect in public, both as a means of advertising certaiu retail trades and, at the same time, for the purpose of entertaining customers. This is particularly the case at the latest and most up-to-date bootblacking establishments throughout the city. The machines are not kept in continual motion every moment of the day, so that they might in time become a nuisance to the business people and residents in the neighborhood, but are played only when customers are having their shoes shined. The fact that records of the latest popular airs and selections from the various high-class operas are used almost exclusively in these places makes it a pleasure for the customers to patronize the parlors where these machines are used, while, if the customers are compelled to wait a while in consequence of a rush, the time does not drag, but proves enjoyable while the music plays.

The scheme of the bootblacks has become so popular that other places have put it into execution. Lunch rooms, for instance, make the noon hour of their patrons pleasing by having this particular kind of music while the customers eat their sandwiches and drink their coffee or milk. There have also been several public amusement parlors open, in addition to those already going, where the very latest selections are played on the Edison records.

These particular incidents have tended to make the talking machines exceedingly popular and prove an excellent advertisement, for in many cases the hearers become convinced of how cheap it is to have a musical instrument for the entertainment of friends or for their own entertainment at home instead of going elsewhere to seek their enjoyment.

One of the most important announcements in connection with the talking machine trade in this city is that the Sanders & Stayman Co., of this city, intend to take up the agency of the Columbia machine in Baltimore and Washington. The company, of which G. Wright Nicols is presideut, have made rapid strides since they have added the talking machine feature to their large piano business. The success of the machines has been such that the firm have been compelled to make several alterations and additions to their salesrooms for the purpose of making room for the proper display of the machines and the comfort of customers. In connection with the trade during September Mr. Nicols says that the sales have increased, and he has every reason to believe that the talking machines will become even more popular than ever during the coming winter. It is expected that George A. Gustin, the present agent of the Columbia machine, will close out within a week or two and turn the agency over to the Sanders & Stayman Co. by that time.

The Victors continue to hold their own for popularity. Messrs. H. R. Eisenbrandt & Sons report that the trade for the month of September was excellent and prospects are for a great year for the machines. Many sales were made during the past week, while records of the latest songs have been in great demand.

Similar reports are made by members of the firm of E. F. Droop & Sons Co., of which Joseph A. Grottendick is manager, who handle the Edison and Victor machines. A number of the machines have been disposed of during the past month, as well as have records of operas and popular selections.

LATEST COLUMBIA WINNERS.

The rivalry among the retail stores of the Columbia Phonograph Co. in Greater New York to win cash prizes is becoming quite keen of late, and the company officials are pleased to report that as a result of the system the volume of business for the past two months has increased to a round figure over a year ago. Cash prizes are awarded to salesmen, collectors and managers the first of every month, and each employe looks forward to each date with considerable interest. For September, based on the largest volume of business, also for an increase over August, G. M. Stearns, of the Grand street store, in Brooklyn, captured both first and second prizes. S. Halpin, salesman at the New York office, won first prize on sales, and F. W. Walker, collector, for the best record for the month.

The G. A. White Piano Co., Fairbury, Neb., attracted much interest to their store recently by a unique method of furnishing talking machine music to the public. The contrivance consisted of a large horn hung in front of the store. To this horn was attached a telephone receiver and from this receiver telephone wires ran back into the store and attached to a transmitter at the phonograph. When the instrument played the sound was carried to the large horn in front of the store by means of a fifteen-cell battery. It was a clever advertisement and attracted a large number of people who were interested in the novelty.

Talking Machine Record Cabinets

OUR SPECIALTY

No. 1194

So—we offer you good value in a variety of established sellers. You can sell from our catalog. It is required in every popular store. More goods sold with less effort is the result of catering to Cadillac character.

Cadillac Cabinet Co.

T. M. R. C. Dept. DETROIT, MICH.

THE COPYRIGHT QUESTION

Discussed from the English Standpoint by a Writer in Truth—This Review Is Timely in View of the Agitation in This Country.

An important and difficult question which has long been engaging the attention of those immediately concerned, and of which a good deal more is likely to be heard in the near future, is that concerning the relations of the owners of musical copyright on the one hand, and the various talking machine and piano player companies on the other, who, as the law stands at present, are enabled to reproduce their works to any extent with perfect freedom. By general admission this state of affairs is exceedingly unsatisfactory. Not only the composers and publishers, but also the talking machine and piano player companies themselves are beginning to recognize this, and I believe it is a fact that they would willingly come to an equitable understanding if such could be arrived at.

Unfortunately, as matters stand, even with the best intentions on both sides, such an arrangement is hardly possible. As those who have followed the question will be aware, the matter is governed at present, so far as this country is concerned, by the copyright act of 1842, as interpreted in the case of Boosey against Whight. In that case it was held, after due consideration, that the perforated rolls employed in the piano player were protected by the well-known article of the Berne Convention exempting "mechanical musical instruments" from the operation of the ordinary copyright law.

The clause in question of the Berne convention was, of course, never intended originally to apply to such things as piano players and talking machines, which had not then been thought of, but was inserted at the instance of the Swiss manufacturers of musical boxes, musical clocks, and the like; and, such being the case, it was held in the court below that the more modern contrivances were not protected by the clause. On appeal, however, this judgment was reversed by Justice Stirling, and his decision has governed the matter ever since. In the opinion of many lawyers there was good reason for thinking that if the case had been taken to the House of Lords this judgment would have been upset in turn.

Boosey & Co., music publishers, however, did not adopt that heroic course, and so Justice Stirling's judgment still holds. Only a few months ago a similar action, which raised the same point (Newmark against the National Phonograph Co., Ltd., and the Edison Manufacturing Co., Ltd.), was brought by a music-hall singer and song-writer, who maintained that the reproduction of one of his songs constituted an infringement of his copyright; but Boosey against Whight was promptly cited against him, and he lost the day. Meauwhile the piano player and talking machine industry has been steadily growing, until to-day it has attained enormous dimensions, the whole business having been built up on the basis of free reproduction of the most popular copyright music of the day.

The law being such as it is, the companies can hardly be blamed, since, as I have pointed out already, it is a paradoxical feature of the situation that, even if they desired to do so, it is impossible for the companies and the copyright owners to come to terms while the law remains in its present condition. For suppose a talking machine company were willing to recognize the claims of the copyright owners whose music it reproduced, by paying royalties thereon, or in some other way, there would be nothing whatever to prevent any rival from reproducing the same works without fee or license, and this being the case, any sort of understanding or arrangement is naturally out of the question.

The only question is how to terminate this undesirable state of things, which, it may be noted, has within recent years engaged the attention of the lawyers all over Europe, and also in America. Various plans have been suggested. Some have proposed an attempt to get the Boosey against Whight decision reversed. More recently the notion has been put forward that the publishers could proceed against the companies under the copyright act of 1902, aimed, it will be remembered, at the suppression of street piracy. The argument would be that this act provides for the seizure and destruction of "pirated copies" of copyright musical works, and the suggestion is that though it proved, as everyone knows, quite ineffective to suppress the particular form of piracy at which it was aimed, it might conceivably be held to cover the case of phonographs and piano players. It is doubtful, however, if the courts would hold that such forms of infringement were covered by the act, and it is probable that fresh legislation will be required eventually.

As to the precise form which such legislation should take, this would naturally be a matter for negotiation, though there seems no reason why an understanding which would give satisfaction all round should not be readily arrived at. So far as the talking machine companies are concerned, it is understood that they would be perfectly willing to further such legislation, and to pay royalties to the copyright owners, though they would probably oppose any suggestion to give the composers or publishers what might be called exclusive dealing powers in this matter.

That is to say, they take the view that the reproducing companies should have the right of universal access to all published music on a fixed royalty basis, so that it should not be in the power of composers or publishers to enter into exclusive arrangements with any single firm after the manner which has already been adopted in many cases on the continent. Another point which the companies make is that they in their turn should be protected against the unauthorized reproduction of their records by rival firms. As it is, they appear to have no redress, or none of a very ready character, against this particular form of piracy. Both from the composers' and the reproducing companies' standpoint, therefore, it is evident that the existing law stands decidedly in need of amendment.—Truth, London, Eng.

BE ON YOUR GUARD

Don't let big chunks of your profit disappear through poor methods of keeping your stock. Keep your phonograph and talking machine records in the most convenient, cleanly, safe and satisfactory way by a purchase of "The Heise System" of

WIRE RECORD RACKS

A rack for every sort of record, cylinder or disc.
Stock styles, and styles built to fit any space.
Stationary rack, removable and revolving racks.

GET A CATALOG.

DISC RECORD RACKS THAT WILL NOT SCRATCH

Write for a description of our new idea in Record Racks for Disc Records, so arranged that records may be kept in envelopes and properly catalogued

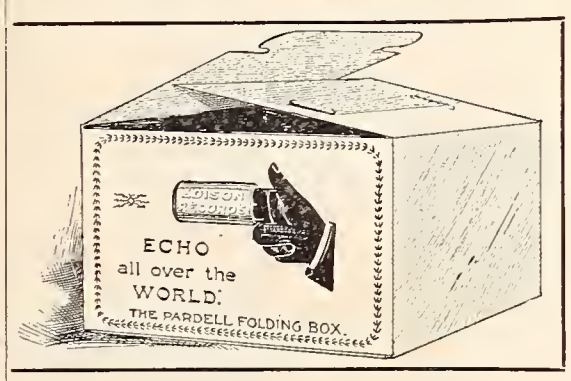
"Tell us your record troubles and they'll end."

SYRACUSE WIRE WORKS

SYRACUSE, N. Y.

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

Pardell Folding Box



No. 3 Holding Three Cylinder Records
" 6 " Six " "
" 12 " Twelve " "

Dealers imprint in lots of 500

¶ A Folding Container for three, six or twelve cylinder records. These boxes are being very generally used by phonograph dealers and are the most convenient package for delivering records to customer. Made of heavy cardboard and shipped "knocked down."

¶ Special quantity prices to both dealers and jobbers.

WRITE US FOR SAMPLE AND QUOTATIONS

The Pardee-Ellenberger Co.

NEW HAVEN, CONN.

THE COLUMBIA SYMPHONY GRAND

The Name by Which the Much Admired Columbia Product Is Designated, Reflects Great Credit Upon the Originality and Resourcefulness of the Manufacturers.

It is at times difficult to convey in a photographic reproduction an accurate idea of a manufactured product, and the illustration shown herewith does not do full justice to the new Symphony Grand graphophone.

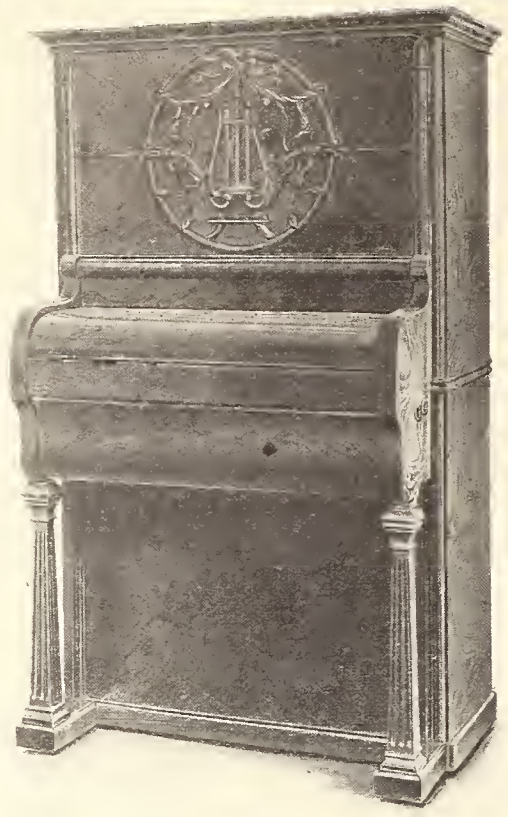
It will be seen, however, that its lines are more than ordinarily graceful and will at once appeal to the aesthetic tastes of purchasers. It is encased in carefully selected mahogany, and throughout the closest attention has been paid to detail work.

If the illustration showing this Columbia Symphony is inadequate a mere word description falls far short of conveying to the reader a comprehensive idea of its musical possibilities. Its splendid musical attributes have been warmly praised by critics who have been charmed with its marvelous reproductive powers.

The name Symphony Grand is indeed an appropriate one as it is a talking machine with grand environments.

Records are removed and inserted by merely opening the hinged lid in front, and the racks for records are so situated that the doors, even when wide open, cannot disclose the record racks. The top of the cabinet is fixed, permitting of its use as a shelf for bric-a-brac. The sound is led up into the upper part of the cabinet through the famous Columbia aluminum tone-arm. In the Symphony Grand it is fitted with a dolcer attachment, so that the volume of sound can be controlled at will.

The sound waves are thrown out through the richly carved, silk-backed grill, with ornaments on front of the case. In this upper part of the cabinet is built an acoustically perfect sound projector, which diffuses the sound from the cabinet without deterioration and with wonderful sweetness and purity of tone. The Symphony



COLUMBIA SYMPHONY GRAND.

Grand graphophone is equipped with a motor for revolving the record at an absolutely uniform rate of speed, and which will play a dozen selections at a single winding.

This new creation retails at two hundred dollars, and though only recently announced it has created widespread interest, and veteran talking machine men pronounce it one of the greatest successes of the year.

"MADE IN THE UNITED STATES."

That the fame of the United States manufacturer is on the increase in the talking machine accessory department as well as every other line there is not the least doubt.

When, in competition with English and German manufacturers, the product of a United States manufacturer is sold in England, Scotland, Ireland, Germany, Russia, Norway, Egypt, India, Japan, Mexico, Central and South America, as well as in Cuba and Canada, it becomes evident "made in the United States" is a mark that means more and more each year for superiority of quality.

This tells the experience of Petmecky, of 346 Broadway, New York, patentee and manufacturer of improved Petmecky Multitone needles.

The large department store of Ceasar Misch, in Bridgeport, Conn., has added a new department devoted exclusively to talking machines. The Edison line will be handled.

THE BLACK MAN WHITE

"The White Blackman"

Fills Dealers' Orders

FOR

EDISON or VICTOR

goods in a way that makes other jobbers wonder how he does it. TAKE NOTE, MR. DEALER. "Satisfaction" at Blackman's costs no more than "Dissatisfaction" elsewhere.

Write for our Price List

Yours to make good

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop'r

"The White Blackman"

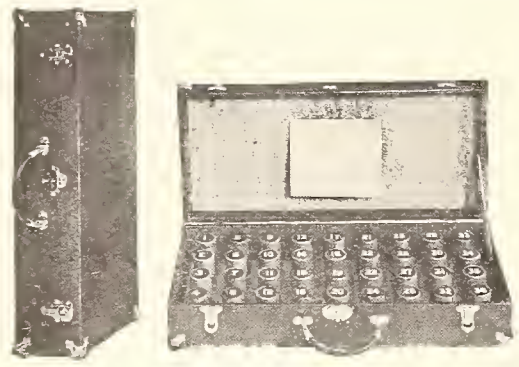
97 Chambers Street NEW YORK

"THE PLACE WITH THE GOODS"

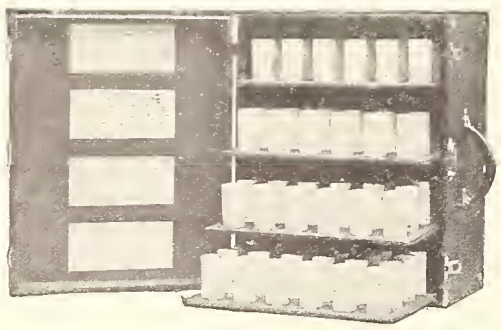
TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

These are a few styles only. Write for complete catalogue and price list.

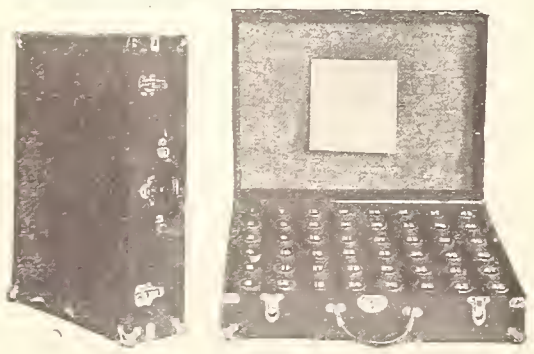


For 36 Records



For 96 Records

Something New and Exclusive With Us



For 48 Records

A Few of Our Distributors:

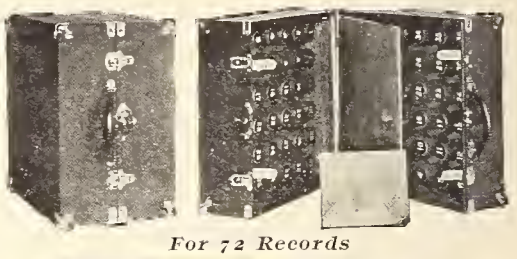
M. STEINERT & SONS CO. - - - - - Boston, Mass.
BLACKMAN TALKING MACHINE CO. - - New York City
R. S. WILLIAMS & SONS CO., Ltd., Toronto and Winnipeg, Can.
J. W. JENKINS SONS CO. - - - - - Kansas City, Mo.
McGREAL BROTHERS - - - Cincinnati, Milwaukee, Wis.
H. J. DYER & BROS. - - - - - - - St. Paul, Minn.
SHERMAN, CLAY & CO. - - - - - San Francisco, Cal.
W. D. ANDREWS - - - - - - - Syracuse, N. Y.

1855—1906

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

JAMES S. TOPHAM

WASHINGTON, D. C.



For 72 Records

Made for Any Make and Number Machines

10 and 12 inch

TRADE NOTES FROM GOLDEN GATE.

Sherman, Clay & Co. to Move Wholesale Department to Their New Building—Allen Fibre Horn Grows in Popularity—R. S. Smith to Open in Seattle—Kohler & Chase's Expansive Business—Ambassador McCarty's Good Report—Exton Co. to Handle Talkers.

(Special to The Talking Machine World.)

San Francisco, Cal., Oct. 3, 1907.

Sherman, Clay & Co. will soon move the wholesale department of their talking machine business into their new building, where the salesroom will be on the third floor. The wholesale stock, however will be carried in the basement, which will afford room for a large quantity of goods.

The Columbia Phonograph Co.'s baseball team recently played a game with Sherman, Clay & Co.'s team, beating them by a score of 22 to 21. A return game was played on September 29. The Columbia boys are trying to get up a baseball league among the various music houses in San Francisco and around the Bay.

Byron Mauzy reports an astonishing increase in the volume of business in his talking machine department during the past few weeks. The Eastern advertising he has been doing of late on the Allen fibre horn is said to have been productive of most gratifying results, and many inquiries have been received on the strength of it. The new jobbing catalog has just been issued.

The Columbia Phonograph Co. are to add a number of outside men to the force of the retail store at Van Ness avenue and O'Farrell street, in charge of P. H. Beck.

Mr. McCarty, of the talking machine department of Sherman, Clay & Co., was with Mr. Clay on his recent trip to the north, and has just returned. He reports a flourishing business in all the branch stores throughout the Pacific Northwest. Spokane is to be made a new distributing point for Victor goods, and a $30,000 stock will be carried there, to supply the trade in Idaho, eastern Washington and Montana. These territories will be covered by travelers with headquarters at Spokane, and the whole distributing business of that section will be in charge of G. Russel Guffy, who has been transferred from the Portland store.

R. S. Smith, formerly manager for the Wiley B. Allen Co. in Oakland, Cal., will open within the next few days in Seattle, Wash., with a complete stock of talking machine goods. He has put in large orders for Victor lines with Sherman, Clay & Co.

The wholesale talking machine business of Kohler & Chase is done from both Oakland and Seattle at which places they carry a full line of Edison, Star and Zonophone goods, as well as a general line of supplies for the various makes. The Oakland house occupies a two-story building at 917-921 Wood street, in charge of E. N. Clintsman, and 250,000 records are carried in stock at this store. The Seattle house is located at 708-710 Pike street, with H. P. Rothermel as manager. In addition to these wholesale centers Kohler & Chase conduct two stores in San Francisco, a retail store in Oakland and retail stores in Seattle and Sacramento.

The Exton Music Co. recently put in a stock of Star talking machines purchased through Henry Pottegetter, with the talking machine department of Kohler & Chase, San Francisco. The talking machine interests of the Exton Music Co., under the active management of E. F. Delano, has made rapid strides and improved considerably. An elaborate campaign of advancement is planned for fall, Mr. Delano being ambitious to make the department one of the most complete in the city. The company, by the way, are doing an excellent business with the Edison line, having a separate room set apart for displaying those goods.

CALL FOR MAESTROPHONE SPECIALTIES.

The demand for Maestrophone specialties continues to increase throughout the trade. A. C. Mestraud, their clever inventor, is now making an extended business trip through the West, the results from which have been highly satisfactory. The new reproducers especially are looked upon by those who handle them as a marked development in many ways, and while just at present this company's outfit is somewhat limited enlargements are now under way which will put them in a position to guarantee prompt shipments.

ARNOLD SOMLYO HAS A "STAR."

Arnold Somlyo, the eastern representative of the Baldwin Piano Co., Cincinnati, O., and also widely known in musical circles for his intimate acquaintance with operatic stars and high-grade professional singers, has a Hungarian soprano on his staff—a new arrival—with a voice of wonderful flexibility and compass, which he is desirous of having reproduced on records. The Columbia Record Co., General, have been tendered the first opportunity for a test, and Mr. Sombyo is sanguine thousands of the records of this new nightingale—with an established European reputation, however—can be sold in this country, where he believes at least 10,000,000 Hungarians now have their permanent homes.

PRICE LISTS IN SPANISH.

For their export department the Talking Machine Supply Co., New York, have issued their first Spanish price list—"Lista de Precios Netro de Partes de Represto y Accessorirs para Maquimas Parlantes." It is a brief, yet comprehensive, compendium of the various essentials and requisites used in connection with the standard makes of all American talking machines. The company are especially strong on needles, their brands, including "Exhibition," "Star," "Odeon," "Loudtone," "Lightone," "Opera," "Spear," "Auxetone," "Klingsor" and "Dauer." They import 5,000,000 needles weekly from their German factory.

Daniel J. Brennan has opened a complete talking machine store on Main street, Avoca, Pa.

PERFECT MEDIUM QUIET | **NEEDLES**

THE NAME OF THE NEEDLE DENOTES THE TONE IT WILL PLAY

The **BEST NEEDLE** made **IS** the **ONE YOU WANT** to use. **WE** do not **HANDLE** anything but **FIRST CLASS GOODS** and **YOU CAN DEPEND UPON** the quality of **EACH STYLE** of **NEEDLE** to be **A1.**

SPECIAL OFFER TO DEALERS

ANY OF OUR NEEDLES WILL COST YOU

25c. per 1,000 in 100,000 Lots
26c. per 1,000 in 100,000 Lots
If Name and Address is Imprinted.

PUT UP IN { 100 to an Envelope / 300 to a Box / 1,000 to a Box

A SAMPLE 1,000 WILL BE FURNISHED FOR 30c.

HOW ABOUT "VICTOR"

TALKING MACHINES AND RECORDS

WE JOB "VICTORS" ONLY

Is it necessary to state that being in **ONE LINE ONLY WE** can **GIVE YOUR WANTS** in that line **BETTER ATTENTION** than if we handled other style goods?

TRY US FOR GOOD SERVICE

Our **STOCK** is **LARGE** and complete and our **FACILITIES** for filling orders are of the **BEST.**

SIGN A "VICTOR" CONTRACT WITH US AND FOLLOW IT UP WITH YOUR ORDER. DO IT TO-DAY.

WRITE FOR CIRCULAR AND FULL INFORMATION.

AMERICAN TALKING MACHINE CO.

586 FULTON STREET, BROOKLYN—N. Y. CITY

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH
SERVIAN
CROATIAN
BOSNIAN
POLISH
HEBREW

CHINESE:

SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH
EGYPTIAN
SYRIAN
PERSIAN

HINDUSTANEE:

AFGHANISTAN
URDU
MARATHI
CUJARATHI
HINDI
TARSI
BENGALEE
CANARESE
TELAGU

TAMIL
MALAYIAN
STAMBOUL
GAMBALANG

INTERNATIONAL CATALOGUE (224 Pages) GRATIS

UP-TO-DATE SUPPLEMENTS

CORRESPONDENCE INVITED

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

Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya, Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Business Has Been Quiet and This Is Attributed to the Unusually Fine September Weather—Just the Time, However, to Emphasize Publicity Work—New Cylinder Record Introduced to the Trade at Nine Pence—Disc Records Making Splendid Headway—New Plant of the Gramophone Co.—Russell Huntings' Views—Edison Bell Exchange System With Private Owners—A Letter to the Trade The Premier Co.'s Plans—Freight Shipments—Columbia Publicity—Odeon Concerts in Aid of Lord Mayer's Cripples' Fund—Hawthorne & Sheble Line in London—Progressive Young Firm—National Phonograph Co.'s New Plant—Interesting Gaelic Records.

(Special to The Talking Machine World.)

London, E. C., Oct. 6, 1907.

My last report breathed rather of good things to come than otherwise, but I am sorry to say that trade conditions of the last few weeks have been very bad indeed. Everybody is complaining, and the general consensus of opinion puts it down to the fine weather we have had this September. The cycle factor cries the loudest. He says the bad summer adversely affected cycle sales, and now when the talking machine comes along, instead of being worse, the weather has blossomed forth into the hottest September experienced for some years past. There is not the slightest doubt that this is the reason, but holidays are practically over now, and the people have returned prepared to consider any good amusement proposition for the winter. Few proposals have been issued in this direction, True, the National, Odeon and Graphophone companies are doing good publicity work, but where are all the others? The only time—if there is a time—to hang up on advertising schemes, is when business is good, not when things are quiet—for that is just the opportunity to stimulate trade, and make a good effort to wake up sleepy buyers.

Usually the most backward, cycle factors have now made their season's arrangements for handling talking machine goods. I would urge a word of caution in the matter of distribution. Cycle factors are too apt to issue goods on long credit indiscriminately. Last year there was an enormous crop of failures among cycle dealers, who, in a good many cases, are here to-day and gone to-morrow. If factors exercise more discretion as to the class of man they place goods with, and reduce credit terms, they will undoubtedly feel and appreciate the good result which will surely be apparent in the profit and loss account at the end of the season.

I would like here to make reference to the new cylinder record which has been introduced to the English market at ninepence. It is a good record and the initial venture of the Premier Co. deserves credit as an enterprise; but it is going to considerably upset the already very unsettled market. Quick to realize the changed order of things, the Edison Bell Co. have issued a circular, particulars of which will be found elsewhere, announcing a very liberal exchange system for all old or unsalable stock which practically brings the record down to the new price level—ninepence, with a greater profit for the dealers. Some litigation will also result from the same source. Stanley Kirkby, the well-known artist, has made records for the "Clarion" record, which the Edison Bell Co. claim is a breach of contract, as they consider he is under exclusive engagement to them. The matter cannot be fully discussed at the present time, but in my next report I shall no doubt have further to say in regard to this, and certain other actions which are in view.

Disc records continue to make surprising headway, and in the matter of actual sales it is no exaggeration to say that they now exceed the cylinder issues.

New Line of Disc Machines.

Constantine Craies & Co. have their line of new disc machines now ready, and lists will be forwarded dealers upon application. The machines are solidly made of the best quality material, and are of British manufacture. This company also supply various sundries and talking machine adjuncts besides factoring all makes of disc records.

Completing Their Factory.

The Gramophone & Typewriter Co. are pushing ahead in the completion of their new factory at Hayes. Two sets of six-cylinder gas engines have been recently installed, together with other machinery, and it is expected the whole plant will soon be completed and ready for business.

Mr. Rauth's Trip to the Continent.

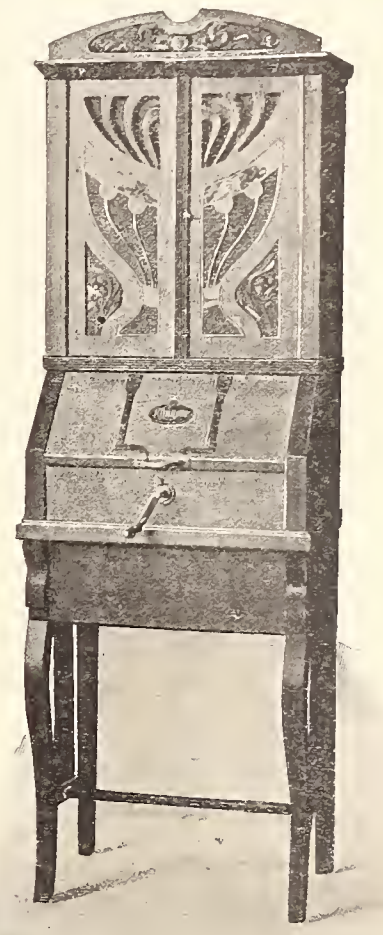
Fr. Rauth recently made an extended business trip to the continent, and while there his many trade friends will be sorry to hear that he was unfortunately laid up with illness for over a month. He is now making good progress towards convalescence. Mr. Rauth announces a change of address from Christopher street to Lloyd's Chambers, Worship street, Finsbury, E. C.

Making Greek and Turkish Records.

Report comes to hand from the International Record Publishing Co. that recording experts have been sent to Athens to make Greek and Turkish records. All the best singers are under contract, notably Moroates, Floraones and Vebiarili, among others, and a splendid repertoire is promised. These records will be handled by the sole selling agents, Constantine Craies & Co., Bunhill Row, London.

Klingsor Cabinet Very Popular.

The Klingsor cabinet machine is gaining remarkable popularity in the United Kingdom, and is the subject of praise on all hands. In conversation, Mr. Maurice stated that he is shortly visiting America and would be willing at all



A HANDSOME KLINGSOR CABINET.

times to receive particulars of novelties, with a view to considering their chances in the English market. Messrs. H. Lange's successors are more widely known in pianoforte circles here and abroad, having been established as long ago as 1854.

Russell Hunting Co. on Future Prospects.

The Russell Hunting Co. are sanguine as to future prospects, and although the fine weather has somewhat upset the early opening expected for this season, judging by orders received, said

WE WANT YOU TO KNOW that

FAVORITE DISC RECORDS are "Right on Top"

For Quality, Material, Tone, Finish and Price. NOTHING BETTER

FAVORITE CONCERT Discs 10 in. Double-Sided 75 cents Retail **ROYAL FAVORITE Discs** 12 in. Single-Sided $1.00 each

Great List of Latest Titles, Best Bands, Artistes of high repute. **MAGNIFICENT SOLOS, VIOLIN, CLARINETTE, PICCOLO, CORNET, BELLS, ETC.** *FAVORITE* Records are handled by **EVERY UP-TO-DATE DEALER** throughout Great Britain and the Continent, besides the Colonies.

THE RECORD OF REPUTE — FAVORITE RECORD

We Want Every Dealer in the States to get in touch with us right away. With **FAVORITE** Records we do not ask ridiculous or exorbitant prices, but **GOOD GOODS AT LOW PRICES**

First Class Jobbers (Wholesale only) are requested to **apply for vacant territory at once.** (Lists free.)

The International Favorite Record Co., Ltd.

45 City Road, LONDON, E. C., ENGLAND (Wires: Vischerite, London)
and 213 Deansgate, MANCHESTER, ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued.)

Mr. Manson, a remarkably good season is in store. Among a good list for October I notice farther records of Gilbert and Sullivan's famous opera, "H. M. S. Pinafore," and with those titles already issued these will complete the entire opera. A large body of operatic artists was specially trained for several weeks, with the result that both solos and choruses from this celebrated work are excellently reproduced, and in spite of the enormous expense entailed the Russell Hunting Record Co. have decided not to make any advance on their usual price of one shilling. A handsome souvenir descriptive list of all the titles in this production has been issued, and in which there appears photos of some of the artistes who have contributed, together with a brief but interesting resume of the plot in the "H. M. S. Pinafore" opera.

Barnett Samuel & Sons' New Catalog.

Messrs. Barnett Samuel & Sons have just issued their new catalog for this season. It is beautifully produced, and no expense or trouble has been spared to make it of practical use to the dealer in every way. It contains illustrations and full particulars of every reputable phonograph, disc machine, cabinets, accessories and parts of all kinds. Special attention is called to the Dulcephone machines, needles, albums and other specialties; all of which are reasonably priced goods of the best quality.

Edison Bell Co.'s Systematic Publicity.

The Edison Bell Co. are great believers in systematic publicity, their latest scheme consists of an enlarged record box—the illustration shows the comparison—which is being mailed to dealers for show window or sign purposes. The idea has caught on and the demand is far-and-away ahead of supplies.

Exchange System With Private Owners.

In the following circular the Edison Bell Co. introduce an exchange system with private own-

ers. They say: "The Edison Bell leads the way and now takes in exchange all your old records in part payment for new E. B. gold moulded Xtrlongs. Look up your collection—pick out the worn-out—the cracked—and those you want to get rid of. Take them to an Edison Bell dealer and he will allow you threepence each in exchange for the same number of new modern up-to-date Edison Bell records. This is equivalent to a reduction in the price of the best shilling record in the world to ninepence by your returning the material when the record engraved upon it is no longer serviceable to you—you then have had all your value out of it—your shillingsworth in fact—we ask you to return the useless cylinder—just as you would an empty case after using the contents. In this case it is the wax material alone which is of value. So it does not matter if the cylinder is cracked or broken, so long as you bring all the pieces. To render this offer extensively serviceable we will accept any standard make of 'wax' record, brown or black. Private users may now look out all their 'worn-outs' and those they want to 'clear out,' renew their collection with latest subjects, and in future they can always keep right up-to-date at ninepence per record by applying to any Edison Bell dealer."

Edison Bell Co.'s Letter to Dealers.

The Edison Bell Co. have issued to phonograph dealers the following concerning their system of exchange with the public:

"The enclosed circular 'speaks for itself,' and from it you will see that we propose to open up a great avenue of business, now closed, because phonograph owners, even enthusiasts, are 'full up' with records—will not throw any away—and have for a long time agitated for some means of disposing of those they have worn out or become tired of. It only remains to explain to the dealer how we propose to deal with him. The actual transfer of the old material to us and the records in return to the dealer must be between the dealer and ourselves without the factor's intervention, as it would entail too much trouble on the factor to be bothered with it, besides increasing the cost by too much handling. But the transaction will be done through the factor you name. He will give you credit for the returned material, and charge the records to your account, there will, therefore, be no interference whatever between you and your factor in respect to your account. We shall provide forms giving all particulars and instructions as to despatch, etc.

Edison Bell Phonographs
AND
Gold Moulded Records

The New Phonographs
are now ready and issued to the
BRITISH DEALERS

Acknowledged to be a Revolution and a Revelation

The Elf The Imp The Era The Don

The New British Phonographs

ECLIPSE THE OLD

Gem, Standard and Home

There is room for a good wholesale house in the United States, Canada and South America to take up exclusive handling of these and the BEST G.M. RECORD THE WORLD PRODUCES.

ADDRESS

EDISON BELL, 39 Charing Cross Road, London, England

FROM OUR LONDON HEADQUARTERS—(Continued).

"We will allow you ninepence per pound for the old material, which will be about one and one-half pence per record, you must be careful that each record offered in exchange is complete, if broken you want all the pieces. You thus receive ten and one-half pence per record, Standard or Xtrlong, and at the same time oblige your customers. If you will keep the old material until you get ten pounds or over, we will pay the carriage, any less quantity you must prepay it. For every pound of old material returned you must at the same time order six new Edison Bell records to replace the six you have sold to the public as represented by the returned material. This does not increase your stock, but only restores that you have sold.

"None but Edison Bell records may be supplied under these conditions, any attempt to obtain credit for material otherwise obtained will be a breach of faith, and we shall refuse to give credit for such material and decline to allow the sender any future participation in the system, but any make of wax records may be accepted from the public. Customers making exchanges are likely to make further purchases to the dealer's advantage and we trust he will do all he can to further the Edison Bell business. We have a desire to assist the dealer in every possible way in meetiug this frequently expressed want, at the same time he will see that his participation is entirely voluntary. We shall gladly receive expressions of dealers' opinions as to their anticipation of the effect of this new departure in the business."

The Dictaphone Grows in Popularity.

By the constant receipt of orders for the Dictaphone the Columbia Co. are more than ever convinced and satisfied with the value of their exhibit at the recent business exhibition at Olympia. Mr. Winston Churchill and Pearson's Engineering Co. have placed orders, and even the Postmaster-General has fallen under the influence of the very necessary Dictaphone. Its ability cannot be denied by the meanest intelligence; business firms all over the world use that inanimate tube—through which their words are engraved upon the revolving cylinder, which in its turu speaks to the stenographer. Wonderful as it all is, the Columbia Co. have always some little improvement under test, and it is safe to predict that we shall see increased advantages as time goes on. In the course of conversation Mr. Shields mentioned that the disc record sales were on the increase each week, and the double-sided record had created quite a stir in talking machine circles; the demand being much in advance of deliveries.

Long Distance Piano Player.

Napoleon Bird, the champion long distance piano player, has been challenged by David Monks, of Bolton, who says he is prepared to play from memory against Bird or auyone else for £100 a side. Several interviews have taken place between the two players but no definite decision has been come to.

A New Cylinder Record—at Ninepence!

It has come—has the nimble ninepence—or rather, a high-grade cylinder at that price. As announced in our last issue, the Premier Manufacturing Co. has been formed to exploit the "Clarion" record at a popular price. The first list of twelve titles contains nine vocal records (with orchestral accompaniment) by such good talent as Stanley Kirkby, Frank Miller, Vincent Hards, Miss Eva Terry, Jack Stewart, etc., and other records by the Premier Concert Orchestra, and Military Band. Those records which I have heard embody a natural purity of tone quality and distinctness in voice articulation, and I must confess I had not expected to find sucb good all-round quality at the price of ninepence. The record is well finished, is made the full length of the mandrel, and, I understand, its constituent parts differ somewhat from others, and, in consequence, the "Clarion" is a long-life record. In the course of an interview, W. T. Forse stated they have an up-to-date factory at Wandsworth, with a floor space of over forty thousand square feet. The plant is already in full swing, but owing to the very heavy demand another com lete set of machinery is in course of erection, so that in a short while they will be in a position to double their output. The Premier organization consists of George Ison, musical director; C. R. Johnstone, recording expert; G. C. Hallet, sales manager; W. T. Forse, general manager, and others equally well known in the trade. The distribution policy will be along the best lines. The number of factors and dealers will be limited, and no overlapping will be allowed in any one district, so that there is no possible excuse for anybody cutting prices. Should a dealer indulge in this practice he will be no longer allowed to handle the Clarion record, and will have the mortification of seeing his competitor on the list in his place. Such is good policy, and the Premier Co. will have the thanks of the whole trade in their efforts to introduce this industry on a more staple basis.

The New Australian Tariff.

The exact particulars and terms of the new Australian tariff have now been published. Twenty per cent. on all kinds of talking machines and adjuncts is the rate fixed for Britain, while other countries are taxed up to 30 per cent.

The Board of Trade Returns.

Compared with July last year, the Board of Trade returns issued recently, show an increase of over £7,000,000 in British exports. For the first time in the history of British trade exports including re-exports exceed for seven months the £300,000,000 mark.

New Bill of Lading.

The United States trunk railway lines have agreed to a new form of bill of lading, which holds the initial railway and its connections liable for a shipment from British ports, from the time it is delivered to the company until

The "KLINGSOR" Cabinet Disc Machine

No. 165.

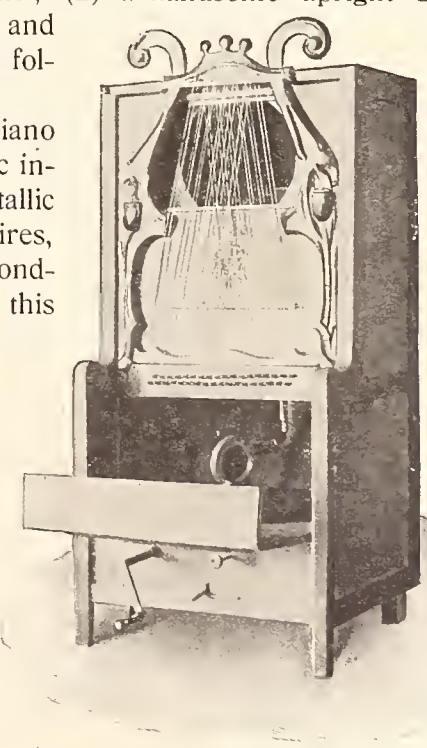
The novelty and advantage over all other Talking Machines lies in the following points in construction: (1) No unsightly Horns; (2) a handsome upright Cabinet and Machine combined; (3) perfect running, and complete lack of scrape and noise, as well as the following principal features:

The combination and use of the stringed piano wires and double sound board. By this scientific invention the instrument loses all harsh and metallic tone, and the sound waves being thrown on the wires, the volume is doubled without the usual corresponding harshness. There can be no doubt that this "KLINGSOR" Machine will be as great a commercial as it is a scientific success.

The Cabinet can be delivered in any wood and made to any size or design, to fit any space.

PRICES

No. 90	-	-	-	£6 6	0
135	-	-	-	10 10	0
165	-	-	-	12 12	0
250	-	-	-	18 18	0
340	-	-	-	29 8	0
450	-	-	-	42 0	0


No. 135.

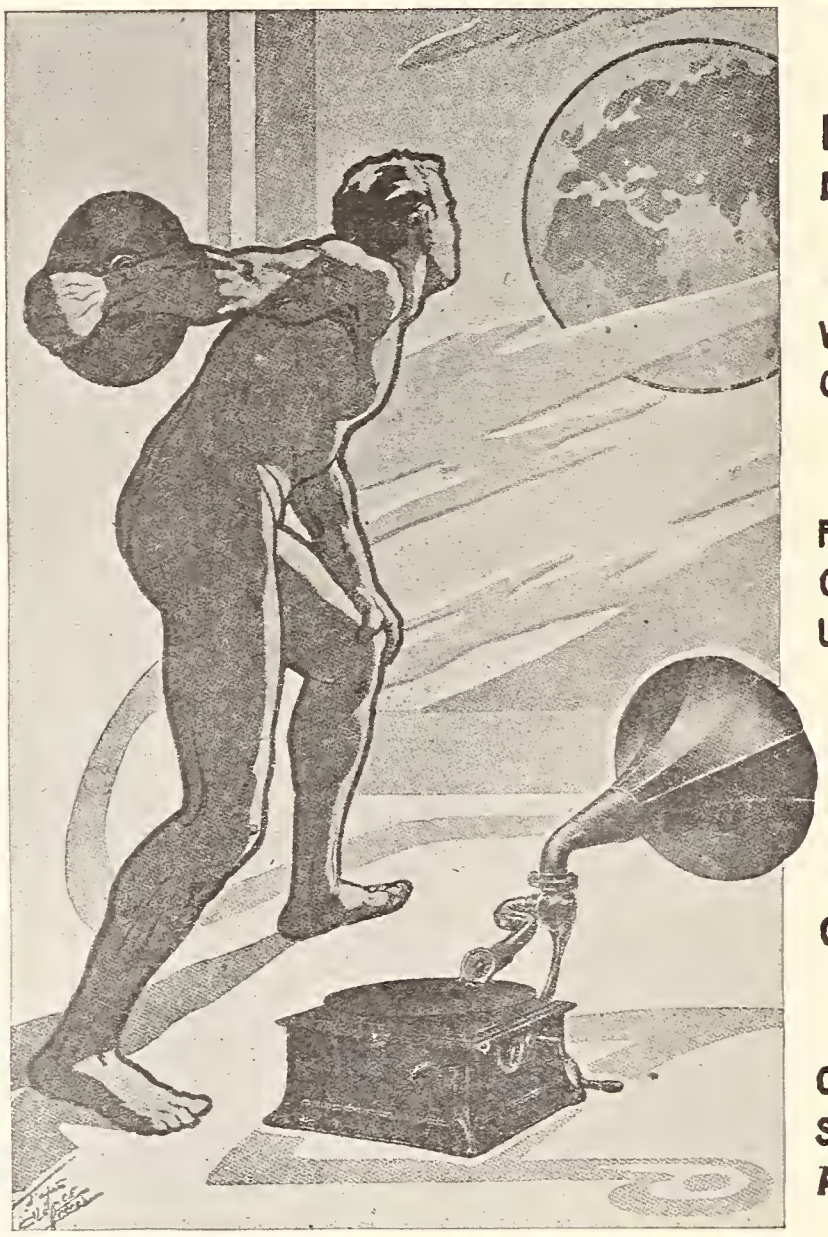
H. LANGE'S SUCCESSORS

21, LITTLE PORTLAND STREET — OXFORD CIRCUS, W.

Telephone No.: 1239 CENTRAL — *Established 1854* — *Telegraphic Address: "LANGIUS, LONDON"*

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

PATHÉ'S DISC



ONCE YOU HAVE HEARD PATHÉ'S DISC YOU WILL NEVER BUY OTHERS.

PATHÉ'S DISCS ARE PLAYED WITHOUT A NEEDLE, HENCE THEIR GREAT SUPERIORITY.

THE TIME FOR FANCY PRICES FOR DISCS IS PAST WE GIVE YOU THE GREATEST STAR ARTISTES AT ONE UNIFORM PRICE, 3/- PER DISC.

THE GREAT SUPERIORITY OF THE PATHÉ DISC IS OBTAINED BY USING A SAPHIRE POINT, THERE IS NO CHANGING THE NEEDLE, GIVES THE NATURAL VOICE.

PATHÉ'S RÉPERTOIRE CONTAINS OVER 20.000 SELECTIONS DRAWN FROM ALL PARTS OF THE WORLD.

PATHÉ'S PHONOS

LONDON WAREHOUSE, 14, 16, 18, LAMBS CONDUIT STREET (W.C.)
LONDON RETAIL SHOWROOMS, 64, REGENT STREET, LONDON (W.)

PATHÉ FRÈRES—LONDON
PATHÉ FRÈRES—LONDON

it is delivered to the consignee at its destination.

The Franco-American Exhibition.

Several pianoforte manufacturers have secured space at the Franco-British Exhibition to be opened next May at Shepherds Bush, but I have not yet heard of any talking machine manufacturer who will be represented. It is to be hoped that traders in our industry will consider the matter.

Columbia Phonograph Co.'s Publicity.

The Columbia Phonograph Co. have just issued two very attractive and useful catalogs dealing with their machines and well known symphonic cylinder records. The latter is classified in numerical and alphabetical order, and contains a complete list of titles published up to and including October, 1907, in Symphonic, Premier and Premier Classics. The machine catalog is illustrated with all cylinder and disc types the company manufacture. Dr. Marconi's association is emphasized, and it is expected, in his capacity as consulting physicist and experimentalist to the Columbia Co., he will make some important improvements in further perfecting both records and machines. As usual with the Columbia productions the two catalogs are well gotten-up, and Mr. Shields merits all praise for the attention and care given thereto.

Beka Record Sales Have Doubled.

A very satisfactory condition of trade exists in Beka records and Carl Lindstrom disc machines. Against last, this month's Beka sales are practically double, said Mr. Rühl, and the cycle factor who is usually the last to fix up the season's supplies has now completed his arrangements and settled down to business. Out of the many factors in the United Kingdom, with the exception of one or two, all handle C. Lindstrom machines, and if for no other reason, from this very encouraging report, one can form a good opinion of the unusual proportions trade has reached in this direction.

Simpson & Co. in New Quarters.

Simpson & Co. are now comfortably settled in their new quarters, 1A New Inn Yard, Great Eastern street.

The first of the series of twenty Odeon concerts in aid of the Lord Mayor's Cripples' Fund, and under the patronage of the Lord Mayor, was given at the Holborn Town Hall, on Friday, September 6. Sir John Kirk, the secretary of the Ragged School Union, presided, and inaugurated the concerts in a short speech. Sir John Kirk, it may be mentioned, was connected with the Lord Mayor in the administration of the Cripples' Fund from its inception, notably with the distribution of Christmas hampers to the cripples. In the special record made by the Lord Mayor and recited by the Discodeon talking machine during the evening, this fact was touched upon, so that the fact of Sir John Kirk acting as chairman proved a decidedly happy thought. The record, which was used on an instrument without any adventitious aid, was singularly clear, and it was stated that, considering the Lord Mayor to be inexperienced in the art of speaking for talking machines, the record was exceptionally successful.

Among the artists who appeared during the evening were: Watkin Mills, Frank Arthur and Miss Ada Florence, whose songs were repeated, after they had sung them, by Odeon records played on the instrument. This severe test occasioned much interest from the audience, who by their hearty response, were evidently well pleased with the lifelike reproductions of the Odeon records. Other artists who generously contributed to the good cause were: Mabel Manson, Olive Venning, Bernard Turner, W. Donovan, and others. A number of records by Kubelik, Bonci, Madame Destinn, the Grenadier Guards' Band, were included among the entertainment, and evidently much enjoyed.

The audience was an appreciative one, and this successful opening of the series of Odeon concerts augurs well for the remainder, some of which have already been given with equal success. The concert at Shoreditch Town Hall September 27 was attended in state by the Lord Mayor and sheriffs.

Trade Customs.

The term "trade customs" in some quarters appears to be the modern synonym for malpractices. The term is a cloak, is not in many instances honest and in an equal number of instances exists to evade the law. The law should recognize no trade custom which is not straight dealing.

Hitch in Arrangements.

We have not yet seen the Seymour indestructi-

JUST ISSUED

A MOST comprehensive trade price list of all the best Talking Machine Goods on the British market.

¶ We are up-to-date factors handling all makes of Records, Machines, Parts and Accessories, and are in a position to supply reasonably to any extent.

Write Us To-day.

American Talking Machine Co.
31 Tabernacle St. LONDON, ENGLAND

CHEAP BUT GOOD
SELF MANUFACTURED "S" LINES

SCREWS made to order for all patterns sent in.
SOUND BOX SCREWS for any make.
SOUND ARMS (Cheap.)
SOUND BOXES (Cheap).

STYLUS BARS.
SAPPHIRES for all types.
SAPPHIRES in steel holder (needle sapphires, and other extra good "S" Lines.

APPLY TO MANUFACTURER FOR EXPORT
FR. RAUTH, London, E.C.
Lloyd's Chambers, 27-29 Worship Street
NOTE NEW ADDRESS

"There's Money in Them"
$TERLING RECORD$

"STERLING" "SPECIAL" Records are the only records you can obtain which enable you to say to your customers: "These are the greatest value in cylinder records in the world." You can say this because the "STERLING" "SPECIAL" is

"THE RECORD THAT'S HALF AN INCH LONGER"

No other cylinder offers such good value, no other cylinder has ever caused such a sensation by its sheer merit as well as its increased length. No other record will sell so freely among your customers. No other record needs so little introduction. "STERLING" "SPECIAL" RECORDS will fit any standard make of Phonographs.

Price 1s. (25 Cents) Liberal Discount for Export

The Russell Hunting Record Co., Ltd.
13, 15 and 17 City Road, London, E. C., England
Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N. S. W.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W.
Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

FROM OUR LONDON HEADQUARTERS—(Continued).

ble record, which was promised us some good time back. We nnderstand that it is not expected to be marketed this season, owing to a serious hitch in the arrangements. Mr. Seymour has entered an action in the High Court against Messrs. Rnssell & Co. for breach of contract, and heavy damages are claimed.

Hawthorne & Sheble Lines in London.

Mr. McArdle, representing the Hawthorne & Sheble Co., has broken good ground in London with the result that Messrs. Barnett Samuels will handle Nos. 3, 5 and 6 cranes, and No. 19 horn stand, while the General Phonograph Co. have taken over the famous Star disc records and machines. Mac has abont finished np business here for this season, and expects to leave for the continent some time during the first week in October. He will possibly make his way home via 'Frisco. At the time of my call a cable was just to hand announcing the safe arrival of Mac's better half, who had returned home ten days or so previonsly.

The Favorite Record Well Liked.

Practically a young firm here, the International Favorite Record Co., have in a very short time achieved most remarkable results towards the end wnicn all record companies have in view. With "Natnre" as onr standard so we must jndge. Disc records have come as near to perfection as it is possible to obtain under the present system of recording, and any improvement can therefore only be obtained by strict attention to details. And it is just in this direction that the Favorite records excel. The October list before me contains the first English selections recorded in London, and having played these over, I can endorse the majority as excellent in tone, while the distinct clearness of voice, and instruments, stamp these records as "good sellers." The Earl of Lonsdale's splendid band contribntes no less than six pieces, and among the artistes I see snch well-known talent as Tom Child, Stanley Wentworth, Wilfrid Platt, Louis van Hes, Mme. Ada Hawes, Will Terry and Adrian Romer. Complete lists will be sent to all dealers upon reqnest. The London branch is under the able guidance of A. Vischer, who has seen much experience in the talking machine industry.

A Handy Trade Tally.

A handy and most complete trade tally comes to hand this month from the American Talking Machine Co., who are nndonbtedly one of the most enterprising firms in the factor's domain, in respect to the issue of publicity matter. This present list nnder review will be fonnd particnlarly nseful to retailers as, classified under their respective headings, one can see at a glance the trade price of each individual cylinder and disc record, pnonographs, disc machines, horns, stands, reprodncers, recorders, springs, albums, and every conceivable part or accessory of use to the talking machine pnblic. Fnrther, in support of their customers, the American Talking Machine Co. will shortly issne a descriptive illnstrated catalog containing interesting information upon, and the retail prices of, every machine, record and accessory they carry. In this dealer's terms will be protected as stated, and he may therefore have no fear in handing the catalog to his customer for perusal.

Life in the Hop Fields.

The Kentish and Herefordshire hop fields have this season seen a larger number of pickers than on any previous occasion, and naturally it has become increasingly difficult to provide snitable diversion to the more exciting pastime of chasing isolated wayfarers in the lonely lanes aronnd the hop fields. Last year the qnestion was, to a great extent, solved by the use of the talking machine, and so snccessful was the experiment that it has been repeated this season with the additional aid of a ventriloquist. E. A. White, of Beltring, has near four thousand men, women and children on his 145 acres of hops, and on three nights a week he keeps them interested and happy by means of talking machine concerts. In conversation Mr. White stated that the music hall song is the favorite. They won't listen to Melba or Patti on the small machine, but ask for the latest ditty on the large one—something with a chorns which they can all join in singing, and the greater the volume of sound the better they like it.

NATIONAL PHONOGRAPH CO.'S NEW PLANT.

Imperial Disc Record Much in Evidence.

The Imperial disc record has, of late, been a good deal in evidence at such fnnctions as garden parties, carnivals, and the like. Many favorable press notices have been secured, all of which is good publicity.

National Phonograph Co.'s New Plant.

In order to properly handle their ever-increasing record bnsiness in Great Britain the National Phonograph Co. have found it absolutely necessary to erect an extensive factory at Willesden, near London, devoted exclnsively to that branch of their business, all the machines, as is generally known, being made at the company's immense plant at Orange, N. J., U. S. A. Up to the present time all the records were made either at the main factory at Orange or at the Belgian works of the company, but it has been found impossible to snpply the English market from these sources, hence the new London factory.

A very good view of the new plant is given herewith, although its large proportions cannot be appreciated from the picture. The offices are handsomely fitted up with the most np-to-date appliances, snch as telephones, filing cabinets, etc., occupy two floors of the main building. The buildings in the rear are devoted to the monlding department, equipped with the latest machinery for turning, finishing and lettering records; the engine, dynamo rooms and gas making plant, and shipping and stock rooms. The latter are fitted up with record racks from floor to ceiling, and nave a capacity for storing thousands of records.

About 600 hands are employed at the new factory, every facility being offered for affording them comfort during both work and rest hours. The plant has a capacity of fifty thousand records per day, which may be increased when necessary.

Some Odeon News Items.

The Odeon October Snpplement introduces a new feature, for it states on the front that, taken with the complete catalog in Angust, it comprises a complete list of the records.

Elgar's "Salnt D'Amour" forms one of the numbers played by the Grenadier Guards on the latest list of Odeon records. It is distinctly refreshing to hear this Elgar masterpiece played as it should be. Mr. Williams, the bandmaster of the Grenadier Guards, may well say after this that his band have never made better records.

The Odeon Co. lay special stress on the fact that at their concerts, in aid of the Lord Mayor's Cripples' Fund, the instrument employed is the cheapest model of their popnlar Discodeon—namely, that priced at £5 10s. Their object in selecting that was to demonstrate that even the lowest-priced model is capable of doing the best work. It is no light matter to expect an instrument without adventitious aid to fill some of the largest halls in London, bnt that is what the Discodeon has done. The Odeon Co. argue from this, and rightly, that what is good to amuse audiences of from 600 to 1,400 people, is surely

Apollo

Disc Machines and Sundries

Catalogue Sent on Application by the Manufacturers

Constantine Craies & Co.
101 Bunhill Row, London, Eng.

¶ We are the sole selling agents for the world for The International Record Publishing Co., Ltd., and are open to make special discs by arrangement in any part of the two hemispheres.

¶ We are the largest factors of the new Pathé 8½ inch disc record in the world. This record retails at 1/6, and is the talk of the trade in England.

¶ We have one of the largest export houses in London, so know how to deal with your orders.

¶ Catalogues of all makes of machines and records sent on application.

¶ Apollo disc machines are the only machines that play both the phonograph cut and the gramophone discs to perfection.

¶ Types of Apollo machines range in price from £2.10.0 to £6.6.0.

equal to any demand upon it. It may be added that only a slightly lengthened copper horn was employed, and no sound amplifying apparatus whatsoever.

One of the best known siffleurs in the world is Guide Graldini, and it was a happy moment of the Odeon Co. to secure this artist to whistle "The Whistling Bowery Boy"—a tune that really requires a good experienced person to mouth. This, with the still popular "Mattiche," is one of the best whistling records we have heard.

The assistance proffered to dealers by Messrs. Sterling & Hunting has, we are informed, been largely accepted, quite a number of dealers expressing their willingness to identify themselves with Odeon records by undertaking a systematic distribution of the advertising matter supplied. Dealers who have not yet taken advantage of this offer should write to the company for particulars.

The "Oireachtas" and Sterling Records.

The Dublin Evening Telegraph has the following interesting story. It should be added that the "Oireachtas" is an annual gathering of the Gælic clans for the purpose of literary and musical competitions:

During the Oireachtas at the Rotuuda last week a novelty was introduced by the enterprise of Mr. John O'Neill, South King street, who made arrangements with the Russell-Hunting Record Co., of London, to send over their recording representative, Mr. Quirke, with a special apparatus, to take records for him of some of the speakers' and singers' voices and the iustruments played on the occasion. Close on one hundred records were made, including speeches in Irish, traditional songs, Scotch-Gaelic songs, flute solos, and piano solos, and, notwithstandiug the difficulties, some excellent reproductions of the voices and instrumeuts were obtained on the phonograph. Among the many who made records were: Dr. Douglas Hyde, short address in Irish; Mr. Lane, traditional songs; Mr. Colin Campbell and Mr. MacCracken MacDonald, Scotch Gaelic; Rev. Father McCafferty, Mr. P. Morgan, Miss Cissie O'Byrne, Mr. T. O'Carroll Reyuolds, Mr. John Lawless, Mr. Tom O'Moore, Mr. Cathal McGarvey, Mr. Donncadh O'Finn, and Mr. Martin Fitzgerald, songs; Mr. J. A. Doran, piano solos; and Mr. Feach Hugh O'Byrne, flute solos.

TRADE NOTES FROM LIVERPOOL.

Dealers Expect Good Season Notwithstanding Severe Competition—The World Representative Has Interesting Chat With the Leading Talking Machine Men.

(Special to The Talking Machine World.)

Liverpool, Eng., Oct. 4, 1907.

Hustle and bustle is right along the line here. Many of the leading dealers have magnificent displays. Every dealer is expecting a big season, but apparently competitiou will be very keen, both in cylinders and discs.

One of the oldest dealers, Jake Graham, who carries a large and compreheusive stock of Gramophone, Sterling, Edison and Zono. records and machines, expressed every satisfaction at the past summer season's sales. He states that the business is steadily increasing during the warmer weather and a very satisfactory smile is the result.

At Messrs. Carne & Sons, Ltd., Scotland Road, Mr. Young, who has the management of the talking machine department, was very enthusiastic over business generally. Handling a good nrmber of various makes of machines and records, and with the experience of several branches, he gave it as his opinion that the cylinder trade is likely to be considerably upset by the phonograph disc, which is to retail so cheaply, and anticipates that the sales of cylinders will in consequence go down considerably in the future.

One of the largest wholesale factors in the North is the Johnson Talking Machine Co., and one of the best-known persoualities in the trade is W. A. Johnson, the managing director, who received the representative of The Talking Machine World with a very contented smile. They devcte themselves solely to the talking machine trade, and supply dealers (wholesale only). His men cover the whole of the British Isles, doing an enormous turnover which is steadily increasing. He is special factor for Edison, Edison Bell, Sterling and Columbia cylinders and machines. In disc goods he has huge quantities of Zonophones and Odeons.

Messrs. Archer & Sons, 5 St. George's Crescent, Liverpool, is another first-class house, with a very excellent trade. As a retail depot their position is unique. In the center of both the shipping and home trade one cannot fail to notice the very fine display they make with Gramophone, Zonophone and Odeon, etc., which they specialize on, holding at all times a good up-to-date and reliable stock.

In Manchester street the Reliance Co., Ltd., and Messrs. Jordans are opposite each other. At the latter house alterations are in progress for additional stock room, so that a much larger trade is expected than previously experienced. At the former house a good window display exists and a separate department controls the talking machine trade.

MANCHESTER TRADE HAPPENINGS.

Looking Forward to a Large Trade—Many Recent Visitcrs—Columbia Co.'s Good Display—The Matter of Credits Discussed—Handling of Objectionable Records—New Cylinder Records Make Their Debut.

(Special to The Talking Machine World.)

Manchester, Eng., Oct. 1, 1907.

The fine weather that has prevailed here during the greater part of September has somewhat retarded the sales in the talking machine business generally. The holidays are nearing the end, and although trade has not yet opened up in earnest, large stocks are already laid in by most dealers. Necessary alterations are taking place in some of the depots for the arrival of later stock, so that it looks like a busy season ahead.

The North has been a very happy hunting ground for a great many travelers lately. Most of the London houses have sent representatives, showing that great expectations exist in the minds of those who cater for, and who supply the dealer. We noticed Messrs. Pathé Frêres, Ltd., Schneider & Co., Murdoch & Co., Bernard Andres, the New Polyphon Co., and others.

We are sorry to say that Mr. Burrows, the well-known factor here, has been seriously indisposed, but by the time these lines are in print we hope he will be enabled to return to business again.

Enquiries for machines are coming in steadily. The Favorite record promises to become exceptionally popular. Zonophone October issue has some exceedingly good numbers. Messrs. Pathé Frêres, Ltd., are pushing very hard for the trade here. Their new 8½-inch disc, double sided, to sell at 36 cents retail, appear to be exceptional value. They issue a good list, besides which a special inducement is offered by the reduced price of their sound box, which is now to retail at 1.20, instead of 1.80, as formerly.

"En passant" whilst mentioning Pathé discs, the great drawback experienced by the dealer is the necessity of using their special sound box, in place of the usual one that plays in a vertical direction. In the near future, however, a little contrivance may probably be put on the market, which will avoid this difficulty. We are not in a position to disclose what it is, but hope to do so later.

The Columbia Co., who have a branch here, have a good display, aud are putting on the market a new 10-inch concert disc at 36 cents (3s.) each, having a record upon both sides. Their machines, we hear, are in good demand—the Regal being specially asked for. We have recently had a visit from Miss Ruth Vincent, who appeared at the Princess Theater in "Tom Jones." Having a fine selection of records by this lady the company made a special feature of them during the lady's visit, which lasted a fortnight, with the result that more stock had to be wired for. Miss Vincent wrote quite a nice note, saying how much she appreciated them, both as regards tone and quality.

BREAKERS AHEAD.

Notwithstanding the past season's business haviug been so satisfactory, and, without being in any way pessimistic, one canuot but regard the future as being fraught with difficulties. In many cases orders have been taken and contracts settled by dealers without giving due regard as to what they can do later on. The consequence is that many are overloaded already. With fine weather, such as we are now enjoying, the sales

The Finest Example of Phonographic Art Yet Produced!

The New Process Long

"CLARION"

Gold Moulded Cylinder Record

Sufficient testimony is the TREMENDOUS ORDERS we have received. A good opportunity for a smart commercial house to do real business in U. S. A. with these records. Write us, the manufacturers.

THE PREMIER MANUFACTURING CO., Ltd., 81 City Road, London, E. C., England

FROM OUR LONDON HEADQUARTERS—(Continued).

by many retailers are insufficient to meet expectations, aud the result will be that with the large uumber of manufacturers now in the field (and almost tumbling over one another to get orders) lengthened aud possibly indiscriminate credit will result, besides huge stocks, which, owing to the rapid changes that are made month after month in titles, meaus that a great part of it will be obsolete within a very short time, leaving the dealer to move the best way he can, goods that are nearly unsalable. What the results may be can only be anticipated.

Overloading, huge and perhaps bad stock, iu a few months' time will possibly cause a drop, and as soon as the season wanes off a little, the "side-liuers," who ouly handle records to fill up a few months' slack time, may job the balances of their stocks off at any price to clear; in fact, confidential whispers already exist that many would like to shift some they already have.

To avoid this every buyer should know exactly the selliug proportions of every record he handles, otherwise he may be bitten. Localities vary in tastes, and according to this the dealer should judge what his sales may be. So far the season promises well, but expectations are one thing and realization is another, aud our advice to one and all is be careful, but when sure, go right ahead.

VULGAR RECORDS.

It is a thousand pities that some record makers cannot refrain from making records of this class; latterly, in some cases, the songs have degenerated to an alarming extent, some purchasers buying only those of a very questionable taste. In chatting with a large dealer in the North of England recently, he said quite frankly he was very sorry to see it, and although he sold them because they were asked for, nevertheless he did not like them, nor did he like selling them. There is no credit whatever in making records of this description, and it is a class of trade which is highly objectiouable to most music lovers, who are generally of a refined taste. The people who purchase records of this type are not quite the class of customer the dealer admires for his musical tastes, and without mincing matters the sooner makers leave off pandering to tastes of this class the better will the trade become. No records, whether of cylinder or disc, should be made that cannot be played at home before the children. The records industry should be to elevate and improve the mind, educating all up to a better sphere, but for goodness sake, don't let us make folks worse than they already are.

ANOTHER NEW CYLINDER.

Auother new cylinder record has made its appearance in the North. Made by the Premier Record Co., of London, it is called the Clarion. The size of it is knowu as "extra-long," similar to that of the Edison Bell. The finish is good, and results are also good. From what we hear a large sale is predicted for them, aud at the price sold retail ninepence (18 cents), large business should result.

YES, AND ANOTHER NEW DISC.

The Melograph disc record, 10-inch, double sides, is being put on the market by a Liverpool house, where a new company has been formed for this purpose.

We understand that the recording will be done in Liverpool, but at present the records are being pressed in Berliu. The retail price of these records will be thirty pence each (60 cents). From this, however, an allowance is to be made by the dealer to the retail customer of sixpence (12 cents), for his old record if returned at the time of purchasing the new one. Dissatisfaction exists, however, as the dealers consider that the company should also allow them sixpence (which will be allowed customers), instead of which we hear that only threepence (6 cents) will be allowed by the works.

R. PRIEUR

68 Basinghall Street, London, E. C., Eng.

EVERY WHOLESALE JOBBER

should get my export prices for Best French PHONO REPROS., RECORDERS, BLANKS and all Phono Accessories. Lists free.

☞ I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE

write us at once and submit samples and prices. Highest Bank References. Correspondence invited.—English or French.

SOME LATE NOTES FROM LONDON.

National Phonograph Co.'s Circular—New Manager for British Sonogram Co.—Other Items.

(Special to The Talking Machine World.)

London, Eng., Oct. 7, 1907.

The following circular under date September 30 has been issued to Edison dealers by the National Phonograph Co.: "For your information we enclose herewith a list of 254 selections which will not appear in the next issue of our catalog. Our only reason for omitting them is to keep our list within limit and thus allow dealers to keep a comprehensive stock of all titles. To do so necessitates about 350 additional racks each year, and we therefore consider it necessary to comply with the demand of the trade by curtailing our list to the same extent as far as possible. The records will not be withdrawu from our lists before January 1, and our object in sending this advance notice is to enable dealers to dispose of what stock they may possess. There should be no difficulty in doing this as the records are all old favorites and include many titles which phonograph owners will always desire to possess. Should you require further supplies, we can fill orders until our present stock is exhausted, but no further shipments can be made after January 1. Kindly handle your stock accordingly. A quantity of the enclosed folders has been printed for distribution to your patrons. You can secure supplies from your factors who will receive deliveries about October 1."

The British Sonogram Co.

F. H. Spicer, who has seen good service in this industry with the Gramophone and Odeou companies, is announced as the new manager of the above concern, in the place of Paul Mellerio, who resigned his position on the board of directors some few weeks back. Interviewed by The World's representative, Mr. Spicer stated that new and improved records of up-to-date selections under Hans. Kundsen's (of liquid-air fame) system will be issued by the time these lines appear in print. I am authorized to state that although adverse rumors have been going around in regard to certain internal difficulties, the British Sonogram Co. are now placed upon a surer basis altogether, and the busiuess will be continued along the vigorous and original lines already mapped out.

Lower Rates of Postage.

On and after October 1 the letter postage rate to foreign countries will be 2½d. for the first ounce and 1½d. for each additional ounce. Thus a letter weighing two ounces would cost tenpence under the old conditions while now it will only cost fourpence.

The Edison Phonograph at North Pole.

Walter Wellman, the special correspondent of the Chicago Record Herald, the explorer who hopes to reach the Pole by airship, has taken an Edison home phonograph to beguile the dreary hours in the frozen North. It was presented by the National Phonograph Co., together with a hundred records and a number of blanks, and is now being used in the expedition's headquarters at Dane's Island, on the northwest coast of desolate Spitzbergen, which lies in the Arctic seas, six hundred miles from the North Pole. Iu his latest despatch from this inhospitable region, Mr. Wellman, after speaking of bear hunting and preparations for the ascent, writes: "To-night, June 10, we had an Edison phonograph concert after supper."

TRADE IN LOS ANGELES.

Sale of Grand Opera Records Is Going to be Unusually Large.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 6, 1907.

At present trade is gradually creeping to a satisfactory climax, although the summer trade was somewhat quiet. No dealer could get all the stock he needed to supply his trade. Everybody is looking forward to and preparing for the biggest holiday trade yet, and the coming opera season is expected to increase the sale of operatic records, which are the largest end of the trade with most dealers here.

THE DENHAM PREMIER MACHINE.

The Edwin A. Denham Co. call attention to the Denham Premier machine, which, they state, "is an improvement on the old styled models which have been marketed in this country in the past. The machine is equal in reproduction and loudness of tone to more expensive machines, and there is no question but that a dealer could increase his sales by using this

Denham machine. The Denham Co.'s new Grand Opera reproducer, illustrated herein, is a clever invention which should enhance the value of the machine cousiderably. This Graud Opera reproducer, as well as an ordinary reproducer, is supplied with every machine. The flower horn, in various colorings, which accompanies the Denham machines, is also very attractive. Not the least remarkable feature about the machine is the low price that the Denham Co. ask for it."

The Denham Co. are just about to issue a catalog on their various lines of house furnishing goods, toys, advertising novelties, premium articles, talking machines, etc.

ROBINSON'S Reliabilities

Are The "REPROPHONE" Disc Talking Machines, "FAVORITE," "BEKA," "ZONO" and "ODEON" Discs

(All good numbers kept in stock)

The "MASTER" Ball Bearing SOUND BOX to suit all makes of Disc Machines. **"Real Good"**

NOTE.—I import direct via ship canal, buying the very best goods on cash lines. I sell to the dealers wholesale, but, ***in addition***, do a large retail and export trade, packing and shipping to all parts of the world, with increasing trade and satisfactory results to buyer and seller alike.

I am prepared to consider

any propositions from manufacturers who desire a share of the business in the UNITED KINGDOM upon mutually advantageous lines, whereby

24 Years' Traveling Experience

on the road, with a large clientele, combined with

Brains, Bustle and Business Ability

will bring grist to the mill on both sides.

If this interests YOU, just write fully

(Don't be afraid of an extra line or page)

☞ **YOU MAY RELY UPON**

Promptness, Energy and Straight Dealing. Best references I concentrate upon DISC and PHONO. GOODS entirely

"ROBINSON'S" The Talkeries

213 Deansgate

Established 1904 **MANCHESTER, ENG**

100 Per Cent. Value

TRADE-MARK

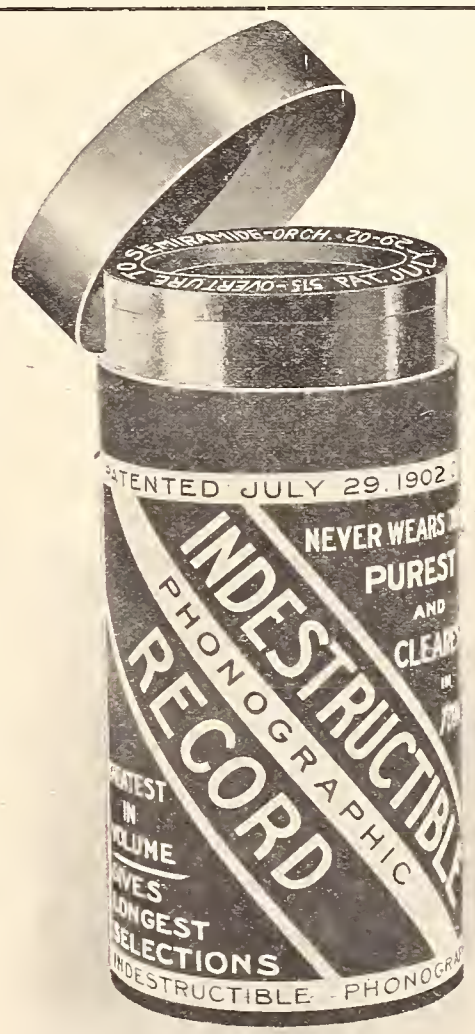
100 Per Cent. Value

The 5000th Reproduction is as clear and fine as the first

Do not overstock with machines of other makes.

We will soon have a complete line giving the most marvelous results from our

Indestructible Records



Do not forget that our Indestructible Records are not damaged by handling, and that we guarantee every Indestructible Record received by you to be in

Perfect Condition

Regular Discount to the Trade

The Indestructible Phonographic Record Co.

226-236 Hamilton Street, Albany, N. Y., U. S. A.

THE ROCKY MOUNTAIN REGION

Is Proving a Great Market for Talking Machines, Records and Supplies—Trade Conditions in Denver Carefully Analyzed After Interviews With Leading Dealers and Jobbers.

(Special to The Review.)

Denver, Colo., Oct. 7, 1907.

That the coming autumn and winter will be the best ever experienced in the talking machine trade of the Rocky Mountain region is the consensus of opinion among local dealers. Prospects are unusually bright at this time, and business is reported brisk at all the larger music houses handling talking machine goods as well as at the agencies. In the agricultural sections of Colorado the harvest has been a bountiful one and the trade has already begun to feel the influence of the returns from good crops. A large percentage of local business during the past two weeks has come from outside the city.

Commenting on this feature of the trade, W. W. Knight, the pioneer music house man and head of the Knight-Locke Piano Co., which is now pushing its talking machine department considerably, says: "The talking machine is a godsend to the farmer, the miner and other busy toilers who haven't either the time or the patience to learn to play a piano or other musical instrument and for whom the purchase of a player-piano or a piano and player would be a greater financial burden than he would care to undertake even in prosperous seasons. He can buy a talking machine and get any kind of music that he may desire by selecting his records and turning the crank, and this simple road to art appeals to every busy man of moderate circumstances, and it appeals to his family. We have been having an unusually large inquiry from this class of the retail trade of late."

M. B. Henry, former manager of the local branch of the Columbia Phonograph Co., is now at the head of the Knight-Locke talking machine department. Mr. Henry and other Knight-Locke talking machine representatives are all very optimistic over the present trade outlook. The Victor Victrola is selling splendidly, and this style is moving as fast as it is received.

Several of the local department stores are handling talking machines, but most of these have allowed this part of their business to lie dormant during the past summer. They are now preparing to revive the talking machine department in anticipation of the holiday demand. The Golden Eagle store is planning to increase its stock and average a larger display during the month.

W. F. Standke, Jr., is the new manager of the local branch of the Columbia Phonograph Co. He has been manager of the Memphis (Tenn.) branch for the past two years, and was formerly connected with the Columbia houses in Kansas City and St. Louis. Although his examination of the local field has not been very extensive, because of his brief residence here, Mr. Standke says he has found conditions unexpectedly favorable.

"I find," he states, "that the demand for higher-priced machines is much greater here than elsewhere—in the South, for instance. The inquiry here is nearly always for the better class of goods, and we sell many more expensive machines than cheap ones. In fact, the way the high-priced goods sell has surprised me. The public wants only the best, is willing to pay for it and will have no other. Only to-day I had for a customer a homely old woman from a mining camp in the western part of the State. Her appearance was very uncouth, and I thought when I saw her that she would buy only a cheap machine, but she asked for and bought one of our very best styles and a large assortment of records to go with it."

J. L. Woodward, until recently with the Columbia company's St. Louis and Chicago offices, is acting as an outside salesman for the local branch.

The new type B. T. of the Columbia graphophone, with the hidden horn and large disc cabinet attached, has arrived at the local agency. It is taking well and Manager Standke is predicting a big run on it when the public becomes acquainted with its merits. Type B. C., with the aluminum attachment, is also making a favorable impression on the local trade.

The Hext Music Co. have become jobbers for the Victor goods and now carry a full line of styles from that house. Business is fair and the outlook good, Manager A. J. Mertes says:

"August was the best month that the talking machine department of the Denver Music Co. had since the holiday of last year. September trade was better and October is opening well. Edisons are the best sellers with this house at the present time," is the announcement of Manager Henry C. Benny, who since coming to Denver one year ago from C. J. Heppe & Sons Co., of Philadelphia, has also had occasion to remark the general western demand for first-class talking machine goods: "My experience here has been that the Western people are better spenders than the Easterners when it comes to buying any kind of music-producing instrument," says Mr. Benny. "Indications for fall business seem very good."

Mr. Benny has been at the head of the Denver Music Co.'s talking machine department for the past six months. Prior to that time he was with the Denver Dry Goods department store in a similar capacity.

John Pass, the largest of the smaller dealers in talking machines, says business is good in medium-grade machines, but is inclined to be conservative.

A good summer season and a steadily increasing fall trade is the news from the Knight-Campbell Music Co., which has the Victor for its leader.

Branches of the commercial department of the National Phonograph Co. have been established in Minneapolis and Duluth by Western Manager Barnes.

Among the prizes to be awarded on Liberal Arts Day at the Jamestown Exposition, October 16, will be two talking machines and complete equipment for same, the total value being $300.

Reciprocity

Give us your trade---We will give you success.

Why send your orders to a distributor who can give you nothing in return—no service, no ideas, no prospects? Every dealer is within easy reach of one of our two Talking Machine Depots. Write us to-day and ask us what we can do for you in particular.

The greatest stock in the United States lies in our warerooms awaiting your demands.

We can submit business methods and advertising schemes to you that will result to your profit. As the best known Music House in America we receive an enormous number of inquiries for Talking Machine Goods—We refer all inquiries to the local dealer.

Write us to-day. You have nothing to lose and everything to gain.

The Rudolph Wurlitzer Company

CINCINNATI CHICAGO

TRADE HAPPENINGS IN PHILADELPHIA.

Business Somewhat Uneven—Victor Sales Stimulated by Advertising—Public Exchanging Old Machines for New—Dealers Anxious to Get Edison Equipments—New Contracts Readily Signed—Columbia Business Excellent—Increasing Demand for Star Records—Alterations at Buehn Bros. Completed—Disc Talking Machine Co. Making New Record in a Business Way—Heppe's Talking Machine Department Move to Ground Floor—Excelsior Drum Works Expansion—Incorporation Recorded—Emil Bauer on Road Trip—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Oct. 8, 1907.

Business conditions during the month of September were somewhat varied. There were ups and downs, some parts of the State showing up unusually promising and others not so much so. On the whole the jobbers of Philadelphia enjoyed a prosperous month. October so far has been doing wonders, and bids fair to exceed all other past records. The causes for these are numerous. Victor sales have been wonderfully stimulated by the new advertising campaign now being carried on by that company. The new style Victrola cabinets are creating a good deal of favorable comment in the trade—the only trouble being that recent purchasers of the old machines are in many cases puttiug up a strong fight to get them exchanged for the new. "What can you do if they insist," says one jobber. "If a person pays $200 for a talker why he has some grounds, or thinks he has, for complaint in not getting the latest, and as these people are in most cases big record purchasers, you can't very well afford to antagonize them. If they are buying on the instalment plan they refuse to finish payments. What gets me though is how they got wise, inasmuch as the new cabinet has not been advertised yet, and only a few sold. And also what will we do with the old styles?"

Everyone handling Edison goods seems happy over the new policy of the National Co. in furnishing outfits complete. However, if the company would only hurry the equipments along, the jobbers would be pleased. The new dealers' contracts are being freely signed, and in most cases are accompanied by a substantial order, which, of course, is perfectly satisfactory to the jobber.

The latter have all sigued their contracts, the only criticism made being that $25,000, the sum stated should have been at least doubled. The main reason being that in most, if not every case, it would knock out the department store from the list. And after all this would only be just. These firms, simply because they buy in large quantities, are allowed all the privileges given to the legitimate houses. They never try nor would if they could sell wholesale. Cutting is a common occurrence—with many—and they are the main cause of so many failures in the dealers' ranks, especially where the latter are located near large cities. As one jobber said in speaking on the subject, "Manufacturers ought not appoint firms as jobbers unless they have men constantly on the road pushing the wholesale business. Let them set any figure at all within reason for the right, and then protect the middle man as long as he continues to stand to the agreement. As it is every time a department store is appointed a jobber, they rob us of a customer that rightly belongs to us, without any advantage to themselves. Hence no matter how good business is we have to hustle, to make our accounts show up satisfactorily on account of the small margin on which wholesaling is now being done. Again these stores are put in a position where it is impossible for the dealer to compete with them."

The jobbers here have gotten together and obtained bids on large quantities of lumber for nesting the new Edison horns, and thereby are able to get an exceptionally low price. This is a good idea for others to follow, the National allowing twenty-five cents on each horn for such a purpose. Another Philadelphia idea is as follows: Many people complain about the plain black horn and want a decorated one. So one man obtained the services of an expert artist and had him decorate a number in various designs, adding one dollar to the price. Remember though there is always more profit in selling an extra horn where it is possible, and the latter device should only be fallen back on in the case of necessity.

In regard to Columbia business one word expresses it—"Excellent," the new machines and records of this company having stirred the buying public up wonderfully.

Zonophones are constantly growing more popular in this State, and the outlook is most promising.

The New Star product is making a big hit for the short while it has been out, the records especially being in demand. In fact the record business, generally speaking, has been phenomenal for this time of year. Some of the dealers claiming a big percentage of the increase being due to premium machines they are selling especially among the poorer classes. With such conditions and with the present outlook there is therefore every reason for thankfulness.

Alterations at Louis Buehn & Bro., 45 North Ninth street, have just been completed, and everything is in shipshape. This company experienced the best September business in their history, and Ed Buehn, the popular juuior partner, who is now out on the road, is keeping the home office on the jump to keep up with the orders he is getting. As was announced in their advertisement in the September issue of The World this company have a new complete line of disc and cylinder record cabinets of their own, which they are offering to the trade at exceptionally attractive figures. Some new styles have been added. No. 125 cylinder holds 350 records, and is made in oak. No. 105 disc holding 252 ten- or twelve-inch records, mahogany, with a swelled front. For other particulars see their advertisement in this issue.

The Penn Phonograph Co. report business up to the first fairly good, with October flying bright colors. This firm are one of the most enterprising in the State, and are now collecting some things that will do much toward increasing dealers' business in side lines, such as supplies, etc. They have just been appointed sole agents for the famous Petmecky Multitone needles. A mighty clever little device, by the way, is their new automatic stop for home phonographs.

The Disc Talking Machine Co. are obtaining marvelous results with the Zonophone line in this and neighboring States. Their methods are somewhat unique and decidedly new, but then with McMenimen at the helm this is understood. This popular talking machine man has originated some mighty interesting ideas which his dealers are getting, and which are bringing the business to them. Don't fail to write him about them; it will be worth your while.

George W. Lyle was a recent caller at the Columbia headquarters on Chestnut street. His visit was principally for the purpose of placing his son, Harold, in the military academy at Chester.

An important change has just taken place at the C. J. Heppe Co.'s warerooms on Chestnut street—namely, the removal of the talking machine department, which formerly occupied the fourth, to the ground floor, and thereby hangs a tale. This move has for a long time been urged by the manager of this department, but was not considered until it was shown that this department was doing as big a business as that devoted to pianos.

If the way business is now coming in is any indication this winter will be a banner season for talkers—such was the report at Weyman's, where everyone is rushed on orders.

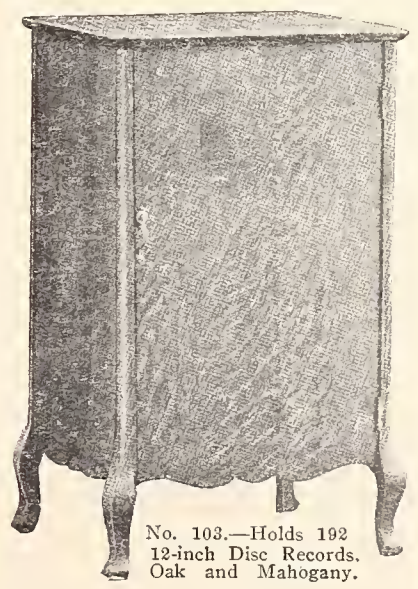
Emil Bauer left on Monday on a long western trip. He will call on the talking machine trade en route. Mr. Bauer is of the Bauer Co., manufacturers of the famous S. S. Stewart banjos, guitars and mandolins. Business in this line of goods is very brisk all over the country, and has been so for the past six months.

The Excelsior drum works of this city have removed to new quarters on the northeast corner of Tenth and Market streets. For some time past A. G. Soistman, the president, has been contemplating this change on account of their inability to handle their enormous business in the old building. They now, however, have the largest drum factory in the world, covering a floor space of over 50,000 square feet, and employing in the neighborhood of 200 hands. September proved to be the biggest month in the history of this firm, and October is not falling off any so far.

The Keen attachment, manufactured by the Keen Phonograph Co., has proved a great seller.

OUR UNEQUALLED LINE OF TALKING MACHINE

RECORD CABINETS



No. 103.—Holds 192 12-inch Disc Records. Oak and Mahogany.

Every dealer should purchase at least one Cabinet for a sample. In interior and exterior design, in quality of finish and workmanship, in practical and everlasting utility, they surpass any other cabinet on the market.

CYLINDER CABINETS

No. 122—Oak or Mahogany	Holds	125	records
No. 123— " "	"	150	"
No. 124— " "	"	200	"
No. 125— " only	"	350	"

DISC CABINETS

No. 101—Golden Oak only	Holds	120	10-in. or 12-in.	records
No. 102—Oak or Mahogany	"	180	" "	"
No. 103— " "	"	192	" "	"
No. 104— " "	"	252	" "	"
No. 247—Sectional Cabinet Oak only.	"	385	" "	"

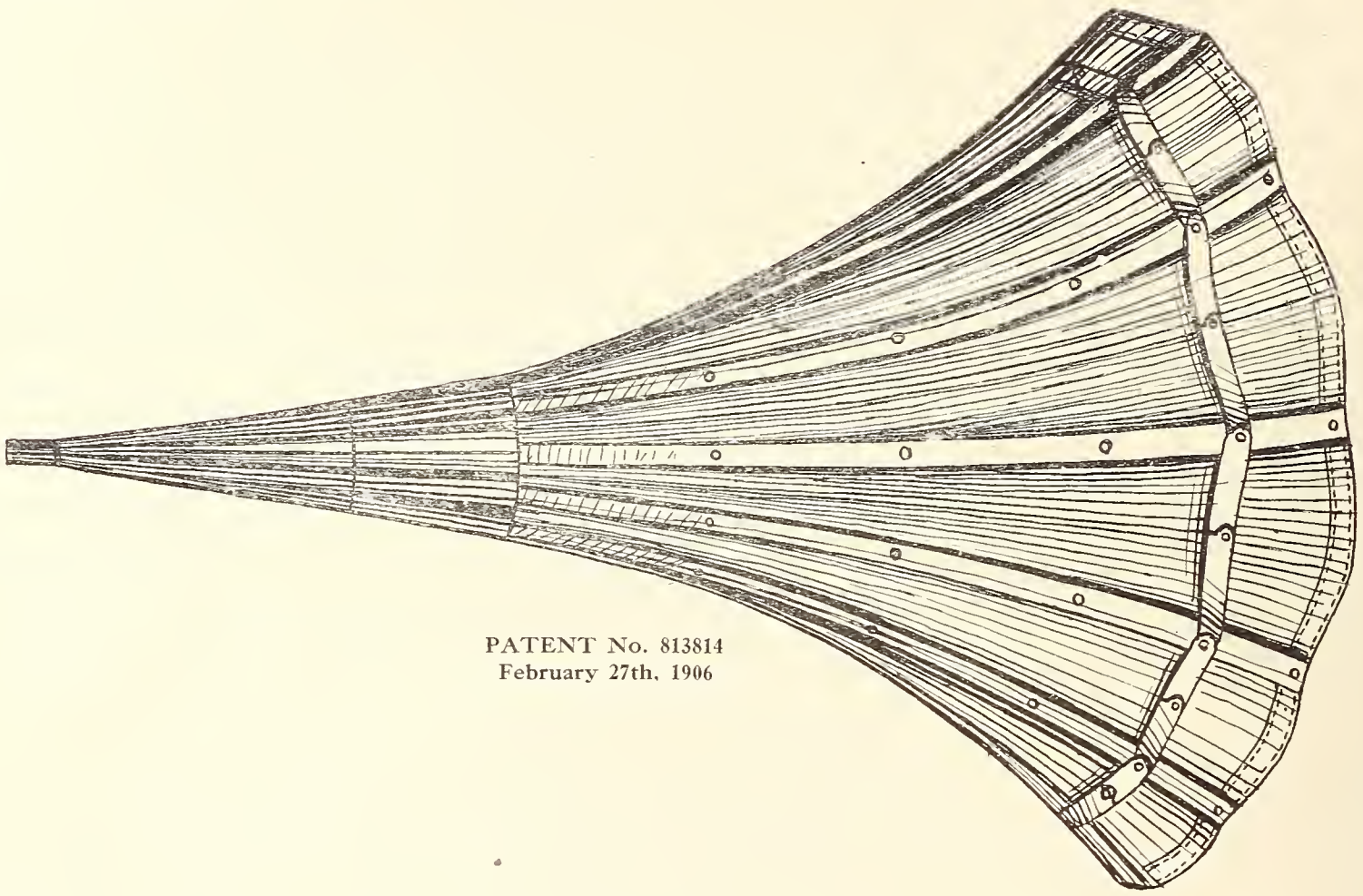
Catalogue and Prices for the asking

Liberal Discount to Established Dealers

LOUIS BUEHN & BRO., 45 North 9th Street PHILADELPHIA, PA.

The Munson Folding Horn

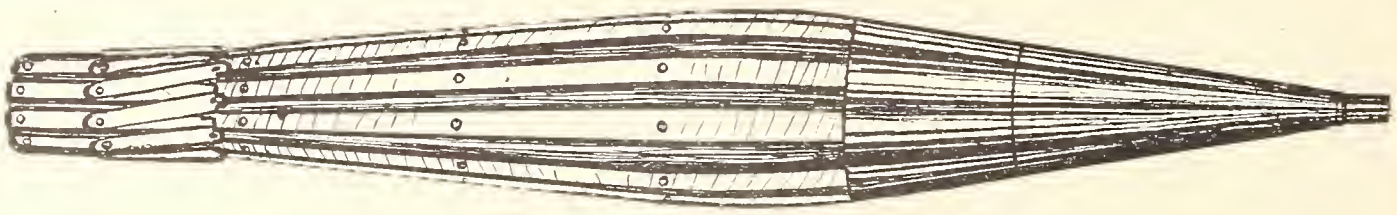
The latest one-piece indestructible horn for all cylinder and taper arm disc machines; can be opened or closed in 30 seconds.



PATENT No. 813814
February 27th, 1906

Made of selected "LEATHERETTE" with spring steel ribs. This horn insures a sweetness of tone impossible with the sheet metal product, and when closed can be carried as conveniently as an umbrella or placed in the lid of a trunk.

We guarantee all of our horns against rattle or blasting.



Retail
$5.00

Made in solid colors—Gold or Black, Hand Decorated or Plain.

Sold Only Through Jobbers

Liberal discount to the trade. Will be ready for shipment on or about November 15th, 1907.

The Folding Phonographic Horn Co., Inc.

Office and Salesrooms

650 & 652 Ninth Ave., - New York City, N. Y.

This practical device can be used on any cylinder machine and does away with the cumbersome stand.

The Musical Echo Co., of this city, are enjoying an especially brisk trade at the present writing, and providing things keep moving at the same pace will run ahead of last year's business.

Harbach & Co., the well-known moving picture agents, have just received a number of new novelties from the other side. Don't fail to write them.

The Excelsior Drum Works, Camden, N. J., to manufacture drums and musical instruments, was incorporated with the secretary of the State of New Jersey on Tuesday last. Capital, $125,000. Incorporators: James W. Pepper, Howard E. Pepper and Adolph D. Soistman.

JOBBERS AND DEALERS BENEFIT

Through the New Schedule on Net Prices of Edison Gold Moulded Records Which Go Into Effect Oct. 1.

The National Phonograph Co., through General Sales Manager F. K. Dolbeer, have notified jobbers and dealers that on and after October 1 the net price of Edison Gold Moulded records will be changed somewhat, the list price, however, remaining as heretofore at thirty-five cents, or four dollars and twenty cents per dozen. There will be no change, however, in the price of grand opera or concert records. They announce further that they will issue to all jobbers a credit mem. on records (except grand opera or concert) shipped and invoiced to them from September 1 to September 30, 1907, inclusive. They will, in turn, permit all jobbers to rebate retail dealers on all records shipped and billed to said dealers from September 1 to September 30, 1907, inclusive.

They state: "This change in price is to be made effective in order to reimburse the jobber for possible loss by breakage in transit; and on and after the date mentioned we will not entertain or make good to either jobbers or dealers, any claims for breakage in transit, nor will you be permitted to do so with your dealers. We have, for some time past, realized that the jobber should obtain a larger profit on records, thereby not only covering the possible loss by breakage before referred to, but enabling him to realize a fair margin of profit on the many small orders received by him from retail dealers. We still purpose replacing any and all Edison records that may be received in a defective condition through manufacturing causes." (This paragraph applies to dealers also.)

The Talking Machine Store has been opened at 103 South Howard street, Akron, Ohio, by Gomer Griffiths and Carl Glover, of that city. Edison phonographs, Victor talking machines, and a full line of accessories will be handled.

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Jobbing Trade for the Past Four Weeks Has Been Steadily Growing in Activity—Improvement Also Noted in Retail Trade—P. E. Conroy Returns from Europe—Optimistic Over Trade Outlook—Talking Machine Stores Handsomely Decorated During Visit of President Roosevelt—C. W. Long's Cheery Report—Talking Machine Men Married—Marks Silverstone Reports Progress—May, Stern & Co. Open Their New Talking Machine Department—Koerber-Brenner Music Co. Well Satisfied With General Business.

(Special to The Talking Machine World.)
St. Louis, Mo., Oct. 8, 1907.

The jobbing trade for the month of September and the opening weeks of October showed a good volume of activity with a nice increase for the same period over that of a year ago. The retail trade, too, was good, and there is a general feeling among all the jobbers and retailers that the fall and winter demand will be very large and greater than ever before. Several houses are enlarging their record capacity so as to be in shape to supply all orders.

P. E. Conroy, president of the Conroy Piano Co., arrived home the latter part of September from a three months' tour of Europe, and states that their talking machine business is improving each day. He feels very optimistic as to the fall and winter trade, and reports that his firm are adding a line of new accounts right along.

The annual visit of the Veiled Prophet here on October 1, in connection with fall festivities, and that of President Roosevelt on October 2, was the cause of some very elaborate window displays among the talking machine dealers. Those that were particularly handsome were the St. Louis Talking Machine Co., the Columbia Phonograph Co., the Conroy Piano Co., and the Thiebes-Stierlin Music Co.

C. W. Long, manager of the St. Louis Talking Machine Co., returned recently from a several days' business trip to Indiana. He reports his firm's trade for September very good, with a very substantial increase over the same month of last year. He states that all indications point to a very heavy fall and winter trade.

A. L. Owen, assistant manager of the St. Louis Talking Machine Co., and Miss Rose Buechel, of this city, were married on Tuesday, October 1. Both the contracting parties are well known and very popular.

Manager T. P. Clancy, of the Columbia Phonograph Co., makes very favorable reports on trade conditions with his concern, and reports the sale of a number of their new $200 symphony grands.

David C. Mehlin, assistant manager of the Columbia Phonograph Co., and Miss Mae O'Donnell, of this city, were married on September 19. They took a two weeks' honeymoon trip through the Southwest.

Marks Silverstone, president of the Silverstone Talking Machine Co., states that their jobbing trade is very good and increasing each day. He also reports retail trade and the demand for records on the increase. Mr. Silverstone has just returned from a week's business trip through Illinois. V. P. Powers has been added to the traveling force of the Silverstone Talking Machine Co., and will represent the concern through Southwest Missouri.

The Koerber-Brenner Music Co. report that their talking machine trade is very satisfactory with the best kind of prospects for an immense fall and winter trade.

D. K. Myers reports that the jobbing trade on Zonophones is excellent with a most favorable outlook from now on.

W. C. Fuhri, district manager for the Columbia Phonograph Co., was a recent visitor here.

May, Stern & Co. have opened up their new talking machine department. It is located on the seventh floor of their building, and is one of the handsomest equipped departments in the city. Three customer's rooms have been fitted up in a most elaborate manner. This concern and all its branches in other cities have got up a very nice catalog on the Columbia phonograph (the only machine they handle), containing cuts of the different kind of machines, and also including a list of records. It is a very neat book.

J. F. Geo. Gunter, assistant to S. R. Brewer, manager of the talking machine department of the Thiebes-Stierlin Music Co., has resigned.

A. A. Knapp reports trade improving very nicely and that he is having a splendid record demand.

Marks Silverstone, president of the Silverstone Talking Machine Co., states that in answer to an advertisement he had in The Talking Machine World last month he received replies from dealers located from coast to coast, Canada, north and south.

BARD BROS. EXPANDING.

Bard Bros., the talking machine dealers of Wheeling, W. Va., have announced that they will shortly build an annex to their present store in that city. The additional space is necessary despite the fact their building was remodeled and considerably enlarged only about a year ago.

DO YOU KNOW?

That every order we fill is time stamped when it reaches us and when it is shipped. That we never hold an order over night. That orders are filled completely and goods shipped in factory condition. That is the service we are noted for—Is it worth anything to you? Try us and be convinced. We handle nothing but the Victor line. We know nothing else but "Victor." We are the only Exclusive Victor Distributors in Missouri. *Why not get together?*

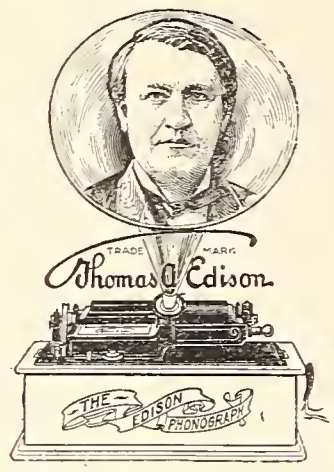
ST. LOUIS TALKING MACHINE COMPANY

"The People with the Goods." **Seventh and St. Charles Sts.**

QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST.
OF
Edison Machines, Records
AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.

CONROY PIANO CO.
1100 Olive Street ST. LOUIS, MO.



ANENT INSTALMENT CONDITIONS.

The Development of Instalment Feature of the Talking Machine Business Discussed by a World Subscriber in Indiana.

Evansville, Ind., Sept. 30, 1907.

Editor Talking Machine World:
New York:

Dear Sir—It is very entertaining to one who has watched the development of the instalment feature of the talking machine business to see the efforts the trade is making to change the conditions they have created.

About seven years ago a firm in Philadelphia began this feature of selling machines, one dollar down and one dollar a week. The writer helped to spread the news west. The trade generally said it could not be done as the losses would be too great. We carried these comments back to Philadelphia. The pioneer firm was interviewed and they reported that out of eighteen thousand dollars' worth of machines sold their losses amounted to three machines, or about one-half on one per cent.

This so encouraged the trade that they gradually dropped into the game. Many dealers, not so much to become missionaries, but rather to get the long profits, became jobbers, and began selling on the instalment at the cash price. This discouraged many of the small dealers, and because they could not follow this pace dropped out, while many others hung on by "their eyebrows."

So Mr. Jobber-Dealer smiled at the way he wiped out competition. One morning we awoke, and picking up our morning paper, read the flaring ad. "Nothing Down. Pay Later On."

This had the same effect as hitting a drowning man on the head, and some more small dealers went down and only a few bubbles (bad accounts) mark the spot.

Later on some other big fish got into the puddle, with just as much money and more nerve, and have rushed the pace so fast that Mr. Jobber-Dealer and Mr. Nothing-down-and-a-little-later-on are much in the plight of the man who yoked himself up with an ox, when the ox started to run away the man called, "Here we come, darn our fool souls, some one head us off." They want the manufacturers to help them let loose.

There never was a greater injustice done the smaller dealer than this ruinous practice, and I am glad to see the fowls returning to their roosts.

There is a great volume of business done on the instalment plan, and the buyer has always known that he had to pay more than when he bought for cash. It was up to our jobber-dealers to spoil this class, as well as the cash customer, by allowing him to elect which plan he wanted, the price being the same in either.

But, now, how shall we get out of this rut?

If you look around you you will find a firm that "cuts a good deal of ice" in the talking machine business, and they get an additional 10 per cent. on time sales.

Now that we have a National association much could be accomplished if the members are not afraid to trust each other.

You, Mr. Big Dealers, are the ones who led us astray, now be the Moses to lead us out of the wilderness. Get right yourselves and the smaller fry will follow.

H. H. M(YERS),
Winona Lake, Ind.

ANDREWS' SPECIALTY.
QUICK SHIPMENTS.

WE are mid-way between the East and the West and dealers can rest assured that our facilities are unsurpassed for quick shipments. Prompt attention is given to all orders and dealers are surprised to know how quickly they receive whatever they order from us. ¶ We carry the most complete stock of Victor, Edison and Columbia machines to be found in Western New York. We are always ready, a sort of "Johnny on the spot" you know, to rush shipments through so that our customers shall suffer no delay. ¶ If you have not done business with us you will find it to your advantage to do so. We carry aside from machines a big stock of all equipments and talking machine accessories of every nature.

W. D. ANDREWS

216 E. Railroad Street
Syracuse, N. Y.

Seneca, Cor. Wells Street
Buffalo, N. Y.

BASEBALL MANAGER HONORED

By the Presentation of an Expensive Graphophone—The Appreciative Address to Manager Clark Also Delivered Through This Medium—A Great Occasion for Pittsburgians.

(Special to The Talking Machine World.)
Pittsburg, Pa., Oct. 7, 1907.

One of the features of the last baseball game of the season on the Pittsburg grounds was the presentation of a Columbia disc graphophone to Manager Fred Clark, by Mr. Barney Dreyfus, the club owner. Just before the game was closed by Umpire Johnston a beautiful BD disc graphophone in all of its mahogany glory, resting upon a mahogany cabinet, with its silver horn reflecting the rays of the sun, was carried to the home plate. The players of the home team, as well as their opponents of the day, the Philadelphia Club, gathered around Manager Clark to witness and enjoy his surprise. It was not enough that he should be presented with a graphophone, but most fittingly the presentation speech, with which Mr. Dreyfus gave Mr. Clark this little remembrance, was repeated by the great BC cylinder graphophone. The record for this speech had been made in the commercial office of the Columbia Phonograph Co., in Pittsburg. The mechanical proxy of the little owner of the big club told Mr. Clark how his home would be brightened, and his evenings enlivened by this machine while he was out upon the farm. Mr. Dreyfus said that he knew Mr. Clark had wanted one of these machines, but that Mr. Clark, being rustically inclined, was not likely to purchane one for himself. He said that he knew that it was one of the great mysteries why a farmer would rather spend his money for bad smelling fertilizer than to purchase a melodeon or a plush album for his home. He remarked that while Mr. Clark himself might be behind the kitchen stove, rubbing hog tallow on his boots, or perhaps out in the woodshed cleaning the barnyard soil off his overalls, his children could be in the parlor making merry. Furthermore it would not be necessary for Mr. Clark to send for Si Perkins when his family wanted to have a frolic. Si Perkins and his antediluvian fiddle would not be needed with a graphophone in the house. No, by heck! He could have all the music he wanted right to hum.

Following the speech delivered by graphophone Mr. Clark turned on his own machine with some beautiful new records, and entertained the thousands of people on the grand stand and bleechers. Their appreciation was fully attested in loud applause. Whenever the horn was turned from one end of the stand to the other the yells of those deprived mingled with the cheers of those who were receiving the benefit of the music. Altogether it was a very brilliant affair.

A. P. PETIT ON THE PACIFIC COAST.

A. P. Petit, general manager of the Talking Machine Supply Co., New York, was on the Pacific Coast last week, calling on the jobbers in Seattle and Portland, Ore.; San Francisco and Los Angeles, Cal. From thence he goes to Texas and so on to Mexico, but will have no time to run over to Havana, Cuba, as he is a week behind now on his route schedule, and instead of returning the middle of November will not reach home before December 1. Mr. Petit's health is good and his business better.

Fletcher Bros., of Victoria, B. C., are making arrangements for an extensive addition to their premises to accommodate their rapidly increasing graphophone business. Two or three years ago this firm opened up a department with two or three machines on the counter and a few dozen records, that included a very limited repertoire. At the present time their stock embraces in the neighborhood of 10,000 disc, and as many cylinder records, and never less than from fifty to one hundred machines. Mr. Fletcher states that this department has grown to larger proportions than any other part of the business, and they are delighted with the results.

SUN RECORD

HAVE YOU HEARD IT?

If Not, Listen!

Would you like a brilliant record, with absolutely true tone reproduction, satin finish, no scratching sound when running, embodying all of the latest and best music, specially arranged, and produced with finest effects? If so, buy the "Sun," and find what you are in search of.

DEALERS ATTENTION!

OLD RECORDS EXCHANGED

Dealers can keep their shelves free from out-of-date stock; consumers can turn in their old records for new.

The consumer may buy three Sun Records, pay for two, return one old Disc Record (any make).

NO PRICE CUTTING WILL BE ALLOWED. MUST BE SOLD TO CONSUMERS AT 60c. EACH

As we sell only one Dealer in a Town, each Customer of ours has an Exclusive Proposition

Write for full particulars

LEEDS & CATLIN CO.
53 E. 11TH ST., NEW YORK.

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., Oct. 5, 1907.

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

SEPTEMEBER 10.

Bombay, 22 pkgs., $862; Callao, 11 pkgs., $1,846; Hamburg, 1 pkg., $186; Havana, 26 pkgs., $1,847; 22 pgs., $1,025; Limon, 6 pkgs., $421; Liverpool, 3 pkgs., $420; London, 1,059 pkgs., $13,000; Mazatlan, 3 pkgs., $349; Milan, 3 pkgs., $187; Rio de Janeiro, 22 pkgs., $966; St. Petersburg, 13 pkgs., $764; Vera Cruz, 18 pkgs., $768; Vienna, 5 pkgs., $304; Yokohama, 99 pkgs., $4,655.

SEPTEMEBER 17.

Aherdeen, 38 pkgs., $312; Berlin, 180 pkgs., $2,001; Callao, 6 pkgs., $657; Cape Town, 30 pkgs., $627; Cardiff, 58 pkgs., $427; Glasgow, 84 pkgs., $273; Guayaquil, 3 pkgs., $123; 2 pkgs., $152; Hamburg, 56 pkgs., $500; Liverpool, 12 pkgs., $3,600; London, 1,316 pkgs., $11,473; Manchester, 14 pkgs., $562; Mollendo Puree, 6 pkgs., $270; Para 24 pkgs., $1,384; Pernambuco, 25 pkgs., $1,039; St. Johns, 4 pkgs., $135; Vera Cruz, 112 pkgs., $4,263.

SEPTEMBER 24.

Berlin, 235 pkgs., $2,482; Bristol, 45 pkgs., $321; Buenos Ayres, 59 pkgs., $2,534; 13 pkgs., $476; Cardiff, 55 pkgs., $352; Cochobawba, 2 pkgs., $159; Colon, 10 pkgs., $313; Cornito, 5 pkgs., $107; Fremantle, 1,991 pkgs., $36,775; Glasgow, 29 pkgs., $1,427; Guayaquil, 3 pkgs., $229; Havana, 6 pkgs., $512; Havre, 6 pkgs., $186; Iquique, 7 pkgs., $516; Leeds, 32 pkgs., $242; Leipzig, 54 pkgs., $2,735; Liverpool, 1 pkg., $123; 70 pkgs., $469; London, 14 pkgs., $385; 464 pkgs., $7,291; 6 pkgs., $659; Mauchester, 120 pkgs., $790; Melbourne, 24 pkgs., $2,760; Newcastle, 56 pkgs., $415; Shanghai, 16 pkgs., $487; Singapore, 28 pkgs., $487; St. Croix, 5 pkgs., $276; Sheffield, 41 pkgs., $276; Tampico, 2 pkgs., $257; Valparaiso, 11 pkgs., $638; Vera Cruz, 158 pkgs., $3,643; Vienna, 14 pkgs., $257; Yokohama, 91 pkgs., $1,300.

OCTOBER 1.

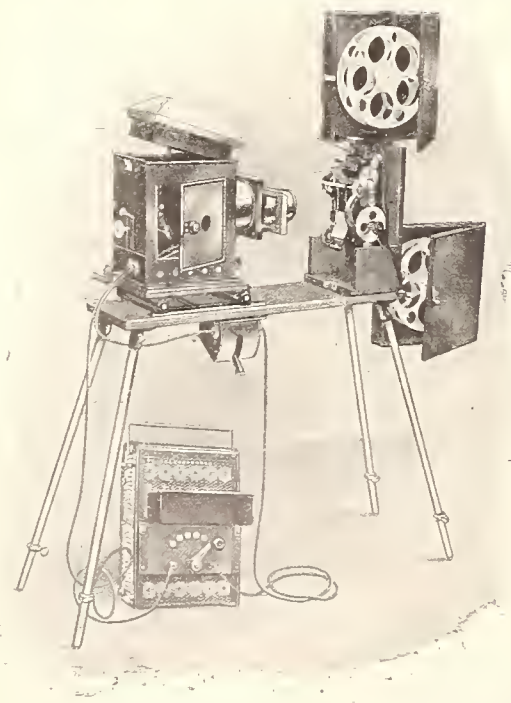
Bahia, 46 pkgs., $1,100; Bangkok, 3 pkgs., $370; Bremen, 2 pkgs., $110; Berlin, 184 pkgs., $1,426; Bristol, 65 pkgs., $388; Buenos Ayres, 121 pkgs., $5,648; Cardiff, 72 pkgs., $1,052; Cartagena, 8 pkgs., $460; Dublin, 15 pkgs., $350; Havana, 8 pkgs., $587; 7 pkgs., $235; 16 pkgs., $301; Havre, 13 pkgs., $300; 14 pkgs., $466; Leeds, 37 pkgs., $232; London, 3 pkgs., $165; 5 pkgs., $230; 292 pkgs., $6,295; Manchester, 50 pkgs., $335; Manila, 8 pkgs., $514; Montevideo, 45 pkgs., $4,133; Newcastle, 56 pkgs., $416; Ormo, 6 pkgs., $601; Rio de Janeiro, 102 pkgs., $640; 2 pkgs., $167; St. Petersburg, 22 pkgs., $606; Savanilla, 5 pkgs., $189; Sheffield, 41 pkgs., $276; Singapore, 4 pkgs., $225; Soerbaya, 9 pkgs., $115; Trinidad, 7 pkgs., $136; Valparaiso, 5 pkgs., $271; 7 pkgs., $645; Vera Cruz, 31 pkgs., $1,214.

OCTOBER 8.

Auckland, 13 pkgs., $350; Belfast, 60 pkgs., $418; Berlin, 209 pkgs., $2,689; Bombay, 7 pkgs., $184; Bradford, 10 pkgs., $324; Buenos Ayres, 15 pkgs., $1,344; Callao, 19 pkgs., $423; Cardiff, 35 pkgs., $352; Corinto, 7 pkgs., $1,179; Cristobal, 6 pkgs., $130; Cartagena, 8 pkgs., $268; Dublin, 24 pkgs., $146; Glasgow, 12 pkgs., $416; Guayaquil, 7 pkgs., $652; Havan, 15 pkgs., $589; Havre, 7 pkgs., $211; Inique, 8 pkgs., $1,245; Leeds, 39 pkgs., $249; 51 pkgs., $355; Liverpool, 140 pkgs., $915; 13 pkgs., $319; 326 pkgs., $1,916; London, 476 pkgs., $10,886; 15 pkgs., $685; 12 pkgs., $1,059; Manchester, 44 pkgs., $286; 130 pkgs., $866; Melbourne, 260 pkgs., $11,206; New Castle, 57 pkgs., $427; 14 pkgs., $112; Santiago, 5 pkgs., $101; Shanhai, 34 pkgs., $1,670; St. Petersburg, 7 pkgs., $204; Sheffield, 40 pkgs., $246; Vera Cruz, 41 pkgs., $2,232; Vienna, 16 pkgs., $801; Wellington, 9 pkgs., $225; Yokohama, 7 pkgs., $316.

REGARDING PROGRAM ADVERTISING.

A timely warning is given talking machine dealers by the Canadian Music Trades Journal regarding the inadvisability of advertising in even oue program during the coming season. As that paper truthfully says: "Talking machiue dealers should have their minds made up now as to the attitude they are going to assume towards program advertising this season. It will not be long before they will have to express themselves one way or the other aud as they start so they may expect to continue during the rest of the concert season. A great many dealers last year decided it was much better when approached hy a church, Sunday-school, or society committee to dip down and hand out a one, five or ten dollar bill as the inclination might suggest or the pocket warrant and enter it in the church and charity account instead of burdening the advertising account with it. Program advertising is usually given out of kindness and advertising done in this way is seldom of any account. The loan of a machine, record, etc., may be suhstituted for the advertising sometimes, and if this will satisfy the dealer may he thankful, but in any case it is better to hand out the actual cash and keep the advertisement out of the medium rather than establish a precedent which will not be overlooked by all the other program promoters in the town.



DEALERS!

Are you selling the Kinetescopes and Moving Picture Machines which are being used in your town? If not, you are losing money which belongs to you. We furnish you the machines and everything necessary to make a complete outfit.

Write to-day. Easy money.

Jobbers of Everything in { EDISON VICTOR COLUMBIA

Powers & Henry Co.

101 Sixth St., cor. Duquesne Way, PITTSBURG, PA.

PORTER'S CLEVER ADVERTISING.

Featuring Victor and Edison Records With Great Success in the Local Papers.

L. R. Porter, the talking machine dealer of 34 High street, Brockton, Mass., has been carrying on a very lively and interesting advertising campaign in the local papers, in the interests of the Edison and Victor records, which he handles. Each day he carried a small ad. for the Victor and Edison alternately, and every one formed interesting reading. A special record was featured each day with some terse matter regarding it. As a sample of Mr. Porter's business getting publicity, we append the following, which appeared recently:

"OUR BEES ARE BUSY BUZZING."
THEY ARE MAKING
"HONEY BOY"
FOR US.

It will come out of the COMB Sept. 28th, sung by Billy Murray, with Orch. Accp., and whistling chorus, on a 10-inch. VICTOR RECORD, No. 5207, price 60c.; and by Frank Stanley on an 8-inch VICTOR No. 5235, price 35c. Also on Oct. 26th, sung as a "Duet" with Orch. Accp., by Reed Miller and Reinald Warrenrath on an EDISON RECORD, No. 9670, price 35c. We predict a very large sale for these records. Orders booked now will be ready for delivery on the above dates. "BEE WISE," don't get left. Send us your order for one at once and we will save it for you. Send it to-day.

L. R. PORTER.

34 High St. Brockton.

PROFIT IN THE VICTOR

When Sold on Instalments—Some Timely Comments on This Subject.

Louis F. Geissler, general manager of the Victor Talking Machine Co., in an interesting letter sent out to the dealers regarding the advantage of instalment sales, makes the following interesting points worth noting:

"You make five dollars to our one on every Victor sale. If it is worth our while to go into the expense of developing this plan, and do all the advertising which we are doing to help it along, it is certainly worth your while to make some effort to get your five dollars to our one.

"Selling Victors on instalments is ten times as easy as selling any one of numerous other articles. There is more enjoyment in the Victor to attract a customer. There is more enjoyment in the Victor to keep him paying his instalments. There is more business that comes out of selling Victors on instalments. Every time a customer comes iuto the store you can play the new records for him and sell him new records. What do you get by playing a piano for him, or an organ, or letting him sit down in a chair? The instalment plan sells more records than the cash plan, and an instalment purchaser comes into your store regularly once a week, and he is sure to huy one or two new records for cash almost every time he comes.

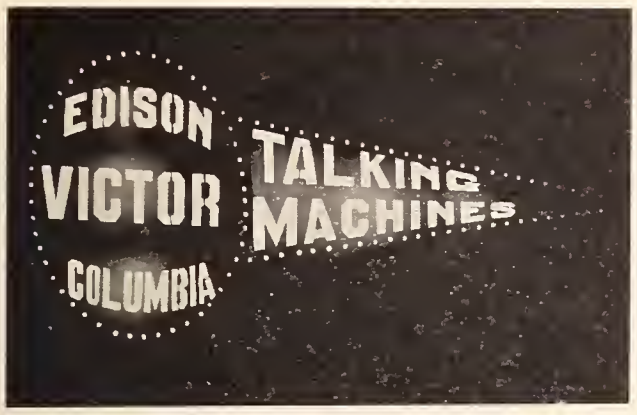
"If mail order houses huudreds of miles away can do business in your territory under their plan, you can do several times as much business under the Victor instalment plan, with the Victor goods to recommend it."

The British agency for the horn cranes and floor stands made hy the Hawthorne & Sheble Mfg. Co. has been placed with Baruett Samuels & Sons, of London, and that for the Star line of records with the General Phonograph Co.

ATTRACTIVE NIGHT SIGN

Devised by Mr. CaJacob for His Store—A Few Trade Pointers.

A very attractive sign for the exterior of a talking machine store is that conceived by A. C. CaJacob, a dealer of Wapakoneta, O., and which is illustrated herewith, as it appears at night. The entire sign is made of galvanized iron, the horn being eighty-four inches long, with a bell forty incnes in diameter. The letters were cut



out by a tinsmith and backed up with glass, painted white, the outline of the horn being indicated by holes punched along the edge, as shown in the picture. The body of the horn is painted in aluminum, the inside being shaded from a dark to a light green. The sign is the same on both sides and is about six and one-half inches thick, the interior being lighted in fine shape by six four-candle-power lamps. We are informed that the total cost was less than $30, being very low in view of the results obtained.

In submitting the accompanying photograph Mr. CaJacob offers some interesting points on the way to develop talking machine trade, which are worth noting. He says: "I believe the average dealer does not make his place of business conspicuous enough with signs, and while some may think this an expensive sign for a dealer in a small town, yet my experience is to the contrary. I have a separate room in the rear of my jewelry store that I use for the talking machine department and while I call it a side line yet the sales in this department will be close to $3,000 this year. I carry the entire catalog of records of the three leading makes: Edison, Victor and Columbia. The possibilities of the talking machine line can only be appreciated by those who push it hard and carry a full stock of machines and records. A dealer must at all times be able to deliver the goods."

SELLING CAMPING PARTIES.

The Question of Selling People in the North Woods—Some Good Prospects Overlooked During the Past Summer.

In looking over the summer business one talking machine dealer ridiculed the idea of doing any great amount of business with camping parties claiming that many of those he approached said they wouldn't be encumbered by a talking machine, horn and supply of records even for the enjoyment of the music after a day's tramping. They claimed that their kits were enough to pack when tramping and took up all available space when canoeing.

Let the question be granted. There is another point from which to view prospects in that direction. In the great north woods of New York State there are hundreds of "camps," or temporary boarding houses. Every one of the numerous lakes in that region is fringed with these resorts, inhabited by vacationists from the cities on pleasure bent. What better field could be found for the work of a talking machine salesman? There are very few machines in the section and those are not of recent pattern. Pianos are not numerous for the reason that it would not pay to purchase an instrument simply for use in the summer months.

On one of the lakes in the Fulton Chain there was one talking machine and a very limited supply of records, among over a score of camps, and the way that poor machine had to work almost every evening at impromptu dances and other entertainments was simply shameful. The camp where it belonged was always the destination of the numerous canoes and skiffs that navigated the lake after nightfall.

One resident and camp landlord upon being questioned stated that if a salesman had visited the camps early in the season he could have disposed of at least a dozen good machines, and outfits on that one lake alone, but that he, the landlord, when on a trip to the city, found so little time at his disposal after attending to pressing business, that he never had the opportunity of going into a talking machine store to choose an outfit.

Of course this season is practically over, but the hint might well be followed early next season by dealers located even a hundred miles or more from summer resorts and a salesman sent to canvass the different hotel or camp owners. It will mean business of good proportions.

ANOTHER CLEVER WINDOW

Arranged for the 23d Street Warerooms of the Columbia Phonograph Co. by Harold Godwin—A Very Ingenious Arrangement.

Harold Godwin, in charge of the window-dressing department of the Columbia Phonograph Co., recently completed his second series of exhibits in the concern's establishment, 35-37 West Twenty-third street, and it goes without saying that same is attracting most favorable attention. The display arranged in the west window depicts a dandy in town making direct for Smith's store, one who deals in up-to-date graphophones and records. The scene is a rural one with "ye olde fashioned houses" as a background, with spreading elms and green sward to give it tone. In fact the scene carries one back to the picture books and nursery rhymes of long ago, and of pleasing memories. The dandy is followed by a boy and a dog and what gives greater emphasis to the advertising scheme is that the dandy, boy and dog are fashioned from notes of music and staffs. The sign suspended above the scene reads "There's A Dandy Tune in Town."

REPAIR PARTS
for all
Talking Machines

We manufacture more parts than any other concern, and we sell more, because every part is carefully made.

You take no chances in ordering our repair parts.

Sole agents for

The Schwabacher Needle Fabrik.

The Largest Needle House in the World.

Send for our catalogue.

Partes secundarias y de repuesto para toda clase de fonógrafos.

Hacemos muchas más piezas de reparación que ningún otro fabricante, y vendemos más tambien, Por qué? porque cada una de las piezas de nuestra fabricación está cuidadosamente acabada.

No dudeis pues en encargarnos las piezas de reparación que necesiteis.

Unicos agentes de la casa

The Schwabacher Needle Fabrik.

La mayor fábrica de agujas del mundo.

Pedid nuestro catálogo.

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager. 400 Fifth Avenue, New York, U. S. A.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

C. Koehring & Bro.
INDIANAPOLIS, IND.
VICTOR DISTRIBUTORS
Our stock is complete. Orders filled the same day as received.

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave.
RETAIL 1113-15 Fillmore St.
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

KNIGHT MERCANTILE CO.
Zon-o-phone Jobbers
10,000 records in stock. Try sample order. If not best records made, return them for credit. Needle specialists. We have the prices, too. Honest dealers' accounts carried.
211 N. Twelfth St., ST. LOUIS, MO.

Chas. H. Ditson & Co.
Have the most completely appointed and best equipped
VICTOR TALKING MACHINE Department
IN NEW YORK CITY
to-day, and solicit orders from dealers, with the assurance that they will be filled more promptly, and delivered in better condition than they can be from any other source.
Nos. 8-10-12 East 34th St., NEW YORK CITY

HARGER & BLISH
Western Distributors for the
VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

BABSON BROS.
19th St. and Marshall Boulevard
CHICAGO, ILL.
Special attention given DEALERS only, by Q. M. NISBETT, Manager, Wholesale Department.
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

You Can Get Goods Here
EDISON JOBBERS **VICTOR** DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
LAWRENCE McGREAL, Milwaukee, Wis.

PITTSBURG PHONOGRAPH CO.
VICTOR JOBBERS and EDISON JOBBERS
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street - - BOSTON, MASS.

BENJ. SWITKY
Victor and Zonophone Distributor
'Phone 665 Gramercy 27 E. 14th St., New York City

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Eclipse Phonograph Co.,
Hoboken, N. J.
Jobbers of Edison Phonographs and Records.
Best deliveries and largest stock in New Jersey

T. H. TOWELL, Pres. & Treas.
THE ECLIPSE MUSICAL COMPANY
JOBBERS OF **EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.**
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines
and **RECORDS** Wholesale and Retail
Largest Stock in the South

E. F. DROOP & SONS CO.
925 Pa. Avenue, WASHINGTON, D. C.
109 N. Charles St., BALTIMORE, Md.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines
Southern Representatives for
Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco, Oakland, Portland, Los Angeles

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

KOHLER & CHASE
Oakland, Cal. Seattle, Wash.
Jobbers of
STAR, ZONOPHONES AND EDISON PHONOGRAPHS
WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

S. B. DAVEGA,
EDISON JOBBER
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. New York City.

WEYMANN & SON
WHOLESALE DISTRIBUTERS
EDISON Talking Machines Records & Supplies **VICTOR**
Place your name on our mailing list. We can interest you.
1010 Chestnut St., Philadelphia, Pa.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
...of...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: { Quick Service and a Saving in Transportation Charges

NEAL, CLARK & NEAL CO.,
BUFFALO, N. Y.
Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November list.

Leading Jobbers of Talking Machines in America

Baltimore Zonophone Jobber
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
Talking Machines and Records. The Biggest Assortment of Hebrew Records.
1423-25 E. Pratt Street, BALTIMORE, MD.

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison
Phonographs *and* Records
100,000 Records
Complete Stock Quick Service

D. K. MYERS
712 North Second St. ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

SPALDING & CO.
109-113 W. Jefferson St., Syracuse, N. Y.
JOBBERS
COLUMBIA MACHINES and RECORDS
Also Athletic Goods, Fishing Tackle and Cutlery

THE OLDEST TALKING MACHINE HOUSE IN PENNSYLVANIA
C. J. HEPPE & SON
1115-1117 Chestnut St.
PHILADELPHIA, PA.
EDISON and VICTOR A Stock that is always Complete
GOODS and ALL ACCESSORIES

C. B. HAYNES W. V. YOUMANS
C. B. HAYNES & CO.
WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
ALL SUPPLIES
602-604 East 4th St., Richmond, Va.

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

F. M. ATWOOD
160 N. MAIN STREET
MEMPHIS, TENN.
EDISON JOBBER

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

We Help the Dealer Sell
ZONOPHONES
WE FURNISH YOU NEW IDEAS
DISC TALKING MACHINE CO.
13 No. 9th St., PHILADELPHIA, PA.
H. N. McMENIMEN, GEN'L MGR.

PRICE PHONOGRAPH CO.
54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the November list.

15,000 RECORDS DESTROYED

By the Fire in the Basement of A. B. Wahl's Store in Indianapolis.

(Special to The Talking Machine World.)

Indianapolis, Ind., Oct. 5, 1907.

A fire in the basement under A. B. Wahl's jewelry and phonograph store in the Grand Hotel building, 119 South Illinois street, shortly after 6 o'clock a. m., on Sept. 28, destroyed 15,000 Edison phonograph records, each one in a pasteboard box. There were also many pine crates. The fire started near the front of the basement presumably from the network of electric wires just under the ground floor. Mr. Wahl said the records were worth thirty-five cents each, and unless the salvage is considerable his loss may amount to several thousand dollars. The firemen worked fifty minutes. The loss is covered by insurance.

TRUTH OF REPORTS QUESTIONED.

Paul H. Cromelin Has Some Doubts as to Report of Proceedings at Berne Convention Cabled to New York—No Truth in Statement That Bar Association Had Taken Action in Copyright on Musical Works.

The authenticity of the cable despatches relative to the conference on copyright matters, reported as having closed its sessions at Berne, Switzerland, on August 31, are gravely questioned by Paul H. Cromelin, vice-president of the Columbia Phonograph Co. He informed The World, recently, that the information conveyed in these reports was part of a deep-laid plan with nefarious intent, and was misleading, if not absolutely false, as he was in Lucerne about that time, being there, to some extent, specifically to inquire into the copyright situation, and if a conference of the kind referred to had been going on he would have heard of it without a doubt. Mr. Cromelin further added that an alleged report from Washington, D. C., published recently in one of the music trade papers, declaring the American Bar Association had adopted a resolution definitely endorsing the prohibition of copyright musical works in reproductive form, was also absolutely untrue. The association, he averred, held their annual meeting in Portland, Me., at which Alfred H. Walker, the well-known patent attorney, legal writer and counsel for the Connorized Music Co., was present. The only action taken by the association, Mr. Cromelin said, was the mention of both the Senate and House bills, but neither was endorsed or recommended for passage by Congress.

MRS. HECKER IS VICTORIOUS.

Another case of the talking machine coming out victorious over efforts to suppress it reaches us from Cleveland, O., where neighbors protested against the playing of the machine by one, Mrs. Hecker, until 2 o'clock in the morning or later. Despite the fact that there were several neighbors on hand to testify that they couldn't sleep the court decided that Mrs. Hecker could play her machine as long as she pleased.

"My husband likes to hear that machine when he comes home from work," said Mrs. Hecker in her own defence. "Here's one that's real good," and the lady put "Waltz Me Around Again, Willie" on the machine and spun it off. Then she put the "Whole Damn Family" on the machine and ripped it off, too. "When we get kind o' tired and sleepy and feel like goin' to bed we put on a hymn. Here it is. It's called 'Blessed Assurance.' Real musical, too. I certainly do like the good old-fashioned hymns." Then the church choir rang out with "Blessed Assurance," Mrs. Hecker listening with angelic face.

According to the witnesses it was the rendition of the "Whole Damn Family" that stirred up all the fuss. "I don't mind 'Blessed Assurance' so much," said one of the complaining neighbors, "even if I do hear it twenty-seven times a day. But the 'Whole—ahem—Family'! Lord!"

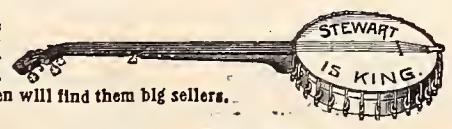
APPEALING TO PIANO DEALERS.

In order to increase the list of piano dealers handling talking machines, the Victor Distributiug & Export Co., of New York, have been conducting a special campaign with that object in view. The company have sent a number of strong letters to a list of selected dealers with very satisfactory results. One of the letters sent out was as follows:

"Dear Sir—The Victor talking machines and records are recognized by the music trade as a distinctive 'musical instrument,' and are to-day a very necessary part of their stock, and an important factor in the profits of the business. If you have not placed the line, will ask your very earliest consideration of doing so, as we simply wish to appeal to you on the money there is in it. In the line of money makers they have no peer. They rank in a class by themselves, as the profit only starts with the sale of the machine. What appeals to all business men is the absolute protection in price which assures them of a very large profit. As the means of drawing trade to your place of business, they admit of no comparison with any line of merchandise, etc. Thanking you in advance, we remain, etc."

Now is the time to hustle for trade.

STEWART
You can handle banjos easily and add to your income. Talking machine men will find them big sellers.



THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

TALKING MACHINE DEALERS
SHOULD BE FAMILIAR WITH THE BEST
DRUMS
MADE—WRITE TO-DAY FOR CATALOG
EXCELSIOR DRUM WORKS
A. G. SOISTMANN, Manager
1109-1111 Locust Street Philadelphia, Pa.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

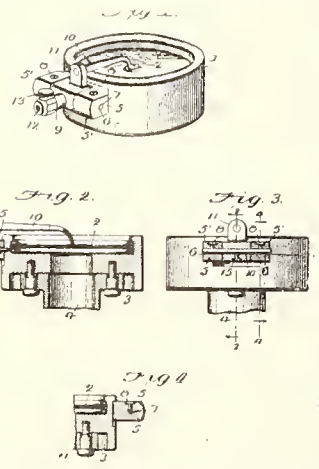
(Specially prepared for The Talking Machine World.)

Washington, D. C., Oct. 6, 1907.

MOUNTING FOR THE STYLUS-BAR OF TALKING MACHINES. Leon F. Douglass, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 865,088.

One object of this invention is to produce a mounting for the stylus bar of a sound box of a talking machine, in which the stylus bar may be more directly, perfectly and efficiently mounted than heretofore, and the position and the tension of the stylus bar with respect to the diaphragm may be quickly and easily adjusted.

Heretofore the sound boxes in which the stylus bar has been mounted upon a torsional device for giving a tension thereto, or for holding said stylus bar in position, the torsional device or spring has been attached rigidly to the casing of the sound box and to the stylus bar, and no means have been provided for the axial adjustment of the stylus bar so that its pressure or tension in relation to the diaphragm may be varied, and this lack of adjustability of the torsional mounting for the stylus bar is a disadvantage which reduces the efficiency and quality of the reproductions by the sound box.

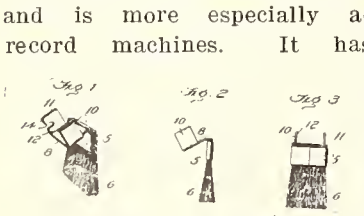


Briefly, this invention comprises an improved torsional mounting for a stylus bar which may be easily adjusted by means of suitable holding or clamping devices located in both the stylus bar and the bearings for the torsional device.

Figure 1 is a perspective view of a sound box having this improved stylus mounting secured thereto; Fig. 2 is a transverse sectional view thereof taken on the line 2—2, Fig. 3; Fig. 3 is a sectional view of the mounting taken on the plane passing through the torsional spring or wire perpendicular to the plane of the diaphragm; Fig. 4 is a sectional view through one of the arms of the improved mounting taken on the line 4—4, Fig. 3.

CLEANING ATTACHMENT FOR SOUND-RECORDS. J. Newcomb Blackman, East Orange, N. J. Patent No. 865,674.

This invention relates to means for cleaning the records of sound-reproducing instruments, and is more especially adapted for disc-record machines. It has for its purpose to provide a cleaning implement adapted to this type of instrument, having means whereby it may be easily assembled in operative relation to the record-disc and removed therefrom when desired. In the practical use of such disc-record, sound-producing instruments objection exists that the reproduction is clouded; that is, it is not as clear and distinct as it should be, and this difficulty arises because of the fact that the sound grooves are not perfectly clean, small dust particles collecting therein. Very slight particles of dust in the grooves detract materially from the clearness of the sound reproduction, and so far this difficulty has never heretofore been taken care of in disc-record instruments. This invention consists in a cleaner adapted to be supported in operative relation to the record disc, as hereinafter described.



In the accompanying drawing illustrating that which is regarded as the best known embodiment of the invention—Figure 1 is a perspective view of the cleaning implement; Fig. 2 a side elevation thereof; Fig. 3 a front elevation thereof; Fig. 4 a rear elevation; Fig. 5 illustrates the same connected to the sound-box of the instrument; Fig. 6 a perspective of a disc-record, sound reproducing apparatus with the cleaning-implement in operative relation to the record, and Fig. 7 a similar view showing the sound-box and the cleaning implement attached thereto shifted to inoperative position.

TALKING MACHINE ATTACHMENT. Henry Koch, Rahway, N. J., assignor to the Regina Co., same place. Patent No. 865,398.

This invention relates to the class of machines commonly known as talking machines and has for its object to provide machines of this description with a device for readily inserting the stylus into the stylus holder of the sound-box or reproducer.

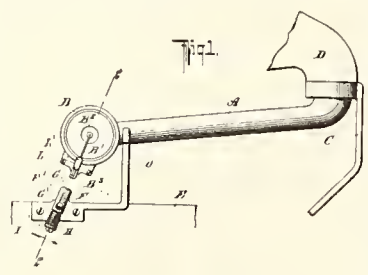
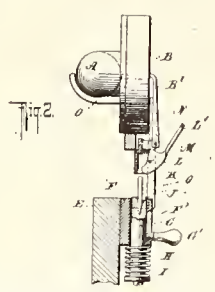


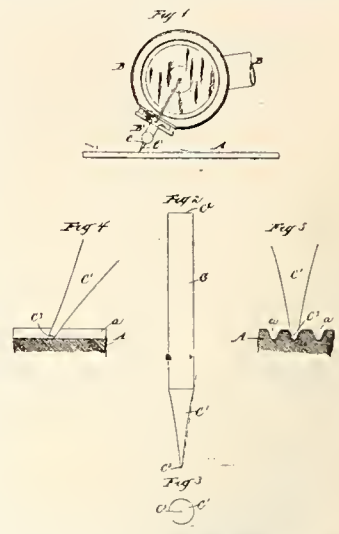
Figure 1 is a side view of as much of a talking machine as is necessary to illustrate the invention and Fig. 2 is a sectional view thereof on an enlarged scale taken on the line 2—2 of Fig. 1.



NEEDLE FOR TALKING MACHINES. Charles L. Meyers, Jersey City, N. J. Patent No. 866,950.

The invention relates to needles used in instruments of the talking machine class for engaging in the groove in the record and transmitting sound vibrations induced thereby to the diaphragm of the reproducer, and the object of the invention is to provide a needle which in cooperation with the record groove and sound-box, will reproduce the record clearly and distinctly, with marked lessening of "scratch" and increased fidelity to true tonal qualities.

Figure 1 is an elevation of a portion of a record and sound-box showing the improved needle in place. Fig. 2 is an elevation or side view of the needle alone, on a greatly magnified scale. Fig. 3 is a corresponding end view. Fig. 4 is a section through a portion of a record, on a still larger scale, showing the point of the needle in elevation, in a record groove. The line of section being the center line of such groove. Fig. 5 is a corresponding section and elevation. The line of section being transverse to the grooves.



TALKING MACHINE HORN. Henry Koch, Rahway, N. J., assignor to The Regina Co., same place. Patent No. 865,399.

This invention relates to horns for talking machines and has for its object to provide a means for pivotally supporting said horn, which means is adjustable so as to vary the distance between the pivot and the reproducer or sound box.

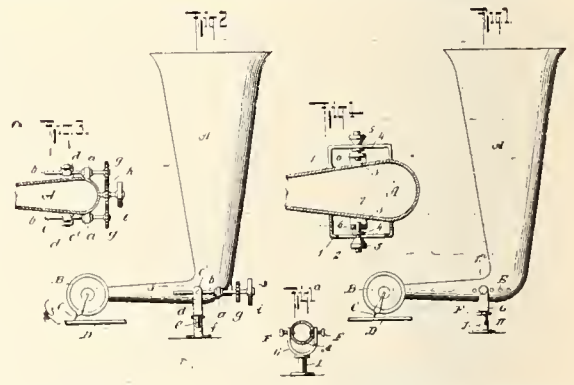
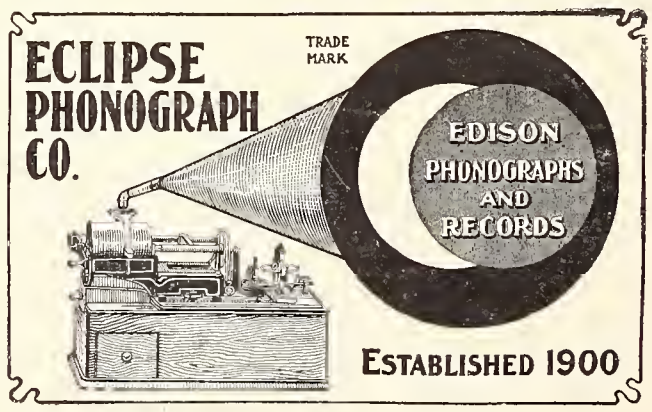


Figure 1 is an elevation of as much of a talking machine as is necessary to illustrate the invention; Fig. 1a is a section thereof on line 1a—1a of Fig. 1; Fig. 2 is an elevation of another form of this device; Fig. 3 is a horizontal section thereof on the line 3—3 of Fig. 2, and Fig. 4 is a horizontal section of still another form of the invention.

SPECIAL NOTICE TO DEALERS

We have just added a complete line of

ZONOPHONE MACHINES AND RECORDS



and will devote our whole attention to meeting the demands of the trade for these and

Edison GOODS

If you desire anything in **Horns, Cranes, Cabinets, Needles, Disc Record Envelopes** and **Small Supplies,** don't fail to write us.

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REPRODUCER FOR PHONOGRAPHS. William Schubert, Rahway, N. J., assignor to the Regina Co., same place. Patent No. 865,435.

This invention relates to reproducers for phonographs and has for its object to construct devices of this kind in such a manner that the needle or stylus of the reproducer will always travel along the center of the grooves of the record.

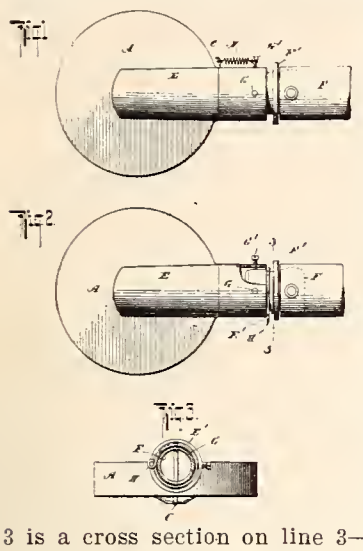
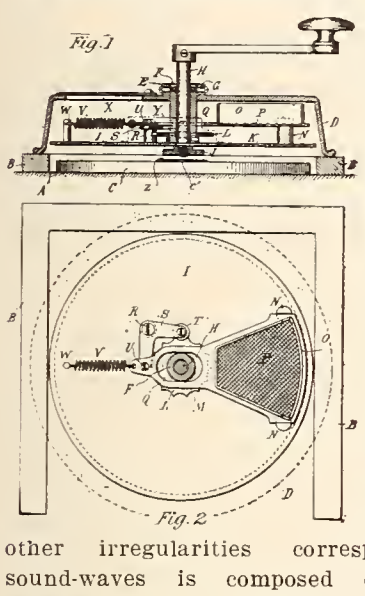


Figure 1 is a plan view of a reproducer with the improvement applied thereto; Fig. 2 is a similar view of another form of the invention, and Fig. 3 is a cross section on line 3—3 of Fig. 2.

SIEVE FOR USE IN MAKING DISC SOUND RECORDS. Thomas H. MacDonald and Frank L. Capps, Bridgeport, Conn., assignors to American Phonograph Co., same place. Patent No. 865,716.

This invention relates to the production of disc sound-records, particularly records made in accordance with the Hoyt and Gavin patents of January 2, 1906, No. 808,842, No. 808,843 and No. 809,263. According to these patents, the body or main portion of the disc which carries the sound-record is composed of a comparatively cheap material, while the surface thereof containing the impressions or other irregularities corresponding to the sound-waves is composed of a more expensive material which is peculiarly adapted to the purpose. The former material (or equivalents therefor) will hereinafter be designated as "ordinary stock" or simply "stock," while the more expensive material intended for the surface of the record will be designated as "glaze." It is desirable, of course, to use as little of the glaze as possible, and at the same time to insure the presence of a sufficient amount; and it is also desirable that this glaze be uniformly distributed throughout the surface of the record.



The present invention consists of a machine or apparatus for insuring these two purposes, viz.: The employment of just the right amount of glaze, no more and no less, and the uniform distribution of the glaze.

Figure 1 is a vertical section through the apparatus, and Fig. 2 is a plan view of the same with the stationary casing removed.

SOUND BOX FOR TALKING MACHINES. Eldridge R. Johnson, Philadelphia, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 865,105.

This invention relates to sound boxes for talking machines, and more particularly to novel means for mounting the stylus bar of such a sound bar, having for its object to provide a mounting that will make the box extremely sensitive to accurately reproduce the recorded vibrations.

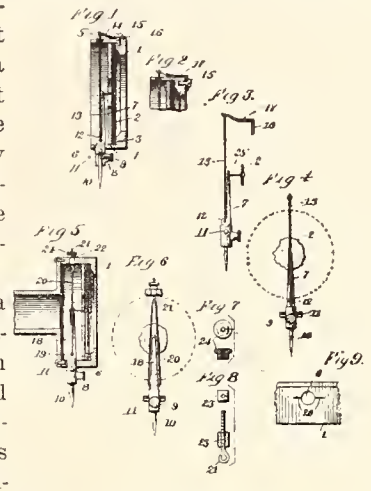
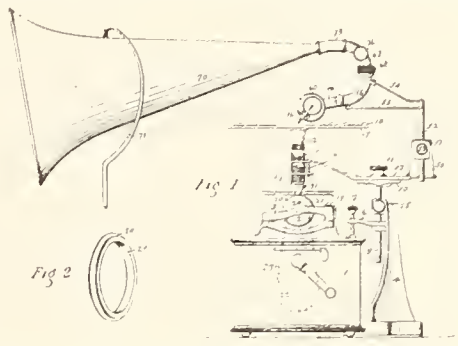


Figure 1 is a sectional elevation of a portion of the improved sound box showing the stylus bar and its connection in position therein; Fig. 2 is a sectional view of a slight modification of the means for producing an elastic tension; Fig. 3, a detail view of the stylus bar and its suspension detached from the sound box; Fig. 4 a front elevation of Fig. 3; Fig. 5 a sectional elevation of a modified form of the means for producing a tension upon the stylus bar; Fig. 6 a front elevation of the stylus bar and its connecting parts, shown in Fig. 5, detached; Figs. 7 and 8 show means for varying the tension upon the suspension shown in Figs. 5 and 6 and Fig. 9, a view showing a portion of the edge of the sound box.

PHONOGRAPH. Louis Devineau, Cleveland, O. Patent No. 865,769.

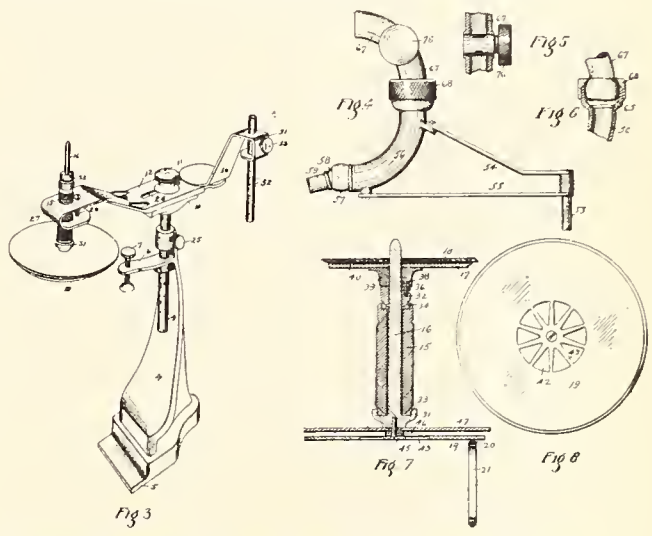
The object of this invention is to provide mechanism whereby either disc or cylinder records may be used on the same phonograph. More particularly the invention comprises an attachment for a cylinder phonograph arranged to properly rotate disc records.

Figure 1 is an end view of a phonograph with the arrangement and with a suitably supported horn; Fig. 2 is a perspective of the driving ring; Fig. 3 is a perspective view of the disc-rotating mechanism detached; Fig. 4 is enlarged side view of the supporting pipe for the reproducer and horn; Fig. 5 is a section showing a valve in such pipe; Fig. 6 is a section showing a ball joint in the pipe; Fig. 7 is a vertical section through the disc-carrier and its shaft; Fig.



8 is a bottom plan of the horizontal driving disc.

Among the twelve claims made is the following: "The combination, with a cylinder-phonograph having a mandrel, of a standard adapted to be clamped to the box of the phonograph, a vertical rod adjustably mounted in said standard, a cross plate carried by said rod, a sound tube and reproducer, an adjustable swiveled support therefor carried by the cross plate, an adjustable barrel carried by the cross plate, a shaft in said barrel, a disc at the upper end of said shaft



adapted to carry the record co-operating with the reproducer, a disc at the lower end of said shaft, and a friction ring adapted to fit on the mandrel and engage the last mentioned disc."

REPEATER FOR PHONOGRAPHS. Sidney B. Yerion, Seattle, Wash. Patent No. 866,552.

This invention relates to talking machines, and its object is to provide a mechanically operated attachment to such a machine whereby the music rendered by the reproducer may be automatically repeated either in whole or in part.

In the accompanying drawings forming part of this specification, Figure 1 is a front elevation of a phonograph with devices embodying the invention attached; Fig. 2, a fragmentary plan

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2 dozen Assorted Harmonicas, to retail at 50c. each	12.00
½ dozen Assorted Harmonicas, to retail at [illegible]c. each	4.50
½ dozen Assorted Harmonicas, to retail at $1.00 each	6.00
Total retail value of Harmonicas	$45.00
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Total Value	$57.00

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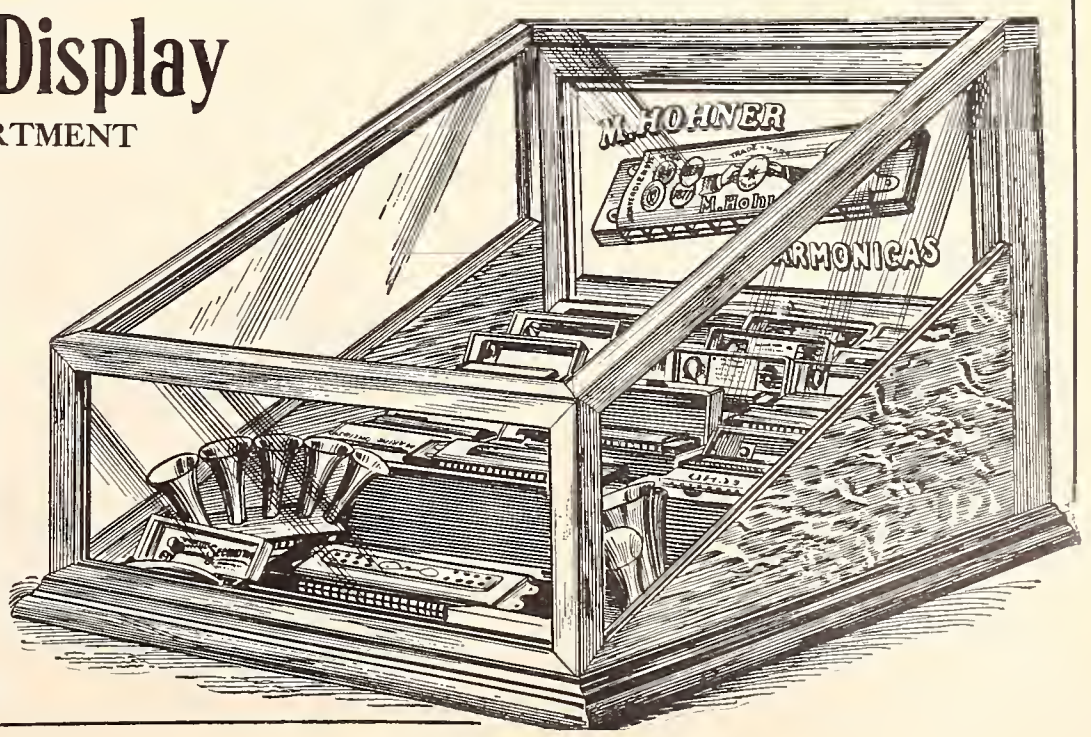
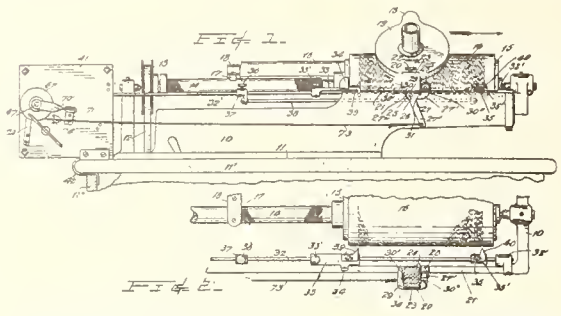


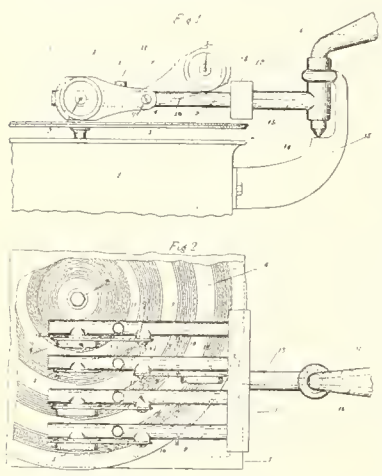
view of the same with the reproducer omitted; Fig. 3, an enlarged plan view of a portion of the apparatus; Fig. 4, a front elevation of the parts shown in Fig. 3 with a part of the frame work



broken away, and Figs. 5, 6 and 7, detail perspective views of parts of the inventiou shown detached.

MULTIPLE GRAMOPHONE. Alexander T. Moore, New Orleans, La. Patent No. 865,344.

This invention relates to a multiple gramophone and particularly to a structure employing a plurality of souud boxes in connection with a single reproducing disc. The invention has for an object to provide means whereby a plurality of sound boxes may be used either independently, or conjointly in connection with a single horn. A further object is to provide means whereby the sound boxes may be thrown in or out of operative position relative to the conducting tubes upon which they are supported.



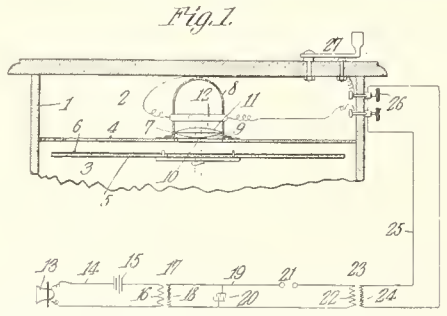
In the drawing Figure 1 is a side elevation of the invention, and Fig. 2 a top plan thereof.

RECORDING AND REPRODUCING SOUNDS. John F. Dirzuweit, Philadelphia, Pa. Patent No. 865,574.

This invention has reference to improvements in recording and reproducing vocal and other sounds. The object of the invention is to produce a photographic record of sounds by electro-actinic means and to reproduce the recorded sounds by luminous rays varied in intensity in accordance with a photographic record of the sounds and producing by these variations in luminosity electric vibrations which, in turn, set up air vibrations corresponding to the recorded sounds.

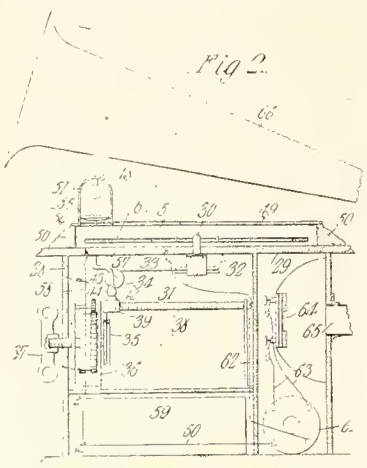
The recording of the sounds is performed

Fig. 1.



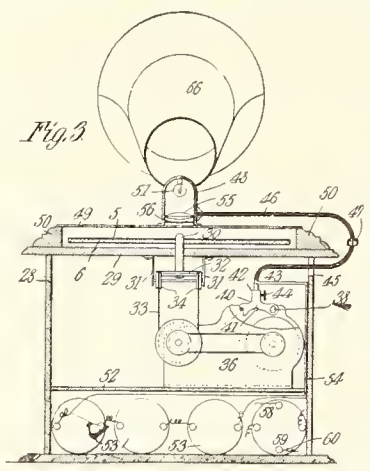
photographically by first setting up electric vibrations in a suitable charged circuit and then transforming these electric vibrations iuto light vibrations, the intensity of which are varied in accordance with the original sounds. These variable light vibrations are transmitted to a movable sensitive film in such manner as to impinge thereon so as to produce, when the film is properly developed, a line the light transmitting properties of which vary in proportion to the variations of the original sound waves. Structurally considered, this portion of the invention comprises a sensitive microphonic transmitter suited to strong currents. Included in the microphonic circuit is the coarse wire winding of a suitable transformer and the secondary circuit of this transformer is included in a circuit across which is branched a condenser and in which is included a spark gap and the primary coil of a high tension transformer. The secondary coil of the high tension transformer is closed through a Tesla tube which, when active, radiates highly actinic rays. These rays are gathered by a suitable lens and projected as a bundle of small area upon a photo-sensitive film otherwise protected against actinic light. With such a structure electric vibrations are set up by the sound uttered against or otherwise reaching the microphonic transmitter and these electric vibrations are ultimately transformed into light radiations from the Tesla tube, which light radiations vary in accordance with the sound waves impinging against the microphone. Consequently, the photo-sensitive film is affected by the light in direct proportion to the intensity thereof and when the film, after being subjected to the light, is developed there appears thereon a light-obstructing line varying in light-obstructing properties in accordance with the original sounds acting on the microphone.

Fig 2.



The invention comprises in conjunction with the recording of sounds, as set forth, the reproduction of sounds from such a photographic record, and this reproduction is made by passing a light-beam through the photographic record aud thereby obstructing the light-beam to an extent developing upon the density of said record and its light-obstructing properties. This light-beam of varying intensity is caused to act upon a suitable selenium cell which, in turn, controls a charged electric circuit including a telephonic receiver. This latter is located in a suitable resonator or sound-amplifier by which the sound waves produced by the receiving diaphragm are amplified to a sufficient extent to become distinctly audible to a considerable distance.

Fig. 3



The invention therefore consists, first, in the recording of sounds photographically by the varying intensity of a source of light in accordance with sound waves, and then in reproducing such record by varying the light coming from a constant source of light by the interposition of the record in the beam of light, and converting the light variations into sounds through the intermediary of an electric circuit the resistance of which is varied by the variable light-beam all as set forth in the claims.

Figure 1 is a longitudinal sectiou of so much of a recording machine constructed in accordance with the invention as is necessary for the understanding thereof, with electric circuits coacting therewith shown diagrammatically; Fig. 2 is a central section, with parts in elevation, taken through a reproducing machine constructed iu accordance with the invention; and Fig. 3 is a section through the structure of Fig. 2, at right angles to the section shown in Fig. 2 and also having parts shown in elevation.

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"Where The Jessamine Is Blooming, Far Away"
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RECORD BULLETINS FOR NOVEMBER, 1907.

NEW EDISON GOLD MOULDED RECORDS.

9674 Danny and His Hobby Horse.....
..... Edison Concert Band
9675 When Summer Tells Autumn Good-Bye....
..... Manuel Romain
9676 Oh, Oh, Miss Lucy Ella.....Collins and Harlan
9677 Secret Love Gavotte.....Albert Benzler
9678 He Lost Her in the Subway.....Ada Jones
9679 Honey Boy..Reed Miller and Reinald Werrenrath
9680 Who? Me?.....Billy Murray
9681 I See Thee Again—Waltz.....
.....Edison Symphony Orchestra
9682 June Moon .....Irving Gillette
9683 Kiss, Kiss, Kiss....Ada Jones and Billy Murray
9684 If I'm Goin' to Die, I'm Goin' to Have Some
Fun .....Arthur Collins
9685 Victorious Eagle—March..Edison Military Band
9686 Why Did They Sell Killarney?..Frank C. Stanley
9687 At the Village Post Office..Edison Vaudeville Co.
9688 'Neath the Old Cherry Tree, Sweet Marie..
.....Byron G. Harlan
9689 Sweet Spirit, Hear My Prayer.....
..... Edison Venetian Trio
9690 I've Had Many a Sweetheart, but None Like
You .....Reed Miller
9691 The King's Business.....Edison Mixed Quartet
9692 Flanagan at the Doctor's.....Steve Porter
9693 Rakoczy—March...Edison Hungarian Orchestra
9694 Yesterday .....Reinald Werrenrath
9695 A Coon Courtship..Ada Jones and Len Spencer
9696 When the Band Plays "Yankee Doodle"..
..... Edward Meeker
9697 Many's the Time—Medley.....
.....Edison Military Band

ZON-O-PHONE 10-INCH RECORDS.

ZON-O-PHONE CONCERT BAND.
876 Auld Reekie—Highland Schottische.....
877 Chicago Tribune March.....
895 Cowboy's Patrol .....
878 Kentucky Kut Up—March and Two-Step.....
879 The Time, the Place and the Girl—Medley March
HAGER'S ORCHESTRA.
880 Au Revoir Waltz.....
881 Children's Games—Medley Two-Step.....
882 It's Great to Be a Soldier Man—Medley Two-Step
883 My Swedish Rose Waltz.....
884 The Homesick Yankee March.....
VOCAL SELECTIONS, WITH ORCH. ACCOMP.
894 Broncho Buster.....Harry Tally
885 Church's One Foundation.....
.....Mendelssohn Mixed Quartet
886 Dear Old Uncle Mike.....Fred Lambert
896 From Far Peru.....Billy Murray
897 Honey Boy.....Peerless Quartet
887 Hot Lunch Man.....Arthur Collins
898 In Monkey Land.....Ada Jones and Wm. Murray
899 Let's Take an Old Fashioned Walk.....
.....Ada Jones and Wm. Murray
888 My Faith Looks Up to Thee..Metropolitan Trio
889 Playing Hide and Seek.....Byron C. Harlan
900 School Days (When We Were a Couple of
Kids) .....Byron G. Harlan
890 Some Day, When Dreams Come True..Henry Burr
891 Song of the Blacksmith.....Frank C. Stanley
892 Tenting on the Old Camp Ground.....
..... Peerless Quartet
893 Yankee Doodle..Frank C. Stanley and Henry Burr

NEW VICTOR RECORDS.

POLICE BAND OF MEXICO CITY, VELINO. M. PRESA, DIR.
Number. Size.
5268 Hidalguense Two-Step.....Martinez 10
5269 "Twenty-third of July" March.....Presa 10
31674 Pagliacci Fantasia .....Leoncavallo 12
31675 Felix Diaz March.....Presa 12
31676 Semiramide Overture .....Rossini 12
VICTOR DANCE ORCHESTRA.
31677 La Blanche Waltzes.....Sheridan 12
GERMAN CAVALRY BAND.
5255 Parade Post with Kaiser Friedrich March 10
5256 Harmonic Retreat 10
VICTOR DRUM, FIFE AND BUGLE CORPS.
5234 War Songs March.....Rogers 10
XYLOPHONE SOLO BY CHRIS CHAPMAN, WITH ORCH.
5272 Dell' Oro Mazurka.....Dell' Oro 10
ACCORDION SOLO BY JOHN J. KIMMEL.
5254 Medley of Straight Jigs..... 10
ARTHUR PRYOR'S BAND.
5271 Slavery Days March.....Zeta 10
31670 My Maryland Fantasia ("Tannenbaum")..
31671 After Sunset—Melody (Pryor).....
31673 Echoes from Metropolitan Opera House..
..... Moses-Tobani 12
TENOR SOLO BY JAMES M'COOL, WITH ORCH.
5059 The Girl I Left Behind Me..... 10
DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER.
5252 Meet Me Down at the Corner..... 10
THREE SONGS BY HARRY LAUDER, THE GREAT SCOTCH COMEDIAN, WITH ORCH.
52001 I've Something in the Bottle for the Morning 10
52002 I Love a Lassie (My Scotch Bluebell).... 10
52003 Stop Your Tickling, Jock..... 10
TENOR SOLOS BY HARRY TALLY, WITH ORCH.
5258 Bye, Bye, Dearie.....Von Tilzer 10
5260 Sacramento .....Von Tilzer 10
COMIC SONG BY CLARICE VANCE, WITH ORCH.
5253 I'm Wise .....Williams 10
DUET BY COLLINS AND HARLAN, WITH ORCH.
5270 In Monkey Land.....Morse 10
TENOR SOLO BY BILLY MURRAY, WITH ORCH.
5247 Golden Rod .....McKinley 10
TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.
5246 Captain Baby Bunting.....Helf 10
YANKEE TALK BY CAL STEWART.
5248 Uncle Josh Joins the Grangers..... 10
COMIC SONGS BY VESTA VICTORIA, WITH ORCH.
5249 I've Told His Missus All About Him.....
..... Harrington-Tate 10
5251 It Ain't All Honey and It Ain't All Jam
..... Everard 10
SOPRANO SOLO BY MISS HELEN NOLDI, WITH ORCH.
5264 The Last Rose of Summer..... 10
CONTRALTO SOLO BY MISS CORINNE MORGAN, WITH ORCH.
5263 Homeward .....Lane 10
TENOR SOLO BY HARRY MACDONOUGH, WITH ORCH.
31672 Messiah—Ev'ry Valley Shall Be Exalted
..... Handel 12
YODEL SONG BY GEORGE P. WATSON, WITH ORCH.
5262 Medley of Yodel Songs.....Emmet 10

HEBREW CHOIR RECORDS BY CANTOR MEISELS AND CHOIR OF CONGREGATION "OHAB ZEDEK," NEW YORK CITY.
5239 Shma Israel 10
5240 Eiz Chaim 10
5241 Ishtabach 10
5242 Kdushu 10
5243 Zur Israel 10
5244 Der Khaysh 10
5245 Birchas Kohanim 10
31667 Ov horachmin 12
31668 Mimkomcho 12
31669 Kismechu 12

NEW EIGHT-INCH RECORDS.

ARTHUR PRYOR'S BAND.
5217 Telescope March .....Seltzer 8
ACCORDION SOLO BY JOHN J. KIMMEL.
5238 Medley of Irish Jigs..... 8
WHISTLING SOLO BY EDWARD ABELES, WITH ORCH.
5267 Love Me, and the World is Mine.....Ball 8
SOPRANO SOLO BY MISS ADA JONES, WITH ORCH.
5266 Mammy's Little Curly Head.....Jones 8
TENOR SOLO BY HARRY TALLY, WITH ORCH.
5160 A Friend of Mine Told a Friend of Mine..
..... Kendis-Paley 8
DUET BY HARLAN AND STANLEY, WITH ORCH.
5265 Yankee Doodle 8
MALE QUARTET BY THE HAYDN QUARTET, WITH ORCH.
5168 In the Wildwood Where the Bluebells
Grew .....Taylor 8
DESCRIPTIVE SPECIALTY BY COLLINS AND HARLAN.
1728 Closing Time in a Country Grocery..... 8
TALKING RECORD BY LEN SPENCER, WITH VIOLIN.
1101 Arkansaw Traveler 8

NEW RED SEAL RECORDS.

ALICE NIELSEN, SOPRANO.
12-inch, with Orchestra, $1.50—In Italian.
74087 Don Pasquale—Quel guardo (Glances So
Soft) ..... Donizetti
FLORENCIO CONSTANTINO, TENOR.
12-inch, with Orchestra, $1.50 each—In Italian.
74083 Traviata—Dei miei bollente spiriti (Wild
My Dreams of Youth).....Verdi
74084 Mefistofele—Epilogo—"Giunto sol passo"
(Nearing the End of Life.....Boito
74085 L'Africaine—O Paradiso (Oh, Paradise)..
..... Meyerbeer
CHARLES DALMORES, TENOR.
12-inch, with Orchestra, $3.00—In Italian.
85123 Trovatore—Ah si ben mio. (The Vows
We Fondly Plighted).....Verdi
MARCEL JOURNET, BASS.
10-inch, with Orchestra, $1.00—In Italian.
64077 Ernani—Infelice e tu credevi (Unhappy
One) .....Verdi
HERBERT WITHERSPOON, BASS.
12-inch, with Orchestra, $1.50 each.—In English.
74081 Elijah—Lord God of Abraham.....Mendelssohn
74082 Elijah—It Is Enough.....Mendelssohn
EMILIO DE GOGORZA, BARITONE.
12-inch, with Orchestra, $1.50.—In English.
74086 Semele—Where'er You Walk.....Handel

NEW COLUMBIA 10-INCH DISC RECORDS.

3708 Shoulder Straps (March and Two-Step)—
E. Van Alstyne.....Prince's Military Band
XYLOPHONE SOLO, ORCH. ACCOMP.
3709 Four Little Blackberries—L. B. O'Connor
..... Thomas Mills
MINSTREL, ORCH. ACCOMP.
3710 I Can't Find Another Girl Like You (Hollander)—Solo by Frank C. Stanley....
..... Peerless Minstrels
VOCAL QUARTET, MALE VOICES, ORCH. ACCOMP.
3711 When the Sheep Are in the Fold. Jennie
Dear—J. Fred Helf.....Columbia Quartet
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3712 Who Do You Love? (from "The Shoo-Fly
Regiment")—Cole and Johnson.....
.....Collins and Harlan
SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
3713 June Moon—Benham and Vanderveer.....
.....Miss Stevenson and Mr. Stanley
SOPRANO AND TENOR DUET, ORCH. ACCOMP.
3714 Let's Take an Old Fashioned Walk—Geo.
M. Cohan..Miss Ada Jones and Billy Murray
BARITONE SOLO, ORCH. ACCOMP.
3715 If I'm Going to Die, I'm Going to Have
Some Fun—Geo. M. Cohan.....Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
3716 I Get Dippy When I Do That Two-Step
Dance—Selden and Fitzgibbons.Arthur Collins
TENOR SOLO, ORCH. ACCOMP.
3717 Take Me Back to New York Town—Harry
Von Tilzer.....Billy Murray
SOPRANO SOLO, ORCH. ACCOMP.
3718 He Lost Her in the Subway—S. R. Henry..
..... Miss Ada Jones
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
3719 You've Got to Love Me a Lot—J. B. Lowitz
.....Miss Ada Jones and Len Spencer
IRISH VAUDEVILLE SKETCH, ORCH. ACCOMP.
3720 Flanagan at the Doctor's—Steve Porter...
..... Steve Porter

NEW COLUMBIA 12-INCH DISC RECORDS.

5705 Overture "Zampa"—F. Herold.....
Banda Espanola, Senor C. A. Prince, Director
5722 Overture "Merry Wives of Windsor"—Nicolai
Banda Espanola, Senor C. A. Prince, Director
5724 Overture "Raymond"—Thomas.....
Banda Espanola, Senor C. A. Prince, Director
5726 Largo—Handel .....
Banda Espanola, Senor C. A. Priuce, Director
BARITONE AND TENOR DUET, ORCH. ACCOMP.
30092 The Fisherman—Gabussi.....Stanley and Burr

COLUMBIA 12-INCH GRAND OPERA RECORDS.

TENOR SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
30093 Ciclo e Mar (Heaven and Ocean) from "La
Gioconda"—Ponchielli.....Eduardo Castellano
TENOR SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
30094 Ballata—Questa o quella, from "Rigoletto"
—Verdi .....Eduardo Castellano
BARITONE SOLO, SUNG IN FRENCH, PIANO ACCOMP.
30095 Plaisir d'Amour—Martini.....Charles Gilibert
BARITONE SOLO, SUNG IN FRENCH, PIANO ACCOMP.
30096 Serenade "Don Juan"—Mozart; Margoton
Va-t-a l'iau, Chanson a danser—Old
French .....Charles Gilibert
BARITONE SOLO, SUNG IN GERMAN, ORCH. ACCOMP.
30097 Phyllis und die Mutter (Phyllis and Her
Mother)—Old German Folk Song.....
..... Anton Van Rooy
BARITONE SOLO, SUNG IN GERMAN, ORCH. ACCOMP.
30098 O Eva, Eva, from "The Mastersingers of
Nuremberg" (Act 2)—Wagner.....
.....Anton Van Rooy
BASS SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
30099 Mephistopheles' Serenade, from "Faust"—
Gounod .....Signor Vittorio Arimoudi
BASS SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
30100 Confutatis from Requiem—Verdi.....
.....Signor Vittorio Arimondi
SOPRANO SOLO, SUNG IN FRENCH, ORCH. ACCOMP.
30101 Le Pardon de Ploermel (Shadow Song from
"Dinorah")—Meyerbeer..Mme. Jose Grayvill
SUNG IN ENGLISH, FLUTE OBLIGATO BY MARSHALL P. LUFSKY.
30102 The Bird Carol—Mrs. J. F. Knapp.....
..... Mme. Jose Grayvill

NEW COLUMBIA XP (CYL.) RECORDS.

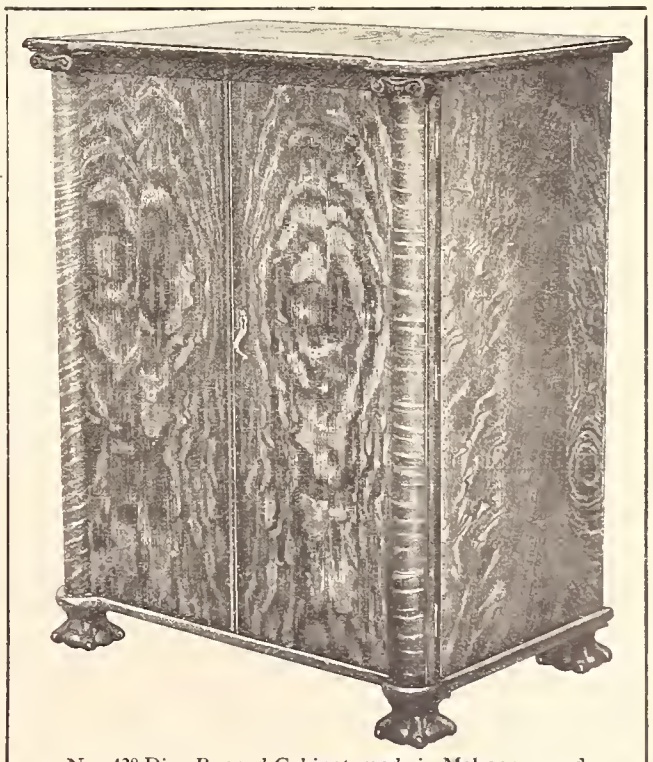
TENOR SOLO, ORCH. ACCOMP.
33184 Love Me and the World Is Mine (Ernest
R. Ball) .....Henry Burr
33185 Shoulder Straps—March and Two-Step (E.
Van Alstyne).....Prince's Military Band
XYLOPHONE SOLO, ORCH. ACCOMP.
33186 Four Little Blackberries (L. B. O'Connor)
..... Thomas Mills

Cabinets

for Talking Machine Records will be in great demand during the Holidays. Write for our Booklets and Prices and we are sure to get your order. It will be filled promptly.

The Udell Works

Indianapolis, Ind.



No. 428 Disc Record Cabinet, made in Mahogany and Golden Oak. Holds 230 12-inch Disc Records

VOCAL QUARTET, MALE VOICES, ORCH. ACCOMP.
33187 When the Sheep Are in the Fold, Jennie Dear (J. Fred Helf).....Columbia Quartet
VOCAL QUARTET, MALE VOICES, PIANO ACCOMP.
33188 Honey Boy (Albert Von Tilzer)..... Columbia Quartet
VOCAL TRIO, MIXED VOICES.
33189 Knocking, Knocking, Who Is There? (Root) ..... Metropolitan Trio
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33190 Who Do You Love? from "The Shoo-Fly Regiment" (Cole and Johnson)..... .....Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33191 The Flowers Outside the Cafe (A. Solman) .....Stanley and Burr
SOPRANO AND BARITONE DUET, ORCH. ACCOMP.
33192 June Moon (Benham and Vanderveer).... .....Miss Stevenson and Mr. Stanley
BARITONE SOLO, ORCH. ACCOMP.
33193 If I'm Going to Die, I'm Going to Have Some Fun (Geo. M. Cohan)...Arthur Collius
BARITONE SOLO, ORCH. ACCOMP.
33194 I Get Dippy When I Do That Two-Step Dance (Selden and Fitzgibbons)..... ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
33195 You (Alfred G. Robyn).....Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
33196 Take Me Back to New York Town (Harry Von Tilzer) .....Billy Murray
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
33197 You've Got to Love Me a Lot (J. B. Lowitz) .....Miss Ada Jones and Len Spencer
IRISH VAUDEVILLE SKETCH, ORCH. ACCOMP.
33198 Flanagan at the Doctor's (Steve Porter)... ..... Steve Porter
40341 Viva Porfirio Diaz—Marcha (Long Live President Diaz) (V. M. Preza)..... .....Banda Espanola
40550 Quand l'Amour Refleurit—Valse Baston (When Love Reflourishes) (Octave Cremieux) .....Banda Espanola
40552 La Mattchiche (a la Mexicano) (Rafael Gaston) .....Banda Espanola

NEW COLUMBIA B. C. (CYL.) RECORDS.

85149 Red Wing—Intermezzo Two-Step (Kerry Mills).....Prince's Orchestra—Dance Music
85150 The Brookfield—Two-Step (Geo. M. Cohan) .....Prince's Orchestra—Dance Music
BARITONE AND TENOR DUET, ORCH. ACCOMP.
85151 Bringing in the Sheaves—Sacred (Geo. A. Minor).....Anthony and Harrison

IMPORTANT VICTOR LETTER.

Cautions Customers of the Inroads of Mail Order Houses—Asks if Dealers Want Their Trade Stolen from Them.

To our contracted Victor dealers:

Do you know that you are being robbed?

Do you realize that mail-order houses in the big cities are selling talking machines in your territory to people who ought to buy Victors of you?

Do you appreciate that this is a large and immensely profitable business which is being stolen from you; that it rightly belongs to you; and that you can have it just as well as not if you want it?

What will you do about it?

You wouldn't sit still and let a thief walk off with your cash box.

Will you let these mail-order houses walk off with your trade?

You don't have to. You are not bound and gagged. There is a way to beat them at their own game.

How do they do it? How do they reach from a thousand miles away into your town and take customers right out of your hands?

How do they bear all the expense of big national advertising, and other heavy expenses; and take all the risk of long-distance shipping, damaged goods, bad debts, and thieving customers and still make big money?

Because the business is easy, because these obstacles amount to very little even at long distance, and because there is big money in the business.

If it is easy for them it is very, very easy for you. You have the confidence of your townspeople and you are right near them where you can see what is going on and whom to trust. You have no big advertising to do, no long-distance shipping, no risk of damaged goods, and about a tenth the mail-order house risk of bad debts.

You have got the mail-order houses beaten to a standstill. We will give you a plan that will enable you to take full advantage of the situation.

You can do all the business and make all the money that they make in your territory and more.

You can make more sales than they do; give more satisfaction to customers; and make more profit on every sale.

This is no "pipe-dream." You can do it. We can show you solid facts and figures to back up this assertion. It is not a theory nor an experiment. You don't have to "feel your way." The way is already mapped out, and clear for the one who is willing to go ahead. We have the whole problem worked out in practice from beginning to end. Many Victor dealers are already making large profits on the instalment plan.

We start by showing you how the plan is working with some of our distributors. Read the book enclosed herewith, "What Victor Distributors Say About the Instalment Plan."

You see that most of them started by distrusting the plan, but end by considering it the most important and profitable feature of their business.

We have a larger and more complete book telling about the Victor instalment plan, telling every single step of the way.

How to get the money to start with, if you haven't it already; how to sell the goods; how to make terms; how to keep track of the business, and collect instalments promptly without worry or bother; how to insure your investment; and how to make small sales grow into a big safe profitable business. We have the whole plan laid out and will send it to you if you want it.

That is the whole question. Do you want this plan?

Are you in earnest to get what belongs to you?

Will you let thousand-mile-away competition break in and ruin your business field? Or will you begin right now to build a stone wall around it?

Will you let your trade be stolen while you sleep? Or will you reach out your hand and grasp the profit yourself?

We are willing and eager to do our part.

A short time ago we turned down a quarter-of-a-million-dollar order from one mail-order concern. In the course of a year we reject millions of dollars in business that would come into unfair competition with Victor dealers. That shows our attitude in the matter.

Our enormous advertising sends business right into your hands. Our fixed policy prevents cut-throat competition and insures your profit. Now here is the opportunity to make this profit many times bigger, easier and safer than ever before, and at the same time to head off a new form of competition that is invading your territory, and which we cannot control; but which we can assist you to meet and to beat.

Do you want this assistance? Can you and will you make use of it? Will you co-operate with us in this earnest effort to protect your own business? It is all up to you.

Please tell us just where you stand on this question.

Are you selling Victors on instalments? If not, why not? What are your objections? Will you give the instalment plan a fair trial if we show you the way?

Shall we send you our complete plan of "How to Sell Victors on Instalments?" This doesn't commit you in any way.

Yours very truly,
VICTOR TALKING MACHINE CO.,
Louis F. Geissler, Gen'l Manager.

P. S.—Please answer this letter to-day while your mind is hot on the subject.

BOHEMIAN AND FINNISH VICTOR RECORDS

The latest additions to the great Victor list of foreign records are twenty Bohemian records, and as many more in Finnish. The Bohemian records comprise eight tenor solos by Fr. Belac and twelve duets by Fr. Belac and A. Bartos, while the Finnish list consists of twenty tenor solos by John M. Eriksen, chiefly folk songs. As is usual with the Victor Co. both sets of records were made by artists of recognized ability, and the results are most pleasing. The new records will be listed in the next edition of the foreign record catalog.

C. E. Miller, who has had several years' experience in the talking machine business, has been appointed manager of the Buckeye Talking Machine Co., Toledo, Ohio. The Buckeye Co. run three stores in Ohio, with Toledo as headquarters.

NORTHWESTERN DEALERS
TRY US
WE ARE
JOBBERS AND DISTRIBUTERS
EXCLUSIVELY OF
EDISON Phonographs
VICTOR Talking Machines
and Supplies
MINNESOTA PHONOGRAPH CO.
LAURENCE H. LUCKER
505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.

MOVING PICTURE AND AUTOMATIC MACHINES

AN IMPORTANT SIDE LINE

For Talking Machine Dealers Is the Moving Picture Machine—Those Who Are Giving Attention to This Branch of the Business Are Winning Gratifying Results—Some Remarks in This Connection Worth Reading.

When the idea of incorporating the moving picture with the talking machine was first brought to the attention of this trade it was viewed skeptically, but as the great future for this device was forced upon them by the progress made by the manufacturers of these specialties, the jobbers were not slow in meeting events half way, in consequence of which this trade now control one of the biggest commercial enterprises ever undertaken, and one whose far-reaching influence can only be compared to its twin brother, the talking machine. It would be hard to find two businesses which have so much in common and which are technically so different. "What the talking machine is to the ear the motion picture is to the eye," is now an old expression, but one which sums up the situation.

* * * *

It is true in a measure that the moving picture of to-day is but a substitute for the reality, but so was the talking machine at one time. As we have before stated the jobbers in this trade have come forward and shown a willingness to push the moving picture machines and films among their dealers. They are being helped materially by the manufacturers, who are spreading the news broadcast through the medium of advertising, but this is not all these gentlemen are doing. Work at the factories is being pushed to the limit, and money is not counted in the effort for improvement. Accessories such as lamps, burners, tanks, stands, illustrated song-slides, etc., are being brought out which will add materially to the profit in handling this line, and dealers will find it indeed a big thing for them—if displayed and pushed properly. We add the foregoing condition for the following reason: In a recent tour of the country we came across a number of firms who had neglected to push this end of their business and consequently had become general "knockers." Now it's a certainty that unless the people know that a dealer has an article they will not come to you to buy, neither will an article sell itself. To give a machine a fair show to demonstrate what it can do is not only bare justice to the manufacturer—it simply shows good business sense. Now when the article in question is an entirely new one this is still more necessary for the public's taste must be educated up to the point of purchasing before there is any chance for success.

* * * *

If you have taken this enterprise up, Mr. Dealer, don't use halfway measures. Devote a liberal amount of space in your window to attractive displays; keep clean, bright outfits in the front of your store—where everyone who enters your store can see them; post yourself and your salesmen on all matters pertaining to it, so that they can talk intelligently; do some advertising in your local papers and get the people in your store, then give entertainments. If you do these things, Mr. Dealer, there is little question of your success in selling moving picture machines and films. At any rate you have done yourself no harm by drawing the public's attention to your establishment, and can feel satisfied that you have given a square deal all around—and have run no chance of losing a good thing.

"PENNY-IN-THE-SLOT" POST-OFFICE.

Penny-in-the-slot post-offices are the latest things in London. The busy man who wants stamps or a packet of postcards has only to drop his money in the slot indicated, press a button and his wants are supplied. Two automatic machines for supplying penny stamps and sixpenny packets of postcards have been placed in the portico of the General Post-office. The mechanism is controlled by the weight of the coin, and is so delicate it rejects all spurious money.

An enterprising dairy company of London, England, has placed penny-in-the-slot milk delivery machines outside its depots. From the door of a depot protrudes a brass spout with a handle and a slot at the side. A penny is put in and on turning the handle a half-pint of milk comes out. When the shops are shut the supply of milk continues, to the convenience of many.

SOME AWKWARD SITUATIONS

Have Resulted from John Wade's Out-Door Acting for Moving Picture Machines—The Apostle of Realism—One of the Best Known Figures in the Picture World.

Acting out on open-country roads is full of possibilities for adventure. John Wade, New York's most conspicuous moving-picture hero, has had experiences that do not fall to the lot of the average actor. It is their very realism that has brought success to the moving-picture machines, and the attaining of that realism is full of perils.

Mr. Wade's face is one of the best known of the actors in America, though he never appears upon any stage. Ninety-nine out of every hundred patrons of vaudeville theaters know his face well, but few have ever heard his name. They have seen him week after week enacting the most startling scenes from real life, but they have never heard him speak.

For years Mr. Wade traveled about the country as a pantomime actor. He earned a reputation for cleverness, and when the public began to ask for more and more moving pictures he forsook acting before the public to act before the picture machine.

Instead of representing one character a year, Mr. Wade represents dozens of different characters. While theater-goers in New York are laughing at his antics or holding their breath at his hair-breadth escapes, hundreds of others in every city from here to San Francisco are watching the same here in a dozen different scenes.

As the hero rescued from an upturned boat, Mr. Wade has taken many a deliberate plunge into the Hudson River. And hundreds of people on the shore have watched the operator of the moving-picture camera record the whole event dry-shod from the deck of a nearby boat.

Many of the scenes shown by the moving-picture machine require as careful rehearsing and as competent acting as though they were to be presented by the men and women themselves on the stage. A studio, as completely equipped as any theater, adjoins Mr. Wade's apartments, and there many of the pantomime acts are pictured.

One of the first acts to be photographed for moving pictures in the studio nearly resulted seriously for the actors. Mr. Wade and his company of pantomimists were busy rehearsing the first act of a modern Bill Sykes story. As the brutal husband, returning home intoxicated to beat and strangle his wife, Mr. Wade was acting with all the ability he possessed. Directly in the rear of the studio employes of a factory saw the whole performance, and, not guessing its significance, made a rush for the studio to rescue the supposed unfortunate victim of Mr. Wade's attack. A hurried retreat to a well-barricaded closet and numerous explanations alone saved Mr. Wade from pretty severe handling by the indignant men.

The second act of the same little tragedy had

THE TALKING SCALE

"IT SPEAKS YOUR WEIGHT"

The Invention of the Century

The Talking Scale is an automatic device which calls out in a clear and audible tone the weight of the person standing on the scale, after placing a coin, either a penny or a nickel, as may be arranged in the slot. This scale is not an experiment, but a method of combining two well-known perfect machines, a scale and a Phonograph. The advantages of this scale are manifold. It is one of the most meritorious inventions that has been brought before the public in many years, and the greatest money-getting slot machine ever invented. It is a positive novelty, and the voice is so loud and distinct that when it calls out the weight it attracts others to use it. As soon as set up it begins to earn money at once without expense. The mechanism is the simplest of any coin controlled scale. No motor required.

(From New York *Sunday Sun.*)
LIVE TOPICS ABOUT TOWN.

"'The man in the box' is the hit of Broadway. The bars are crying for more of him. Not since the gambling machines were pulled out and sent to junk has there been such a nickel-eater."

(Cleveland *Plain Dealer,* Monday, Jan. 14, 1907.)

"'I speak your weight' is pretty much the limit. It is the ne plus ultra of mechanical egotism."

(The Providence *Sunday Journal.*)

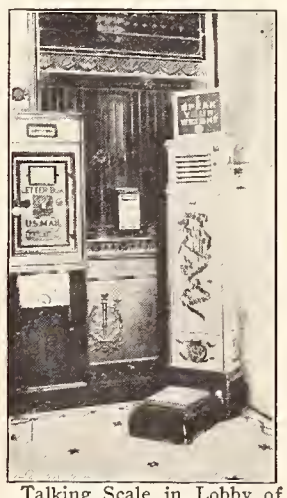
"There are no musical or fortune-telling attachments to the new weight machine. It doesn't need them to attract custom."

EARNINGS OF TALKING SCALES.

Faust's Cafe, St. Louis, Mo., 1 scale (16 days), $84.35.
Kinsley's Restaurant, Chicago, 1 scale (6 days), $63.45.
Automatic Vaudeville Co. Amusement Parlor, 14th St., New York City, 4 scales (60 days), $400.
R. H. Macy's Department Store, New York City, 6 scales (52 weeks), $1,275.

Talking Scale in Lobby of the Whitcomb House, Rochester, N. Y.

Talking Scale in Adams Dry Goods Co. Dept. Store, Sixth Ave., New York City.



Talking Scale in Lobby of the Catlin Building, Hartford, Conn.

Send for illustrated circular and price list.

THE UNITED VENDING MACHINE CO., Talking Scale Department, Caxton Building, Cleveland, O.

MOTION PICTURE

Machines, Films and General Supplies

Sole Agents for

POWER'S CAMERAGRAPH
EDISON'S KINETOSCOPES

The largest and only exclusive store of its kind in the city.

THE SWAAB CO.

330 Spruce Street PHILADELPHIA, PA.

We Make Pennies Grow

If you deposit your savings in a bank, you may earn 3 per cent. or possibly 4 per cent. Invest them in a Penny Arcade and your investment will net you 150 per cent. to 300 per cent. per annum. LET US PROVE IT TO YOU.

Let us show you how you can gain an independent income by an investment of $600 and upward.

We will start you, assist you in every way in making your establishment a profitable one, and give you the benefit of our 20 years' experience both as operators and manufacturers.

WE WILL SEE THAT YOU MAKE A SUCCESS, for *your success* will mean *our success*.

Given a fair location, and that is easily found in any town with a population of upward of 5,000, your investment will be returned to you in four or five months, after which all receipts are CLEAR PROFIT.

Just now is the *time to start* and take advantage of the spring and summer season.

Your town certainly should have an ARCADE. If there already is one in operation, YOU start another better one and show that you are up to the minute and a hustler.

If you are now operating an ARCADE, improve the same by adding CAILLE MACHINES and CUT DOWN REPAIR BILLS.

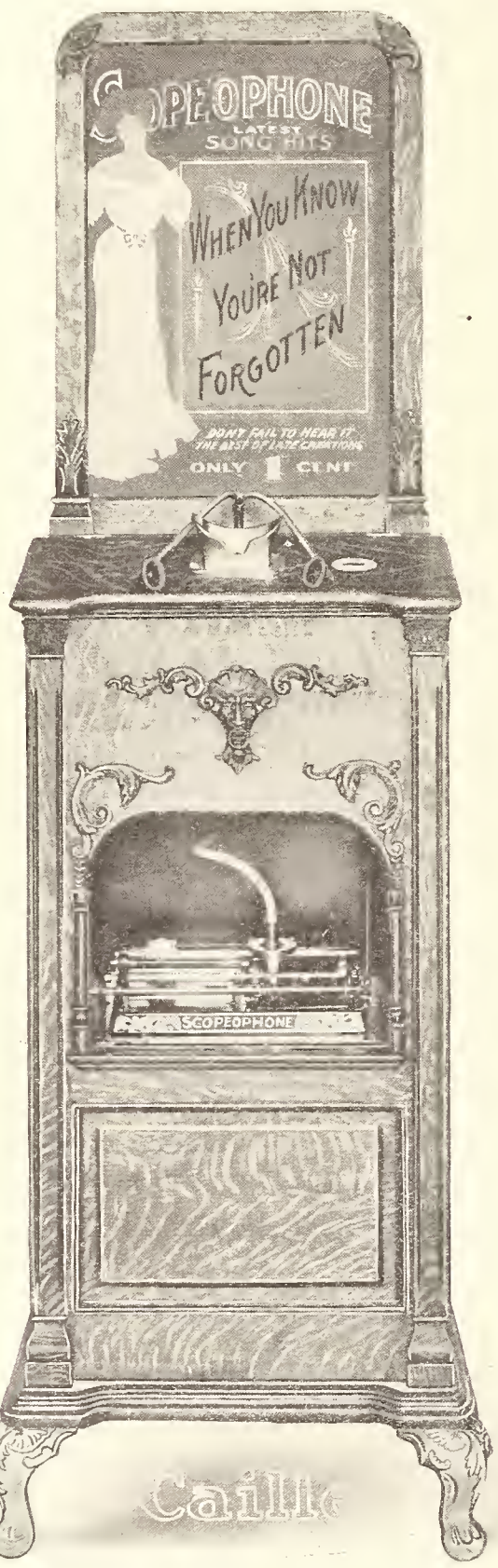
No machines like CAILLE MACHINES for showing big receipts!!

The public prefer Caille Machines, as they always work and always work correctly. They never are out of order.

No scales like CAILLE SCALES, and we make 5 different styles, all of them absolute leaders.

But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

In fact we make *257 Varieties*, all of them "*Caille Quality*," which means excellence in every detail of construction, mechanism and appearance.



THE SCOPEOPHONE
Illustrated Songs

A Postal Card will bring you our handsomely illustrated Catalogue for 1907, showing the largest line of coin controlled machines manufactured in the largest plant in the world devoted exclusively to the construction of automatic devices. WRITE TO-DAY and be First on the Ground.

THE CAILLE BROS. CO.

DETROIT, MICH.

Eastern and Export Office:
32 Union Square, N. Y. City

Western Office:
902 Republic Bldg., Chicago

almost as exciting a climax. Unlike any other actor in the country, Mr. Wade has as his stage, one day the studio, another the Hudson River and still another the country roads of Long Island or New Jersey. As a finale to the Bill Sykes pictures Mr. Wade is shown as being tarred and feathered by indignant neighbors in the disguise of White Caps. For want of a better place the outskirts of a little town in New Jersey were selected as a good place to make the pictures. The affair had gone along swimmingly uutil the sheriff, who had been warned by an excited villager of the outrage by White Caps, rushed to the scene with a posse of citizens and threatened to arrest the whole company. Explanations turned the laugh on the sheriff, but they came only just in time, for the posse was armed with shotguns and was in no humor for joking.

One little scene in the River Pirate pictures that have long proven a great success in the vaudeville theaters was turned into a good laugh on Mr. Wade and his assistants at its first rehearsal. The stealing of a huge safe was successfully accomplished and photographed in Mr. Wade's studio. But the second act, which showed the safe being transferred to the pirate's yacht at anchor in the North River, was not so successful. A large wooden safe, painted exactly to resemble the one stolen, was carted down to the river's edge and placed in a small boat. The unusual proceeding served to attract a large crowd along Riverside Drive, as chronicled by The World. The passage of the boat from the shore to the yacht, which was to be interrupted by the arrival of the police boat and the casting of the safe into the water where it would sink to the bottom, had been nearly completed. True to schedule the police boat appeared and with a mighty heave the safe was pushed over the boat railing into the water, but instead of sinking it floated gracefully away. The spectators had a good laugh at the expense of the actors and the entire scene had to be gone over again.

ACTIVITY IN CLEVELAND.

The Mutograph the Latest—Arcades Doing Well—The Fire Insurance Question—To Operate the Wurlitzer Instruments—Film Exchange Co. Capitalize—Stereopticans in the Schools—A Budget of News.

(Special to The Talking Machine World.)

Cleveland, O., Oct. 8, 1907.

The "Mutograph," au electric bulletin priuting device, has been given publicity in the daily prints, and is attracting attention. It is a permutation dispiay apparatus in which the matter to be read is mechanically engraved on an endless belt, and appears in white relief on a black background, passing on a moving belt before the spectators. The first machine, constructed iu this city, has been on exhibition several days. The F. C. Newell Mutograph Corporation has been organized under the New Jersey laws, with a capitalization of $1,000,000 common stock. Its headquarters and manufactory is in Cleveland. The inventor, Mr. Newell, is president and cousulting engineer; B. F. Avery, vice-president and general counsel; Charles E. Kennedy, formerly manager of the Cleveland Plaiu Dealer, secretary, and W. E. Felling, treasurer.

The company are placing one of the machines in the Daily Leader office, of this city, and are negotiating with parties here and in other cities. The system of installing is on the rental plan.

The large number of five- and ten-cent theatres is evidence that they are popular resorts of amusement. In a recent bulletin the State Fire Marshal says: "The moving picture show has achieved popularity more rapidly than any other new form of entertainment ever did. The Edison factory is turning out 150 machines a day. The number of these machines in Ohio being large, they constitute an important fire danger, because the film, which will explode at a comparatively low temperature, is exposed to electric sparks and the heat from the light which illumines it. Many of these theatres are in old buildings, where rent is low, and uearly all are in the business district where conflagration nazard is greatest.

"Two or three such accidents occur each week in the State, and the fire loss from them would be enormous but for the fact that the chiefs of fire departmeuts, backed by the fire marshal, have required that the machines have fireproof surroundings. This precaution will not prevent the stampeding of the audience when an explosion occurs, and the fire is usually beside the ouly exit.

"The booth for the machiue should be metal lined, aud the film should be uuwound from a metal box and simultaneously rewound in another below, and each should have an automatic shutoff to close it when the film parts. The nickel theatres have increased in numbers so rapidly that trained operators are difficult to be obtained. It is well nigh impossible to extiuguish fire in celluloid, because it has within itself oxygen to support its combustion. It makes the hottest kind of fire."

The Cleveland Automatic Musical Ageucy, F. D. Witt, manager, has opened an office and wareroom in the Flatiron Buildiug, Prospect avenue and Huron Road. The agency are placing and operating the entire line of Wurlitzer automatic musical instruments, aud carry in stock a complete assortment of their manufacture. Mr. Witt stated business was opeuing very encouragingly having already placed a number of iustruments.

The National Moving Picture Supply Co., 1703 East Fifty-fifth street, report business unusually good. Their trade covers the entire field in moving picture machines, supplies, films, song slides, etc. The company are at preseut installing several moving picture shows for different parties, and operate one of their own at the above location. Edward Kohl, manager, said prospects indicated a splendid fall trade.

The Toledo Film Exchange Co., capitalized at $30,000, is a new incorporation of that city.

Three young men recently cleaned up $500 iu a potato speculation. One of the number was made custodian of the profits until a division could be made in the evening, at his house. He placed the money in a phonograph for safekeeping, but when he came to look for it discovered it was gone. He was disgusted with this one record of the machine.

The stereopticon, to supplement the use of maps used in geography and history, is the latest device introduced into teaching methods in the Clevelaud public schools. The supervisor of these two branches of study has worked out a comprehensive course in which is provided a series of stereopticon lessons. C. F. Duttou, one of the high school teachers, who is the inventor of the inexpensive instrument to be used, aided in working out the plau. "These stereopticon lessons are by uo means to be a picture show," said the superintendent. "Only eight or ten slides will be shown at a time, and each will be exhaustively presented. By this means children will be able to get a vivid idea of landscapes and noted places."

An eight-year-old product of sunny Italy may be a degenerate, but undoubtedly possesses the instinct love of music inherited from his ancestors. A few days ago he got into the home of a neighbor and withdrew $60 in cash richer than when he entered. He at once invested his capital in a talking machine, moving picture machine and accessories, and presented the outfit to the young son of the neighbor he had robbed, which generous gift led to the discovery that the money was gone. His unfortunate business entanglemeut was adjusted in juvenile court.

There has been considerable agitation between the natural gas company, the city authorities aud the public occasioned by the rumor that the company intended to install slot meters. Without referring to the reason for objections, at a recent meeting with the council committee, the manager of the company denied the rumor.

LATEST CUSTOMS RULINGS.

Miniature Cinematographs Are Dutiable as Toys—Other Decisions.

In a decision by I. F. Fischer, the Board of United States General Appraisers sustained last week a claim filed by A. H. Ringk & Co., of New York, regarding the rate of duty applicable to miniature ciuematographs intended for the amusement of children.

When the articles were entered at the Custom House the Collector decided that they were dutiable at 45 per cent. ad valorem under the provision in the tariff for "manufactures of metal," but the importers raised the contention that the merchandise should be regarded as "toys," with a tax of only 35 per cent. After a consideration of the evidence the members of the customs tribunal reached the conclusion that the cinematographs are "toys" withiu the meaning of that term as used iu the tariff.

AWARDED GOLD MEDAL.

The Peerless Coin Operated Player and Other Peerless Specialties Honored at Jamestown Exposition.

Roth & Engelhardt, proprietors of the Peerless Piano Player Co., of New York, were awarded a gold medal for their splendid display of automatic instrumeuts made at the Jamestown Exposition. Their exhibit was one of unusual attractiveness and was admired by practically everybody with musical inclinations who visited the Exposition. The honors wou by Roth & Engelhardt were indeed well deserved.

NEW PLACES OPENED THIS MONTH.

The Cosmos, Pennsylvania aveuue, Washington, D. C.; Kingsburg Exhibition Co., Sandy Hill, N. Y.; The Star, 228 Market street, Harrisburg, Pa.; Home of Pathé, Riverview Park, Springfield, Ill.; F. G. Keens, Kearney, Neb.; Mingo Bros., Market street, Steubenville, O.; The Kinodrome, St. Joseph, Mo.; Electric Theatre, Miltary street, Port Huron, Mich.; Moving Picture Theatre, Ames, Iowa; C. G. Human, Hancock Opera House, Hancock, Tex.; N. Poolas, 206 Genesee street, Utica, N. Y.; Standard Theatre Co., High street, Hamilton, O.; Chas. Merrello, 159 Smith street, Perth Amboy, N. J.; Hiller & Dagersch, Park street, North Adams, Mass.; Robt. Patton, Fifth aud Lindon streets, Dayton, O.; Motion Picture Theatre (Mr. Kilder), Ironwood, Mich.; Onnisley Burrowes, Princess street, Kingston, Out.; The "Superba," 143 Bull street, Savannah, Ga.; The Hippodrome Co., Lexington, Ky.; Shaefer & Boyce, European Hotel Block, Sterling, Ill.; Boston's Electric Theatre, First avenue, Sterling, Ill.; David F. Murray, Main street, Holyoke, Mass.; Academy of Music, Baltimore, Md.; Walter T. Morris, Old Armory, Chelsea, Mass.; Chas. S. Gilbert, 617 Seventh street, Longford, Ill.; J. L. McClinton, 408 Court street, Beatrice, Neb.; Rubber City Theatre, 292 So. Main street, El Paso, Tex.; Silverman Bros., Fifteenth street, Altooua, Pa. Latest reports of new places indicate the tremeudous growth of this business.

USE OUR **FILMS** THEY ARE THE ACME OF PERFECTION

You expect maximum results from your show, don't you? Then let us supply your Film service. Our prices are right. Our subjects always the best (we don't handle any other kind). Adopting our service means increased profits. Does away with all worry about repeaters or poor service. Courtesy and honest treatment alike to one and all has placed us in the lead of Film Renters of America.

All standard machines and accessories in stock. Can make prompt deliveries. Better order now before the rush of the season commences. We have the best shipping facilities in the country. Our motto: Orders filled in a minute.

STRIP TICKETS, 20 CENTS PER 1000 IN 5000 LOTS. **PATHE'S LIFE OF CHRIST—rented reasonable. TRY IT!**

Write for our list of subjects, songs, prices, etc., to-day.

O. T. CRAWFORD FILM EXCHANGE COMPANY. **Gayety Theatre Building, ST. LOUIS, MO.**

SOME DISSATISFIED ONES

Are to be Found Among Those Arcade Men Who Find Their Profits Are Cut Down Somewhat for Various Reasons.

Many are the grumblings heard this fall in the slot machine field. The dissatisfied ones are found mostly among arcade owners, who find business not up to expectations. We do not mean that these men are losing money, but rather the interest on the money which they have invested has dropped from the almost unbelievable hundreds to more staple figures with the decimal in the neighborhood of the tens. Notwithstanding the premium at which ready money is now held, a safe investment with an assured interest of twenty to thirty per cent. profit is not to be sneezed at. The fact is this trade has become spoiled in a measure by the enormous earnings secured during the early days of the business, so that in these days of retrenchment many arcade men find it difficult to understand that conditions have changed somewhat. Whatever failures have occurred in this business have been brought about in nearly every case by carelessness or rather indifference to the fact that big profits could not continue for all time.

A study of the present situation will reveal the fact that there is little to complain of. The arcade has come among us, and it will continue —with such changes as progress will compel—to fill its niche in the world of amusement. Like in the race for the gold fields of Alaska many struck pay dirt first; more found all desirable locations occupied and returned minus the fares. and plus the experience; a few, however, struck the deep veins where millions lay to be uncovered only after the work of years.

This is paralleled somewhat in the arcade field. When the first arcade opened its doors to the public it was found that it was a profitable venture; thousands without any experience in the business went into it and had some dim idea that all that was necessary was to open up and count their money. Many of these people have, however, foundered on the reefs of failure.

MAY BE USED FOR PICTURE THEATRE.

The Shubert Theatre, of Brooklyn, closed down for a short season because it cannot be made to be a vaudeville theatre. The lease has three years more to run and there is a report prevalent that Lubin, the moving-picture man of Philadelphia, is negotiating for a sub-lease.

NEW DEVICES THIS FALL.

This fall will see a number of new devices which the manufacturers have been at work on, and though they have not been shown publicly, report has it that they are marvels of mechanical skill.

EXHIBITED AT MUSIC SHOW.

The Display of Peerless Players Made by Roth & Engelhardt Much Admired.

Among the several exhibits of automatic pianos at the National Music Show recently held at Madison Square Garden, New York, perhaps the one which attracted the greatest share of attention was the exhibit of the Peerless Piano Player Co., Roth & Engelhardt, proprietors. We illustrate herewith one of the instruments which especially appealed to visitors. This piano was finished in rich Flemish oak, mounted on a platform to match, and the front portion of the case was cut away in order to expose the interior which was lighted by electricity. The instrument is of the coin-operated order, and plays from continuous music rolls. The Peerless coin-operated pianos are known throughout the country for their wonderful money-making qualities, so nothing more need be said here upon that subject.

PEERLESS PIANO PLAYER EXHIBITED AT NATIONAL MUSIC SHOW.

Read the United Vending Co.'s ad. on page 83.

The Card Printer

Prints your name on five cards for one cent. It is the best slot machine ever produced.

MANUFACTURED BY

The Card Printer Co.

79 East 130th Street NEW YORK

TYPE E

THE MUTOSCOPE

For Summer Parks, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY

PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue, New York.

Everything in NEW and S. H.

Motion Picture Machines

Films, Stereopticons, Song Slides and Supplies. **Same Wanted.** Catalogues free.

Harbach & Co., 809 Filbert St., Phila., Pa.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS &C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents.

Patents taken through Munn & Co. receive *special notice*, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, $3 a year; four months, $1. Sold by all newsdealers.

MUNN & Co. 361 Broadway, **New York**

Branch Office, 625 F St., Washington, D. C.

Big and little dollars

Peerless Coin Operated Piano with
Endless roll paper tune sheets are used
Everywhere where long and hard usage
Require high quality and perfect mechanical construction.
Lots of others are said to be just as good, but
Every time that argument is used it proves more
Surely that all other makes are
Striving for excellence obtained with the PEERLESS.

Climatic conditions which may affect
Other instruments do not apply to the PEERLESS—it is
Impervious to all adverse conditions, whether used
North, South, East or West.

Operatic or classic music produced equally as well as
Popular hits and dance music. The
Expression and tempo are automatically controlled in the
Roll of music, thus doing away with any
Assistance by the operator, otherwise
Than depositing a coin, the result of which is shown in our
Easy Money book, which contains a complete
Description of how "Easy Money" is turned your way.

Pending your decision on the matter,
Investigate further by writing us for particulars,
And we will show you how your business
Needs some PEERLESS PROGRESS and let us place the
Opportunity before you of increasing your
Sales and profit on the "quick returns plan."

ROTH & ENGELHARDT

(Props. PEERLESS PIANO PLAYER CO.)

Offices: Windsor Arcade, Fifth Ave., NEW YORK CITY **Factories: ST. JOHNSVILLE, N. Y.**

Columbia disc and cylinder records fit any "talking machine" and make it almost as good as the Columbia Graphophone.

Finest tone, longest life, widest choice. Prove it for yourself. Go into any of the 9,000 stores where Columbia records are sold and listen.

Do you realize how much this argument means to the five or six million readers of the leading magazines?

Do you realize that as soon as the owner of a "talking machine," of whatever make, can be shown that we ourselves believe Columbia Records to have the "finest tone, the longest life, and the widest choice," he is pretty sure to think it's about time to get acquainted?

And that when he gets to that point he is going to take us at our word and "go into one of the 9,000 stores where Columbia Records are sold and listen?"

Cash in your share!

Columbia Phonograph Co. Gen'l, Tribune Bldg., N. Y.

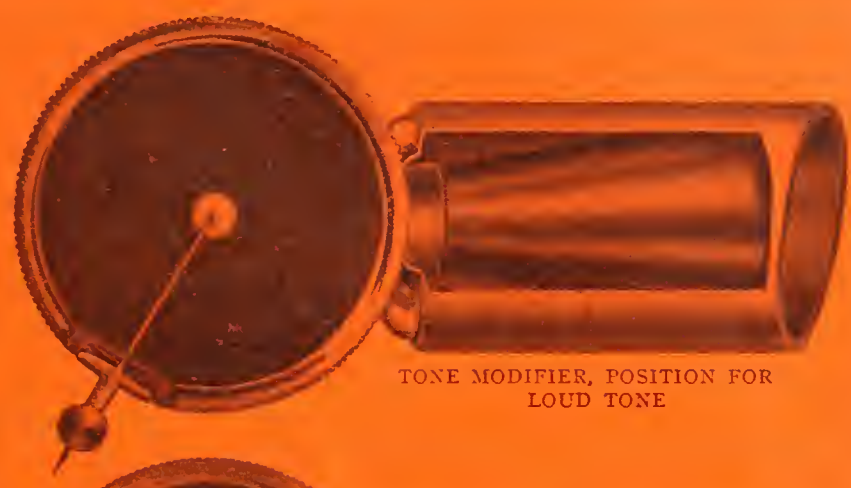
VOL. III. No. 11. NINETY PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE WORLD

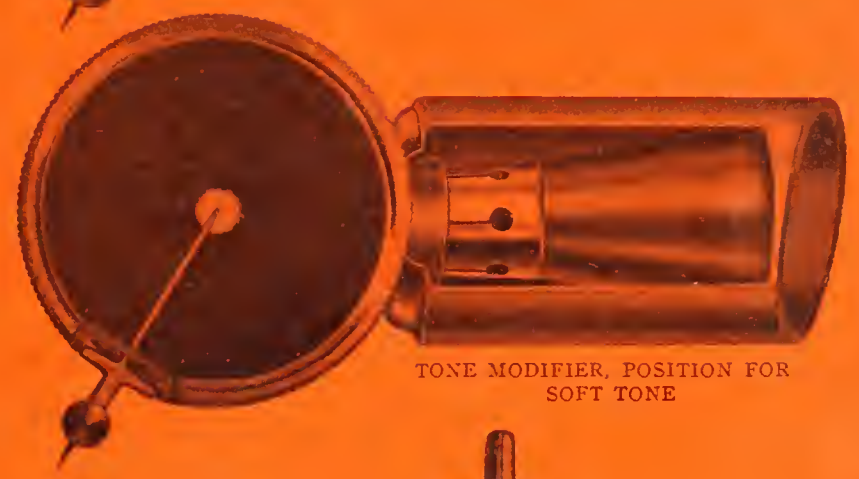
AND NOVELTY NEWS

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, November 15, 1907

GRAVITY AUTOMATIC FEED AND TONE ARM YOKE



TONE MODIFIER, POSITION FOR LOUD TONE



TONE MODIFIER, POSITION FOR SOFT TONE

TONE ARM, COMPLETE

The Star Talking Machine

is the only machine to achieve real tone modulation, gradating from a full, ringing sound to a delicate effect suggestive of distance.

The Automatic Yielding-Pressure Feed keeps the needle against the inner wall of the record groove, minimizes friction and scratch, and prolongs the life of the record.

Individuality of tone catches the attention of the hearer—opens his mind to selling arguments.

The Star machine is taking hold everywhere.

HAWTHORNE & SHEBLE MANUFACTURING CO.

PHILADELPHIA

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

100,000 RECORDS ALWAYS IN STOCK

JOBBERS
EDISON
PHONOGRAPHS
RECORDS, ETC.

GENERAL SUPPLIES
FOR
CYLINDER MACHINES

Douglas Phonograph Company

MANUFACTURERS "PERFECTION" SUPPLIES, ETC.
RETAIL—WHOLESALE—EXPORT
Salesroom, 89 Chambers Street
Cable Address: Douglaphone, N. Y.
New York
Largest Exclusive Talking Machine Jobbers in the World.

DISTRIBUTORS
VICTOR
TALKING MACHINES
RECORDS, ETC.

GENERAL SUPPLIES
FOR
DISC MACHINES

Record Cabinet Bargains

Nos. 100 201–210

If you know what the value of a Cabinet is, you will place your order for these offerings at once. To those dealers who don't know we guarantee that they can make no mistake in taking advantage of this opportunity.

No. 100 Cylinder $11.50
Golden Quarter Sawed Oak Only.
Finished and polished on all sides.
Capacity 120 Records—4 shelves, 30 pegs each.
Height 32 in., width 18 in., depth 20 in.

No. 201 Disc $11.50
Genuine Mahogany Only.
Finished and polished on all sides.
Capacity 150 Records, 75-10 in. and 75-12 in. Records.
Height 32 in., width 18 in., depth 16 in.

No. 210 Disc $13.50
Golden Quarter Sawed Oak Only.
Finished and polished on all sides.
Capacity 150 Records. 2 Rows 10 or 12 inch.
Height 34 in., width 18 in., depth 16 in.

No. 221 Disc $16.50
Genuine Mahogany Only.
Finished and polished on all sides.
Capacity 225 Records, 150-10 in. and 75-12 in.
Height 39 in., width 17 in., depth 16 in.

No. 260 Disc $25.00
Mission Quartered Oak Only.
Finished and polished on all sides.
Capacity 225 Records, 150-10 in. and 75-12 in.
Height 46 in., extra height for motor.

This is a Combination Cabinet. The Machine and Record Cabinet in one Design, Mission Style. A desirable cabinet for a Den, Living or other room finished or furnished in Mission Style.

Nos. 221 and 260

The above Cabinets are all New Regular Stock Goods. We are enabled to offer these extremely low prices due to our having large quantities made during the Summer when our manufacturer wanted work.

These low prices are merely temporary, as we shall advance them when the Fall Season opens.

Regular Discounts From Above Prices to Dealers Only

We have other Cabinet Bargains. **Send for our Illustrated Price Sheet**

The Talking Machine World

Vol. 3. No. 11. New York, November 15, 1907. Price Ten Cents

TALKING WITHOUT WIRES.

Wonderful Developments in Carrying on Conversations—Human System a Great Dynamo.

The human voice can carry fifteen hundred miles, and human ears at that far distance hear the spoken words.

This, according to Dr. Andrew McConnell, of Birmingham, Ala., is the future and perfected wireless telegraphy.

Dr. McConnell declares that he has proved the truth of his assertion by holding such long-distance conversations, through developing his own and another's receptivity to electric waves.

The claim sounds extravagant, but Dr. McConnell has an accumulation of facts in years of experimentation to prove his theories, and these are embodied in a book recently published.

In this book the author rehearses the achievements of electric science. He cites the fact that a few weeks ago the process of sending photographs by wire was demonstrated by Prof. Korn, of Germany. Thomas J. Clark, of Detroit, has made a full success of a wireless telephone through the earth, and says that he will soon be talking by wireless telephones with all parts of the world. Recently a telephone was made a success on a rapidly moving train, so a passenger could call up his office or home at any time and train despatchers locate a moving train. Paulson, "the Danish Edison," has invented a speaking telephone that will record on wire any conversation, so that when a business man is out one can call over the 'phone and say what he has to say, and when the man comes back he can turn on the conversation and even keep it as a court record.

Dr. McConnell follows all these discoveries with the assertion that there is a new electrical world outside of all this. "We must admit," he says, "that all these wonderful electrical discoveries are from dead, inorganic matter. There is another field more important. Is not the energy in a plant, in an animal, and in man of a higher order, more vital than the energy of a dead mineral?

"Men have never understood what life is. I have made experiments which prove to me that human energy is electricity produced by chemical change in the cells, on the same basis as the electricity from a voltaic battery.

"In 1775, Galvani, by accident, found that the electrical current would make a dead frog's legs kick as if alive. In 1828, Nobili placed a live frog upon the circuit of a galvanometer, an instrument to detect the presence of an electrical current, and the frog deflected the needle thirty degrees. The first experiment proved that electricity will do the same work that animal energy will, and the second proved that a live animal has electricity, which is almost conclusive proof that animal energy is electricity.

"The voltaic battery is on the principle that an acid and alkali when united by a moist and porous subject will generate an electric current. The mucous membranes of the body are alkaline and the skin exudes an acid.

"All scientists agree that chemical action produces electricity. Shleiden found that the cell, the basis of life, is in a chemical change. Splanzani and Hunter found that breathing is a chemical change. Priestly found that digestion is a chemical change. Baxter found that all secretions produce electricity. So every process of life produced electricity.

"Emile Bachier can now turn electricity from the dynamo into a mild magnetism that will penetrate the pores of the person sitting between the poles and revitalize him in a few minutes like a night's sleep or will cure him of nervous prostration and make him feel young again. Two doctors in San Francisco, by having a man swallow the electrodes of a telephone, found enough electricity in the human body to send a message over the telephone wire."

DON'TS FOR ADVERTISERS.

Still a Few More Hints Which Talking Machine Advertisers Will Find of Interest.

Don't expect the earth. Advertising will undoubtedly bring you a good slice of it, but you really can't bank on miracles in these enlightened times.

Don't indulge in falsehoods or exaggerations. Make good your promises.

Don't become too sure of your goods. It will only create suspicion.

Don't think a big advertisement is money wasted, and that a small one is just as good. You will realize your error when it is too late. Your advertisements must have breathing room or they will have a very short reach. Also they must ring true.

Don't try to show off when the solicitor calls. He may be in the show business himself. If he gets fresh, make good with him by returning

DON'T NEGLECT ILLUSTRATING YOUR ADS.

courtesy for insolence, and his freshness will evaporate and a great respect for you will take its place.

Don't neglect illustrating your advertisements as profusely as is consistent with good taste, as your prospective patrons will be drawn toward you fastest by the picture route.

Don't use cheap stationery. It stamps your whole business as shoddy. First-class stationery is a criterion of a first-class business.

Don't forget that some people whom you desire to reach may not know you at No. 23 Broad street. Make it more clear to them by saying: "Just 'round the corner from the Aldine Hotel," or "across the street from the Grand Central Depot." They will be able to locate you at once if some promiuent place is mentioned as being near you.

Don't be a haggler, a skin-flint, a knocker or a bluffer. Members of the above fraternity may flourish for a time, but their Waterloo is just ahead; you can bank on that with your last sou.

Don't roast the publisher when he makes a mistake in your copy. The man who does uot make mistakes is as yet unborn. Just allow an error or two to go by without comment, and watch his appreciation of your leniency and his frantic endeavors to give good service in the future.

Don't stop advertising. Change your talk frequently and keep moving.

Don't forget that the other fellow is entitled to the same fair show you demand for yourself.

HOWARD TAYLOR MIDDLETON.

UNIVERSITY TAKES UP MAIL STUDY.

The State University at Madison, Proposes to Teach Foreigners the English Language by Correspondence.

The latest thing planned by the Correspondence-Study Department of the State University at Madison is practical home study work in the English language for persons of foreign birth who have recently arrived in this country.

There is a large foreign born population in Wisconsin. Many who have been in this country for a period of years, because they live and work in communities in which little or no English is spoken, lack the opportunity of learning English.

This teaching will be carried on wholly through the mails. Instruction is given at first in the foreign language where necessary. This is supplemented by the use of a phonograph by which pronunciation may be perfected. The whole instruction is made so simple and plain that anyone who can read and write may learn. Either individuals or groups may be taught by this method.

This plan has been proven a success by the International School of Correspondence. It is elementary and practical, like much of the correspoudence work given by the university, and designed to be helpful to the men and women who seek a better education but cannot go to school.

DEVELOPING PROSPECTS.

How W. D. Wilmot Has Built Up a Large Instalment Business May Interest Readers.

W. D. Wilmot, proprietor of the Wilmot store, Fall River, Mass., and who in addition to sporting goods, musical novelties and toys, carries a very complete line of Edison, Columbia and Victor talking machines and records, has built up a flourishing instalment business along original lines. He informs The World that he is very careful to whom he sells on a time contract and consequently has few repossessions. A slip is furnished salesmen taking an order, upon which he enters the facts of the case as he finds them in the course of conversation. Instead of directly asking the prospect for references he is asked to name his friends who own talking machines and his reliability may readily be judged by making judicious inquiries among them. By taking this course many sales are made to men who would resent a salesman asking them point blank for references. The names of the talking machine owners acquired in this manner are also profitable additions to the regular mailing list and excellent prospects for record sales.

USED THE WRONG RECORD IN CHURCH.

Church circles in Oklahoma are still agog over an incident which happened at Faxon, O. T. At the close of the sermon in Red Rock district, Sunday morning, the Rev. J. A. Ballinger, a Baptist minister, announced to the congregation that inasmuch as those who had promised to provide special music had not appeared, a brother had been prevailed upon to bring his phonograph and introduce a religious specialty therefrom. The Edison was placed upon the pulpit Bible, a nice new record set on the cylinder and the lever started. In a few seconds the minister and his congregation were startled into hilarity when the machine began the reproduction of "Waltz Me Around Again Willie." The lever was closed, the music stopped, and it was with difficulty that the minister swayed his congregation into a state of mind receptive of a pious benediction.

The Indestructible Record Co., of Oil City, Pa., a Pennsylvania corporation, with a capital of $1,000,000, has been chartered in West Virginia.

NEWS FROM SOUTHERN CALIFORNIA.

Dealers Making Great Preparations for Holiday Trade—Many Visitors from Out of Town at Warerooms of Los Angeles Jobbers—Good Business Being Transacted in Spanish Records with Mexico—Active Campaign Being Carried on by Leading Jobbers with Decided Success—Business Steadily Expanding in This Growing Section of the Pacific Coast.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 31, 1907.

Out-of-town dealers are making great preparations for the holidays, orders are coming in from all parts, and so are the dealers. Mr. and Mrs. G. L. Robins, of Porterville, are making a short visit for pleasure and business combined. George L. Snider, of Kern City, while in this city added the Zonophone to his liue of Edison goods and will carry a complete line of Zonophone records. Miss M. E. Sullivau, of San Diego, who has charge of the talking machine department of Theale & Co.'s store in that city, has paid a visit to Los Angeles, placing a nice order for Victors and records, with Sherman, Clay & Co. E. M. Clark, an Edison dealer of Hemet, Cal., has spent several days in this city, leaving an order with Southern California Music Co. for Edison phonographs of the new equipment. The Santa Barbara branch of the Southern California Music Co. has just opened its talking machine department after a general remodeling, under its new manager, W. J. Reynard, who has charge of that department, while the Riverside store of the same firm is undergoing a similar treatment. J. B. Brown Music Co., of Los Angeles, are advertising their instalment plan extensively and are making a big gain with it. Charles Ruggles, manager of Shermau, Clay & Co.'s wholesale Victor branch, has just returned from a trip around the "Kite," visiting the dealers of Redlands, Riverside, San Bernardino and other important towns where he has enthused the dealers with the new Victor instalment plan. He has also put in a full line of Victors with The Wiley B. Allen Co., of San Diego, where all dealers seem to be as busy as bees. The new Spanish catalogs of Victor records have been welcomed by the dealers, as they add a great deal of ease to handling the trade for these goods for which there is a great demand in this section, owing to the fact that there are a great many Spanish and Mexican residents in and about Los Augeles. The trade from the sister country (Mexico) is remarkably good and has proved to be a great field for dealers in this city for both wholesale and retail. Some dealers have devoted separate departments to this class of trade, with clerks and correspondents to take charge of it. Juan de la Fuente, of the Southern California Music Company, reports a number of recent sales to visiting residents of Old Mexico. The Exton Music Co. have been selling a number of uew "Star" machines, for which they are agents, and their recently added Edison department has been a great success.

Manager Stidham, of the Columbia Phonograph Co.'s branch, is much pleased with the business in the new location on Broadway. The increase in business has been great over last year and with the new Symphony Grand and new type B. Q. Cylinder Graphophone (the latest Columbia improvements recently received). He expects to do the biggest business that company has seen in this city. The new "Marconi" disc records have added a great deal to their business and are proving a great success. The select catalog of these records will please any owner of a talking machine.

The Talking Machine Co. are just putting the last finishing touches on their new Edison department, which is complete in every detail, carrying in stock all sizes of machines and a full catalog of records, both foreign and domestic.

Mr. Geissler, of The Geo. J. Birkel Music Co., is very much pleased with the results of their Victor department. Since being enlarged it has taken most all his attention. He is very proud of his system of keeping the stock and says it can't be beat for convenience and accuracy.

A. J. Caldwell is in this city with the view of opening a new store in the near future. He formally owned an Edison and Zonophone business, which he sold to Avery & Co., of Redlands, Cal.

Robert Ingersoll, Pacific Coast agent for the Regina Co., and Mr. "Wurlitzer" Gerlich, have both been making a stay in this vicinity calling on the dealers and gathering orders.

RECORDS FOR THE SPIRIT WORLD.

Ah Wing Tong, Deceased, the Bearer of Some Extraordinary Records, Addressed to the Ancestors of Countrymen in the Great Beyond.

Every little while a story goes the rounds of a new use fo" the talking machine and Chinatown in New York has furnished its full quota of these stories. The latest from that section, however, takes the palm and sheds still further light on the wisdom of the Celestial.

Ah Wing Tong, a Chinaman with much pedigree but very few material possessions, after a few years' struggle to win success in this country, got discouraged and gave up the ghost very suddenly. His friends kept the death secret until a wandering settlement worker discovered it and reported the matter to the police. When an officer visited the single room which had been occupied by the deceased he found a large gathering of friends, but no casket. There was a big packing case in the corner, however, and upon inquiring regardiug the whereabouts of the corpse the Chinamen present pointed to the case and informed the policeman that the body had been placed in it for shipment to China, where it was to be buried among the acres of graves occupied by the ancestors of the deceased.

The matter was reported to the Board of Health who sent an officer to investigate the case. Upon the box being opened the corpse was discovered, tightly packed therein, while all the remaining space was taken up by a talking machine and numerous records. Iu order to get at the bottom of the matter the officer had his interpreter try the records on the machine. The first contained a sort of introduction from Ah Wing Tong to his ancestors in the Great Beyond, as follows:

"From your humble and obedient servant, Ah Wing Tong, man-born child of Ah Wong Tong and his gracious mother, Yakamo, whose lovable spirits now sit with Confucius.

"Greeting: My lowly and unworthy spirit will shortly join those of my exalted ancestors, and from those countrymen who have honored my despicable home by mourning my sudden departure, I have the great pleasure of bearing a message to their honorable ancestors who have also gone before. They desire in this devil land the protection of their ancestors, and give their honorable promise that much incense will they burn at the little temple in the big city, should much wash work prove that their honorable prayer is answered.

"To the Great One who sees everything and knows not injustice, Confucius."

The other records tried by the officer were very ingenious considering that they came from Ah after he was dead and were mostly addressed to spirits gone before, asking various favors. From the size of the collection each mourner must have sent a message to nearly every one of his ancestors and Ah, who was to be the bearer, had unselfishly failed to include for himself a single favor.

After the proper regulations had been filled and a leaden casket—bought by subscription from the mourners—had been filled with the corpse and as many records as it would hold, the messages were sent on their way, consigned to a point in Southern Manchuria.

IT DRAWS COMPOUND INTEREST.

The trouble with most advertisers is that they expect immediate returns from their ads. One advertiser illustrates the principle of advertising in this way: "The money expended for advertising is the same as if placed at compound interest." The profits from the advertising are virtually the interest on the investment. The sums spent for advertising are properly chargeable to capital account because the resulting good will is something that has value, which if the advertising has been properly done can usually be sold for the face value of the investment. The rate of interest is determined by the skill with which the iuvestment is made. Just as the quickest way to increase invested wealth is by compounding the interest, so the quickest way to realize results from advertising is to compound the returns.

PHILIP T. DODGE ELECTED DIRECTOR.

Philip T. Dodge, president of the Mergenthaler Linotype Co., and one of the distinguished figures in the financial world, has been elected a member of the executive committee of the American Graphophone Co., succeeding the late Wm. E. Bond. This adds another illustrious name to the many composing the executive board of this great organization.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

Big profits in "grand opera" for Victor dealers

Oscar Hammerstein, the famous impresario, has startled the musical world by his bold and colossal project to extend grand opera to six principal cities of the United States.

Long before Hammerstein's plans took shape, the *Victor* had made grand opera a permanent institution in every city, town and village in the land.

The *Victor* has been a tremendous force in creating the popular demand for grand opera. And Hammerstein has simply sized up the situation and taken advantage of it.

The great public is ready and eager for fine classic music, especially grand opera. *Victor* dealers everywhere are pushing *grand opera*, and selling an increasing number of *Victor* Red Seal records.

Why don't you do the same?—and get your share of the rich profits by satisfying this great and growing demand for Red Seal records in your territory.

Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company of Montreal, Canadian Distributors.

MR. DEALER: Our special newspaper advertising has increased the demand for records tremendously. If you have not already done so, we suggest that you place a standing order with your distributor for all the new records every month, and you will then be able to satisfy your customers' wants.

Full information can be obtained from the following Victor dealers:

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

Fill out, cut off, and mail this Coupon to-day.

.....CUT ALONG THIS LINE.....

Victor Talking Machine Company, Camden, N. J.

Please send book, "How to Sell Victors on instalments."

Name.....

Street.....

City.....

State.....

NEW USE FOR TALKING MACHINE.

To be Utilized in Dolls and Other Expensive Toys—Conversation Can be Carried on or Stories Told Just as Desired.

One of the latest developments in the talking machine line, which is destined to create quite a furore, is the use of a miniature talker with indestructible record, in the body of a doll or any other form of toy desired—even the much-talked-about Teddy bear.

That there are immense possibilities in this direction goes without saying, for the sale of expensive toys of all kinds in the United States reaches into millions of dollars. For many years all our inventors and improvers have been struggling over the problem of getting a lilliputian talking machine. Many things have retarded their progress; first, it was the machine, then the record, but now it is claimed that an American firm have mastered all the difficulties. Therefore in due course we will find a new line of talking dolls and other specialties in the toy line winning no small share of attention and consideration. Records can be used which will run for about two or three minutes, and the dolls can carry on a conversation or tell a story just as the occasion may demand. There are also possibilities in this line through the application of the principle to advertising figures. It is a big field, and we shall have more to say about it in due course.

MUSIC FROM THE GROUND.

Electric Music Goes Astray and Crowds Enjoy a Free Concert.

Every now and then the police had to "shoo" a crowd from the middle of Broadway, at Twenty-sixth street, one evening recently, so that the cars and cabs could keep running. The crowds were enjoying a free concert. Through the holes in the iron cover of an electric conduit man-hole, sweet strains arose and quivered on the chill air.

Persons in the crowd offered varying explanations as to the source of the music. "A little German band is practising in the sewer so that the usual bricks wou't hit them," said a hard-faced man who had walked down from Forty-second street. At the moment "Lohengrin" was being filtered through the iron cover. Then was heard "Kiss Me Good-Bye and Go," with a flute obligato.

"Some sentimental composer who is not appreciated has buried himself alive," murmured a lovely girl who was going to supper with another girl's brother. "He is playing his swan song."

Generous persons dropped nickles and dimes through the holes of the cover to reward the hidden musicians. A very small fortune awaited the return of employes of the New York Electric Music Co. in the morning. This company send music over wires, make arc lights sing, and will give you a shock in B flat if you order it. One of their wires was leaking, that was all.

The experts had discovered that there was a leak in the wires, but it was after 5 o'clock when the electricians sent out discovered the exact spot, Broadway, at Twenty-sixth street, whose music, heavenly made, was going ballooning, so to say. It was then too late to repair the leak; the plant was closed. So the electricians left attached to the leaky wire their testing apparatus, which is a receiver and transformer in miniature, put the cover on the manhole and went home to await the morning. Hence the mystery.

VALUE OF COMPETITION.

A Trade Stimulator and a Friend When Needed Ofttimes—Helps to Force on Us a Realization of Our Weaknesses and to Inaugurate Reforms—Accomplishes Many Results.

Truly, our competitor is a better guide and adviser than our friends! He sees our weaknesses, to which our friends, in their nearness, are blind. He sneers openly at our faults when our friends preserve a well meant but unjust silence.

Even while the shallow praises of our friends fill our ears, we hear the chortle of competition.

And when headlong impulse threatens to drag us into entanglements, it is the thought of competition that keeps us careful and saves us from foolishness.

Does personal vanity tempt us to erect an extravagant and needless plant? Competition cautions us to go slowly—we may need our reserve capital to meet its onslaught.

Are we stubborn with our trade, are we pig-headed in pursuing policies that provoke our customers? Competition brings us to a realization of our weakness, and forces us to wreathe our souring correspondence with good-natured welcome.

Are we dozing off into the slumberland of "letting well enough alone?" Competition will wake us up and enable us to shake off the sleep of business death.

Are we losing interest in our daily work? Has its monotony made us listless? Competition will add spice and spirit to the task.

Are we lagging behind the requirements of an exacting market? Competition will spur us on to lead and not to follow—to initiate, not to imitate.

Are we content in the thought that we are holding our own? Competition will give us a spirit of spunk and hustle that will make the days too short for our purposes.

Competition is greater than greed, as an incentive; more powerful than ambition as an energizer; more lasting as a stimulant than high purpose.

It cannot hurt us unless we run from it. We can make it a blessing instead of a curse. We can make it help us rather than retard us.

JOHN J. ROBERTS.

McARDLE'S CLEVER ADVERTISING.

One of the best advertising schemes ever inaugurated by a talking machine dealer was successfully carried out not long ago by Frank J. McArdle, proprietor of the Piano Player Co., Omaha, Neb. After the close of the summer season of band concerts at Hanscom Park, the largest and most popular public park in the city, he received permission to place one of the talking machines on the veranda of the refectory where the musicians were formerly located, and on each afternoon the thousands of people lolling about the park sat about in the vicinity of the stand listening to the music from the horn.

The novel manner of providing music free to park patrons was given publicity by the local press and the attendance was always good. Meanwhile, Mr. McArdle grasped the opportunity to spread information regarding the machine that was playing. He also took advantage of the Ak-Sar-Ben festivities held in that city to advertise the machine, and day after day, when thousands of visitors from the surrounding country and States were in the city, enormous crowds, completely filling the street in front of his store for an entire block, would stand listening to the program from the mouth of the horn on the second floor.

ALPHABETICAL LIST OF RECORDS.

The Victor Talking Machine Co. have just sent out an advance copy of their "Alphabetical List of Records," domestic edition, which contains the following Victor records: All instrumental records made in America; all vocal records made in English; Red Seal and German records.

Records in other languages and instrumental records made in other countries, especially for foreign trade, will be found in the Foreign Alphabetical Catalog to be issued shortly.

Beginning Feb. 1, 1908, alphabetical and numerical catalogs will be issued every four months, to wit: February 1, June 1 and October 1, 30 days after each complete record catalog. These catalogs are not issued for general distribution—they are for the use of Victor dealers only.

NORTHWESTERN DEALERS
TRY US
WE ARE
JOBBERS AND DISTRIBUTERS
EXCLUSIVELY OF
EDISON Phonographs
VICTOR Talking Machines
and Supplies
MINNESOTA PHONOGRAPH CO.
LAURENCE H. LUCKER
505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.

December list of new Victor Records

8-inch 35 cents

Arthur Pryor's Band

5271 Slavery Days March.....Zeta
4165 Over the Waves Waltz (Sobre las Olas) ..... Rosas

Clarinet and Flute Duet by Christie and Lyons

5289 Ecstasy Waltz .....

Bell Solo by Chris Chapman

5290 Forget Me Not—Intermezzo .....Macbeth

Whistling Solo by Edward Ables

5287 I'm Happy When the Band Plays Dixie ..... Vanderveer

Coon Song by Miss Ada Jones

5226 If the Man in the Moon Were a Coon ..... Fischer

Duet by Collins and Harlan

5227 Who? Me? ..... Snyder

Yankee Talk by Cal Stewart

5248 Uncle Josh Joins the Grangers.....

10-inch 60 cents; 12-inch $1.00

Arthur Pryor's Band

5275 Victorious Eagle March, 10-inch....Rosey
5292 "Spring Chicken" Melodies, 10-inch Carle
31682 Variations from Ballet Symphonique 12-inch. ..... Chaminade
5276 Southern Roses Waltz, 10-in.....Strauss
31681 Southern Roses Waltz, 12-inch.....Strauss

German Cavalry Band

5257 Prayer after Tattoo, 10-inch.....

Police Band of Mexico City

VELINO M. PRESA, DIRECTOR.

5273 "Fourth Power" March. 10-inch....Presa
31678 Cascade of Roses Waltz, 12-inch....Presa
31679 Alda—Fantasia, 12-inch .....Verdi
31680 Love's Departure Waltz, 12-inch..Cremieux

Bell Solo by Chris Chapman

5277 Southern Girl Gavotte, 10-inch....Kremer

Victor Drum, Fife and Bugle Corps

5259 American History March, 10-inch..Rogers

Tenor Solos by Harry Macdonough

5293 My Dear, 10-inch.....Ernest Ball
5279 Holy Night, 10-inch.....Adam

Tenor Solo by William T. Evans

5291 Love Me and the World is Mine, 10-inch ..... Ball

Tenor Solo by Frederick C. Freemantel

5261 Shall You? Shall I? 10-in...McGranahan

Songs by Billy Murray

5294 Way Down in Colon Towu, 10-inch. Hoffman
5296 Always Leave them Laughing when You Say Good-bye, 10 inch.....Cohan

Comic Song by Clariee Vanee

5278 Handle Me With Care, 10-iuch...Schwartz

Comic Song by Vesta Victoria

5250 He Calls Me His Own Grace Darling. 10-inch. .....Gifford

Coon Song by Eddie Morton

5281 Just a Friend of the Family, 10-inch Smith

Yodel Song by George P. Watson

5280 Santa Claus Song, 10-inch.....

Songs by Arthur Collins

5285 Dixie Dan (from "The Gay White Way"), 10-inch. .....Furth
5295 Every Little Bit, Added to What You've Got, Makes Just a Little Bit More, 10-inch. .....Dillon Bros.

Duet by Collins and Harlan

5288 Who Do You Love? 10-inch.....Johnson

Yankee Talk by Cal Stewart

5282 Uncle Josh at the Dentist's. 10-inch.....

Recitation by Len Spencer with Imitations by Gilbert Girard

5284 Roger and I (The Vagabouds), 10-inch. .....Trowbridge

Laughing Specialty by Henry Klauser

52004 Laughing Specialty, 10-inch.....

Male Quartet by the Haydn Quartet

5283 The Water-mill, 10-inch.....Macy

Descriptive Specialty by Miss Jones and Mr. Spencer

5286 Broncho Bob and His Little Cheyenne, 10-inch .....Spencer

New Red Seal Records

Marcella Sembrich, Soprano

12-inch size, with orchestra—$3.00 each.

88096 The Lass with the Delicate Air (In English) .....Dr. Arne
88097 Barbiere—Una voce poco fa (A Little Voice I Hear) (In Italian)Rossini
88101 Halka—Polish Song. .....Moniuszka
88099 Love Me—Mazurka (piano accomp. by Mme. Sembrich) (In Polish).Chopin

Marcella Sembrich and Emilio de Gogorza

12-inch size, with orchestra—$4.00.

89010 Hamlet—Doute de la Miere (In French). .....Thomas

Ernestine Schumann-Heink, Contralto

12-inch size, with orchestra—$3 each—In French.

88094 Prophete—Prison Scene—Part I..
88095 Prophete—Prison Scene—Part II.. Meyerbeer

Evan Williams, Tenor

10-inch size, with orchestra—$1.00.

64078 A Dream .....Bartlett

12-iuch size, with orchestra—$1.50 each.

74089 Love Abiding .....Jordan
74088 Elijah—If With All Your Hearts.. Mendelssohn

Ellen Beach Yaw, Soprano

10-inch size, with orchestra—$1.00—In English.

64079 Swiss Echo Song.....Eckert

12-in. size, with orchestra—$1.50 each—In French.

74090 Lakme—Ou va la jeune Hindoue (Bell Song) .....Delibes
74091 Il Re Pastore—Ario (In Italian)..Mozart
74092 Marriage of Jeannette—Nightingale's Song .....Massenet

Will the people in your locality be able to get every one of these records at your store? They're going to know about them all on November 29th—the simultaneous opening day throughout America for the sale of December *Victor Records;* the day we advertise the complete list in leading daily newspapers all over the country.

You know how sales have increased since we began this newspaper campaign. You know how it has added to your profits. You know how important it is to have all the records so that you won't miss a sale. You know that there are no records like *Victor Records*—and the people know it, too.

They buy month after month, not simply because the records are new, but because they are perfect musically as well as mechanically, and have that sweet, clear tone that is ever a delight.

Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company, of Montreal, Canadian Distributors.

H. C. FABER'S CRITICISMS

On Store Methods as "Discovered" by Him on a a Recent Visit to Pittsburg—Places Himelf in the Purchaser's Place and Utters Some Pertinent Comments Worth Noting.

Monongah, W. Va., Oct. 21, 1907.

Editor Talking Machine World, New York:

Dear Sir—The old saying, "Every dog has its day," fits the writer all over. I had several of them all in a bunch, lasting eight days. Got it into my head to hear Brother Sousa while he was in Pittsburg about the middle of last month, so on the "kears" we got. When we arrived I was both "dry aud thirsty," aud worst of all I was among strangers. Being among strangers did not have a bad effect on me, for I knew that I would be welcomed (or I thought I would) at any of the big stores where talking machines were handled, but I found that this was all a myth.

In the first place, I made up my mind that I would not make myself known to any of them, or even hint that I was interested iu the talker line, but walk in or stand on the outside and appear interested in their displays, and see what kind of treatment a strauger received, thereby getting some pointers for my own busiuess. In all I made four visits—that is, initial or first visits, and here they are as I made them:

Without getting too personal, will state that the first place I dug into kind of "upsot" my bearings. We (my wife and I) stood out in the drizzling rain in front of No. 1, peeped in and saw a lady and a man. Both of them saw us, as they looked at us several times. They could not help knowing that we were interested in the goods they had in the windows, but, outside of the lady winding up a machine and the man looking over an alphabetical catalog, they paid no attention to us. I called this a "wet" reception and passed on for the time to the next place.

Then we walked up Liberty street and went into a dark-looking place, and a young man asked us what we wanted. I replied that we were just looking around, so he bowed politely and went back to a desk and resumed his duties. While I got wet in the first place, I got kind of hot in No. 2, and was for making a run out of the city, as we were near the station, but my courage returned, and, with my hand on my pocketbook, we made a bee-line for the hotel and had dinner and then rested for the balance of the day.

Getting our bearings next morning, we tried a place upstairs on Wood street. While we did see a few machines and some records, we felt sort of chilly sensatious all about us, and, as I am subject to them (chills, I mean), we got down them stairs as quickly as we could and into the sunshine (the sun was shining, which is unusual for Pittsburg), and we felt much improved, so I came to the conclusion that No. 3 was not for my business, and said that we would quit "rubbering" and look elsewhere for satisfaction and courtesy.

Baseball was in session then, so we asked a bluecoat to tell us the way, etc. We concluded that we would walk and see the sights as we went along. He directed us to go to Sixth street, follow Sixth street to the bridge, cross the bridge, etc., so we started. We had no idea of seeiug any more talkers, but what was our surprise when we had nearly reached the bridge to see some of those flower horns and that dog-gone dog looking right square into one of those horns, innocent like and real cute, too. A circular sign stated that it was Powers & Henry Co., and that kind of got me, as my front name is Henry and I had a "hankering" to see what kind of power was in there. I saw a man making for the door, and "Come in" was said by him so invitingly that we accepted. Well here it was entirely different. He asked us to have a chair, and then tried to make us feel at home. He did not know who we were or what our business was. I must say that politeness and good behavior rule here, as I saw a number of people come in and all were treated alike, whether the toiler with his dinner-pail or the party who had just left his auto on the outside. This, in my estimation, is the key to their success, as all were accorded the same treatment. After noting the way that people were received and treated, I presented my Victor identification card, and then all was plain sailing. Mr. Shirley seemed to have everything pertaining to the business at his finger ends, and if their business all the time is as large as they did in the few days that the writer was there, this firm must indeed be a power in the trade.

Mr. Levin, of this same house, is pleasant-mannered and seems to haye a level head on his shoulders. The head of the house, Mr. Henry, was out of town, and consequently I did not get a chance to meet him. His business was in safe hands, though, and from all appearances, politeness and good manners are the drawing cards, sure.

Both the Victor and Edison lines were pleasingly displayed. The firm had an excellent exhibit at the Exposition, all enclosed in glass, probably 15 x 18 feet. Sousa was at the "Expo" in all his glory, and he surely made a "Hit" with a capital "H". This old band master is doing lots of advertising for the records that reproduce his compositions. I know this to be a fact, as the Dutchman said, "It worked both coming and going." I mean by this that Sousa has a drawing power that is never failing. For instance, in the past month there have gone from here 123 people solely to hear Sousa. Not one of this bunch would have gone had it not been for Sousa. They were all from this neighborhood, and went for the sole purpose stated above. A good percentage of them have machines, and, of course, nothing will do but they must have records of the selections Sousa played while in Pittsburg. There are, of course, some who do not have machines, but will have them now as soon as pay day comes around, so as they can make the first payment.

Iu closing this letter, I wish to add some advice, and this is that all beings who work in "talker" departments or stores surely ought to memorize "Rules for sales force" on page 6 of

PERFECT MEDIUM QUIET NEEDLES

THE NAME OF THE NEEDLE DENOTES THE TONE IT WILL PLAY

The **BEST NEEDLE** made **IS** the **ONE YOU WANT** to use. **WE** do not **HANDLE** anything but **FIRST CLASS GOODS** and **YOU CAN DEPEND UPON** the quality of **EACH STYLE** of **NEEDLE** to be **A1.**

SPECIAL OFFER TO DEALERS

ANY OF OUR NEEDLES WILL COST YOU

25c. per 1,000 in 100,000 Lots
26c. per 1,000 in 100,000 Lots
If Name and Address is Imprinted.

PUT UP IN { 100 to an Envelope / 300 to a Box / 1,000 to a Box

A SAMPLE 1,000 WILL BE FURNISHED FOR 30c.

HOW ABOUT "VICTOR"

TALKING MACHINES AND RECORDS

WE JOB "VICTORS" ONLY

Is it necessary to state that being in **ONE LINE ONLY WE** can **GIVE YOUR WANTS** in that line **BETTER ATTENTION** than if we handled other style goods?

TRY US FOR GOOD SERVICE

Our **STOCK** is **LARGE** and complete and our **FACILITIES** for filling orders are of the **BEST.**

SIGN A "VICTOR" CONTRACT WITH US AND FOLLOW IT UP WITH YOUR ORDER. DO IT TO-DAY.

WRITE FOR CIRCULAR AND FULL INFORMATION.

AMERICAN TALKING MACHINE CO.

586 FULTON STREET, BROOKLYN—N. Y. CITY

September World, then perhaps they won't turn would-be customers away unknowingly. Will state that had I been treated civilly in all the places I visited, perhaps I would have more places to deal, but as the matter stands I am satisfied, want no apologies, and the Powers & Henry Co. suit me. I pay as I go, and therefore ask no favors of anyone, especially after having gone through the process of a wet, a hot, and a chilly spell all in one town. Very truly yours,

H. C. FABER.

THE PHONOGRAPH GIVES EVIDENCE.

A resident of Portland, Me., told of a case that was tried recently before one of the civil courts of his city and in which a phonograph played the principal part.

"It was a little matter of a debt that brought the parties before the judge," he said, "and the man sued stoutly denied ever having borrowed a cent. It was alleged by the plaintiff that the transaction took place in his rooms, and that the defendant had given a verbal promise to pay inside a month.

"After the defendant had sworn solemnly that the whole thing was a fabrication, the plaintiff's lawyer quietly produced the phonograph, which his client had in his rooms on the day the debt was claimed to have been contracted, and set it in motion.

"Immediately the conversation in question was repeated, both the defendant's and the plaintiff's voices being clearly recognizable. The defendant had to pay up.

"I was in court at the time, and I never saw any man appear so devilishly embarrassed as the accused when he was compelled to admit that he had deliberately lied."

DON'T USE DEAD PHRASES.

"Chestnuts," says the reader, "I've heard that before!" when his eye bumps into the following phrases:

"Come early and avoid the rush."
"We defy competition."
"Give us a trial and be convinced."
"We beg to inform you."
"Below cost."
"Square dealing."
"We aim to please."
"If you don't see what you want, ask for it."
"Buy here and save money."

Properly blend the new and the old. "Be not the first by whom the new is tried, nor be the last to throw the old aside."

Be plain, pungent, pointed.

Fixed rules cannot be laid down for advertising. A method that may be desirable for one line of goods may be a failure in another. Men study, observe results and adapt themselves to situations.

SAN FRANCISCO'S GREAT PROGRESS.

All Branches of Talking Machine Business Report Increasing Activity—Looks as if Approaching Holiday Season Will Mark New Era in Sales of Talking Machines and Records—People Getting Settled in Their Homes and Need Musical Solace—Allen Fibre Horns Are in Good Demand—Their Especial Merits Defined—Sherman, Clay & Co.'s New Quarters—Talking Machine Concerts Well Supported.

(Special to The Talking Machine World.)
San Francisco, Cal., Nov. 7, 1907.

In spite of the fact that other branches of the music trade are inclined to be a little slow in San Francisco, the talking machine departments everywhere seem to be coming ahead very satisfactorily. With the approach of the holiday season, more inquiry is heard for machines, and the record trade is on the increase.

The Columbia Phonograph Co. report a considerably better business than last month. W. S. Gray, the Coast manager, is now in Portland, where he met George W. Lyle, general manager of the company, a few days ago. They will proceed together down the Coast, and are expected here about next Wednesday. They received the first Symphony Grand Graphophone a few days ago, and began using it in the daily concerts on Thursday afternoon. Mr. Clancy, of the Oakland branch, received an instrument of this type over a week ago. The men in that office are keeping up their customary activity, and have a good deal of trouble in keeping supplied with popular styles, such as the Type BQ.

A ginger-meeting was held Thursday night of last week, but Mr. Gray was not present, as he had to be in Sacramento. C. J. Moore, formerly of the San Francisco office, is now in charge there, assisted by H. A. Marehand, who has for some time been in the Oakland branch. There has been a rapid improvement there for the past few weeks. Mr. Gray is now getting out a "Columbia Bulletin," a sort of official publication of the company on this coast, designed to keep the various branches in touch with each other. This paper includes the reports of "ginger-meetings," the standing of the different departments, and lists of the most successful salesmen.

Clark Wise has again resumed his evening talking machine concerts, which are a greater success than ever, as the Auxetophone makes the concerts more attractive than they were before. As the holiday season approaches, the evening crowd grows to larger proportions, and last Wednesday evening Mr. Wise had a well-filled hall.

Peter Bacigalupi & Sons were short of stock for a long time, but they have been ordering for the holiday trade, and belated shipments now coming in are crowding them for room. To accommodate what is now arriving, they have secured an additional room, which is now well filled up.

C. D. Blaine, formerly of Arroyo Grande, Cal., has opened a store in San Luis Obispo, Cal.

Alfred Widdop, before the fire with Byron Mauzy, has opened with a large stock of talking machines in Fort Bragg, Cal.

The Allen Fiber Horn, made in Japan, and for which Byron Mauzy, of San Francisco, is sole distributer for the United States, is claimed by the maker to possess numerous points of excellence which commend themselves to the general public. Mr. Mauzy states that "the tone reproduction is absolutely natural, and does away entirely with all metallic vibrations. It is the lightest horn manufactured, and is also the most durable and the cheapest. Not being of metal it does not rust or tarnish and it will fit any machine. The Allen Fiber Horns are made by hand, of a Japanese rice fiber material. It is finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color. They come plain and decorated, the inside of the bell of the decorated horns are hand painted by talented Japanese artists, in the style peculiar to the Flowery Kingdom. Various scenes in Japan are depicted as well as many of the native flowers. Japanese artists as well as artisans are not paid any more in proportion for their talent than a Japanese laborer, consequently this Fiber Horn could not be manufactured in any other country at five times the cost."

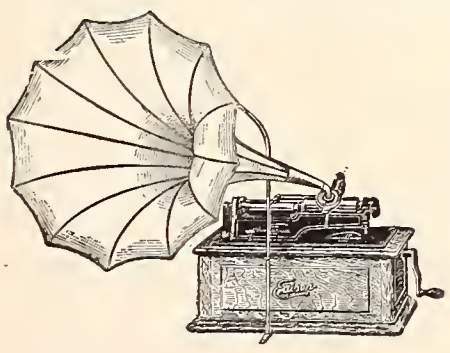
P. Bacigalupi, Jr., is out of the city this week on a quail hunt.

Sherman, Clay & Co. have now about completed their stock of talking machines at the new store, and are resuming the wholesale business, which has been interrupted for the last ten days on account of moving. The retail stock is not quite in order, but this part of the business is expected to open up Monday. Mr. McCarthy believes the downtown trade will be as large as ever, and it will be conducted in far more convenient surroundings.

The Southern California Music Co.'s store in Riverside, Cal., have been refitting their phonograph department, and opened again for business at the beginning of the week.

The Eilers Piano House of Portland, Ore., attracted a large crowd last week at the opening of its new talking machine parlors, which are said to be as handsome and up-to-date as any in that city. The trial and demonstration rooms are enclosed with double sound-proof glass walls, windows and doors, and are fitted up in individual color schemes.

Byron Mauzy's new talking machine catalog has now gone to press, and will be out in about a week.



LAWRENCE McGREAL

Milwaukee
172-174 Third St.
Edison and Victor Jobber

SUPPLIES
If it's practical and salable I've got it.

Cincinnati
29 East Fifth St.
Edison Jobber

SERVICE

Two big jobbing houses carrying immense stock and prepared for instant delivery, with an absolute minimum of "outs" and a maximum of perfect service. Try me with a trial order now.

ASSISTANCE

I am interested in the success of every dealer buying through me, and refer every outside inquiry to the nearest dealer, and will further their business with practical ideas born of my long experience first as a road salesman, later as a successful jobber. Let me help plan your winter's campaign.

Yours for business,

LAWRENCE McGREAL

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. T. Dykes, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, L. J. Chamberlin.

Boston Office: Ernest L. Waitt, 278A Tremont St.

Chicago Office: E. P. Van Harlingen, 195-197 Wabash Ave.

Telephones: Central, 414; Automatic, 8643.

Philadelphia Office: H. F. Thompson.

Minneapolis and St. Paul: Adolf Edsten.

St. Louis Office: Chas. N. Van Buren.

San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

Berlin, Germany, Chas. Robinson, Breitestrasse 5.

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

REMITTANCES, should be made payable to Edward Lyman Bill. Currency received at sender's risk.

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

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

NEW YORK, NOVEMBER 15, 1907.

REPORTS from World correspondents in every section of the country show a decided activity in trade during the first half of this month. In fact the talking machine situation as we view it broadly insures a holiday trade of unusual proportions. There are some lines, of course, which have been hit heavily. The horn situation has not been fully cleared up, but the demand for special horns is growing steadily, and there will also be a number of other talking machine specialties announced in the columns of The World within the very near future, which will interest talking machine men everywhere.

SINCE the appearance of the last World we have had quite a shake-up in financial affairs in this city, but happily the shake-up did not affect points outside of New York and here but temporarily. It is well to remember that for some months past we have been going downstairs and are so much nearer the ground that no great fall is possible, particularly a fall from the roof, and the little tumble which we had recently is now practically cleared away and all the obstacles which have blocked recuperation have been also removed. In such times business men must not lose their heads. They should not be misled in the slightest by the cry of the pessimist. Our great financiers managed the local situation admirably and the attitude of the Government, through the Secretary of the Treasury, immediately restored confidence and with the greater number of millions of gold which is coming from Europe, the financial foundation is secure. It does not pay to look on the dark side of things, because if one persists in doing that too long the result is an absorption of an amount of pessimism which must of necessity injure one's chances in the battle for trade.

WE have a splendid yield of crops and large foreign requirements and no necessity of expending the profits in paying debts. The farmers will spend their seven billions or more for goods and the demand will quicken industry as nothing else can do. The mines, too, are adding to the wealth of the country and nearly a half billion of gold mined promises a new basis for credit. In fact the one great trouble which faces the great shipping and transportation companies is how to find cars to get the ripening crops to the seaboard and to bring back wealth from other nations who have no option but to purchase supplies from us.

IT is well to remember, too, that our last flurry in financial circles was promptly succeeded by a year better than the preceding year—a year of prosperity. If we compare our wealth with the condition of the country not longer ago than 1903 the figures will be stimulating. Between the two estimates of our total wealth in 1900 and 1904, 1903 intervened, and yet the total raised from 88 billion to 107 billion. When we talk of loss we must remember that nothing can reduce our coal area perhaps seven times all Europe's. When Wall Street is depressed we must remember that the sun is still shining and we should do better to think more of realities. We should devote more time to developing business along legitimate lines than to sitting down and crying pessimism. The talking machine industry is capable of big things and the men in it are not to be diverted in the slightest from great accomplishments by any little temporary flutter in the financial world, and the quicker this truth sinks into the hearts of the readers of The World, the better it will be for them.

THE officers of the National Jobbers' Association are already doing good work and it should be understood that the moves of this organization are made with the welfare of the entire industry at heart. No hasty action will be taken on any important subject, and it is believed by those whose interests are large in the industry that much good may be accomplished by concerted action.

WE have received a number of communications from readers bearing directly on the editorial appearing in last month's World anent the record situation. Dealers should lose no opportunity to keep all record stock moving and there are plenty of good sellers that are permitted to remain in stock without being properly pushed by salesmen. Profits from the record end of the business are substantial and every effort should be put forth to increase the sale of records. Every bit of advertising which is put out exploiting new records or old ones has been helpful to the trade and we should recollect that it is by constantly keeping wares of every kind before the public that a demand is accentuated for same.

THIS publication reaches not only exclusive talking machine dealers in all parts of the world but it is read by many thousands of men in other departments of trade who carry talking machines as a special line. Probably there is no paper published which has such an extensive circulation outside of the regular trade as The Talking Machine World. The following letter received from D. M. Rodgers, a dealer in furniture, carpets, hardware and lumber, in Corning, O., will show advertisers how The World is regarded by outsiders and the advantage of carrying business announcements in its columns.

"I receive several splendid furniture and hardware trade journals, but The Talking Machine World, a copy of which you recently sent me, is one of the most interesting trade papers I have ever read. From the copy mailed me I have already ordered goods for my talking machine department and am corresponding with other advertisers for supplies required. I have been selling talking machines for several years but I found many new things in your journal that will be of great benefit to me in this part of my business. I am obliged to you for the sample copy and gladly enclose my check for $1.00 for The Talking Machine World for one year. It would be cheap at double the price and every talking machine dealer ought to have it. I wish you continued success."

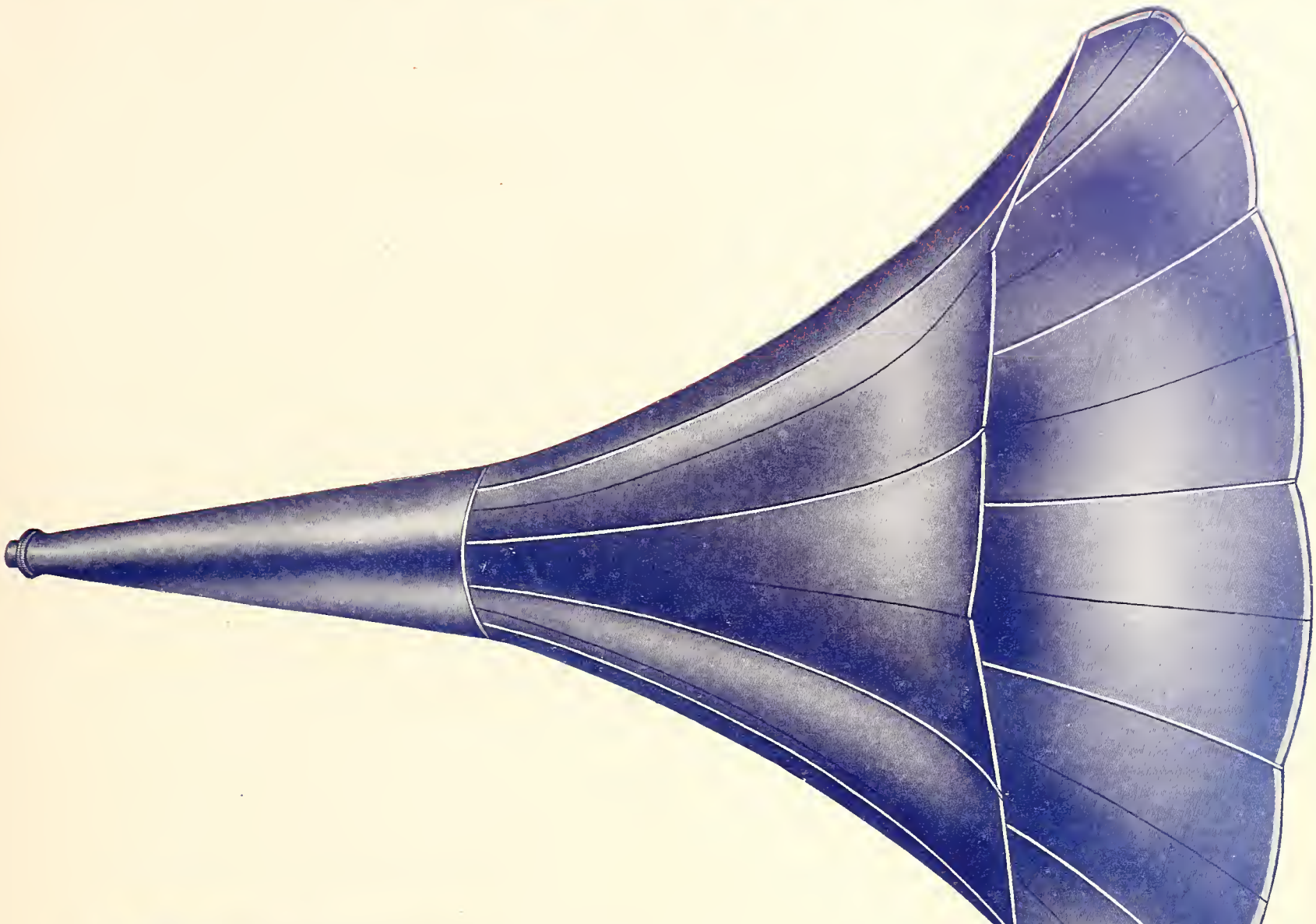
WE have had an opportunity recently to study the trade situation in the Central West and have discussed business conditions with prominent jobbers and retailers all through that vast country. It is gratifying to note that they view the business condition with great optimism. In fact they are looking forward to a splendid fall and holiday business. It should be understood that the great agricultural section of America is but little affected by Wall street conditions. While stock speculation in a way may be indulged in in every part of the country yet not to the extent that it is in New York and the East. Therefore as we view the business outlock the great Central West will absorb more talking machines for the next few months than any other similar period since the industry was established. This opinion is formed after a close analysis of the conditions in the various western cities. The South, too, is going to give a good account of itself. The Pacific Coast while perhaps not up to the average will continue to be a good point for the distribution of talking machine products.

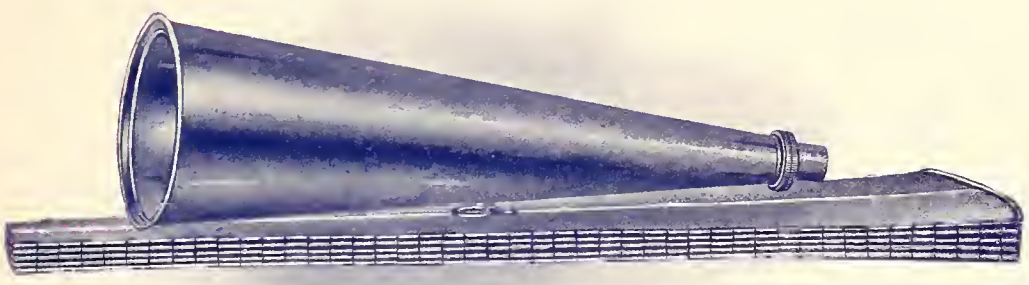
IT would be an excellent plan for the managers of talking machine establishments throughout the country to have a family meeting of their employes at least once a month. At such times matters which directly relate to the talking machine business can be broadly discussed and there will be an interchange of ideas which will benefit all. Points will be brought out regarding the selling of talking machines which will materially assist the younger salesmen and again we have never known any salesman too old to learn. The higher the ability in the selling end of the business the more sales and the better sales. Talking machines will not sell themselves by any means, and when we consider that we have outfits which retail for as high as $500 it will at once be seen that the field affords opportunities for good salesmanship qualities.

FREQUENT cabinet meetings composed of the selling staff will result in increased profits in the business department. No doubt of that. We have studied the effect of these meetings in other lines and have found them to be extremely beneficial, and we know that the talking machine industry would profit by occasional open discussions of the problems of the trade.

The entire force may be welded together in a more harmonic whole through a better understanding of actual conditions. And through this knowledge a better presentation of the talking machine may be made to the purchasing public. No points should be overlooked which make for business success to-day.

THE SEARCHLIGHT FOLDING HORN





Patent No. 771441
Oct. 4, 1904

Patent No. 12442
Jan. 30, 1906

THE ONLY PRACTICAL, COLLAPSIBLE HORN IN THE WORLD

Style—Blue (Baked Japan)—Gold Striped.

For all Edison and Victor Machines except Victor I.—For all Columbia Machines

Size, 23 x 28 Cylinder; 23 x 21 Disc. Boxed, 3½ x 7 x 20 Inches.

ARE YOU "ONE"?

DO not be ONE of the shouters that the horn trade is dead.

You havn't the right horn, that's the trouble.

Put in a line of our horns and use our printed matter.

Your customers will do the rest.

Samples in your window will advertise your business.

Send to your jobber. If your nearest jobber does not have our full line, write or telegraph to us.

SEARCHLIGHT HORN CO., 755 Lexington Ave., Brooklyn, N. Y.

CHEERY TRADE REPORTS FROM MILWAUKEE.

All Branches of Business Make Favorable Reports Despite Financial Flurry—People of Foreign Birth Large Purchasers of High Class Records—Talking Machine Men Remodeling and Enlarging All Along Line—Laurence McGreal to Occupy New Store Around Dec. 1st—Flanner Installs Talking Machine Department—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 8, 1907.

Despite financial stringency, with its dulness in all lines of commercialism, the talking machine business in Milwaukee during the past four weeks has been gratifying. Wholesalers and jobbers report business even rushing. Retailers, on the other hand, declare that things are not that rosy, although the business they are doing is above the average and payments in most cases are cash.

The usual dull months of 1907, July and August, brought exceptional trade to local jobbers, and the months of September and October were even better.

Milwaukee and other Wisconsin cities have been taking hold of talking machines in a new phase, which is, of course, not new in other sections. It is the commercial machine. Many business houses are introducing the talking machine for correspondence work, and stenographers as a rule like the method. It has opened a way for young women who have not learned or who have not had an opportunity to learn shorthand.

THE COLUMBIA CO.'S WAREROOMS.

Another feature that impressed The World's representatives is the change in opinion of people of Milwaukee. A year ago the talking machine was regarded as a luxury beyond the ordinary person's means. To-day even the poorest classes enjoy it. They are substituting the costly pianos in the homes of the middle classes.

Nevertheless, the middle and wealthy classes are users of talking machines. This accounts for the numerous sales of the higher priced cabinet machines reported by Milwaukee jobbers.

The entrance of the foreign element into Milwaukee trade is gratifying to dealers. Only the other day a number of Greeks walked into the Columbia branch here with a dozen records in their native tongue, and found much enjoyment in the weird and fanciful folklore of Greece. Thus it is with other races and peoples.

The accompanying picture is an interior view of the Columbia Phonograph Co.'s store, and shows the main salesroom and office. But one third of the store is shown in the view. Another room containing the stock of Columbia records is directly in the rear of the room shown. The company's repair shop is on the second floor.

"Business is almost too good," said A. E. Thomas, speaking of trade conditions to The Talking Machine World. "We are doing more business than we can really attend to, and our agents throughout the State are enjoying the same prosperous business. The demand for talking machines is steadily increasing, and the month just past has been the best in our history. Collections are excellent and we are more than satisfied with the results."

About the best indication of good business is the enlarging and remodeling of talking machine stores, and more improvements are being made by dealers this year than ever before.

Lawrence McGreal, State agent for the Edison and Victor talking machines, is making preparations to entirely occupy the new building on Third street, recently leased from George W. Ogden & Co., by December 1. Alterations are now being made and Lawrence McGreal, who will conduct the business under his own name after entering the new store, will have about the finest phonograph store in the country. The salesrooms and exhibition parlors in the new location will be double the present rooms in size. Eight sales booths are being installed, and the entire building will be remodeled into an up-to-date store. The McGreal house has a large storehouse at 317-319 Milwaukee street, where they have their surplus stock of goods.

Joseph Flanner has just installed a talking machine department in his large music house on Broadway. In speaking of the business, Charles H. Iddings, manager of the department, said: "The Victor Victrola promises to be the leader, among high-priced machines, in Milwaukee. I have just sold two of these instruments and our order for more Victorias has been sent. There is considerable call for them."

Retail talking machine dealers say that the wholesale dealers and jobbers have painted business far brighter than it really is. While business may be as good with them as they say, the retailers for the most part report business fair, while some of them say it is quiet.

Mr. Huseby, of The Huseby Co., 312 Grand avenue, said: "Some may tell you business is rushing, but it has been far from what it should be." The Huseby Co. deal in Edison and Victor machines.

George Eicholz, 1340 Fond du Lac avenue, says that while business has been rather quiet he cannot complain. Fall prospects are bright and he anticipates a good Christmas business.

Goerke & Krienitz, 839 Third street, reports business somewhat slower than last year at this time.

Max Schucht, 1509 Vliet street, says: "Business is not what it should be at this time. The wholesalers may be doing the business, but among the dealers a greater demand would be welcomed.

Joseph Schostak, 481 Third street, is enjoying a fairly good trade in the talking machine business. Oscar Bach, who has a large store at 2202 Vliet street, is having a big run on records, with good purchases of new machines.

OLIVER'S PECULIAR EXPERIENCE.

Story That Could Well Form Plot for Novel.

A. C. Oliver, a farmer located near Ypsilanti, Mich., had a peculiar experience with a talking machine not long ago, during which he lost and later recovered the machine in rather a roundabout manner. The "talker," however, appears to be the hero of the story. Not long ago Oliver and his wife drove to Ypsilanti, leaving the farm in charge of their hired man, T. M. Dixon. When Farmer Oliver returned that night he found his farm, but the hired man had flown. With Farmhand Dixon had gone Mr. Oliver's talking machine and the accompanying records.

The curtain rises on the next scene set in Jackson, Mich., during Oddfellow week, and finds Dixon no longer a plowboy, but traveling musician. He exhibited in saloons. While glasses clinked merrily and voices rambled on in conversation, Dixon dispersed tunes with the disconsolate phonograph. Then the hat went around. Many who failed to contribute nickels "set 'em up" for the musician. In an unguarded moment and under the warming effect of too many shupers, Dixon confided that he was an Oddfellow. The men of the links sought in vain for the mystic passwords and grip from the musical "Oddfellow," and falling upon the prevaricator, threw him out.

Dixon, disgruntled, went straightway to police headquarters to complain and to recover his beloved phonograph. The police told him he was drunk, and he was locked up.

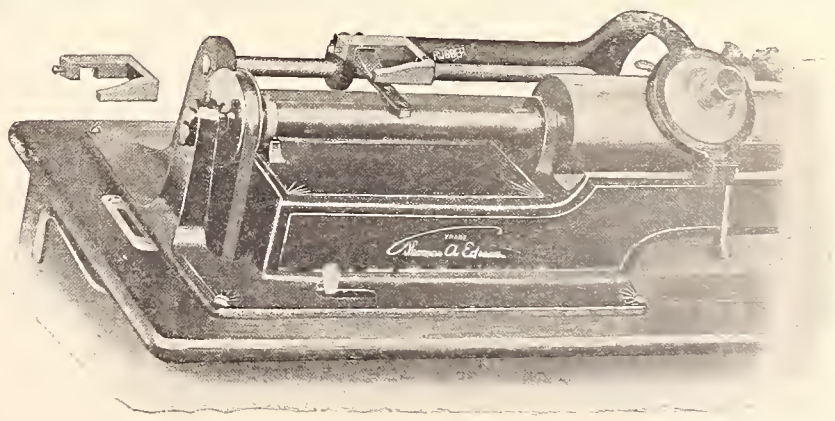
Farmer Oliver had occasion to visit Jackson, and while sauntering along a street heard the strains of a familiar song floating out from a second-hand store. Now Oliver's phonograph had a reproducing apparatus, and the song he heard was from a record into which his daughter had sung.

Dixon had sold the phonograph to pay his fine. The machine is back in its accustomed place on the Oliver farm.

To claim a better plan of work and withhold it, may lose friendly criticism, build a doubtful reputation and gain resentment. On the other hand, an explanation and a few whacks from the knocker's hammer might prove the plan to be mere punk and so clear away the cherished rubbish for better things.

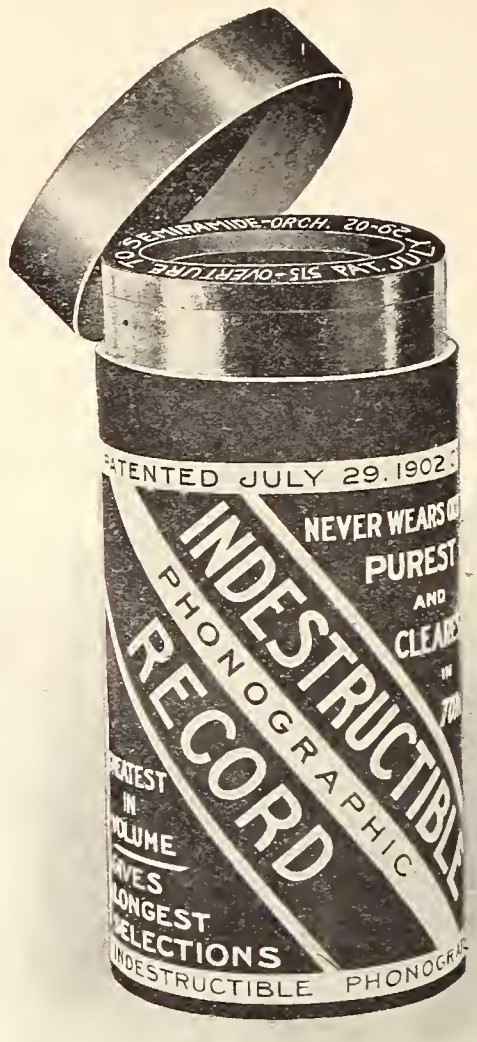
THE UTICA AUTOMATIC STOPPER

¶ This splendid device is for the Edison Home Phonograph. It stops the machine when the record is finished. The Automatic Stopper is sure to be in large demand among users of the Edison. The retail price is 25 cents. ¶ Place your order through your jobber; if unable to get them of your jobber, write us. We will furnish a sample to any dealer in the United States or Canada on receipt of 15 cents, if the name of your jobber accompanies the order.



UTICA CRANE CO., Makers = = = = = = Utica, N. Y.

TRADE-MARK



Mr. Dealer:

Can You Afford to be without a Stock of Indestructible Records? Our Extensive Advertising is creating the demand. Do you want to Supply the Goods?

We Guarantee

No Breakage

That You Can Show the Goods without Risk of Damage to Them.

When Shown to a Customer the

Superiority of Our Records is Noted.
Quality of Our Records is Seen.
Volume of Our Records is Heard.
Purity of Tone is Enjoyed.

No Announcement

But on the End of Our Record is { The Number / The Name of Artist / The Name of Selection

The Indestructible Phonographic Record Co.

226-236 Hamilton Street, Albany, N. Y., U. S. A.

POINTS IN CATALOG MAKING.

Some Plain Facts Which Will Interest Those Living Consideration to Talking Machine Literature—The Views of an Expert.

Of the making of catalogs there seems to be no end. Manufacturers', and jobbers', as well as retailers' catalogs, of machine records and sundries, issued to increase the patronage of the store, reach our desk. While some of them demand commendation, others exhibit not a few flaws that surely must detract from their utility and efficiency. The making up of a catalog is no easy task, and the following hints may prove an aid:

The first consideration is the paper to be used. For half-tone illustrations this should be coated stock, but for ordinary printing sized and supercalendered stock will answer. The first costs about seventy-five per cent. more than the latter. As to the number of pages in a catalog we will have nothing to say. This depends on the length of the line to be shown, though of course it is not necessary nor practical to illustrate the whole line. We have seen comparatively small catalogs that carried more weight than elaborate and bulky ones.

Half-tones show to the best advantage on pure white stock. To select a tint or allow one to be forced upon you by the paper dealer is a mistake. White stock is difficult to make. It shows imperfections more plainly than does tinted. Hence, the paper dealer's anxiety to show the superiority of the tinted stock.

But do not forget that owing to the whiteness of the paper, opaqueness is an essential. You must strive for a perfect sheet in a light weight that is as nearly opaque as possible. If your cuts show through from the other side it is an imperfection that will be a great detriment to your book.

An attractive cover is as much an essential as any other feature of the catalog. Covers are being made in half-tones, zinc etchings and by lithography. The first named, though lately come into use, is accomplishing best results. A first-class cover printed in three colors from half-tones will accomplish more at a less cost than either of the other methods.

Next comes the question of engravings. In considering your expenditure for half-tones, bear in mind that the individual cost of each plate is but a small item in the total amount. The mistake that most catalog compilers make is to "save at the spigot and lose at the bung." They give way to the temptation to save a dollar or two on individual cuts, with the result that their finished book is below the standard of their up-to-date competitors.

As a matter of fact, this is the poorest sort of economy. The more attractive the book the better the advertisement, and if your merchandise and prices are right the more liable you are to have the best results. The better the cut the better the impression upon the prospective customer, and the clearer the details the more likely the sale.

Having secured the paper stock and having arranged for the illustrations, do not try to crowd too much into a given space. It is a greater fault to crowd a catalog than to crowd a newspaper or magazine advertisement. One of the most successful catalogs of the past season was that in which a smaller number of cuts than usual was placed on a page and the size of the illustrations was greater. Therefore, they had as much advantage over the others as a department store has over the little notion store around the corner.

It is better to cut your line if you have not the space; show fewer articles and display them better. If you have never tried this you can afford the experiment. You need not be afraid of the results. Actual experience has proved that the returns are better from a page of this kind than from one that is overcrowded.

Another precaution is this. Do not drive hard bargains and expect unexcelled results. You should get your paper maker, engraver and printer personally interested in your work. You cannot do this by driving a sharp bargain. They are constructed on the same lines as yourself. You would not take any special interest in work from which you felt the profits had been cut. You would simply handle it in the ordinary manner and get rid of it with the greatest possible dispatch.

So it is with the men who furnish paper, printing and engraving. They will not watch with special care that you get a perfect sheet of paper; that the plates are carefully etched and finished; that only the good grade of ink is used; that the press is not speeded too high; that the sheets are not turned and run again while wet nor bound before they are dry; in fact, that in every particular, from start to finish, as much care is taken as though the work were for their own use.

It you flatter yourself that you can hoodwink any of these men into doing something special for you without paying properly for it, you are simply robbing yourself of possible business.

The foregoing points will prove valuable if borne in mind by any members of the talking machine trade who contemplate getting out some special holiday literature, or in fact any form of catalog.

RECORDING LABORATORIES TAKE NOTE.

Those in charge of the recording laboratories of the various talking machine companies might use to advantage the new system to be used in arranging the orchestra of the New Theatre to be built in New York and which will have the support of many wealthy men. According to Heinrich Conried, who will be the director of the new house, the orchestra will be so arranged that by pressing a button the various portions of the floor may be raised or lowered in order to increase or decrease the volume of tone of the different sections of the orchestra. Mr. Conried claims that the new scheme was adopted owing to the fact that in the majority of orchestras the brasses usually drowned the tones of the violins, when on the same level. By changing the levels at will, however, perfect proportion of volume may be maintained. Not a bad system for the talking machine man to investigate when it is considered what difficulty is often experienced in arranging bands in the proper position for recording.

The Emperor of Germany is manifesting the liveliest interest in the moving picture machine, and has ordered a most expensive outfit to be installed in his yacht, the Hohenzollern. He is particularly interested in the views taken of the recent naval and military maneuvers in Germany.

FREE SAMPLES
Of Needles That Prove

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

Get ready for Christmas

Better look over your stock right now and make up your mind what's needed for your holiday trade. Then place your order so that you won't be caught off your guard when the Christmas rush sets in.

We are ready to help you put your stock in shape now, and later on we can be of still greater help when it comes to filling the gaps.

No matter how complete your stock may be at first, you will more than likely find yourself running short on this, that or the other thing, and some quick work will be necessary to fill your orders—Christmas trade can't wait.

Then it's a case of putting your jobber to the test—and you don't want him to fail you in such an emergency.

You can't trip us up with "rush" orders. We're always "right there with the goods." We have a large and varied assortment of Victor talking machines and records, record cabinets, fiber cases, English needles, trumpet horns and all other accessories. And we always make shipment the same day the order is received—always; Christmas or any other time.

Write to-day for our latest catalogue as a starter toward getting acquainted with our prompt and valuable service.

The Victor Distributing and Export Company
77 Chambers Street New York

HE FOUND IT WORTH WHILE.

BY ERNEST WERNINCK.

"So you are going to Marshton for your vacation, are you?" said the manager to the keen young clerk.

"Yes, sir. I catch the seven-twenty to-morrow morning."

"What do you intend doing there? Rather quiet little place, isn't it?"

"Yes, sir; but there is good fishing in the creek, and that's what I'm after."

"Well, I hope you will enjoy yourself. Of course, if you can sell a dozen or so talking machines while you are there, we won't have any objection."

"I'll do what I can, sir."

"Thank you, my boy! I know you will."

It was some two months after the above conversation that the same manager received the following letter:

"Marshton, Pa.

"Dear Sir—Your statement for $123.60 to hand, which I will settle as soon as I am able. I have sold none of your goods. I would have done better to have thrown away the old goods I had than to take your Mr. Green's advice to send them to you in part payment of a new bill. Yours respectfully, Charles Mitchell."

The manager answered briefly as follows:

"Mr. Charles Mitchell, Marshton, Pa.:

"Dear Sir—Your favor of recent date to hand, and I much regret to hear of your inability to move the goods on hand. I have spoken to our Mr. Green and he has asked me to inquire of you if you have taken his advice and cleared out one of your two windows containing stationery, etc., and made a display of the machines and colored horns. Assured that you will settle your account with us as soon as you are able, and wishing you better success. Yours respectfully, A. Blakslee, Manager."

It was less than thirty days after this that the followiug letter was received by the manager:

"Marshton, Pa.

"Dear Sir—Enclosed please find check, $123.60, in full settlement of my account. I had not done what Mr. Green suggested until I received your letter, but on receipt of same I immediately acted on the idea and made a very effective window. I had an inquirer while I was arranging the wiudow and he came in the next day and bought the $30 machine for cash. A few days after I sold the $45 disc machine, also for cash, to a farmer who lives about fifteen miles out, who had never been in my store before. Please send me two more $30 machines, by express, at once, as I have some splendid prospects. With kind regard to Mr. Green. Yours respectfully, Charles Mitchell."

The Hext Music Co., Denver, Col., have been appointed Victor jobbers. They have well arranged talking machine quarters.

McGREAL'S FINE QUARTERS.

Will Carry a Large Wholesale Stock in New Quarters at 172-176 Third Street—Harry Krienitz Takes Over South Side Branch.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 2, 1907.

Lawrence McGreal, the large talking machine jobber of this city and Cincinnati, will soon move his wholesale stock into his new headquarters building at 172-176 Third street. The wholesale will occupy the entire third floor or 7,500 square feet of space. The shelving and fixtures are now being installed. The retail department on the first floor is excellently arranged with ample stock shelving and fine oooths for both Edison and Victor business, but extensive improvements are soon to be made, including a cosy recital hall in which Victor concerts are to be given daily. Mr. McGreal says that his jobbing business for October was considerably ahead of 1906 and indeed has shown a steady increase the whole year. His new branch house at Cincinnati is making a satisfactory showing.

Mr. McGreal has just sold his South Side branch at 439 National avenue to Harry Krienitz, formerly in his employ as salesman and shipping clerk, but more recently a member of the firm of Goerke & Krienitz, 835 Third street, Mr. Krienitz withdrawing to engage in business for himself.

READ THIS CLIPPING!

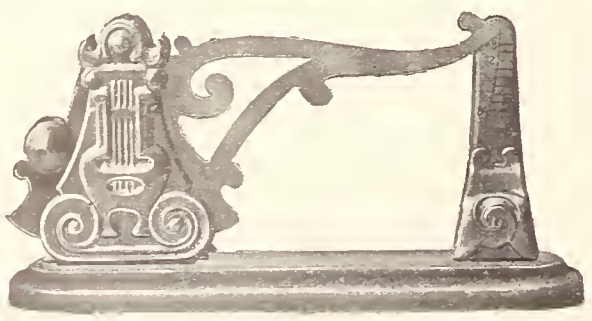
Every distributor and dealer should realize the great importance of correct speed regulation, for it means greater satisfaction to customers and greater increase of sales.

(From the October Issue of *The Talking Machine World.*)

GETTING THE SPEED RIGHT.

The Victor Talking Machine Co. have recently emphasized the wisdom of dealers teaching customers how to test the speed of the turntable occasionally. The proper and easiest method is as follows: Place a piece of white paper under the record and count the revolutions for half a minute or a minute. See that the turntable revolves at the uniform speed of seventy-six revolutions per minute. Specific instructions for adjusting the speed regulators accompany each machine. To obtain the true Victor quality, strict attention must be given to this point. Much of the old prejudice against talking machines is due to machines being operated by persons who absolutely disregard the speed; hence the pitch is often far from correct and the reproductions suffer accordingly.

THE PHONOMETER (Patent Applied for)



Absolutely Insures Correct Speed Instantly and Permanently!

REMEMBER THIS: The *voices* of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., *cannot be faithfully reproduced* from records and thus bring forth the individuality of the artists or the instruments, the tone quality, etc., if the machine is not accurately and properly adjusted.

Instruct your salesmen to demonstrate the Phonometer to every machine or record customer, for it bears the endorsement of all leading distributors and jobbers.

RETAIL, ONE DOLLAR

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

Manufactured by the

PHONOGRAPHIC MUSIC CO., 39 So. Ninth St., Brooklyn, N. Y.

TALKING MACHINES FOR MODERN LANGUAGE TEACHING.

Rev. A. H. Fish Writes of the Splendid Work Accomplished in Teaching Languages by Means of the Talking Machine—Brings Into the Class the Atmosphere of the Language as Well as Its Correct Intonation, Pitch and Articulation—Destined to Exercise Wide Influence.

The Rev. A. H. Fish, B.A., B.Sc., a prominent teacher, being connected with the Arnold House School at Chester, recently contributed an interesting article on the phonograph for modern language teaching to the School World. He said:

My own acquaintance with the use of the phonograph in teaching dates only from the last summer holidays, and for that and other reasons my knowledge is very far indeed from being that of an expert. I had already found some acquaintance with phonetics exceedingly useful in regulating and supervising the French teaching in my own school, especially in the case of the many boys (and teachers) whose ears were not sufficiently quick, or whose interest was not sufficiently keen, to enable them to learn by simple imitation of a native teacher. But I found myself confronted by several difficulties. The first was the apparent want of uniformity of pronunciation among native Frenchmen. The second, the much greater want of uniformity in their explanations of our mistakes. The third was the impossibility of getting anything like enough correctly pronounced French to train my own ear to analyze differences which I felt existed, but which I could not permanently fix.

I had begun to think of the phonograph as a possibility, when chance threw in my way the opportunity of which I am about to give some account. Early in August of 1905 I found myself in the town of Grenoble, with four or five weeks to spare and no definite plan for their employment. I had always fought shy of holiday courses, but an examination of the Grenoble syllabus, especially the announcement of the Laboratoire de Phonétique Expérimentale, directed by M. Théodore Rosset, Maître de Conférences de Philologie Française, open daily from 6 a. m., decided me to devote to work a holiday which should have been spent on the Alps of the Dauphiné. A holiday course at one French university is probably, with the exception of the Laboratoire de Phonétique, very like that at any other. Of Mr. Rosset's course on French Philology and phonetics, of which extending as it did over three months, I heard only a part, a word must be said. German in thoroughness and originality, French in lucidity and grace, these lectures were among the most instructive and stimulating I ever heard. Much of the matter, though new to me, would doubtless have been familiar to students of French philology, but the lecturer's use of the "mot phonétique" (the phrase pronounced as one word) to explain difficulties of sound change and accent change would, I fancy, be new to most. The majority of the students were from German and Italian universities; many were French, a few Russian, and still fewer, perhaps, not more than half a dozen, English.

At one end of a long deal table in the Laboratoire de Phonétique there was a large phonograph, manipulated by a courteous and ever-smiling attendant; from the phonograph long-branched glass and rubber tubes, terminating in pairs of ear-caps; round the table, each with a book in front and ear-caps in place, a dozen or so men and women; you enter, take your seat and put on your ear-caps; the attendant indicates the number of the piece being produced; when your turn comes, you choose the piece; you have it repeated a second or a third time. There is a large selection, but the favorites number perhaps a dozen. Thus you hear the same pieces again and again till you know them by heart. You come and go as you please.

Each student taking the class purchases a book of coupons. Each coupon, costing 50 centimes, admits him to a reading lesson, in which the student is taken individually by a demonstrator and reads for about fifteen minutes the extracts which he has previously heard on the phonograph. The demonstrator corrects, criticizes, explains. After a certain number of such lessons have been taken and a certain progress made, the aspirant is allowed to read to M. Rosset, who gives further advice. Always one is sent back to the phonograph. "Ecoutez, toujours écoutez." "Le même morceau—cinquante fois?" "Ce n'est pas trop, monsieur."

Then there were additional attractions in the shape of demonstrations by M. Rosset, in which we took part. We were shown how to construct the artificial palate, to take wax models and construct for ourselves and use artificial palates. We recorded the idiosyncrasies of our national and provincial pronunciation of vowels and consonants on smoked paper revolving on a drum. We compared these against the trace made by M. Rosset. The eye aided the ear in correcting our faults. If with all this we still failed to hear or produce a pure sound, there were other resources. Silver wires, bent into various shapes and sterilized in a Bunsen flame, were introduced into our mouths and the tongue thus compelled to its proper position. In my own case the é fermé (under the tonic accent), as in donné, was the chief offense. It was quite free from the objectionable dipthongal intonation, and I passed my demonstrator all right. But M. Rosset would have none of it. He insisted that my é fermé was the é moyen (as in léser), or the first é in été, and when I failed to hear, as well as to vocalize, the difference, he compelled me to do so by means of the wire before mentioned. Unfortunately, I am on the wrong side of forty, and I am afraid that, except perhaps in slow reading, my é fermé will ordinarily remain é moyen. But at any rate I can hear the distinction.

M. Rosset was good enough to make a number of records for me. Mechanically, they are not always perfect; a few words are occasionally blurred. But the voice reproduction is admirable, and they are by far the pleasantest and most clearly articulated records I have come across. Two points must, however, be attended to: First, the record should, if possible, be heard through rubber tubes and ear-pieces. By means of glass or ebonite forks this can easily be arranged, so that a number of boys can listen at once; second, it is most important that the speed of reproduction should be as nearly as possible that at which the record was made. If this is not attended to, a most unpleasant effect is produced. This is particularly the case when the speed is too high. The voice then becomes most disagreeably shrill and nasillarde. I have seen a few turns of the regulating screw change an expression of pained horror on the face of a Frenchman to one of satisfaction, if not gratification.

Mechanical reproduction of speech will not supersede the living teacher, but it will undoubtedly help his work. In the first place it will, if he be an Englishman, immensely help to keep his own pronunciation of French or German up to the mark, or, better still, in a condition of improvement. When a language has been learned in childhood it may be possible to keep its sound forms instinctively permanent, so that they will resist the erosive influence of the constant use of another speech for a long time. But even to this, as is well known, there are limits. French spoken by Frenchmen who have been long and continuously in England is much more easily understood by Englishmen than that spoken across the channel. Boys who, having learned from a French governess, pronounce almost perfectly at ten or twelve, come home from public schools with an accent increasingly British. English modern language masters who have resided perhaps one or two years abroad lose in the absence of an audible standard their sense of the finer distinctions which they have acquired. No form of teaching which depends upon the exercise of the senses can long resist a process of degradation, in the absence of a standard to which one can resort. The private use of the phonograph, then, appears admirably calculated to keep the teacher's ear alive to the distinctions he has acquired until he can perhaps again refresh it at the original source.

Second, I have found an occasional use of the phonograph in school to be very useful. It brings into the classroom, as it were, a breath of French atmosphere and intonation, pitch and articulation immediately and unconsciously become less English and more French. I do not think however, it ought to be used too often. Its regular use is only adapted to keen, persevering and discriminating boys, who might perhaps be allowed to have voluntary access to it.

Again, it gives the class, and this is by no means to be despised, a certain confidence in their English teacher, and this the more as they notice the closer approximation of his French to that of the phonograph. Further, few of us are perfect, or nearly perfect, and I think it is

(*Continued on page* 20.)

NEW PEGLESS FIBRE RECORD CASES

Also Made in Regulation Style—Wood Cloth Covered

12, 24 AND 36 CYLINDER FIBER CASES.

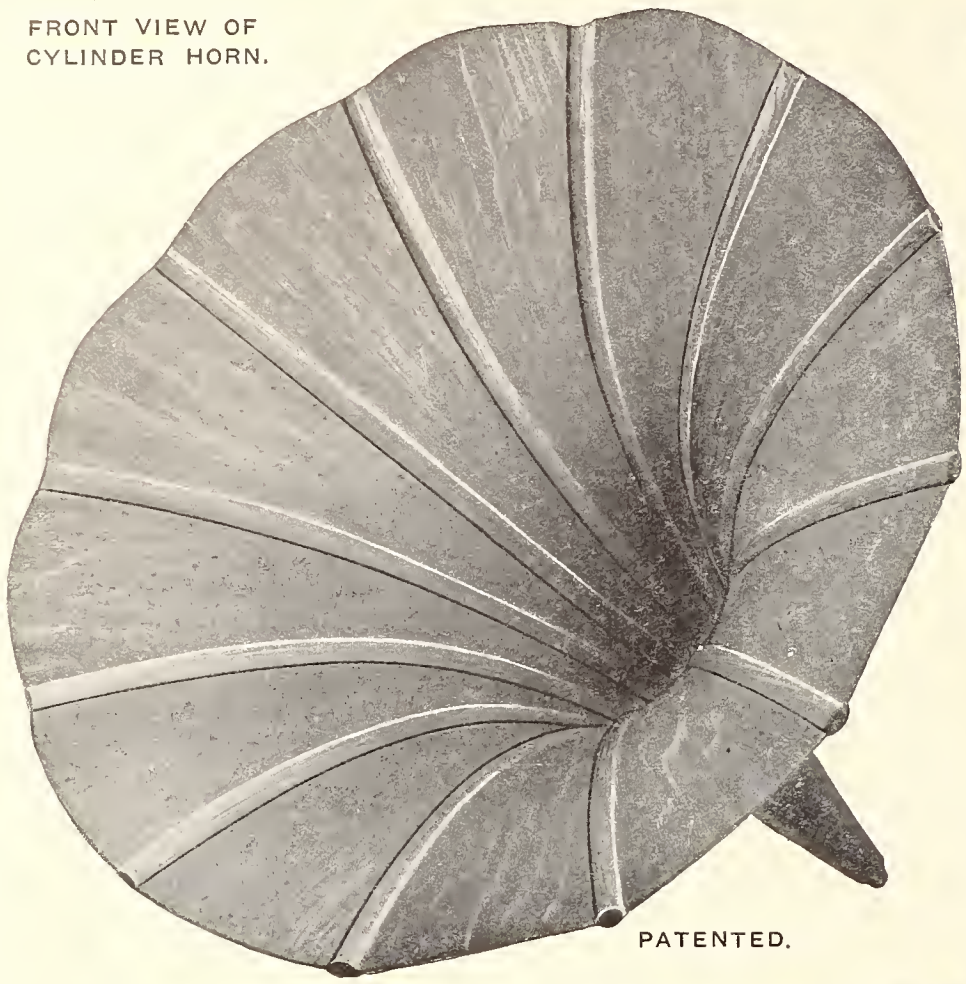
Why have pegs when cylinder records are received in cartons which perfectly protect them from dust and injury? These cases also take the place of a bag, satchel, or suit case, being neat, strong and dirt cheap. All sizes. Also fibre disc cases, square and new suit case style. Besides regular cases, both kinds with or without pegs. Write for catalogue and get in line for the latest in record cases at unheard-of prices.

KNICKERBOCKER CASE CO.

No. 118 Michigan Street, CHICAGO, ILL.

GENERAL PHONO

FRONT VIEW OF CYLINDER HORN.



PATENTED.

MADE ENTIRELY OF WOOD

Acoustically Perfect.
Construction and Design
Unequalled.
Tone and Volume Supreme.

It is conceded
that a Wooden Horn is the
Proper Means for
Amplifying Sound Reproduction.

A Comparative Test Will
Confirm this Opinion of Experts.

Structural Difficulties and
Prohibitive Cost Have
Been Overcome.

MEDIUM SIZE,
19 inch Bell,

Price, $6.00

For Cylinder or Disc
Machines.

Truetone
TRADE MARK
AMPLIFYING
HORN

LARGE SIZE,
23 inch Bell,

Price, $7.50

For Cylinder or Disc
Machines.

MADE ENTIRELY OF WOOD

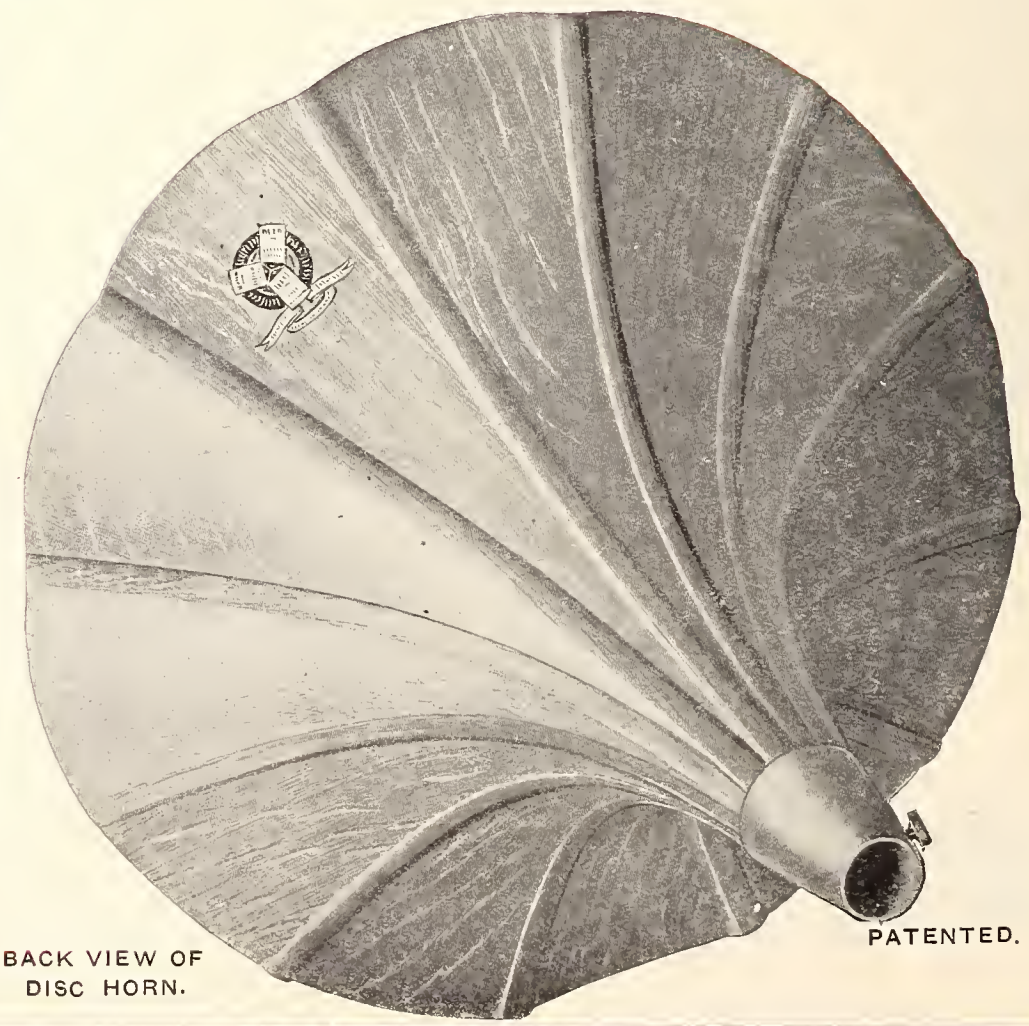
No Rattling or Foreign
Vibration Possible.

Finished

Genuine Quarter Sawed Golden Oak and Genuine Mahogany to Match Prevailing Finish of Machine Cabinets.

**General
Phonograph Supply
Company,**

57 Warren Street,
NEW YORK CITY.



BACK VIEW OF
DISC HORN.

PATENTED.

GRAPH SUPPLY CO.

A Useful Talking Machine Novelty That Will Sell.

PATENTED.

SMALL DISC HORN.

MR. DEALER:—

A few reasons why it will pay you to handle

The Truetone Amplifying Horn.

1. THE HORN IS PATENTED AND THE PRICES ARE RESTRICTED.
   No one can offer lower prices than you do.
2. YOU HAVE A FIXED PROFIT ON EACH AND EVERY HORN.
   This has never been possible with other horns.
3. FIXED PRICES MEAN THAT YOUR STOCK ALWAYS HAS A DEFINITE VALUE.
   Should the prices be reduced, you will be rebated for all horns in stock.
4. YOU ARE ASSURED OF ADDITIONAL SALES
   Now that Metal Horns are a part of all equipments
5. YOU HAVE AN ARGUMENT TO INDUCE YOUR CUSTOMER TO PURCHASE AN ADDITIONAL HORN.
   Only color and shape can appeal in a Metal Horn.
6. THE TRUETONE AMPLIFYING HORN HAS EVERY POSSIBLE INDUCEMENT.

Acoustics,	Tone,	Volume,
Construction,	Design,	Finish,
Appearance,	Style	and

Handsome descriptive literature furnished to Dealers.

Ask Your Jobber for Samples and Dealers Price List.

LARGE CYLINDER HORN.

Price

Medium, $6.00

Large, $7.50

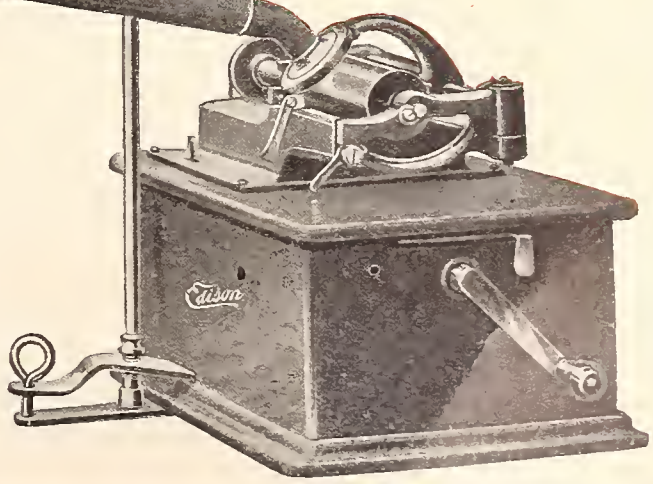
Prices Restricted.

This Trade-Mark

On All Horns.

General Phonograph Supply Company,

57 Warren Street,
NEW YORK CITY.



PATENTED.

(*Continued from page 17.*)

only fair to tell the class, or let the quicker of them find out their teacher's own faults. This has happened more than once in my own case in preparing lessons with the boys, and in every case reference to the French master has supported the phonograph. It may be said, Why not make the reference without the phonograph? The answer is that it is exceedingly difficult to get the necessary repetition of the same unvarying sound. It is the singer's resort to the piano for a note. It gives no trouble and it does not vary.

Limitations, of course, there are, and possibly some dangers. There is a tendency in too close imitation of many records to a most unpleasant nasalization or voix nasillarde, which seems to be a not uncommon defect among uneducated Frenchmen, and for this and other reasons I would certainly deprecate its use in class by a teacher whose own ear had not become fairly accustomed to good French. Further, as Professor Rippmann has pointed out, it must not be supposed that, at present at all events, the phonograph can be used as a kind of dictionary for the pronunciation of isolated words. Most of the extracts available are spoken too fast for that. But some exercises which I possess go very far in this direction. It is not a matter of the rate of the phonograph, but of the rate at which the word is spoken. But in my opinion the pronunciation of isolated words by a beginner is a matter for close imitation of the position of the vocal organs of the teacher, which is impossible in continuous speech.

REALISTIC ACT.

A Moving Picture That Was Really Natural.

Approaching the door of a beautiful country home in Belvidere last Sunday in the act of saying farewell to my hostess, my attention was attracted by a superb painting which hung at the side of the entrance, says a writer in the San Francisco Call. The scene was a landscape, and was surrounded by a deep gilt frame. The landscape depicted a stretch of water, with a cloud-flecked sky, steep banks and tossing trees. Apparently a high wind was blowing. It was a magnificent work of art, full of unrivalled lights and shades and with a strength and virility about it which was amazing. I turned for a last look and rubbed my eyes, for I thought I must be dreaming. The picture was moving! Not the framed picture itself, but the objects—the water, the trees, even the clouds in the exquisite stormy sky. An indefinable, inscrutable change came over the pictured landscape even as I gazed. In amazement I turned to the owner of the remarkable painting and mutely questioned with my eyes. She laughed outright.

"Don't worry," she said, "you are not the only one who has been puzzled by that painting. It really is a painting, but by the great artist Nature. You are looking at the real thing, and the frame is only placed there to give the natural objects the effect of being a picture. We had a section of the wall cut out and the frame fitted around it. Is it not an idea?" And I thought it was.

CREDITS AND PERSONAL EQUATION.

Why the Credit Man Should Personally Know His Customers and Why Character Must be Considered as Well as Finances.

A man who has spent all his life in the giving of credits and to collection of claims, declares that the personal equation should cut a much larger figure in transactions of this sort than it does in many establishments. The credit man should better know his men; know them personally when possible.

A conversation between the two is a great feature in the way of protection. The credit man does not need to uncover his purpose. He can put it on the ground of a better personal acquaintance. During the confab he can learn a lot that he needs to know, if he is not utterly destitute of diplomacy; a great deal more than the other man ever dreams of.

One of the things that he should certainly learn in such conversation is the names of business concerns with which the applicant for credit has dealings. A record of these names should be made as soon as it can quietly be done. These people are not only an excellent line on the man himself, but would be valuable should he move or run away. A good plan is to reach these people by telephone as soon as possible, for the man at the other end of the line will tell a great deal more vocally than he would set down on paper.

RICHARD JOSE ON RECORDING.

Well-Known Song Writer Tells of His Impressions in the Art of Recording His Famous Songs.

"Dick" Jose, the well-known contra-tenor and author of "Silver Threads Among the Gold," was recently asked by Ashton Stevens, of the San Francisco Examiner, whether there was a great deal of mystery connected with recording for talking machines, or if there was any secret in singing for that purpose.

"Secret," replied Jose; "it's the most secret thing in the world—for the singer. You're locked all alone with the band in a big bare room Your back is to the musicians and your face to a bleak blank wall through which protrudes a solemn horn. Into this horn you sing. Not a soul in sight. A bell rings—one. That is to get ready, for the receiving instrument is so sensitive that if you moved your sleeve against your coat the sound would register. Somebody outside presses the button—two. The band starts the prelude, then you sing, turning neither to the right nor left, always looking and singing into that protruding horn. And you can't even let out a breath after your last note; you must close your lips on it and wait for the little whirr within the horn to cease."

"When do you hear the result?"

"In hardly no time. And if you are new to the game it nearly kills you. When I first heard my own voice I turned clammy all over and shook like a frightened child. I had to be quieted down before I could go on with the next ballad. No man knows what his own voice sounds like till he hears it reproduced by a machine; he can't know otherwise; his auditory apparatus is too closely mixed up with his vocal machinery—he can't get the distance!"

WELL TO STORE MATERIAL

For Use in Advertising—The Wise Man Should Watch Every Medium for This Purpose.

The dealer who writes his own advertising will readily appreciate the advantage of having certain material stored away for use when his brain is tired and proves sterile in the matter of live ideas. An excellent scheme to follow in order to have such material on hand for sudden use, is for the dealer to watch every paper he reads for new advertising ideas whether they are used in connection with his business or not. The leading monthly magazines are especially valuable for studying up-to-date advertising matter, and if close attention is given to the collecting it will not be long before the dealer has a valuable assortment of samples of the experts in advertising writing. Where a very striking ad is used in relation to some other line it may be used with better effect, as a direct competitor has not already stolen its thunder. Striking headlines and good arrangement are rather to be considered than the general text, for to obtain results that must be original and tell a direct story.

J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York, has honestly earned his trade title of "The White Blackman." His business has been steadily growing, due entirely to the chief's sturdy and sterling character in dealings, the management, of which is spoken of admiringly even by his keenest competitors.

Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience." EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business ?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

A long felt want at last realized

THE IDEAL FOLDING HORN

Opens itself-!

Folds by a pull of the cord-!

All done in a moment.

Superb in finish-tone and style.

PATENTED APRIL 16TH 1907.

Nothing to get out of order, bend or break.

The material in the Bell is stretched taut Drum-head fashion for sound reflecting quality.

Made in rich black with highly finished metal parts.

Size 23 in. bell x 31 in. for Cylinder Machines
" 23 " " "24½ " " Disk "
Box 6 x 6 x 17½

Sold through jobbers. ***Further information?***

The Ideal Fastener Company, 143 LIBERTY STREET NEW YORK

Just at the Time When You Need It Most

Victor and Edison Factory Service

By LYON & HEALY

¶ We have taken this page to tell you we are all ready to do our part toward that ***one hundred per cent. increase*** you promised yourself for the Fall and Holidays.

¶ We are ready as we never were before—as no jobber in the history of the Talking-Machine Trade ever was. Every bin filled with new VICTOR and EDISON RECORDS; hundreds of newest style, high-grade record CABINETS and CARRYING CASES; all VICTOR and EDISON accessories and parts; in fact, everything you have need of in the Talking-Machine line is all ready to put on the cars the day your order is received; FACTORY SERVICE in the fullest sense of the term.

¶ You will appreciate this Lyon & Healy FACTORY SERVICE after having had to worry along with a service that keeps you guessing every time you send an order in whether you are to get solid goods right away—or excuses.

Xmas Comin'

¶ With the holidays just around the corner, you haven't a moment to lose about putting in your Christmas stock of Machines, Records, Cabinets, etc. Best possible time to give Lyon & Healy Factory Service a try-out.

¶ You may be one of the thousands of successful VICTOR and EDISON dealers who are already with us. If you are, you will be able to say a hearty "Amen" to every claim we make for Lyon & Healy "Factory Service."

¶ If you are not yet with us, will you not send us a small trial order at once?

Lyon & Healy

CHICAGO

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

Growth in Membership of National Association of Talking Machine Jobbers—President Bowers and the Executive Committee Well Pleased With the Interest Manifested—V. W. Moody Becomes Manager of the Victor Distributing & Export Co.—New Caille Specialty—Hoeffler Mfg. Co.'s Fine Display—Talkers Home Preserving Mission—The Financial Flurry Has But Little Effect on Talking Machine Trade—Shipments of Edison Outfits Increasing—Spiegel's New Department—"B. & H." Fibre Needle Display—Ikonograph Exhibition—H. H. Myers Interesting Story—Columbia Graphophone Club Meets—Babson Bros. in Receipt of Hosts of Letters from Satisfied Dealers—All the News of the Month.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 2, 1907.

The work of the National Association of Talking Machine Jobbers is going on apace. President Bowers is in almost daily communication with Secretary Whitsit. Furthermore, he intends spending a day in the near future with each of the members of the executive committee in their respective homes, going over the work of the association and familiarizing himself with their views and the conditions in their respective sections.

Up to October 26 Secretary Whitsit had received applications for membership from 71 jobbers. "This isn't so bad," remarked Mr. Bowers, "when it is remembered that it is almost double the membership of the Music Publishers' Association which has been in existence for many years. At the same time we must keep up a very energetic campaign for membership. There are quite a few members of the two old associations who have not yet sent in their formal application accompanied by the semi-annual dues of $7.50. This is probably due either to neglect or pressure of business at this season of the year, but I am sure that they all realize the importance of the matter and will hasten to correct the oversight when their attention is called to it. Again, I want to emphasize that we want every jobber in the country, large or small, as a member of this association. This is necessary if the organization realizes in fullest degree its beneficial mission to the trade at large. I trust that not only the executive committee but every member of the association will make it their duty to speak or write to every jobber with whom they have an acquaintance, urging him to join our ranks. Personal solicitation tells in trade association as well as in church work, and it's the kind of work that we need. Seventy-one representative jobbers can accomplish a great deal, but to realize the greatest good for all we must have at least a big majority of all the jobbers in the country. Secretary Whitsit is firing letters at the trade right along, but these official notices are often overlooked. The personal solicitation from friends is a strong way in which to supplement the work of the officers."

Virginius W. Moody, who for the past two years has been sales manager of the Talking Machine Co., left on the 30th for New York to take the position of sales manager of the Victor Distributing & Export Co. Mr. Moody is followed by the very best wishes of the Chicago trade, with whom he has become very popular in the two years since he made his entrance within our gates. After a road experience with the Victor Co., he came to Chicago to assume the position of sales manager of the Talking Machine Co. at the same time that Manager A. D. Geissler assumed the general management of the big jobbing house. Mr. Moody is doubly assured of success in his new field by the appearance of a mascot in the person of Virginius, Jr., who arrived a few days before his father's departure and who will shortly follow him East.

Mr. Moody's successor at the Talking Machine Co. is Roy J. Keith, a brisk, clean-cut young college man, who, in the year he has traveled for the Talking Machine Co., has won hosts of friends, swung some very sizable deals and has "made good" in a large way.

A. B. Benjamin, of the Benjamin Temple of Music, Danville, Ill., was in Chicago last week on his return from a two months' Western trip undertaken for health and recreation. Mr. Benjamin handles everything in the musical line, including talking machines. He carries the Victor, Edison and Columbia goods in a retail way and is working up a good jobbing trade on the Star machines and records of the Hawthorne-Sheble Mfg. Co., regarding which he is very enthusiastic.

Loring Leeds, of the Leeds & Catlin Co., spent several days among the Chicago trade this week.

George W. Lyle, general manager of the Columbia Phonograph Co., spent several days at the Chicago headquarters en route to the Coast, visiting some of the principal Western offices of the company on the way.

Arthur D. Geissler, general manager of the Talking Machine Co., has recently purchased a commercial graphophone outfit, and during the rush season dictates much of his correspondence at home in the evenings.

At the Milwaukee office of the Columbia Phonograph Co., Manager Thomas was found the other day very well satisfied with current busi-

Special Notice to Dealers

We spend **Ten Times** as much in Advertising Edison Phonographs and Records as any other Jobber.

As a Result **WE HAVE** Inquiries to refer and **WE DO** refer them **DAILY** to dealers **WHO BUY OF US.**

GET IN LINE

Read the page "ad" of letters from Dealers in this number.

"There IS a Reason"

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

ness and preparing for a holiday business of good dimensions. W. A. Ashleman, who looks after the instalment department of the Milwaukee office, has recently had the instalment end of the Detroit office also put under his charge, and manages to keep his not insignificant avoirdupois oscillating steadily between the two points.

Rudolph Wurlitzer, Jr., of the Rudolph Wurlitzer Co., Cincinnati, was a recent visitor at the company's Chicago house.

George Gibbs, the new manager of the Chicago office of the Caille Bros. Co., Detroit, says that the company are having immense success on their new "vacuum post card machine." This unique machine has ten compartments, so that ten different kinds of cards can be sold. A suction carrier, operated by a sliding knob, is placed over any stack of cards the operator desires. The coin is then dropped in the slot, and the machine will automatically deliver the top card over which the suction arrangement is set.

The Hoeffler Mfg. Co., of Milwaukee, who have long been the Wisconsin State agents for the various automatic instruments of the Rudolph Wurlitzer Co. and the Regina Co., besides being extensive distributors of electric pianos, have recently added talking machines at their fine new store at 306-308 West Water street. They handle both Victor and Edison goods and the big 50-foot display window is devoted almost entirely to these goods. An Edison machine, equipped with the Phone-Arm attachment, occupies a conspicuous place in the display. The talking machine department occupies the first floor of the building and five large booths have just been completed. They are of mahogany and French bevel plate glass. J. H. Becker, formerly with McGreal Bros., and a talking machine man of long experience, is in charge of the talking machine department.

Frank Novek, talking machine and musical instrument dealer on California avenue, near 22d street, is just moving into a new building of his own at the juncture of those two streets. Mr. Novek handles the Victor and Columbia lines and has worked up a splendid trade in his locality.

The home-preserving mission of the talking machine is illustrated by a story told by Joe Vesey, of the retail talking machine department of Lyon & Healy's, and which he declares to be absolute fact. Recently he sold a $100 Victor to quite a well-known citizen. A week later the wife came in to select some additional records. When Mr. Vesey asked her how she was pleased witb the machine she replied in enthusiastic terms: "Why, do you know, we are the owners of a very fine piano and our cat and dog have always shown great displeasure when it was played and have left the room in quick order. Since we have got the talking machine, however, it is different. The animals like it. The cat used to invariably leave the house in the evening when the piano was played and stay away all night, but now he stays in the house and listens to the music." The way to keep "Tom" at home has become quite a by-word around Lyon & Healy's.

So far the financial flurry seems to have had very little effect on the talking machine trade. Locally, October made a gratifying showing in point of retail sales. Although in a few instances dealers report that the pace set the first week in the month was not fully maintained, all state that October was ahead of the corresponding month of last year.

Jobbing trade is good. October showed a strong improvement over September and in the majority of cases local jobbers, and jobbers in other Western cities, as reported by travelers, find that their October sales made a fair advance over the record a year ago. The only adverse feature is that of collections, which show a disposition to drag.

The new Edison outfits have not had all of the depressing effect on the horn trade that was feared. Salesmen report quite sizable sales of decorated horns to Western jobbers and that the latter are steadily disposing of their old stocks

Shipments of the new Edison outfits are coming forward in better shape, although there is some complaint that while the machines are shipped with cranes the horns do not come until several days later. There has been a marked delay in shipment of additional equipment—new horns and cranes for machines bought under the old regime. There is reason to believe that few dealers let sales escape them because of this fact, but it is believed that the National Co. will not criticize their action under the circumstances. One jobber, in speaking of the matter, said: We find that the objections first made to the new Edison deal are dying out and that the trade is taking nicely to the idea. This is evidenced by the volume of orders. However I think I voice the opinion of the trade at large when I say that I sincerely hope that when any of the companies make any radical change in the future, they will inaugurate it say in June or July and not wait until the busy season begins. This will allow the adjusting process to take place with less friction and interference with business.

Zelie de Lussan, the famous soprano formerly with the Metropolitan grand opera forces, but now appearing in vaudeville, was heard at the Majestic last week. She took occasion to call at Lyon & Healy's and listened to her own voice through the medium of Victor records.

The Cable Company closed their Chicago retail talking machine department to-day. They discontinued jobbing talking machines from Chicago several months ago.

The new graphophone department of the Spiegel furniture store at 182 Wabash, opened the middle of last month and is doing a fine business under the management of that experienced talking machine man, Frederick Sheppy. No expense was spared in the fitting up of the department and the record rooms are unusually beautiful. Solid party walls separate the rooms. The mural decorations are very artistic, the quiet neutral tints of the Orient prevailing.

A solid window display of talking machine needles is, to say the least, a rarity, but that is just what one can see this week at the Columbia's store at 88 Wabash avenue. The window is devoted to the new B. & H. fibre needle. Hundreds of the imported bamboo poles from which the needles are made are used in constructing an immense booth. The floor is carpeted with factory waste and the evolution of the fibre needle from the pole through the various stages to the finished needle is shown. It is a striking display and is attracting much attention. The The Rudolph Wurlitzer Co. also have a window display of the fibre needle, but on a smaller scale.

(Continued on page 27.)

"B. & H."
FIBRE NEEDLES
FOR DISC RECORDS
Preserves them indefinitely
No Scratch—No Rasp—No Cut
Write for Samples and Information
"B. & H." Fibre Manufacturing Co.
208 East Kinzie Street = = = = CHICAGO

DEALERS
Write your nearest jobber for samples and prices of Standard Needles.
100 STANDARD HIGHLY REFINED STEEL Needles For all Disc Machines LOUD
Standard Needles are made from the finest high-grade steel wire, highly polished and evenly tempered. Points gauged to proper size and will not cut the records. They are to be had in the following grades: Extra Loud Tone, Loud Tone, Medium Loud Tone, Medium Tone, Soft Tone and Peerless or (Musical Tone).
If your jobber should fail to supply you, write to us direct for free samples.
We are now the exclusive Western distributors for the famous Petmecky Multi-tone needle. Write for prices.
Western Talking Machine and Supply Co.
DILLBAHNER & FEINBERG, Props.
6 E. Madison St., Chicago

JAMES I. LYONS
THE ORIGINAL WESTERN EXCLUSIVE TALKING MACHINE JOBBER

Edison Phonographs
Zonophones
Records
Cabinets
PHONOGRAPH OIL
WIRE RACKS
FOR DISC AND CYLINDER RECORDS
"TIZ-IT" The All-Metal Horn Connection for Cylinder Machines
NON-METALLIC NEEDLES
Enrich and Sweeten Tone
Try Them
SPRINGS, HORNS, SUPPLIES
192-194 Van Buren Street, CHICAGO

"THERE IS A REASON"

THESE LETTERS FROM WIDELY DIVERGENT POINTS SPEAK FOR THEMSELVES. (WE HAVE THOUSANDS OF OTHERS).

IF YOU ARE NOT FAMILIAR WITH OUR PLAN OF COOPERATING WITH THE DEALER, WRITE US FOR PARTICULARS.

WE LEAD; OTHERS FOLLOW; WHEN THE PACE GETS HOT, SOME START "TO KNOCK"—WE ARE TOO BUSY FILLING OUR ORDERS "TO KNOCK" ANY ONE.

BABSON BROS.

"The People with the Goods"

Marshall Boulevard, California Avenue and 19th Street

CHICAGO, ILL.

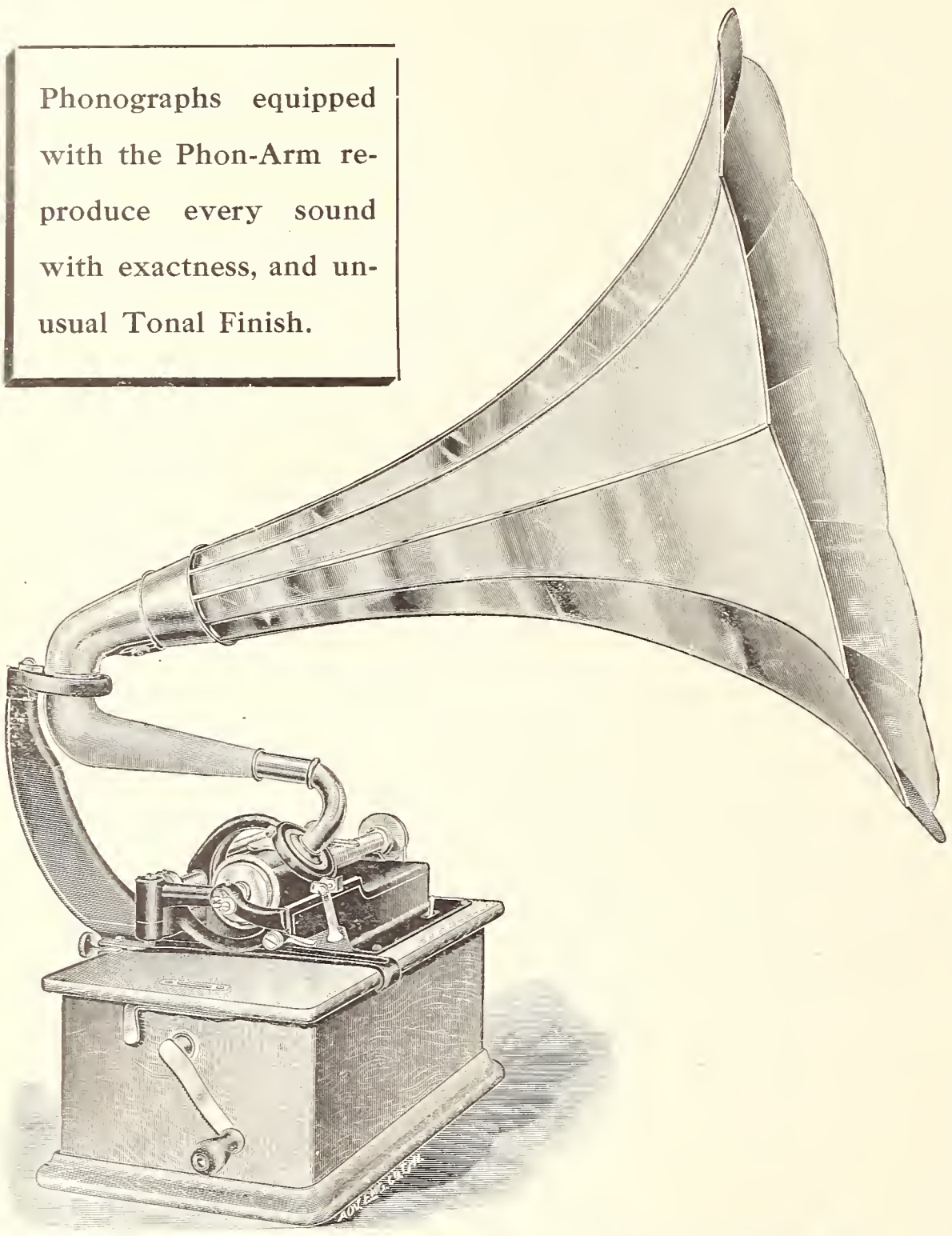
G. M. NISBETT, Manager Wholesale

The Phon-Arm Attachment

(Patent Pending)

For Edison Standard, Home and Triumph Phonographs

Phonographs equipped with the Phon-Arm reproduce every sound with exactness, and unusual Tonal Finish.



Can be attached to any of the above machines without marring the case.

You can use any disc horn or the Edison horn by cutting same off to fit the elbow of this attachment.

By using the Phon-Arm, you have no weight on Reproducer or Feed Nut.

Handsome Profit to the dealers.

Retail Price $7.50

Ask Your Jobber to Send You A Sample

CHICAGO STAND CO.

RUFUS T. BRADY, *Manager*

86 East Lake Street

CHICAGO

(*Continued from page 24.*)

The Chicago branch of the Rudolph Wurlitzer Co. are doing some unique exploitation of the Ikonograph moving picture machine for which they are distributors. Three nights a week an Ikonograph exhibition is given in one of their windows, the sheet being placed against the pane and the views being thrown on it from the rear. The Ikonograph Co. are to be congratulated on their loyalty to the trade as exhibited in their magazine advertisements in which the prospective purchaser is referred to the nearest talking machine dealer.

E. C. Barnes, Western manager of the business phonograph department of the National Phonograph Co., has opened an office in Milwaukee in charge of E. C. A. Bergston, an experienced dictation machine man and who has been with the Chicago office for some months. C. A. Reed, another of Mr. Barnes' former assistants in Chicago, is in charge of the recently established Minneapolis office.

Louis F. Murphy, for the past year in charge of the Spokane, Wash., branch of the Columbia Co., has been made manager of their Memphis, Tenn., branch. Mr. Murphy is a protege of District Manager Fuhri and learned the business under the latter at St. Louis.

The Knickerbocker Case Co. have made another departure in bringing out their new pegless case for cylinder records in fibre as well as in the regulation style, wood, cloth covered. This enables the dealer to satisfy any demand that he may have for a cheaper case and yet the fibre case is extremely sightly and is well made and durable.

L. L. Lewis who, as mentioned elsewhere, has been appointed manager of the National Phonograph Co.'s interests in Mexico, leaves Monday for his new field of labor. His successor in charge of the phonographic language department at Lyon & Healy's will be Mr. Newman, who is new to Chicago, but is an experienced phonograph man with long experience iu selling the I. C. S., language outfits. He will arrive on November 11.

Jobbers report an excellent demand for the new foreign records of the Edison Co.

William E. Curtis, the famous special correspondent, has often said that you can put a good newspaper man off at a station where the whole population consist of a man and two pigs and he can find a good "story." Equally true is it that the alert salesman can uncover business in the most unusual places and under untoward circumstances. H. H. Myers, who travels Michigan, upper Indiana and eastern Illinois for the Columbia Co., writes C. F. Baer, the local manager, of an experience which aptly illustrates the above.

While on a train in a little crowd of traveling men the other day he conceived the idea of a concert "on board." He got a "BQ" cylinder machine from the baggage room and set it going. Soon he had the whole car for an audience. The result was that he sold the outfit to an entranced passenger and when he arrived at his destination Myers bought another similar outfit and handed the dealer the retail price. He thought it a joke uutil the salesman explained that he had simply made a sale for him.

The Columbia Graphophone Club held an enthusiastic and well-attended meeting on the evening of October 17. After a fine dinner at the restaurant adjoining the headquarters, the crowd went back to the office and under the soothing influence of selected perfectos proceeded to business. In two years the Chicago office has held the pennant in respect to monthly instalment sales with two exceptions. It lost to Pittsburg a year ago and last August New York won first place, which Chicago regained in September by a small margin and its now nip-and-tuck between the two cities. Plans for perpetuating Chicago's supremacy were laid and President Eckland and many others exhorted themselves hoarse. Never at any of the local gatherings of the Columbia force has there beeu such an energetic aud spontaneous display of eloquence. The president closed an impassioned address by offering first and second prizes of $25 and $10, respectively, to the salesmen making the best sales records in October.

Lyon & Healy have just issued a new catalog of "Union Park" cabinets, made at the company's factories in this city. It shows a fine line of disc record cabinets.

James I. Lyons is steadily strengthening the organization of his extensive wholesale talking machine business. He has just placed M. F. McFarland in charge of his stock. Mr. McFarland was with the Talking Machine Co. for eight years, and is an expert order filler. Mr. Lyons says that his shipments of November records were fully 30 per cent. in excess of October, and he considers the outlook for a big holiday trade as extremely bright.

Babson Bros. have a host of letters from dealers acknowledging the receipt of inquiries from the firm and reporting sales to the prospects given. Some of them appear in the firm's page advertisement elsewhere. Among the dealers who have visited the big Babson building at 19th street, Marshall boulevard and California avenue recently, were: Charles E. McLareu, Mt. Pleasant, Ia.; C. A. Forresty, Adel, Ia.; Con Hogan, the well-known bliud talking machine dealer of Ashland, Wis., and J. M. Vreeland, Gibson City, Ill.

R. A. Wise, of Clark Wise & Co., was a visitor at the Talking Machine Co. the latter part of the month, on his way East. He said that general business in San Francisco has been largely at a standstill of late, the talking machine trade being practically the only one that has not been seriously affected. He recalled the fact that at the time of the earthquake and fire a talking machine constituted the sole salvage of many families. Mr. Wise looks for a speedy betterment of conditions, especially so owing to the election of Dr. Taylor as mayor.

Loring Leeds, of the Leeds & Catlin Co., has been in Chicago for ten days past and has landed some very large orders. Charles E. Brown has given up the idea of opening a Chicago office and will return to San Francisco, where he will at once open an office for the Leeds & Catlin Co., representing them in the territory west of the Rockies.

B. Feinberg, of the Western Talking Machine & Supply Co., has returned from a swing around the loop—St. Louis to the Twin Cities and return. H. F. Thompson, of the Petmecky Needle Co., of New York City, was here last week and made arrangements with the Western Talking Machine & Supply Co. to become the Western distributors for the Petmecky Multi-tone needles. Mr. Feinberg says they expect to carry considerable stock in Chicago.

LEWIS GOES TO MEXICO.

Becomes General Manager of the National Phonograph Co's Interests in That Country.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 6, 1907.

L. L. Lewis, who for the past two years has had charge of the sales department of the language home study outfits at Lyon & Healy's, Chicago, has been chosen by the National Phonograph Co. to act as their general manager in Mexico, with headquarters at Mexico City.

Mr. Lewis prepared himself for this important position by mastering Spanish, using one of the I. C. S. Language Home Study Outfits, that he has made so popular in Chicago. Thus by following the advice he has given to his friends—"Learn a foreign language at your own home during your spare time"—he has won his promotion to a very important position. In his new field Mr. Lewis will devote his time and energy to the work of popularizing the Edison phonograph as the perfect music producer, and the acquisition of this excellent salesman speaks volumes for the brilliant future of the Edison Phonograph in Mexico.

Walter Stevens, manager of the foreign department of the National Phonograph Co., was in Chicago this week and made the appointment.

New Model

has tapered bent tube that fits all makes of horns. Made of brass, nickel-plated and polished.

IMPROVES ANY MACHINE 100 PER CENT.

Send for Descriptive Circulars and Discounts to the Trade

RETAILS AT FIFTY CENTS
(WORTH MUCH MORE)

Manufactured by

Kreiling & Company

North 40th Avenue and Le Moyne Street
CHICAGO, ILL., U. S. A.

This New Horn Connection

ALL METAL BALL AND SOCKET SWIVEL JOINT

can be used on all Edison Phonographs and Columbia Cylinder Graphophones.

SPECIAL INTRODUCTORY OFFER——
WHERE SHALL WE SEND IT TO?

TALKING MACHINE CO.'S HANDSOME QUARTERS

Splendidly Equipped in Every Way for the Conduct of Their Large and Growing Business—Some Views of Their Premises at 72-74 Wabash Avenue That Will Prove of Interest.

OFFICE, TALKING MACHINE CO.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1907.

Your representative spent a very interesting hour with Arthur D. Geissler, manager of the Talking Machine Co., studying their system and method of filling orders.

The accompanying illustrations of the Talking Machine Co. do not give an adequate idea of this great concern's orderly and systematic method of carrying on their business. One of the most striking innovations is their system of identifying the most popular selling records. Their record room, as the illustration shows, is enormous, the working stock filling the first seven rows, surplus being carried in original packages on the top rows. Each bin of the working stock has a tin cover which serves the purpose of excluding the dirt and dust which every talking machine man knows are the worst enemies records have. These tins also hold the record titles and surplus tag; title tag giving number, name of record and who made it, while the surplus tag gives the exact number of that particular record in surplus at all times. The title tags are of different colors. The one hundred best selling records bear green tags, the one hundred and fifty next popular bearing red tags and the two hundred and fifty next most popular, yellow tags.

RECORD STOCK ROOM.

On asking if this selection would be generally popular, the writer was informed that the selection was not made up by the Talking Machine Co.'s sales record, but averaged up from the opinions of the five biggest heads of talking machine departments in the United States. The same method applies to the twelve-inch, eight-inch and Red Seal records.

It is now possible for the company's salesmen to take selection orders from dealers for any quantity or style of records, feeling sure that the Talking Machine Co.'s choice will prove popular.

In order to supplement this system this concern has issued a two-page folder, listing all of these records, asking their dealers to check off those records they have in stock and send in an order for the balance. Mr. Geissler claims this idea has been immensely popular and some excellent stock orders have been forthcoming. He maintains that the dealer realizes now is the time to stock up for Christmas, for when Christmas comes, if the dealer has not the goods on hand, people have not the time to wait for the dealer to order them.

MACH INE STOCK ROOM.

HORN CABINET STOCK ROOM.

The horn stock room shown on this page represents the usual method of carrying horns, with the exception that Mr. Geissler has had his bins

Record and Machine Cases

We manufacture a full line of cases for Cylinder and Disc Records, Machine Cases and Horn Cases. Carrying goods in stock, we can make prompt shipment. Our quality is the best, and prices right. Ask for our catalogue.

CHICAGO CASE MFG. CO.

241-247 S. JEFFERSON ST. CHICAGO, ILL.

built a certain width for each particular horn so they may be piled uniformly and an inventory taken at a glance. This is very important when one realizes that at times, fifteen hundred horns are carried in stock.

In looking at this immense stock, the corresponding machines, the record room, containing one hundred and fifty thousand records, and capable of holding two hundred thousand, one gets an idea of the immense proportions to which the talking machine business has grown. Two years ago, the Talking Machine Co. were doing thousands of dollars of retail business. Shortly after Mr. Geissler took hold of this concern the business grew to such proportions as to warrant the giving up of the retail end of it. Now their business, in an exclusively wholesale way, is three times as large as formerly.

RAPKE'S NARROW ESCAPE.

Got Into a Nasty Predicament While Cleaning His Automobile and Might Have Been Badly Burned—Hard to Kill a Good Man.

On November 4 Victor H. Rapke, the well-known Edison jobber, Victor distributer and inventor, had a narrow escape from a serious injury by burning. He had been repairing his automobile, and had finished cleaning his hands and arms with gasolene when the bunch of waste he had been using in the work caught fire from what was believed to be an extinguished lamp on the machine. The gasolene on his person blazed up instantly, and but for his quick action in having sand thrown upon him Mr. Rapke might have sustained wounds of a very serious nature. It was a narrow escape and the injury to his arms and hands were extremely painful. After medical attention the irrepressible Victor was on the street the following day, driving his automobile. By the end of the week he was contemplating a trip to Washington, D. C., to install his new disc record cabinet and label system in the establishment of E. F. Droop & Sons Co. The system is one of Mr. Rapke's latest creations for carrying a stock of disc records where envelopes or racks are not employed. The cabinet is an ingenious construction, and enables the dealer to ascertain how many records of any number or title are in stock at a glance and without handling the goods.

A. P. Petit, general manager of the Talking Machine Supply Co., New York, finished his trip through the Far West and into Mexico on the 15th. He has been away since early in September, and has covered all the principal cities between New York City and San Francisco, visiting the entire jobbing trade. Mr. Petit's report of orders taken and business accomplished is of the most roseate character.

TRADE HAPPENINGS IN PHILADELPHIA.

Business Somewhat Quieter, but on the Whole Satisfactory—A Prominent Jobber Throws Some Light on the Exchange Proposition—Presents a Panacea Which He Says Would Obviate Possible Price Cutting—Other Interesting Matters Come Up for Consideration—Activity With Penn Phonograph Co.—Miss Madeline Edison Buys Records—Numack Presents "Il Travatore"—Edison Commercial Outfits for Adams Express Co.—Expansion With Weymann.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 9, 1907.

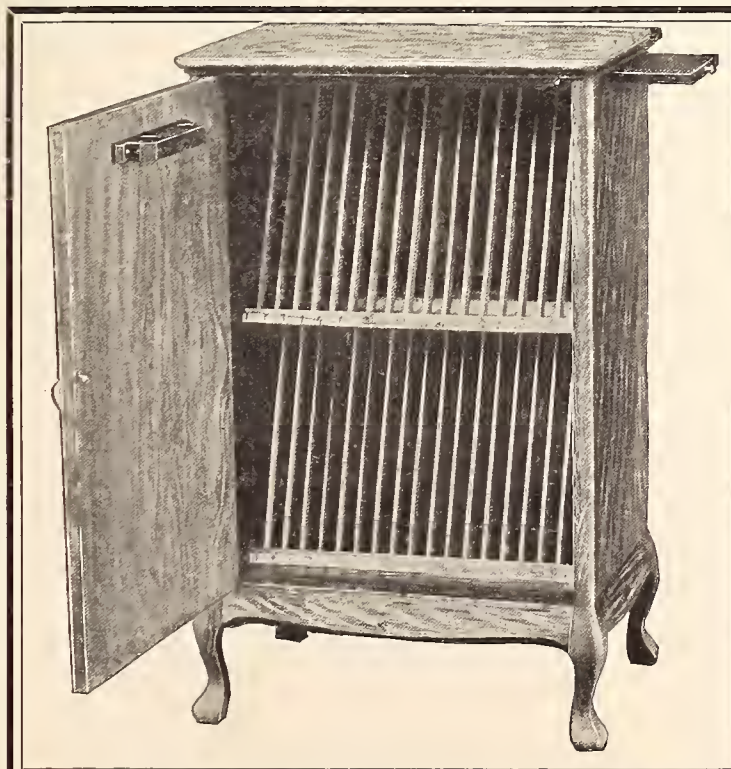
Wholesale business in talking machines in this city for the past month, while not by any means over-brisk, has been fairly satisfactory. This let-up, however, to a great extent was overcome by the remarkable spurt in local retail trade. Collections fell off considerably on account of the stringency in the money markets, but there is every reason to expect that this is but a temporary slump, for it is a fact that scarcely a city in the country can boast of so firmly established banking institutions as this city.

A good deal of criticism is being made of the exchange proposition now in vogue with the manufacturers. One suggestion made by a prominent jobber in this city was: "Owing to the large number of cut-out records issued by manufacturers of talking machine records, I would submit the following suggestion which would obviate the possible price cutting which now exists and will become more general as the jobber and dealer accumulate records which are unsalable through the fact that they are no longer in the catalog, namely, that the manufacturer hold the number of domestic selections, say to not over 1,500 numbers, and at the end of six months, perhaps in June and January, cut out as many numbers as they catalog during that time, allowing the jobber and dealer to return same in exchange for an equal number of records, selecting from the catalog any numbers issued up to six months previous. I suggest this in the interest of the manufacturer as well as in that of the trade in general, as it would stop the jobber from ordering too heavily on the latest popular records, and thereby swamping the manufacturer on certain numbers. A proposition of this kind would be to the interest of the manufacturer, as a jobber would naturally order heavier, knowing if any of the records were not sellers, that sooner or later he would get full credit for same. Dealers also would not hesitate to carry big stocks for the same reason. This would therefore do away with the shortage on stock which ofttimes occurs through the jobber's or dealer's lack of confidence in a selection of a selling record, and incidentally do away with lost sales due to this reason."

While a large number of dealers have signed the new Edison contracts without question, there still remain many who have not returned them to their jobbers, thereby causing the latter considerable delay in sending them to the factory. To offset a condition of this character it has been suggested that the National Phonograph Co. in the future set a specific date by which all contracts must be returned to the jobber. In case of a violation, said jobber is to refuse to fill any order until the contract is signed. The new shipping regulations of the National Co. have met with the hearty approval of the trade in general, as it places the dealer in a position to serve his trade at the same hour as the jobber. Heretofore the jobbers have had the benefit of placing the new records on sale several hours in advance of the dealer, but now all are put on an equal basis.

The present plan of the factories in requiring only a small initial purchase in order to become a dealer, irrespective of the population of the town or city in which he is located is thought by many to be erroneous. As one jobbing house expressed itself, the factories should do as manufacturers of other exclusive lines—have a minimum quantity set, and then increase the initial purchase according to the population. In all the large cities there are hundreds of very small dealers who meet a demand for goods created by the advertising of the larger dealers and jobbers, which prevents these advertisers from enjoying the best results from the money expended in this manner. If there were fewer of these small fry who order from hand to-mouth, there would be more encouragement for the reputable houses to advertise locally, thereby giving greater prominence to the goods and a corresponding increase of retail business.

The Penn Phonograph Co., of this city, report business as satisfactory, wholesale trade being fairly good and the retail excellent; in fact, in the latter department their books show a decided increase over the corresponding month last year. This company are going after wholesale trade in their usual progressive manner, and at present have a number of excellent sellers on hand, notable among which are their exceptionally fine line of talking machine record cabinets, an advertisement of which appears in this issue. Their new automatic stop for Edison Standard and Home machines is a mighty clever little device and one that is worth investigating. Dealers



Big Profits For Dealers Handling Our Line Of

DISC AND CYLINDER

RECORD CABINETS

Everyone stands for the Acme of Art. They show real cabinet work and have a finish which is superior to any other make of cabinets on the market.

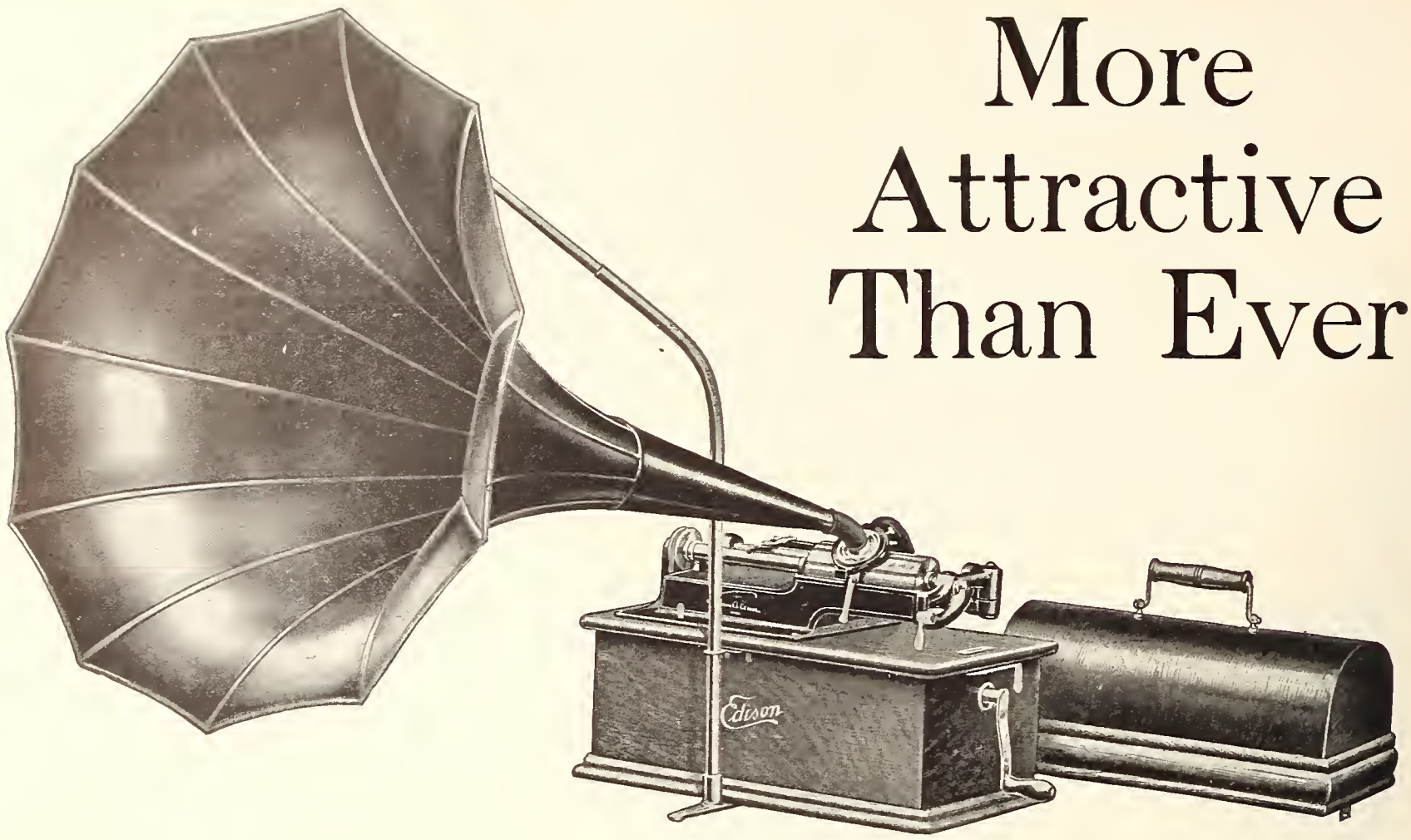
CYLINDER			DISC		
No. 700.	Mahogany or Oak	100 Peg.	No. 800.	Mahogany or Oak	100 10-in. Records.
No. 702.	" " "	120 "	No. 804.	" " "	150 12-in. "
No. 706.	" " "	150 "	No. 806.	" " "	200 12-in. "
No. 716.	" " "	252 "	No. 813.	" " "	200 12-in. "
No. 720.	" " "	294 "	No. 816.	" " "	200 12-in. "

Prices according to style and finish. *Our New Automatic Stop for Home and Standard Machines* is having a great sale. Send for Sample.

WHOLESALE HEADQUARTERS FOR PETMECKY NEEDLES
TALKING MACHINE SUPPLIES A SPECIALTY

Write for our Complete Line of Catalogues and Discount Sheets

THE PENN PHONOGRAPH CO., 17 South Ninth St., PHILADELPHIA, PA.



More Attractive Than Ever

The new Horn and Crane of the EDISON PHONOGRAPH affords just the needed touch

The one thing which the Edison Phonograph needed to make it complete has been added—a large, handsome, prettily shaped horn, supported by a nickel-plated swinging crane.

Each model has now been so equipped, and in each case the proper size and shape of horn is furnished to produce the best possible results.

This new equipment means much to Edison dealers. It means that the carrying of a stock of horns is no longer necessary; that the sale of an Edison Phonograph includes the sale of a horn and a protected profit to the dealer on both.

The cutting of prices on horns has always worked a hardship to those dealers who maintain prices. This is now eliminated, as all dealers must sell the Edison Phonograph, complete with horn, at the full price.

The new complete Edisons are more attractive than ever, and the fact that each model now includes everything necessary to perfect work, with no extras to buy, is sure to appeal to possible purchasers. The slight advance in price on account of the new improvements is really not a higher price, for purchasers have always paid an extra price for a horn out of the dealer's stock. The dealer now sells a horn when he sells the Phonograph, gets full price and makes a liberal profit on it.

If you do not handle Edison Phonographs, this new feature is an added reason why you should. Write for new catalogue and full particulars; also for the name of a nearby jobber who can supply you with Edison goods.

The National Phonograph Company 59 LAKESIDE AVENUE ORANGE, N. J.

desiring Petmecky needles will fiud them headquarters.

Louis Buehn & Bro. are eujoying very good business all along the line, and report the outlook as equally promising. Ed. Buehn left ou the night of the 6th for his usual trip through this and neighboring territories.

H. N. McMenimen, geueral manager of the Disc Talking Machine Co., said: "Trade locally is excellent, and while dealers have been a little backward for the past month, indications point to a big spurt in this department inside the next two or three weeks."

Henry Winkelman, manager of the Oliver Ditson Co., of Boston, and R. L. Morris, of the American Talking Machine Co., of Brooklyn, were recent visitors to this city.

Miss Madeline Edison, daughter of the great inventor, and several of her girl friends, made a flying visit to the offices of the Penn Phonograph Co. recently to purchase a number of dance records to be used for that purpose at small affairs of this kind held at her Alma Mater, "Bryn Mawr." This form of entertaiument is becoming daily more popular at the colleges. Mr. Dealer, get wise.

J. Numack, 209 Federal street, Camden, N. J., is one of the most enthusiastic admirers of the "talker" in the country, and is always trying new stunts. Being of a mechanical turn of mind, he has just completed a miniature stage with complete settings for the opera of "Il Trovatore," every part being acted out by little marionettes made and dressed for each part. He has purchased the complete set of these records from a Victor jobber in this city, and now has the whole perfected. The performance occupies two hours, and is said by those fortunate enough to have witnessed it to be little short of supernatural.

The Adams Express Co., of this city, have installed a complete equipment of Edison Commercial outfits in their new headquarters on Eighteenth and Market streets.

The new line of talking machine record cabinets handled exclusively by Louis Buehn & Bro., of Philadelphia, are creating widespread notice throughout the United States, Canada and Mexico, and dealers who have taken them on are finding them big sellers. No. 125 is one of their new cylinder cabinets. It holds 350 records and is gotten up in a highly artistic manner, one of its strong points being that of compactness, as it is but very little larger than others containing but 200 pegs.

H. A. Weymann & Son, since removing to their new quarters on Chestnut street, have greatly increased their talking machine business. This company are pushing their other lines with great success in this field, and dealers who are handling side lines find it of great convenience and saving in express charges and time to buy all their stock from this one house, as all orders, no matter how diversified, are shipped out by them intact. Sheet music is one of their specialties, and interested parties will fiud their stock complete. Their new complete line of catalogs will be sent upon request.

C. J. Heppe & Son are laying especial stress on their talking machine department, in consequence of which they report business excellent in both wholesale and retail departments.

Emil Bauer, the well-known manufacturer of the famous S. S. Stewart banjos, guitars aud mandolins, just returned from his western trip and reported business excellent iu that section. Mr. Bauer leaves again shortly for a run up through the East. The factory on Girard aveuue is being kept busy on the western shipments, and some large orders received from New Zealand will keep them so for several weeks.

SPECIAL ATTENTION IS CALLED TO

Edison Record No. 9732

"EV'RY SHIP WILL FIND A HARBOR"

Sung by Byron G. Harlan, January List

¶ This song, our own publication, is the BIG HIT OF THE SEASON. We solicit your order at special rate 10c. net per copy. With all orders for one hundred copies or over we furnish free one thousand sheet music wrappers.

WE ARE WHOLESALE HEADQUARTERS FOR

Edison Phonographs and Records
Victor Talking Machines and Records
Herzog Cabinets, Etc.
Weymann Keystone State Musical Instruments
(our own manufacture)
Sheet Music, our own and other Publications

LET US SUPPLY YOUR WANTS FOR EVERYTHING MUSICAL

H. A. WEYMANN & SON

Weymann Bldg., 1010 Chestnut St., PHILADELPHIA, PA.

ESTABLISHED 1864

MAX LANDAY AT VICTOR PLANT.

Expansion of Victor Factories Amaze Him—Mr. Geissler's Splendid Work—More Room for Landay Bros.—Victor Victrola for Col. Thompson's Yacht—To Make World Trip.

Max Landay, of Landay Bros., New York, visited the factory of the Victor Talking Machine Co., Camden, N. J., recently, and under the guidance of L. F. Geissler, general manager, was shown the various departments of the company. Of course, his main object was to inquire into the surety of obtaining a supply of machines that would be adequate to their wants for the fall and holiday season. Mr. Landay, in speaking of his interesting visit to the mammoth plant of the company said: "I was astonished at the marvelous growth of the plant only within a comparatively brief time. I was greatly impressed with the work Mr. Geissler has accomplished, for it represents skilful application in business affairs that amounts almost to genius. The new office building is splendid, and I understand the company will remove their recording laboratory from Philadelphia to Camden, into premises that are ideal. Mr. Geissler showed me the vaults where the masters are to be kept, and the facilities and surroundings for this important work could not be improved upon, so far as I could see. In the general office a line of forty bookkeepers is an impressive sight. It seems to me Mr. Geissler has not only kept step with the marvelous development of the Victor business, but has worked wonders besides."

The pressure for additional room has become so persistent with Landay Bros. that they have been obliged to surrender their office quarters in the rear of their store, 400 Fifth avenue, and occupy the basement. Alterations to this end are now under way, and when completed will find the firm in a better condition to handle their increasing business. The rooms vacated will be turned into demonstrating rooms, fitted up and decorated in harmony with the establishment.

Col. Thompson's yacht, now fitting up for a voyage around the world, is to be equipped with a Victor Victrola, in fine figured satinwood. Landay Bros. are supplying the outfit.

The recording laboratory of the International Record Co. has been removed from 152 East Twenty-third street, New York, to the factory, pressing plant and general offices in Auburn, N. Y.

OUR UNEQUALLED LINE OF TALKING MACHINE

RECORD CABINETS

No. 123—Holds 150 Cylinder Records. Price, $16.

Every dealer should purchase at least one Cabinet for a sample. In interior and exterior design, in quality of finish and workmanship, in practical and everlasting utility, they surpass any other cabinet on the market.

CYLINDER CABINETS

No. 122—Oak or Mahogany	Holds	125	records
No. 123— " " "	"	150	"
No. 124— " " "	"	200	"
No. 125—only	"	350	"

DISC CABINETS

No.		Holds				
101	Golden Oak only	120	10-in.	or	12-in.	records
102	Oak or Mahogany	180	"	"	"	"
103	" " "	192	"	"	"	"
104	" " "	252	"	"	"	"
247	Sec. Cab. Oak only	385	"	"	"	"

Catalogue and Prices for the asking

Liberal Discount to Established Dealers

LOUIS BUEHN & BRO., 45 North 9th Street PHILADELPHIA, PA.

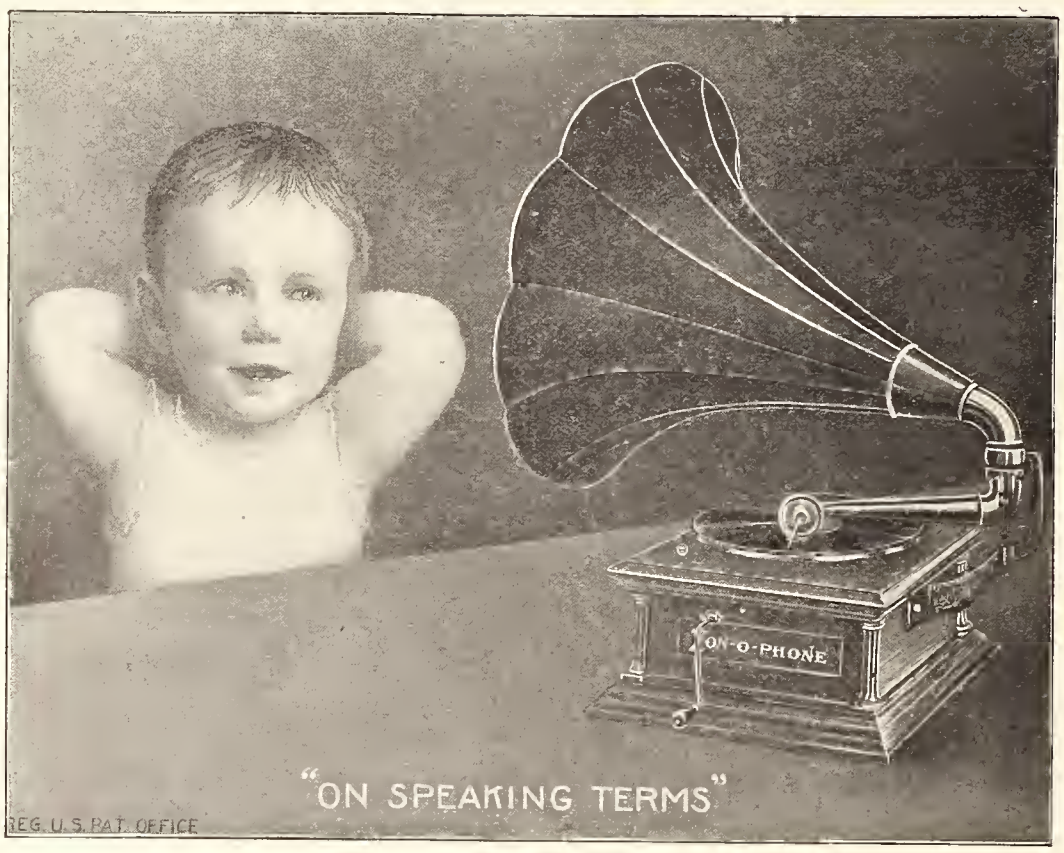
YOUR PLEASURE IS DOUBLED, YOUR COST REDUCED On

Zon-o-phones and Zon-o-phone Records

Judge for Yourself

Go and hear Zon-o-phone records, compare singer for singer, song for song, selection for selection, and we think you will agree with us that ZON-O-PHONES and ZON-O-PHONE RECORDS are the best. :: :: :: :: :: ::

Zon-o-phone Tapering Arm Machines Ranging in price from **$20 to $75**



Zon-o-phone Records
10 inch 60 cents
12 inch $1.00

The finest disk records made. They play longer, last longer, are loud, clear and sweet, without a trace of harsh or scratchy noises.

Dealers wanted in every city. Write for catalogues and discounts

Universal Talking Machine Mfg. Co.
365 Mulberry Street, Newark, N. J.

Names of firms where you can purchase the Zon-o-phone product

CALIFORNIA
San Francisco..Kohler & Chase, 1329 Sutter St.
San Francisco..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
Los Angeles ...So. California Mus. Co., 332 S. B'way.
Oakland.....Kohler & Chase, 917 Wood St.

ILLINOIS
Chicago.....Butler Brothers, Randolph Bridge.
Chicago.....A. C. McClurg & Co., 215 Wabash Ave.
Chicago.... .. Benj. Allen & Co., 131 Wabash Ave.
Waukegan.....Alden, Bidinger & Co., 209 N. Genesee St.

INDIANA
Indianapolis....C. Koebring & Bro., 878 Virginia Ave.

IOWA
Davenport.....Robert R. Smallfield, 313-315 W. 2d St.
Ottumwa.....Arnold Jewelry & Music Co., 117 E. Main St.

KANSAS
Leavenworth...The Ditzell Music Co., 504-506 Delaware St.
Topeka.....Emahizer & Spielman Furn. Co., 519 Kansas Ave.

LOUISIANA
New Orleans ..Ashton Music Co., 940 Canal St.
Lake Charles...J. & S. Smith, Tulane Theatre Arcade.

MAINE
Portland.....W. H. Ross & Son, 207 Commercial St.

MARYLAND
Annapolis .... Globe House Furn. Co.
Baltimore .....C. S. Smith & Co., 649 W. Baltimore St.
Baltimore .....Baltimore Bargain House, 204 W. Baltimore St.
Baltimore .....Louis Mazor, 1423 E. Pratt St.
Baltimore .....Butler Bros.

MASSACHUSETTS
Boston.....Boston Cycle & Sundry Co., 48 Hanover St.
Boston.. ..... Pike Talking Machine Co., 41 Washington St.
Boston .....Read & Read, 13 Essex St.

MINNESOTA
Minneapolis Butler Bros.
St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

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

MISSOURI
Kansas City Mrs. Joan Dixon, 804 Grand Ave.
St. Louis .....Knight Mercantile Co., 211 N. 12th St.
St. Louis .....D. K. Myers, 3839 Finney Ave.
Springfield .....Morton Lines, 325 Boonville St.
St. Louis .....Butler Brothers, 1221 Washington Ave.
Kansas City ....Webb-Freyschlag Merc. Co., 7th and Delaware Sts.

NEW JERSEY
Hoboken.....Eclipse Phono. Co., 203 Washington St.
Paterson.....J. K. O'Dea, 115 Ellison St.
Newark.... ....Edisonia Phono. Co., 57 Halsey St.
Newark.....Oliver Phono. Co., 16 New St.

NEW YORK
New York City..J. F. Blackman & Son, 2787 Third Ave.
New York City..Douglas Phono. Co., 89 Chambers St.
New York City..Butler Brothers, 495 Broadway.
Brooklyn .....F. W. Rous & Co., 435 Fifth Ave.
Buffalo..... ....Neal, Clark & Neal Co., 643 Main St.
Rochester.....A. J. Deninger, 347 North St.

NORTH DAKOTA
Fargo.....Stone Music House, 614 First Ave., N.

OHIO
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.

OHIO (Continued)
Cincinnati .... J. E. Poorman, Jr., 31 W. 5th St.
Cincinnati.....Rudolph Wurlitzer Co., 121 E. 4th St.
Cleveland..... Flesheim & Smith, 161 Ontario St.
Newark..... Ball-Fintze Co., 12 Canal St.
Akron .. ..Geo. S. Dales Co., 128 S. Main St.
Columbus .....Columbus Piano Co., North High St.

PENNSYLVANIA
Alleghany.....H. A. Becker, 601 Ohio St., E.
Philadelphia...Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh..... C. C. Mellor & Co., 319 Fifth Ave.

RHODE ISLAND
Providence. . J. Samuels & Bro., Weybosset St.

SOUTH DAKOTA
Aberdeen.....McArthur, Piano Co.

TEXAS
Beaumont .....K. B. Pierce, 223 Regan St.
Dallas.....Dallas Talking Machine Co., 218 Commercial St.
Houston..... Texas Phono. Co., 1019 Capitol Ave.

VIRGINIA
Richmond ...Hopkins Furn. Co., 7-9 W. Broad St.

WISCONSIN
Kenosha..... Alden Bidinger & Co.

WASHINGTON
Seattle..... Kohler & Chase, 710 Pike St.

CANADA
St. Johns, N.F...Chelsey Wood.
Toronto.. ...Whaley, Royce & Co., 158 Yonge St.
Winnipeg, Man..Whaley, Royce & Co.
Nova Scotia ....Yarmouth Cycle Co., Yarmouth.

A DECISION OF GREAT INTEREST

Handed Down Recently by the United States Circuit Court of Appeals Which Has a Special Bearing on Contracts in This Trade.

With the marvelous growth of the talking machine business the protection of patents governing the essential mechanical features of machines, records, etc., are of supreme moment. The courts have adjudicated nearly every point in controversy, but the time for "splitting hairs" has arrived, because of the immense values involved. The Victor Talking Machine Co., Camden, N. J., possibly in view of certain loose ideas pertaining to their property prevailing in the trade, have issued the following statement, published in "The Voice of the Victor":

"The Victor Talking Machine Co. never had any doubt as to its legal rights in relation to its dealers' and jobbers' contracts, and its license system, based upon its patent rights. What it has done in these matters it has done after due and careful consideration, acting always under the advice of counsel. When the United States Circuit Court of Appeals rendered the decision in our favor in the new leading case of the Victor Talking Machine Co. against the Fair, the principles of law involved were very carefully and fully considered, establishing the Victor Co.'s rights. Occasionally, however, some 'doubting Thomas' appears, and it is for the benefit of any who should doubt the Victor Co.'s legal rights in connection with its license system and jobbers' and dealers' contracts that we would call attention to the recent decision of Judges Grosscup, Baker and Kohlsaat, in the United States Circuit Court of Appeals for the seventh circuit, in the case of the Rubber Tire Wheel Co. against the Milwaukee Rubber Works Co. The decision in this case, which was rendered April 16, 1907, emphasizes several important points of law which bear directly upon the question.

"The Rubber Tire Wheel Co. began their action to recover royalties on account of defendant's use, under a license system, of a patent for improvement in rubber-tired wheels, which royalties the defendant had failed and refused to pay. The defendant's main defense was that the license system was in violation of the Sherman anti-trust act and of the Wisconsin statutes of 1898, which prohibit Wisconsin corporations (defendant was one) from entering into any arrangement or contract intended to restrain competition in the supply or price of any commodity constituting the subject of commerce within the State.

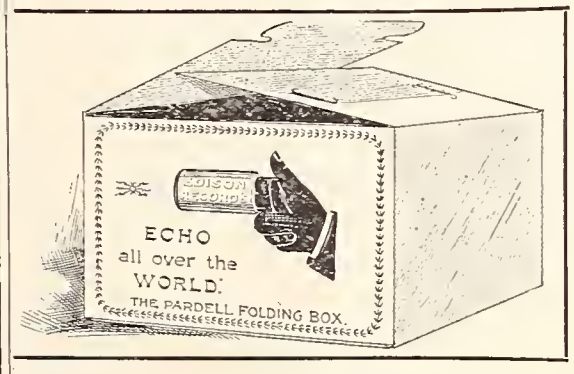
"In rendering their decision, the court made the following very pregnant statements: 'The Wisconsin statute is eliminated, . . . because a State cannot subtract from the right conferred upon a patentee and his assigns by the Federal laws. . . . For the protection of the physical or moral health of its citizens a State may restrain the use of the corporeal thing or article brought into existence by the application of the patented discovery, . . . but such a laying on of hands does not touch the monopoly of the Federal grant.

'Under its constitutional right to legislate for the promotion of the useful arts, Congress passed the patent statutes. The public policy thereby declared is this: Inventive minds may fail to produce many useful things that they would produce if stimulated by the promise of a substantial reward; what is produced is the property of the inventor; he and his heirs and assigns may hold it as a secret till the end of time; the public would be largely benefited by obtaining conveyances of these new properties; so the people through their representatives say to the inventor: Deed us your property, possession to be yielded at the end of seventeen years, and in the meantime we will protect you absolutely in the right to exclude every one from making, using, or vending the thing patented, without your permission.'

"Citing the Victor Talking Machine Co. against the Fair: 'Congress put no limitations, excepting time, upon the monopoly. Courts can create none without legislating. The monopoly is of the invention, the mental concept as distinguished from the materials that are brought together to give it a body. Use of the materials, as noted above, may be enjoined as injurious to the public; but that does not invade the monopoly. Use of the invention cannot be had except on the inventor's terms. . . . Patented articles, unless or until they are released by the owner of the patent from the dominion of his monopoly, are not articles of trade or commerce among the several States. . . . . The only grant to the patentee was the right to exclude others, to have and to hold for himself and his assigns a monopoly, not a right limited or conditioned according to the sentiment of judges, but an absolute monopoly constitutionally conferred by the sovereign lawmakers. . . . The patent is valid throughout the United States, and is enforceable against everyone who is not able to shield himself behind an erroneous decree. The control of prices and output, . . . did not deprive the public of any right.'

"It is further shown that a system of contracts between the owner of the patent and its licensees fixing uniform prices is altogether legal. Applying this opinion to the Victor Co.'s jobbers' and dealers' agreements and license system, it is readily seen that neither the Sherman anti-trust law nor any State statutes are violated, and further, the conditions of license noted on the labels attached to the machines and records, as regards price, alterations, etc., hold good against each and every person coming into possession of Victor products. Carrying out the analogy, note that the monopoly granted to the Victor Co. is absolute and unlimited, and is enforceable against any one, preventing the making, using or selling of Victor goods until they are released from the monopoly granted by the United States patent laws. Realizing our legal rights in this matter, as we have always been advised by our counsel, and knowing that the strict maintenance of a one price system lends zest to the life of the talking machine business, the Victor Co. will continue the policies and rulings already inaugurated for the greatest good of the greatest number of Victors dealers." This is a clear and explicit statement, worth close study.

Pardell Folding Box



No. 3 Holding Three Cylinder Records
" 6 " Six " "
" 12 " Twelve " "

Dealers imprint in lots of 500

¶ A Folding Container for three, six or twelve cylinder records. These boxes are being very generally used by phonograph dealers and are the most convenient package for delivering records to customer. Made of heavy cardboard and shipped "knocked down."

¶ Special quantity prices to both dealers and jobbers.

WRITE US FOR SAMPLE AND QUOTATIONS

The Pardee-Ellenberger Co.
NEW HAVEN, CONN.

Mr. Dealer!
We Help You Pay Your Rent
IF YOU SELL
"ALL-TONES" CONNECTIONS
PAT. PEN.
for all talking machines. As its name implies, ALL-TONES is a combination of a perfect modifier and rubber horn connection.
Sample mailed upon receipt of price - - ***Retails at 10c.***
Dealers Must Order Through Their Jobbers. ***Liberal Discount to the Trade.***
ALL-TONES - - Newark, N. J., U. S. A.

The DEVINEAU BIOPHONE

An Attachment to Play Disc Records on Any Cabinet Cylinder Machine

(PATENTED 1907)

A SPLENDID DISC SELLER!

WITH THE
DEVINEAU BIOPHONE
owners of the cylinder machines are enabled to add to their repertoire the magnificent selections of the greatest operatic singers of the world.

The DEVINEAU BIOPHONE is equipped with an aluminum tone arm and our patented sound box producing a full, perfectly natural sound.

The attachment can be connected or removed in a few seconds.

It is operated by friction so that neither gear nor belt is needed in its operation. No screw, no bolt to mar the cabinet. No need of removing the attachment while playing a cylinder record.

Any horn, the "IDEAL" included, can be instantly attached to the Biophone.

Three twelve-inch disc records can be played at one winding on the Edison Standard machine.

The DEVINEAU BIOPHONE is a splendid piece of accurate mechanism, handsomely finished.

A most attractive and useful addition to any cabinet cylinder talking machine, either Columbia or Edison.

THE DEVINEAU BIOPHONE
attached to a cylinder machine.

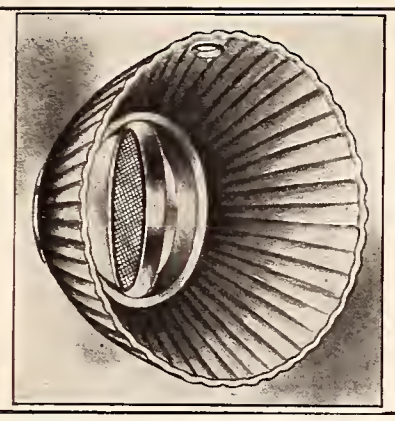
RETAILS AT 15 DOLLARS

Speak or write to your jobber about it.

THE DEVINEAU BIOPHONE CO.

MANUFACTURERS

2095 E. 36th Street, CLEVELAND, OHIO



MELLO-TONE

Attachment a great improvement for the TALKING MACHINE or PHONOGRAPH. Produces tones natural. Eliminates all metallic sounds and blasts. Regulates and mellows the tone. Can be adjusted while machine is playing. Goes in the horn, opens and shuts.

RETAIL PRICE $1.00 EACH. Discounts and Samples sent to dealers on application.

MELLO-TONE CO.

SPRINGFIELD, MASS.

WITH THE TRADE IN DENVER.

Manager of the Denver Dry Goods Co. Reports Increase in Wholesale Trade—H. T. Leeming Working for Lower Freight Rates on Horns —Doucet Takes Charge of the Denver Music Co.'s Talker Department—Mapel Music Co. Branching Out—Other News of Interest.

(Special to The Talking Machine World.)

Denver, Colo., Nov. 10, 1907.

"Our wholesale trade during the month past was fully 100 per cent. better than it was for October of last year, while our retail trade for the month fell off 40 per cent.," is the unusual statement of trade conditions made by A. Mitchell, Jr., head of the talking machine department, wholesale and retail, of the Denver Dry Goods Co. Mr. Mitchell does not attempt to explain the decrease in retail business in Denver, but attributes the great improvement in wholesale demand to the general prosperity prevailing in the agricultural sections of Colorado and other western States. Holiday buying has not really started yet, he says, and is not expected to begin before the first of December, since retailers have come to depend on the Denver dry goods people for prompt shipments when new stock is needed in the talking machine line.

The Denver Dry Goods Co. are Rocky Mountain jobbers for the Edison machine and supplies, with Colorado, Wyoming, part of Nebraska, part of Kansas, part of New Mexico, and a portion of Utah as its territory. Mr. Mitchell states that business has been especially good in Wyoming and that four new dealers have been supplied with stock during the past week. Edison goods are handled exclusively. Their stock of records usually runs about 65,000, but in some busy periods goes as high as 100,000. The trade in records is flourishing, but without any unusual features at this time.

H. T. Leeming, of Orange, N. J., traffic manager for the National Phonograph Co., was in Denver recently encouraging and assisting Western talking machine men in their efforts to get freight rates on amplifying horns reduced. The Western rate on horns is one and one-half times first-class, while in the East they are shipped as just first-class. The local talking machine men have been working for two years for this reduction and have taken the matter up with the Western classification committee of the railroads, but have been unsuccessful to date. The outlook is considered very bright, however, for a cheaper rate in the near future.

C. S. Gardner, the new Pacific Coast representative of the National Phonograph Co., has been spending several days here, visiting G. L. Renner, the Colorado representative. Mr. Gardner has been traveling in Ohio for the company.

Manager W. F. Standke, Jr., of the local Columbia Phonograph Co. agency, is expecting quite a run in Eduardo Castellano records as a result of the recent visit of the Italian tenor to Denver in concert with Bessie Abbott, the soprano. Sig. Castellano was given an enthusiastic reception, and a good demand for his records has started since his appearance here. In honor of the singer's visit, Manager Standke made a special display of Castellano records and advertising literature in one of his Sixteenth street windows.

J. A. Doucet has taken charge of the talking machine department of the Denver Music Co., and will handle all the small musical goods for this store. Mr. Doucet has been selling musical merchandise for the past twenty-five years, fifteen years of which experience has been gained in Colorado and elsewhere in the West. He was for five years in charge of the Denver Music Co.'s branch at Durango, and has also represented them in Silverton and other towns of this State. He sold talking machines when they were first introduced in Colorado and handled the old Victor crank machine twelve years ago.

Speaking of trade conditions here, Mr. Doucet has this to say: "There has been a little falling off in business with us due to the unsettled financial situation, but our trade is still good. The Denver Music Co. are pushing the talking machine department, and intend to make this one of the most important ends of the business. We are handling the Victor and Edison goods, which, I think, are the two best machines made." The Denver Music Co. buy their Victor goods direct from Lyon & Healy. The Knight-Campbell Music Co., are the principal local Victor jobbers.

M. B. Henry, formerly local manager for the Columbia Phonograph Co., has left the talking machine department of the Knight-Locke Co., of which he assumed charge about six weeks ago, and has gone to Philadelphia. He will probably locate in the East. No permanent successor has been named by the Knight-Locke people, but J. E. Younkers is temporarily iu charge of the department. E. H. Lake, who was head of this Knight-Locke department until August of this year, passed through Denver this week on his way to San Diego, Cal., where he will make his home in the future and probably engage in the talking machine business. The Knight-Locke Co. have just received a new shipment of Victor Victrolas.

The Mapel Music Co., which have been handling talking machines in a small way for some time, intends to branch out within a week or so and increase this part of their stock for the holiday trade. A good many inquiries for machines are reported by Miss Agnes Mapel, daughter of the president of the company, who says her firm will probably give more attention to the talking machine business soon.

TRADE NOTES FROM KANSAS CITY.

Talkers Take Testimony for Interstate Commerce Commission—How Valuable Time Is Saved.

(Special to The Talking Machine World.)

Kansas City, Mo., Nov. 9, 1907.

The report of the Interstate Commerce Commission which is composed of testimony being taken in several Western cities where trials are scheduled is being pushed to completion by the aid of graphophones. It is found that infinite time is saved by this method which is used generally through the East, but is comparatively new in Kansas City.

The testimony, being originally taken in shorthand by a court stenographer in the city where trial is held, is spoken by the stenographer into the graphophone from his notes, after which the records are sent here to a law reporting company, where the records are heard on graphophones by operators who put them in typewriting.

In this way one court reporter by transferring his notes to the graphophone records can keep four or five typewriters busy whereas if he had to write his own notes he could not get very far, considering the large volume of testimony.

PRELIMINARY INJUNCTION GRANTED.

Judge Kohlsast, United States Circuit Court, Chicago, on October 25 granted a preliminary injunction in the suit of the Edison Kinetograph Co. against the Selig Polyscope Co. The court sustained the decision affirmative of the Edison patents rendered previously by the United States Circuit Court of Appeals, Second Circuit. The main points covered were the ratchet feed and the camera known in the trade as the Selig and Lemaire device, which were held to be infringements of the Edison appliances. The case is considered of more than ordinary importance in the moving picture field.

On October 14 E. H. Phillips was appointed manager of salesmen of the National Phonograph Co., with headquarters at Orange, N. J. For twenty years he was with H. L. Judd & Co., New York City, and is regarded as a gentleman of wide experience and marked ability. The World wishes him the fullest measure of success in his important post.

Soft and True

sweet and clear, are the sounds that come through our Wooden Phonograph Horn. Neither metal nor any other material can transmit tones in all the richness of their original quality as the wood horn can and does. No talking machine, however excellent in itself, can give perfect results with any but a wooden horn. Ours are made of 2-ply Veneer, highly polished, in Golden Oak and Mahogany. The bell is polished brass, lacquered. Morning Glory style also, if you want it.

Wooden Phonograph Horn Co.

716 MONTGOMERY STREET - SYRACUSE, N. Y.

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., Nov. 6, 1907.

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

OCTOBER 15.

Aberdeen, 74 pkgs., $478; Bristol, 47 pkgs., $828; Brussels, 5 pkgs., $184; Berlin, 194 pkgs., $1,455; Cardiff, 63 pkgs., $555; Christiansand, 2 pkgs., $165; Colon, 20 pkgs., $784; Glasgow, 75 pkgs., $666; Guayaquil, 6 pkgs., $603; Hamburg, 177 pkgs., $1,300; Havana, 6 pkgs., $260; 6 pkgs., $197; Havre, 7 pkgs., $211; Liverpool, 4 pkgs., $210; 37 pkgs., $304; London, 839 pkgs., $9,889; 17 pkgs., $912; Manchester, 45 pkgs., $427; Newcastle, 31 pkgs., $211; Para, 13 pkgs., $791; Port au Prince, 5 pkgs., $124; Rio Grande de Sul, 43 pkgs., $1,346; Rio de Janeiro, 9 pkgs., $278; St. Petersburg, 10 pkgs., $707; Southampton, 2 pkgs., $298; Tampico, 9 pkgs., $295; Trinidad, 8 pkgs., $125; Vera Cruz, 14 pkgs., $505; Vienna, 8 pkgs., $118.

OCTOBER 22.

Algoa Bay, 2 pkgs., $150; Bradford, 20 pkgs., $137; Buenos Ayres, 25 pkgs., $1,206; Callao, 3 pkgs., $267; Cardiff, 7 pkgs., $220; Corinto, 43 pkgs., $1,485; Geneva, 6 pkgs., $300; Hamburg, 4 pkgs., $198; Havana, 5 pkgs., $136; 9 pkgs., $634; La Paz, 9 pkgs., $169; Leeds, 45 pkgs., $284; 50 pkgs., $309; Liverpool, 140 pkgs., $944; 3 pkgs., $244; 168 pkgs., $1,126; London, 14 pkgs., $683; 28 pkgs., $1,868; Manchester, 56 pkgs., $366; Manila, 20 pkgs., $773; Melbourne, 33 pkgs., $758; Newcastle, 45 pkgs., $334; 40 pkgs., $334; Port Limon, 7 pkgs., $156; Santiago, 26 pkgs., $680; Shanghai, 66 pkgs., $2,760; Singapore, 17 pkgs., $506; Sheffield, 41 pkgs., $276; 40 pkgs., $267; Sydney, 9 pkgs., $515; Vera Cruz, 47 pkgs., $1,830.

OCTOBER 29.

Bombay, 4 pkgs., $136; Callao, 7 pkgs., $971; Central America, 16 pkgs., $269; Colon, 6 pkgs., $219; 8 pkgs., $1,262; Glasgow, 85 pkgs., $878; Havre, 13 pkgs., $659; London, 5 pkgs., $375; Manchester, 16 pkgs., $262; Manaos, 6 pkgs., $300; Melbourne, 14 pkgs., $171; Neuvetas, 21 pkgs., $128; Rio de Janeiro, 23 pkgs., $1,032; St. John, 3 pkgs., $103; Valparaiso, 14 pkgs., $918; 7 pkgs., $373.

NOVEMBER 4.

Berlin, 179 pkgs., $1,362; Bradford, 27 pkgs., $184; Brussels, 389 pkgs., $2,750; Cardiff, 55 pkgs., $352; Glasgow, 17 pkgs., $920; Havana, 26 pkgs., $1,426; Havre, 8 pkgs., $231; Hongkong, 5 pkgs., $153; Leeds, 50 pkgs., $310; Liverpool, 131 pkgs., $888; 13 pkgs., $875; 130 pkgs., $875; London, 5 pkgs., $160; 34 pkgs., $1,321; 559 pkgs., $13,070; Manchester, 58 pkgs., $605; 83 pkgs., $501; Melbourne, 21 pkgs., $12,895; Newcastle, 45 pkgs., $334; Para, 14 pkgs., $553; Panama, 15 pkgs., $604; Port Limon, 2 pkgs., $143; Santos, 4 pkgs., $424; St. Petersburg, 26 pkgs., $1,779; Shanghai, 33 pkgs., $1,104; Sheffield, 41 pkgs., $276; 41 pkgs., $276; Stockholm, 6 pkgs., $755; Trinidad, 8 pkgs., $105; Vienna, 30 pkgs., $1,201; Warsaw, 5 pkgs., $125; Yokohama, 216 pkgs., $11,560.

VICTOR RECORDS BY HARRY LAUDER.

The Victor Talking Machine Co., Camden, N. J., have made records of the three songs used by Harry Lauder, the great Scotch comedian, who is now touring the country, with his first or present engagement at the New York Theatre, New York. His songs, of which the masters were recorded in London, Eng., are: "I'm Smiling in the Battle for the Money," "Stop Your Ticklin', Jock" and "My Scotch Blue Bell." Lauder is said to be one of the most inimitable and popular character artists in his special line before the public, receiving the modest (?) stipend of $3,500 weekly for his sketch, with the records great sellers besides. On Election night Max Landay invited the entire clerical force of Landay Bros. to attend a Lauder performance as his guests, with supper following. The party had a most enjoyable evening, and Max was happy in their pleasure. By the way, the Landay firm have erected a new and strikingly handsome Victor sign over their place at 400 Fifth avenue.

CASE WILL BE TRIED SHORTLY.

The Edison Phonograph Monthly says: "Our readers have been informed from time to time of the many attacks which have been made on this company by James L. Andem, formerly of Cincinnati, O., on behalf of the New York Phonograph Co., and other licensees of the defunct North American Phonograph Co. So far, these suits have been futile, and we confidently expect that they will never in the slightest degree interfere with our business or in our relations with jobbers and dealers. We are sure that our friends will be interested in hearing that Andem, last month, was indicted by the Federal Grand Jury at Trenton, N. J., for forgery in connection with one of these suits. The charge is a most serious one. Andem is at present awaiting trial, having furnished two thousand dollars bail. We understand that the case will be tried shortly, before Judge Lanning, of the United States Circuit Court, Trenton, N. J."

As an illustration of how the new Edison Ideal phonograph, that retails at $125, is selling, C. B. Haynes, of C. B. Haynes & Co., Richmond, Va., says he received a machine at four o'clock and before six of the same day it had been snapped up. A half dozen inquiries for others followed, but he was unable to get another for some time. The company are away behind on orders for the Ideal. The cabinet and cover of this splendid machine is mahogany, piano finish, the mechanism and parts being oxydized bronze finish throughout, and it is extremely handsome in appearance.

Sapphires—Maestrophone

¶ We are ready to supply the trade with the highest possible grade of sapphire reproducer points for all makes of reproducers at the lowest possible price. These goods are perfect in every sense of the word and no pains or expense have been spared to make them ideal. Made personally by Arthur C. Mestraud and guaranteed in every way.

PRICES

Button Sapphire point for Edison C. reproducer	6	$2.10
	12	4.00
	50	14.50
	100	26.00
	500	112.00
	1,000	210.00
Highest Grade Ball Sapphires for Columbia Spring contact or general use	12	3.75
	100	25.00
	1,000	200.00

Xtralong recording stylus, with very deep, hollow ground, sharp cutting edge. Unquestionably the finest recording sapphire ever made, regardless of price, $5.00 per dozen, $38.00 per hundred.

¶ Money back if not entirely as represented. ¶ All orders must be accompanied by cash or will be sent C. O. D. ¶ Two per cent. discount on cash with order.

MAESTROPHONE PHONOGRAPH CO.

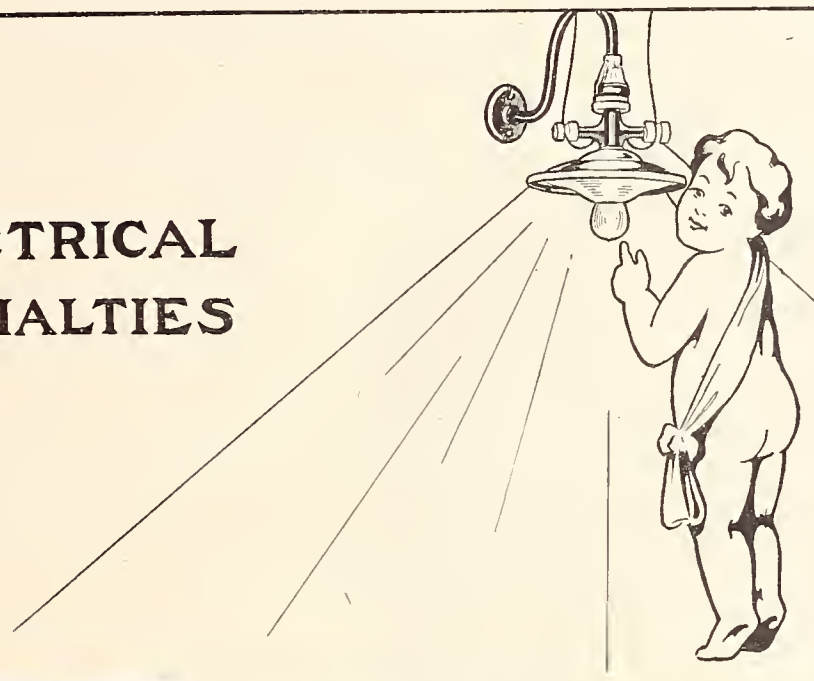
BURLINGTON BLOCK, LINCOLN, NEBRASKA

DO YOU KNOW that 80 per cent. of all fires are extinguished by chemical fire extinguishers?

Tested and labeled under the direction of the
Underwriters Laboratories (Inc.)

ELECTRICAL SPECIALTIES

FIRE EXTINGUISHERS



MANY people think our only line of manufacture is Talking Machine Horns and Horn Supports. This page shows some of our other products: Incandescent Street Fixtures, Hoods and Reflectors, known throughout the world as "Marten Specialties," Metal Trays, Fire Extinguishers and Metal Specialties of all kinds. We have spent large sums of money to originate and develop better goods and methods, and our success is due to our effort to produce goods of the highest quality and value.

Send for Literature Describing Each Line.

METAL TRAYS

TALKING MACHINE SUPPLIES

HB

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

Expert Sheet Metal Workers

Special Stamping and Spinning

WORTH $ TO YOU

¶ THIS is a pretty fair sample of a trade paper is it not?

¶ Subscribers in all parts of the world do not hesitate to say they couldn't keep business house without this publication being a regular visitor.

¶ Go through it carefully from cover to cover. The variety of news, the educational features, the technical matter, and the correspondence and departmental work united make an invaluable repertoire for any one interested in talking machine lines.

¶ It costs but a dollar to receive it for twelve months. All countries outside of the United States and Mexico, $1.25.

¶ We publish also THE MUSIC TRADE REVIEW—the oldest music trade publication in this country, and many do not hesitate to say, absolutely the best and most reliable in every respect. It is published every Saturday and contains from fifty to sixty pages of trade and technical news, covering every department of the music trade line. Regular subscription $2 in the United States and Mexico. All other countries $4.

¶ We publish some technical works which are interesting to those who care to obtain an accurate knowledge of the piano. "Theory and Practice of Pianoforte Building" is the only work ever produced in the English language covering the subject of pianoforte history and construction. It is profusely illustrated with original drawings, cloth bound, and contains about two hundred pages. Sent, postpaid to America and Mexico, $2. All other points, $2.20.

¶ We also put forth The Piano or Tuner's Guide which is a standard work on tuning and so conceded by competent authorities. This is a book of convenient size, containing about one hundred pages. Cloth bound. Price, post paid, America and Mexico, $1. All other countries $1.10.

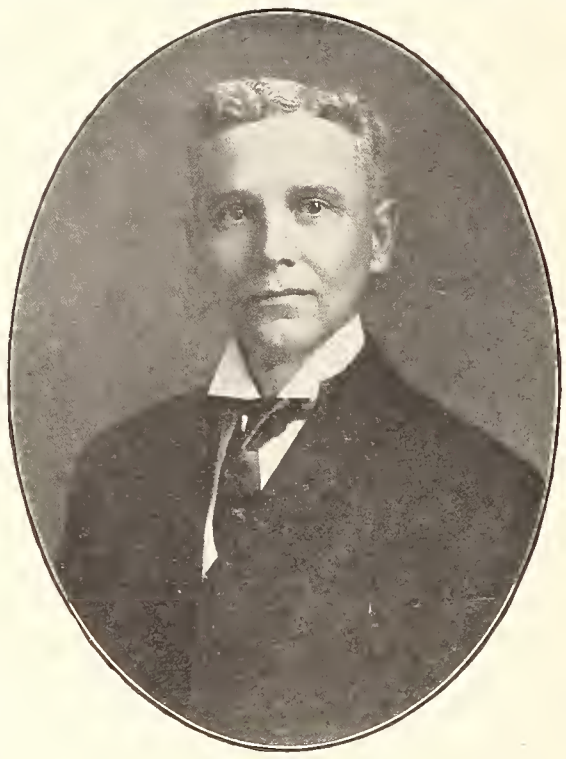
¶ Dealers and tuners should have these books.

EDWARD LYMAN BILL
1 MADISON AVENUE
NEW YORK, N. Y.

DEVELOPING EXPORT TRADE.

An Interesting Chat With Walter Stevens on the Great Work Being Done in South America—A Great Talker Center.

In the course of a pleasant chat on the export business of the National Phonograph Co., Walter Stevens, the chief of that department, remarked: "It is unnecessary to dwell upon the tremendous expansion of the National Phonograph Co.'s foreign trade; that is an old story, but we are proud of it nevertheless. Would we rather bring the artists here or send the experts away to make records depends? We have never had any trouble, because our reproducers have been the best men, and their equipment such that the



WALTER STEVENS.

finest results have been obtained. You know, the corps we sent to Mexico brought back what our committee of skilled inspectors declare are the finest they ever heard—instrumentals, vocals and talks. At the present time we have a corps of Cubans doing work in the laboratory under the capable direction of Walter Miller, who, you know, stands at the head of the list in his line. We are also bringing a number of people from Buenos Ayres, S. A., for the same purpose. They are now en route. Of course, we could send our men down there, but at the present time we are so busy in the laboratory that we cannot spare a man, and as we want these records right away, of course we had to bring the Argentinians—artists, each one—to New York.

"The company, however, are arranging to equip a special corps of recorders, to go into all foreign countries and stay there permanently, shifting from place to place as directed. We find this is the only solution of obtaining foreign records—lines that are unmistakably of the home flavor—for they mean substantial business present and prospective."

RECORD SYSTEM; ITS EFFECT ON SALES.

Although Edison records are one price some dealers sell five times as many as others and yet carry no larger stock. Their methods of getting the business are practically the same, but they discourage a prospective record customer through their lack of system in carrying a stock of records.

A dealer may have a large stock of records, but if he does not carry them under a system that enables him to immediately lay his hand on any record called for, or notify the customer that it is not in stock, he discourages further requests and loses the customer to the more up-to-date dealer, who realizes the necessity of system.

Would you give your thirty-five cents to the dealer who needed ten minutes to look for a record and then finally saluted with "not in stock?" Would this encourage you to ask him for another record when the same thirty-five cents would secure that record elsewhere as quick as you can ask for it in the store of another dealer?

There is one way that dealers can compete for record trade, though they cannot cut the prices. Carry a complete line of records, use a system, whereby the records are carried in trays with the record label on the front, so that the customer can see just what records are in stock and avoid the looking-up process. Even the dealer who carries a small stock can operate under the same system and he will be able to place an order for all records that he needs in a few minutes, thus avoiding the tendency to wait until he has time.

It is not the time that worries the dealer who has no system, but it is to avoid the trouble of looking all through a mixed-up stock of records to find out what he should order. This subject has been studied very carefully by J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., and in order that dealers in all parts of the country can adopt the tray and label system, he has invented a folding tray, which is shipped flat and sells at a surprisingly low price. The collapsible feature saves space and weight in shipping, and enables jobbers to carry the trays in stock without inconvenience. The Blackman Talking Machine Co. are bringing this tray to the attention of dealers and jobbers through an advertisement in this issue.

E. F. DROOP & SONS CO. PUBLICITY.

E. F. Droop & Sons Co., the Victor talking machine jobbers, have been doing some excellent advertising in the interests of that line in Washington, D. C. In the Washington Post of November 3, for instance, they carried an advertisement occupying nearly three entire columns, devoted to the exploitation of the Victor talking machines, and the copy was interesting reading. The new Victor parlors of the company at 923 Pennsylvania avenue are nearly completed, and when the decorations are finished will be among the handsomest in the South. They give daily concerts at which the Auxetophone is used, and they are proving to be a paying proposition.

AUXETOPHONE FOR COL. THOMPSON.

Stanley & Pearsall, New York, recently sold a Victor Auxetophone to go aboard Col. Thompson's yacht, now fitting up for a trip around the world. The colonel had already laid in a Victrola, so that he and his guests will be amply provided with music for the entire voyage.

The Eiler's Piano House, Boise, Idaho, and the Koerber-Brunner Co., St. Louis, Mo., are new Edison jobbers.

THE BLACK WHITE MAN

"The White Blackman"
Fills Dealers' Orders
FOR
EDISON or VICTOR

goods in a way that makes other jobbers wonder how he does it. TAKE NOTE, MR. DEALER. "Satisfaction" at Blackman's costs no more than "Dissatisfaction" elsewhere.

Write for our Price List

Yours to make good
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Prop'r
"The White Blackman"
97 Chambers Street NEW YORK
"THE PLACE WITH THE GOODS"

$ $ $ $ $ $

For You—Mr. Dealer

You Ask

Is there a public demand for a small Portable Moving Picture Machine that anybody can run anywhere? ? ?

The Answer is

THREE HUNDRED (300) INQUIRIES

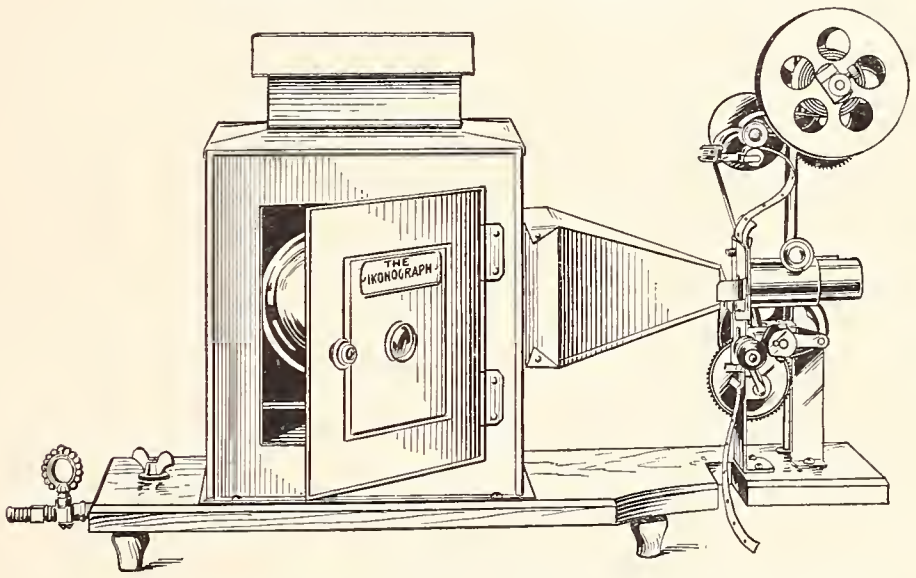
in one day from Magazine advertising. These are distributed among our Dealers. We are getting inquiries by the hundred every day. They are dollars in the dealers pockets—

Are You Getting Your Share? ?

THE

IKONOGRAPH

Sells if you show it



If you have it to show we can furnish you with customers who want it.

IKONOGRAPH DISTRIBUTORS

ALBANY, N. Y......Finch & Hahn, 92 State St.
BALTIMORE, MD......Droop & Sons Co., E. F., 231 N. Howard St.
BOSTON, MASS......Boston Cycle & Sundry Co., 48 Hanover St.
BUFFALO, N. Y......The Talking Machine Co., 13 Genesee St.
CANTON, O......Klein & Heffelman Co., 222 E. Tuscarawas St.
CHICAGO, ILL...... ....The Rudolph Wurlitzer Co., 266 Wabash Ave.
Western Talking Machine & Supply Co., 6 Madison St.
CINCINNATI, O......The Rudolph Wurlitzer Co., 121 E. Fourth St.
CLEVELAND, O......Fowler & Slater, 806 Huron Road.
COLUMBUS, O......Whitsit Co., Perry, 213 So. High St.
DAYTON, O......Niehaus & Dohse, 25 E. 5th St.
DETROIT, MICH......American Phonograph Co., 106 Woodward Ave.
DUBUQUE, IOWA.....Harger & Blish, Inc., 904 Main St.
EASTON, PA. .....Werner, William, 432 Northampton St.
HOBOKEN, N. J......Eclipse Phonograph Co., 203 Washington St.
INDIANAPOLIS, IND.....H. Lieber Co., 24 West Washington St.
KANSAS CITY.....The J. W. Jenkins Sons Music Co., 1013 Walnut St.
MILWAUKEE, WIS......McGreal Bros., 176 Third St.
MINNEAPOLIS, MINN.....Minnesota Phonograph Co., 505-7-9-11 Washington Ave., So,
NEWARK, N. J......Edisonia Co., 57 Halsey St.
NEW YORK, N. Y. .. ...Jacot Music Box Co., 39 Union Square.
PHILADELPHIA, PA......Buehn & Bro., Louis, 45 N. 9th St.
Penn Phonograph Co., 17 So. Ninth St.
PITTSBURG, PA...... ....Powers & Henry Co., Sixth St. and Duquesne Way.
PORTLAND, ME...... ....Ross & Son, W. H., 207 Commercial St.
ROCHESTER, N. Y......The Talking Machine Co., 97 Main St.
SAN FRANCISCO, CAL...Wise & Co., Clark, 1420 Van Ness Ave.
SCHENECTADY, N. Y....Finch & Hahn, 504 State St.
ST. LOUIS, MO......Conroy Piano Co., 1100 Olive St.
Defender Photo Supply Co., 512 Washington Ave.
Hyatt Supply Co., H. A., 623 Washington St.
Koerber-Brenner Music Co., 1006 Olive St.
Silverstone Talking Machine Co., 1010 Olive St.
ST. PAUL, MINN......Dyer & Bro., W. J., 21-23 W. 5th St.
TOLEDO, OHIO.....The Franklin Printing & Engraving Co., 321 Superior St.
TROY, N. Y......Finch & Hahn, 3 Third St.
UTICA, N. Y......Harrison, William, 50 Columbia St.
WASHINGTON, D.C......Droop & Sons, E. F., 925 Pennsylvania Ave.

IKONOGRAPH COMMERCIAL COMPANY
125 East 23d Street, New York

NEWS FROM MONUMENTAL CITY.

October Trade Not Up to Expectations Owing to a Trinity of Troubles—Sanders & Stayman Co. to Employ Manager for Talker Department—Victor Line With Kranz-Smith Piano Co.—Droop & Sons Expect Large Holiday Trade—Columbia Co. Maintain Their Own Store—All the Latest News.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 7, 1907.

Baltimore's home-coming week, the recent election, and the financial upset, the local talking machine dealers believe are responsible for the lack of business which they have experienced during the past month, which was the poorest of the year. This was a great disappointment to dealers, as October has generally been the month when business begins to pick up rapidly. Now that financial affairs are righting themselves, and the election shouting is over, the dealers are living in hopes that the present month will be a prosperous one, and that with the coming of the holiday season business will show forth in its old form, as Baltimore has always been a prosperous city as far as the talking machine business is concerned.

There are few changes to report in local circles and little news. G. Wright Nicols, president of the Sanders & Stayman Piano Co., who is now handling the Columbia graphophone as well as the Victor talking machine, is contemplating engaging the services of an experienced salesman for the handling of the new departments, which have proven to be such a prosperous side line to the piano business. Mr. Nicols started with a few Victor talking machines as a test, and now handles an unusually large business, and reports that it is growing.

On the opposite corner of Charles and Fayette streets is the piano firm of Kranz-Smith Piano Co., who are now carrying a line of Victor talking machines, and have an excellent display in their show windows.

E. F. Droop & Sons, of 231 North Howard street, who are jobbers for the Edison phonograph, report that business has been rather quiet during the past month, but the prospects point to a heavy holiday trade, as many of the retailers are taking large stock.

H. R. Eisenbrandt Sons, jobbers for the Victor talking machine, also report a pleasing outlook, and are preparing for a heavy holiday trade.

An item appeared in my last letter to The World to the effect that it was expected that George A. Gustin, resident manager of the Columbia branch, would close out that branch. This report is untrue, as the Columbia people will maintain their own store here, Sanders & Stayman Co. being jobbers only.

The new British patent law goes into effect on January 1 next. Some of its provisions are of great interest to American manufacturers and inventors. The provision which is the pith of the law is to the effect that if the manufacture of an article is exclusively or mainly carried on outside the British Kingdom, a patentee must prove that it is manufactured to an adequate extent at home or give satisfactory reason why it is not so made.

INFLUENCE OF THE "TALKER"

On Children, the Subject of an Interesting Discussion in the October Number of the Ladies Home Journal—Pointers That Are Worth Noting by Wide-Awake Record Makers.

In the October number of the Ladies' Home Journal there was an interesting discussion of the influence of the talking machine over children and to what extent that influence was for good or evil. Although the story was intended for home readers the manufacturers might find a number of valuable suggestions therein that might be adopted to advantage in their record making departments. The most pertinent portion of the article was as follows:

The astounding fact that twenty-five millions or more of what are called "records" for talking machines, etc., were sold in this country last year behooves parents to be a little more watchful than they are as to the kind of entertainment which is being furnished in their homes. The young undoubtedly get the keenest enjoyment out of this comparatively new form of entertainment and it is the customary habit of parents to buy, or allow to be bought, what is called "light popular music" that "the children like." No word can be said against light, popular music, so long as it is good music. It does not necessarily follow, as many believe, that good music is heavy and lifeless. A good march, well performed, is good music; good to the ear and good to the spirits. But this is not true of the flimsy trash that is being bought so generally and which parents are permitting to come into their homes. We cannot, perhaps, expect our young people to listen exclusively to the voices of Caruso, Scotti, or Melba, or Sembrich—although much good can be accomplished by interjecting a "record" of these singers. It is, perhaps, asking too much of our young people to listen with delight to the singularly beautiful voice of Michailowa as she sings Godard's "Lullaby" from "Jocelyn." Still, there is a happy medium.

These talking machines have within them tremendous possibilities for good, and it depends entirely upon the records we allow ourselves or our young people to purchase for them. Through these instruments we can get music into our homes that could be introduced in no other way. The surest educative influences upon the young are those which we exert through their forms of play and in their times of merriment. Accustom them, through one of these machines, to good music—popular music, if you like, but good—and you lay the foundation for one of the greatest sources of mental enjoyment and moral uplift that can come to the human mind and soul. But let these records pour forth the trashy and worthless so-called "melodies," with their accompanying verses of vulgar slang and coarse innuendo, and you set a standard of musical taste to your children that is as morally dangerous as it is musically misleading. There is no surer way for a man to love good music than that he shall hear it in his home when he is a child. Then when he hears the trashy song, and worthless ditty he will place it, by comparison, where it belongs. It would be an excellent idea if parents would go over the "records" in their homes and do a little sifting. A wise elimination here would not be amiss.

NEWS FROM THE TWIN CITIES.

The Past Month Has Witnessed the Biggest Business Ever Transacted in Talking Machines and Records in the Twin Cities—C. Howe Takes the Agency for the Starr.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Nov. 6, 1907.

October saw the biggest month's business in talking machines that the Twin Cities ever have seen. Figures are not given out for obvious reasons, but the dealers without exception declare that they never have had such a month as the past one.

T. C. Hough, the pioneer dealer in talking machines in the Northwest, has just added the Star machines, manufactured by the Hawthorne & Sheble Manufacturing Co., of Philadelphia, to his line of goods, and this week received his first consignment of machines. He expects to do a nice business for the new machine. Mr. Hough's other consignments for this week include 100 Edison phonographs and 25,000 Edison records, which will not last long at the present rate.

Arthur M. Magoon, manager of the talking machine department of the New England Furniture Co., which is making a special drive on the Victor machine, is jubilant over the October business. "It is the best we ever had," he says, "and the most we ever could ask for would be that it continue."

L. H. Lucker, of the Minnesota Phonograph Co., spends all his time in the wholesale department on account of the great demand for Victor and Edison machines, in both of which the house does a jobbing business. He reports the call for records simply is unprecedented and makes an unusual amount of work.

VICTOR AUXETOPHONE PUBLICITY.

A more pretentious, larger, as well as handsomer catalog, has been issued by the Victor Talking Machine Co., Camden, N. J., descriptive and illustrative of their Victor Auxetophone ("the Pneumatic Victor"). The cuts, superb halftones and marginal sketches, beautifully printed on coated paper enclosed in a deckle-edge rough-coated cover, makes a pamphlet that is a fitting vehicle for the interesting story of this wonderful discovery in talking machine inventions.

The November Graphonotes, issued on behalf of the commercial graphophone department of the Columbia Phonograph Co., General, with J. W. Binder, the manager, at the editorial helm, is up to the mark in brightness and cleverness. Mr. Binder has always a cheerful suggestion that commands thoughtful attention. The November idea appearing on the title page and running as follows, to wit: "Each day brings its petty round of irritating concerns and duties. Play you the man. Do what is to be done with laughter and happiness. Let cheerfulness abound with industry and count that day worth while in which you have accomplished that which makes for the betterment of your fellows."

A descriptive circular of the Phon-Arm attachment, with an illustration of the device, has recently been sent to Edison jobbers and Victor distributers, who take pains to call the attention of the trade to the advantages claimed for their specialty by the Chicago (Ill.) Stand Co., its manufacturers.

In response to requests from the trade the National Phonograph Co. have issued a special price list for horns and cranes independent of the regular equipment.

GET THE BEST

IT HAS STOOD THE TEST

RECORD FOOD

Improves, preserves and cleans records.
Sells on sight and gives satisfaction.
Unlike anything you have seen, heard of or tried.

Every *Jobber* should carry *Record Food*
As every *Dealer* wants it
For his *Customers* will buy it
Because their *Records* need it

If you haven't got it, get it—Do Business

Dealers—If your Jobber does not handle it send your order to us and we will refer it to one near you who does.

A Steady, Sure Seller
It Sells Itself and Records Too
Others Sell It, Do You?

Large opal (white) screw top jars—neat package.
Retails for $1.00; small jars, 50c. Write for booklet and terms.

RECORD FOOD

AT LAST! AT LAST!!

THE NORCROSS

VULCANOID DIAPHRAGM

For both Cylinder and Disc Reproduction

Absolutely unchangeable and indestructible; unaffected by moisture or temperature; uniformly loud, clear and brilliant in all climates and under all conditions.

For cylinder reproducers we furnish Vulcanoid diaphragms with cross head and link to fit the various types.

PRICE 50 cts. EACH **Discounts to Dealers**

Norcross Phonograph Co., New Lang Bldg., 662 Sixth Ave. (39th St.) NEW YORK CITY

COPYRIGHT LEAGUE MEETS.

First Reunion Since Congress Adjourned Held Nov. 12—President Cromelin's Exhaustive Report Covers the Situation Very Thoroughly —Rights Granted Composers in Foreign Countries Compared With the Position of Their Confreres in This Country.

The American Copyright League, of which Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, is president, held its first meeting since the adjournment of Congress in the spring. This conference was held at the Hotel Astor, New York, November 12, at 10 a. m. In his letter notifying members of the meeting, among other remarks bearing on copyright, President Cromelin said: "Senator Kittredge, of the Senate Committee on Patents, has reported a bill which is in many respects far more radical than the original copyright bill with its famous "Paragraph G," and a strong effort will be made to pass this bill early in the coming session. . . . Nothing more important confronts manufacturers and dealers in mechanical musical instruments of all kinds than the proposed change in the copyright law."

Mr. Cromelin also addressed the following letter to The World, which embodies the statement or report he submitted to the League at the aforementioned meeting, viz.:

PRESIDENT CROMELIN'S STATEMENT.

Editor Talking Machine World:

In response to our request for a statement regarding the attitude of the American Musical Copyright League toward the pending copyright legislation and your desire for information as to the rights granted composers in foreign countries, would say:

In the message of President Roosevelt to Congress, December, 1905, he urged the necessity for a revision of the copyright laws, and said among other things:

"A complete revision of them is essential. Such a revision to meet modern conditions has been found necessary in Germany, Austria, Sweden and other foreign countries, and bills embodying it are pending in England and the Australian colonies. It has been urged here, and proposals for a commission to undertake it have from time to time been pressed upon the Congress."

We thoroughly sympathize with the effort to revise and codify the copyright laws, and in so far as this effort relates to the copyright on musical pieces, the American Musical Copyright League approves of and cordially endorses in the main the added protection to composers which the Currier Bill, H. R. 25133, provides. We protest, however, most vigorously against the section of the Kittredge bill, Senate Bill 8190, which brings the various mechanical reproducers within the domain of copyright, and gladly inform you of the way in which this same subject has been disposed of in various foreign countries.

The Berne Convention of 1886 expressly exempts mechanical reproduction of music from the domain of copyright. The countries represented and participating were: Germany, France and colonies, Italy, Great Britain and colonies, Japan, Belgium, Deumark, Spain and colonies, Algeria, Norway, Sweden, Tunis and Luxembourg. The only countries which have made the matter the subject of special legislation are Austria, Germany and England. In the Austrian copyright law of 1895 we find an express clause making mechanical reproduction free. Section 36 reads: "The manufacture and public use of instruments for the mechanical reproduction of musical works shall be no infringement of copyright in music."

In 1901 the German musical copyright law was passed. By an express clause "the sale of discs, plates, cylinders, strips and other parts of instruments which serve mechanically to reproduce musical composition is permitted."

In England, in 1906, the British musical copyright law was passed. The subject had been under consideration for eight years, and strenuous efforts to include mechanical players were made by the same interests who are now seeking to have the offensive sub-section E, section 1, of the Kittredge bill enacted into law. As in this country, contracts had been secured in advance, and the same scheme for obtaining a monopoly of the mechanical player industries was on foot. Instead of permitting this, the English bill, after providing penalties for pirating musical compositions, says: "Provided, that the expressions, 'pirated copies and plates,' shall not for the purposes of this act be deemed to include perforated music rolls used for playing mechanical instruments, or records used for the reproduction of sound waves, or the matrices or other appliances by which such rolls or records respectively are made."

LITIGATION INVOLVING THE QUESTION IN VARIOUS COUNTRIES.

When Congress adjourned in March, suits involving the question whether talking machine sound records were a violation of the rights of composers were pending in France, Italy, Hungary and Belgium. The same interests seeking the legislation here have stirred up the subject by litigation and unsuccessful attempts to secure legislation abroad. In France it has been held that to reproduce a musical composition by means of a talking machine record is no violation of the composer's rights. The court, however, decided that the use of the words did infringe. The case is on appeal and will probably be reached in the Supreme Court next year.

In Italy a similar suit is pending, the plaintiffs being Italian publishers and composers, the defendants the Gramophone and Typewriter Co., Ltd., of London, a British corporation. The lower court decided in favor of the publishers, and this was sustained by the Appellate Court. In its opinion the court makes reference to the fact that Italy was a party to the International Convention of Berne, which made mechanical reproducers free, but it adds: We find that the Italian delegates to the conference were appointed by the king but not confirmed by Parliament, and therefore Italy should not be bound. Thus does this court impeach the action of the representatives of Italy at the conference of the International Union at Berne, notwithstanding that their credentials were not questioned by the delegation assembled. The court goes on to say that if it was important for Switzerland to protect its music-box industry, it is also important for Italy to protect its composers. The decision seems based on national expediency rather than upon a broad treatment of the subject from an international viewpoint. The case is on appeal to the Supreme Court.

In Hungary a similar case is being tried. The Inferior courts decided in favor of the publisher. Since Congress adjourned, however, in March, the Supreme Court in Hungary has reversed the action of the lower courts, and, as is the custom under the Hungarian practice, has referred the question to a commission of experts, to determine whether a sound record should be considered within the domain or copyright. If the commission decides that it should not be so considered, the case is dismissed. If the commission gives as its opinion that the sound record is a violation of the composer's rights, then the court orders a new trial, for it is convinced that the matter was not sufficiently inquired into nor thoroughly considered at the first trial.

The Supreme Court at Belgium, May 2, 1907, since the adjournment of Congress, has decided in a case before it that talking machine sound records do not infringe the composers' copyright. The complainants were Puccini, an Italian, and Massenet, a French composer, the defendants being Pathe Frères, French manufacturers of talking machines and records. This is the first case to be finally decided by the highest tribunal in any country involving this question. In

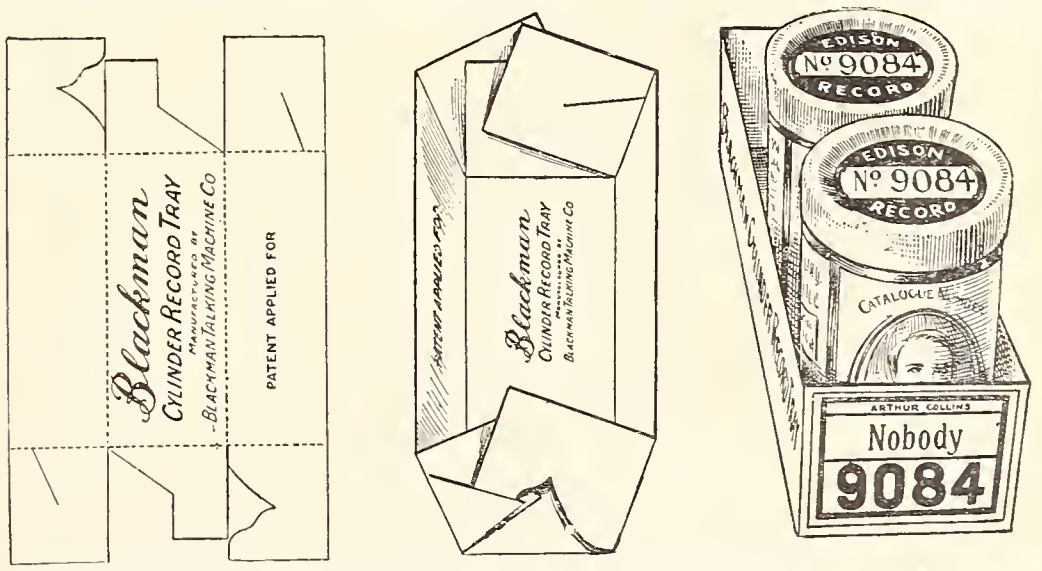
INCREASE YOUR RECORD SALES

BY USING

THE BLACKMAN CYLINDER RECORD TRAY

(PATENT APPLIED FOR)

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



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

NET PRICES TRAYS ONLY

(Subject to Change.)

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

Note.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Lahels with Edison numbers and titles, Domestic Selections No. 2 to 9433, which includes December, 1906 - - $3.50

Per month thereafter (postpaid) payable in advance - - - - - - - .12

Columbia Lahels (Domestic), per set - 5.00

FREE SAMPLE of Tray with Lahel to any Dealer or Johher who writes on business letterhead.

SPECIAL DISCOUNTS TO JOBBERS.

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

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BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop. "THE WHITE BLACKMAN."

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Nothing Succeeds Like Success

Multiphones Going West

The Western Multiphone Company has been granted the exclusive privilege of operating Multiphones in the vast territory west of the Mississippi River. This company will be financed and operated along exactly the same successful and proven lines and under the same experienced management that made the Multiphone Operating Company a success.

The Multiphone Operating Company controls the territory west of the Mississippi River and north of the Mason and Dixon line and first offered its stock over a year ago at $2.50 per share—par value $10. Since then it has paid fourteen consecutive monthly dividends of 1 per cent. on the par value and the stock is now selling at $10 per share and will go much higher.

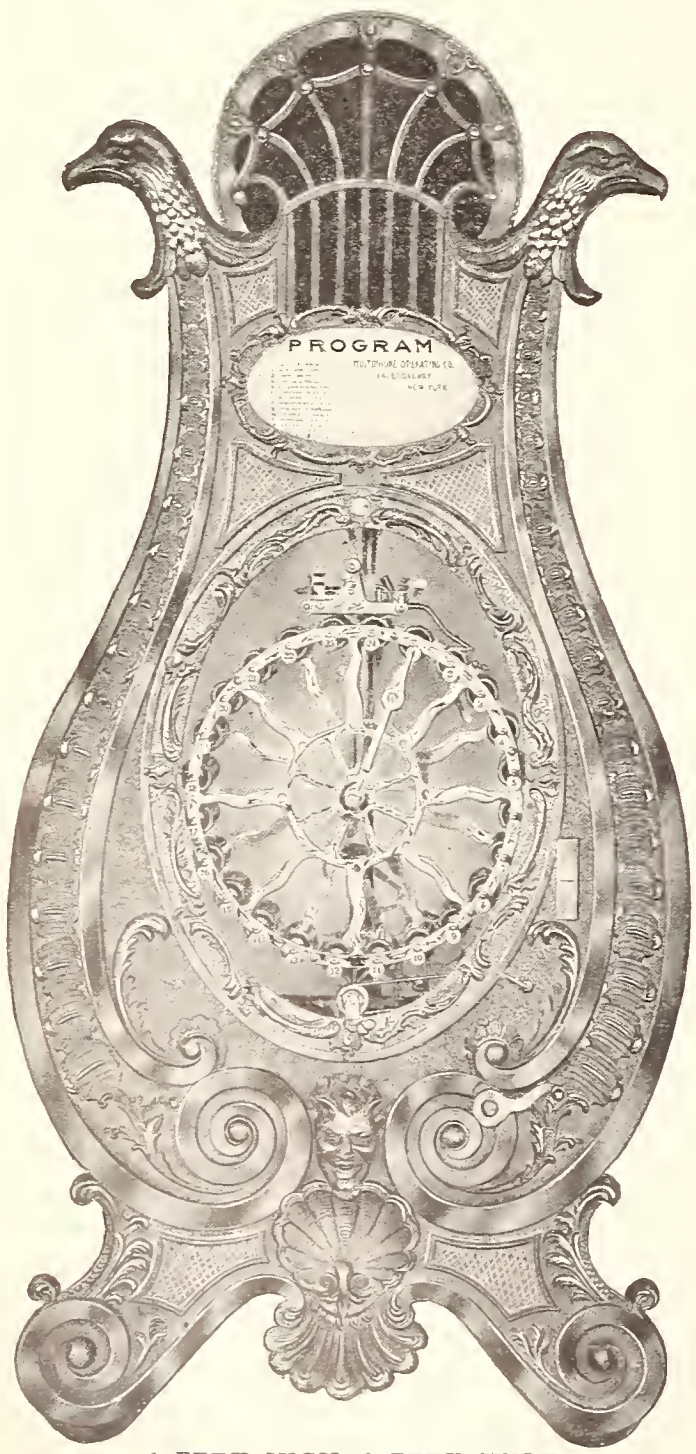
This remarkable record proves beyond a doubt the great earning power of the Multiphone. Under the mutual profit-sharing plan of operation, it offers the safest high dividend paying investment that the public has ever had an opportunity of getting.

The Western Multiphone Company made its first offering of stock two weeks ago, allotting 50,000 shares of the par value of $10, full paid and non-assessable, to be sold at $2.50 per share. This allotment has already been subscribed, mostly by stockholders in the Multiphone Operating Company. There is no better possible recommendation for the management of the business than this one fact.

A second allotment of 50,000 shares is now offered at $3.00 a share and will not last long, so do not put off investing until you have to pay a higher price. Apply for prospectus to-day.

Our plan of operation is unique. Your entire investment is used to purchase new Multiphones. Every new Multiphone means an addition to the earning power of the business and all the net earnings are applied to dividend account. It is a mathematical certainty that the more Multiphones placed on the market, the higher the dividends are bound to be.

THE MULTIPHONE



8 FEET HIGH, 3 FEET WIDE
18 INCHES DEEP

The Company has absolutely no fixed charges.
Multiphones are not sold.
It is the stock we sell.
Send for prospectus and application forms.

Western Multiphone Company

1556 Washington Life Building
141 Broadway - New York

Multiphones may be seen at the following offices:

907 Winthrop Building
Boston

1609 Chestnut Street
Philadelphia

15 Bank Street
Newark, N. J.

314 Pittsburgh Life Building
Pittsburgh

reaching its decision, the court sustains the action of the lower court, which reached its conclusion after "considering that these apparatus cannot be assimilated to the writing, or tbe uotation by an engraving process, of the tboughts of the author, that they have notbing iu common with the conventional signs permitting reading or comprehension of the work to which they are related; that, isolated from the rest of tbe Instrument. they remain in the actual state of human kuowledge without and utility; that they are only one organ of an instrument of execution."

CONDITIONS SUMMARIZED.

It will tbus be seeu that in every country where the matter has been a subject of legislation laws have been passed exactly the reverse of what is proposed in the Kittredge bill, and the mechanical reproduction cf musical compositions is expressly permitted. Also, that in the only country iu which a case has been fiually decided by the highest court involving this question, in Belgium, the court by its decision makes mechanical reproductions free; that in France the Appellate Court has declared the mechauical reproduction of a musical composition to be lawful, but the case is on appeal; that in Hungary the whole matter is suspended pending a decision of the questiou propounded to the Commission of Experts, and that in Italy the decision favoring the composers is on appeal.

A case is now pending in the Supreme Court of the United States involving the question whether a perforated roll used in a piano player violates the composers' copyright under existing law. This is the famous case of the White-Smith Publishing Co. against the Apollo Co. The real plaintiff is the manufacturing concern that is seeking the monopoly of the piano player and music roll business. This concern caused the suits to be entered, and is paying the expenses involved.

In the trial court Judge Hazel decided that the perforated roll did not infringe. This decision was sustained by the unanimous opinion of the Circuit Court of Appeals in New York, Judges Townsend, Lacombe and Coxe. Tbe matter is to be now finally passed on by our Supreme Court. It is expected that the case wil be reached sometime in December.

Should the Supreme Court reverse the decision of the lower courts and decide that the perforated music roll does not infringe, the object sought by tbose who are endeavoring to monopolize tbese industries will have heen secured. Tbey can accomplish tbeir purpose either by a favorable decree in the courts or by the passage of the Kittredge bill or a hill of substantially the same teuor by tbe Congress. The subject is of paramount importance to all manufacturers of mechanical musical instruments in the United States and to all citizens, and we most earnestly desire tbat it be settled at the earliest possible date.

It is not my purpose to endeavor in this communication to indicate the numerous reasons why, even if constitutional, the objectionable sub-section E, section 1 of the Kittredge bill, or any similar clause, should not he embodied in our copyright laws. These reasons are fully set forth in the two printed reports of the arguments before the Committee on Patents of the Senate and House of Representatives conjointly, June 6, 7, 8 and 9, 1906, and December 7, 8, 10 and 11, 1906.

ADVANTAGES GAINED BY FOREIGNERS.

It is important, however, to add that tbe rights proposed to be granted to American citizens under tbis bill may also be enjoyed by citizens of foreign countries in those cases where the country in which such foreigner resides grants to citizens of tbe United States substantially the same protection as it grants to its own citizens.

As already shown, in no other country do composers enjoy the extraordinary rights which the Kittredge hill proposes to give them. It follows, should the bill become a law as reported, that every other country will gladly give our citizens the limited rights which it confers on its citizens, in exchange for the extraordinary privileges which its citizens will obtain from us. And, in actual operation, this must uecessarily mean that every man, woman and child in the Uuited States who purchases a talking machiue record, a piauo roll, a music box sheet or any of the other numerous mechanical forms of records, will be compelled to pay tribute in the shape of composers' royalties ou every record purchased. They are to be penalized every time they want to hear the best in music (and the best comes from Europe), for the benefit aud enrichment of a few European publishing houses aud composers who, in league with certain manufacturers, are secretly behind this legislation, and who hope, by its passage, notwithstanding the fact that they enjoy no such privileges in their own country, to enormously enrich themselves at the expense of the people of the United States.

We are sure that Presideut Roosevelt had no such purpose in mind when he sent his original message to Congress in respect to the codification of our copyright laws. We shall use every legitimate effort in the coming fight to remove this objectionable feature from the Kittredge bill, and shall urge upon Congress, in the interest of international copyright, the passage of such a bill as will bring our laws into conformity with the laws of England, Germany, Austria and the other great powers in respect to this important subject.

Very truly yours,

PAUL H. CROMELIN,
President American Musical Copyright League.

The meeting of the American Copyright League, at the Hotel Astor, New York, on Tuesday, was attended by more than three-fourths of the members. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, presided, and I. S. Dillingham, Jr., general manager of the Tel-Electric Piano Co., acted as secretary. The report of Mr. Cromelin, which appears above in full, was read, with a general discussion following. Various measures to advance the cause of record manufacturers were adopted, including the printing of a pamphlet containing the essential facts of the copyright discussion, an appeal to individual Senators and Representatives, and publicity of the question through the press. Harry F. Leeds, Jr., of Leeds & Catlin Co., and Wm. Shillaber, Jr., president of the Tel-Electric Co., New York, were appointed a press committee. The funds for continuing the fight were contributed on a liberal seale, and much earnestness was displayed in the proceedings, which extended over several hours. The main work of upholding the contentions of the League before Congress was placed in the hands of the executive committee.

The talking machine trade was represented by Paul H. Cromelin, of the Columbia Phonograph Co.; Frank L. Dyer, of the National Phonograph Co.; Harry F. Leeds, Jr., of Leeds & Catlin Co.; T. D. Merwin, with the American Graphophone Co.

The case of the Victor Talking Machine Co. against the Duplex Phonograph Co., of Kalamazoo, Mich., was resumed in Grand Rapids last Friday before Judge Knappen, in the United States District Court.

ALLENS PAPER PHONOGRAPH LACQUER HORN

PAT. JAN. 9TH 1906. No. 1022.

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MANUFACTURED BY
WM. J. SCHROTH
KOBE, JAPAN.

None Genuine Without This Trade Mark

THE ALLEN FIBER TALKING MACHINE HORN

HERETOFORE there has been a certain amount of prejudice, especially by those musically trained, against the Talking Machine on account of a peculiarly unpleasant "blast" or metallic sound foreign to the record.

This rasping sound is due principally to the horn, which in the first place, is manufactured of metal, and secondly is generally not constructed upon scientific principles.

This fault is corrected by using the ALLEN FIBER HORN, made by hand, of a Japanese rice fiber material, finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color.

Beautifully Decorated by Talented Japanese Artists

CAN BE USED ON ALL TALKING MACHINES

BYRON MAUZY
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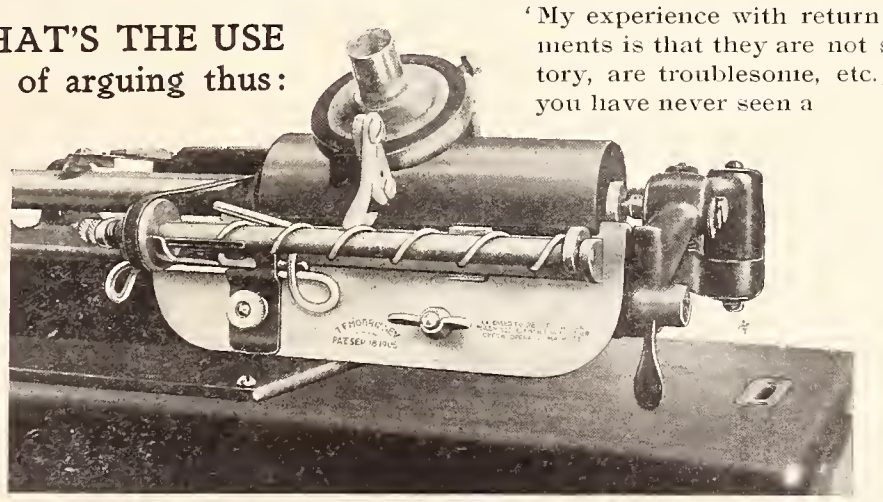
WRITE US REGARDING THE EXCLUSIVE SALE IN YOUR TERRITORY

WHAT'S THE USE of arguing thus: 'My experience with return attachments is that they are not satisfactory, are troublesome, etc.,'' when you have never seen a



MORRISSEY REPEATING ATTACHMENT FOR PHONOGRAPHS

An attachment that is perfect in every respect, that takes no power of the phono graph, that is simply attached without altering or even marring your phonograph, that can be quickly adjusted while your phonograph is running, and returns in three seconds' time? Inquire for the MORRISSEY of your jobber; if he can't supply you, write.

THOS. F. MORRISSEY, - - West Orange, New Jersey

Three Stores for Sale

Two in New York City
One in Brooklyn

One New York establishment handling only Edison
One New York establishment " Victor & Edison
One Brooklyn establishment " Edison

All excellently located and doing good business. For particulars address

N. R. Talking Machine World
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Talking Machine Merchants of America

Are You In Right?

Will an opportunity to increase your daily sales and profits manyfold interest you?

If so, write us now and learn about an article your trade will buy.

The Talking Machine Accessories Co. *Ltd.*

Importers Manufacturers Exporters

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THE TALKING MACHINE TRADE IS SOUND.

It Is Built on a Solid Foundation and Will Stand Any Shock—The Business Situation Demands Coolness and Not Nervous Hysteria—Business Men Should Not Lose Their Nerve—Nor Should There be Wholesale Retrenchment to the Extent of Impairing the Selling Strength of a Business Enterprise—Now the Time to Stand and Pull Together.

Talking machine men should not be alarmed in the slightest degree over the business situation. It may be that large factories in various lines of trade will be compelled to close temporarily. That is the natural outcome of conditions wherein it is almost impossible for business establishments to secure the currency desired. The talking machine industry is in a healthy condition. It has a splendid foundation and will not be easily shaken. Jobbers and dealers should cease talking hard times and go straight ahead with their business plans. The credit of the talking machine trade is unimpaired, and the industry is on a substantial and enduring basis.

The present is, of course, a good time to use a fair amount of conservatism in the conduct of business, but conservatism can be overdone, and a sales force may be reduced to a point where its efficiency is seriously impaired, and where its business getting qualities are reduced to a very low point. Men should not get rattled over the present conditions. We want confidence restored in every line, and if the business men at the head of large enterprises lose their heads they will naturally help to continue the present unsettled condition in the financial world.

We have got to pull together, and pull strongly and thus the united strength of all will help to bring the trade of the country where it should be. It is not the time to do too much paring in legitimate expenses. A good selling staff is necessary at all times, but now impress upon the salesmen the necessity of making good sales—quality sales. It is not the time to cut down too much in advertising. Let your business light shine. It is rather time for good, cool business judgment and not to let the blood in one's pedal extremities become congealed.

Here's a mighty important bit of information which will show the strength of the Victor talking machines with the trade and public, and should encourage dealers in talking machines everywhere.

It is learned upon excellent authority that the Victor business for 1907 up to October 1 far surpassed that of the entire year of 1906. Furthermore, notwithstanding the financial crisis in New York the October sales were a very large percentage over those of October a year ago.

Naturally such news as this, showing the strength of the Victor and the progressiveness of the men directing this great enterprise, should act as a stimulus to the talking machine trade generally. Keep doing things that is the best way to drive away pessimism.

Many of the leading men of the talking machine industry have not hesitated to express themselves in the most optimistic manner concerning the outlook for this special industry. Albert S. Marten, president of the Tea Tray Co., Newark, N. J., stated to The World, when asked to express his views on the business situation:

"In this industry there are many solid concerns which are well buttressed round with financial strength of an unassailable kind. What we need to help matters along in the right way is confidence. The men who get scared and withdraw their money from the banks are the ones who are helping to continue the financial stringency. In such times as these men should not lose their heads and become frightened. The country is big and strong and we have a natural wealth which will help us out of any kind of depression."

SOME COMMENTS BY A LAYMAN.

A prominent daily newspaper, commenting on a meeting of talking machine men, makes the subjoined "wise" remarks: "Speaking of 'records,' there is no record of any one at that convention of agents and experts, who have made fortunes in these records, who had the thought to ask why the man who had invented the stock ticker, with its neat little tape, had not invented a similar device for recording the conversation of the talking and singing machines. A more clumsy and crude invention for recording speech is hard to find than the wax cylinder. If the news of the financial world can be reproduced every day in Wall street on a film of paper it is strange that phonographic communication could not be recorded in a similar way." No end of experiments have been made to accomplish this "simple" trick, but so far without success. The recording experts declare it is impossible.

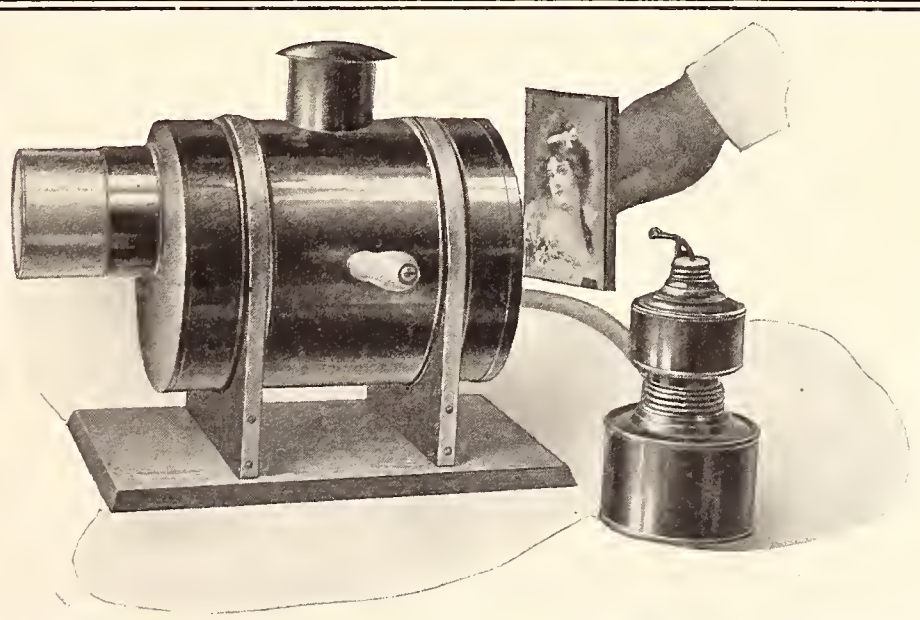
DAVEGA'S FINE RECORD.

In point of business existence, S. B. Davega is spoken of as the oldest talking machine jobber in New York City, twenty-seven years being his record. Another attribute, seldom talked of except in circles that know, is that Mr. Davega has never failed to discount his bills from the first year he opened his establishment to the present time. Both of these claims accord him unusually honorable standing in the trade, of which he is certainly a credit.

Big Profits to Jobbers and Dealers

"The Souvenir Postal-Graph"

Reflects in original colors any image or object, giving a clear and distinct six foot picture.



The only machine of its kind in the world, reflecting FULL SIZE Postal Cards in colors.

APPEALS TO EVERYONE, AS EVERY HOME HAS HUNDREDS OF SUBJECTS

THE BEST CHRISTMAS SELLER, because it's new and entertaining. Sample, $3.00. Fully Equipped. Prompt Shipments. We manufacture other specialties not obtainable elsewhere

Write for Particulars

New York-Chicago Supply Co., 194-196 BROADWAY NEW YORK

?

¶ Are YOU DOING BUSINESS in THIS territory? IF SO, WE CAN HELP YOU.

¶ Is it an advantage to have your orders filled complete?

¶ To have your orders filled and shipped the same day we receive them?

¶ To have all claims for shortage or breakage adjusted promptly, without exacting insurance fees?

¶ To have retail inquiries referred to you?

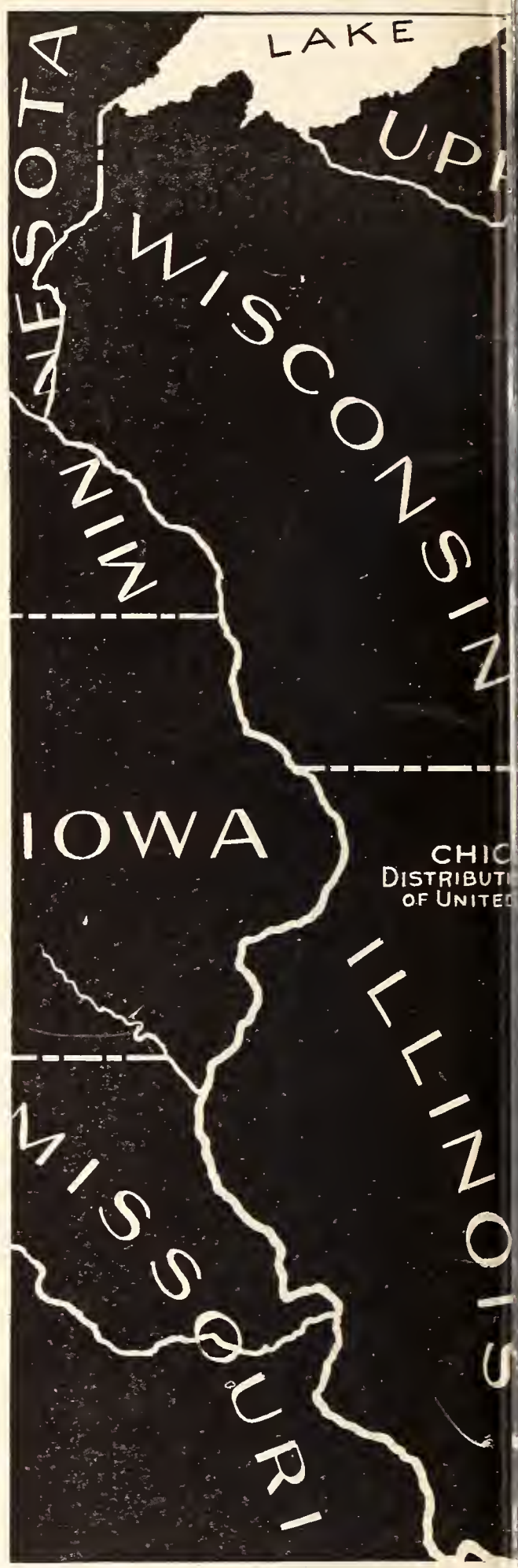
¶ To have your orders reach you in factory condition?

¶ To have each record enclosed in an individual envelope?

¶ Are these things an advantage? If so, we deserve your business.

¶ In other words to have at your disposal the largest and most complete stock of Victor goods and talking machine accessories in the country. To deal with an efficient and trained organization, who

Wholesale Exclusively



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General Manager.

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VICTOR
ALKING MACHINES
ORDS AND
SUPPLIES

GRAND OPERA
RECORDS

sh Avenue.
go, Ill.

Old Records Just as Good

as some of the later ones. Some dealers devote a great deal of energy to selling the new monthly issues, forgetting the enormous number of good records in the Victor Catalogue that might be just as easily pushed.

You will be interested

in our list of best sellers, compiled not only from our sales records but from the opinions of the five largest heads of departments in this country.

Write for it

Check off those records you have in stock. Send us your order for the balance. Remember the busy season is here. Lots of sales are lost by not having goods on hand around Xmas time—people won't wait till you can order.

Our New Catalogue

is out. The most complete cabinet line in U. S. A large number of fast selling accessories.

Write for it

TIMELY TALKS ON TIMELY TOPICS.

An endless topic of conversation and reminiscence is the romance of the talking machine business. The novelty of the discoveries, the oddity of the inventions, the glamour of their development never cease to arouse interest and provoke discussion. A group of jobbers not long since were engaged in this pleasant and instructive exchange of chat, when Max Landay, of Landay Bros., New York, told this story: "You know our place, 400 Fifth avenue, was the residence of Robert J. Ingersoll, the great atheist, eloquent orator and famous lawyer. Our recital hall, as we call it—a circular room with lofty ceiling—was the dining room. The other day the daughter of Bob—I forget her name now—came into the store to hear some Red Seal records, and spoke of the curiosity aroused in being once again in the building, at one time her father's home. After looking around and noting the changes, she turned to me and said as we stood in the recital hall: 'It is certainly a strange coincidence, now that the place is occupied by your business, but in this very room the talking machine was born. Here Thomas A. Edison and Emile Berliner made records of the voice of my father, Col. Ingersoll, and with great success, too.' Of course, I was more than gratified to hear this, but what was best of all the charming lady, who then and is still known the country over as one of the finest women in the land, gave me a nice order for a Victor 6, a record outfit of no small size and one of our handsomest cabinets." This narrative closed the session for the day, and Max was awarded the prize.

Machine and record manufacturers are reported as conferring on some form of united action to circumvent and, so far as possible, put a stop to the use of so-called spurious parts in repairing. This matter has been mentioned in The World before, in connection with the action taken by the National Phonograph Co., who have taken steps to prevent what is indubitably an injury to their product. The substitute of glass for sapphire reproducing points, fraudulent feed nuts, inferior springs, etc., it is held, are detrimental to proper reproduction, or to the standard guaranteed when genuine parts are employed. Owners of machines are often surprised with the remarkable change of tone and quality of sound after their property has passed through the hands of the repairer, who thinks no one will be the wiser if other than the parts supplied by the original manufacturer are substituted. Complaints follow, of course, and it is therefore in a spirit of self-defense and of good faith toward the public that the manufacturers are co-operating to stamp out this evil, for such it is. As yet no definite plan has been decided upon, but it is safe to say when repressive measures are adopted the trade at large will be the beneficiaries.

The success of the National Talking Machine Jobbers' Association is now assured, as fully 75 members are now on the rolls, and the interest taken in its affairs widespread. The system of exchanging credit information formerly used by the Eastern Talking Machine Jobbers' Association has been adopted by the national body, and is also working with the same admirable effect it did with its originators. The well-filled treasury of the now defunct eastern association has been distributed to the members on the pro rata basis, while the books, blanks and other material have all been turned over for the information and guidance of the national officers charged with executive functions. Those who felt inclined to question the success of a national movement are more than satisfied the problem has been solved, and are also among its most enthusiastic supporters.

The distinctions that are now made in litigation bear a close resemblance, in many instances, to the hair-splitting process. Illustrations of this find abundant proof in the legal warfare over patent claims. One of the latest examples is furnished in a case now pending, and in which testimony is being taken. The point raised is, Does an elastic or tension feed interfere or conflict with a spiral feed on the disc record? Experts on both sides are equally and firmly positive as to their respective contentions, and some of the exhibits to be presented for the court's consideration and judgment, when the hearing comes on, are of ingenious conception and novel construction. Supporters of the tension feed idea admit that while their mechanism is an old principle, still its application and practical working records decided invention in the development of operation.

Export trade in talking machines is growing so rapidly as to surprise those not familiar with the data. Great quantities of goods are taken by European countries, and the American made articles always have a "look in," no matter to what part of the globe they are shipped. The trade most assiduously cultivated, however, is that in the Spanish-American countries—Mexico, Central and South America. In this section of the world price is not the sole factor in competition for orders. Machines and records come from everywhere under the sun, and the patent situation is nil. Under these conditions some pretty tall hustling would be expected, and it is; but goods of United States origin finally control in the last analysis. The German manufacturers dump shiploads of cheap machines and inferior records in the Spanish-American markets; but notwithstanding the price and their controlling the banks, with a large number of resident merchants of their own nationality as allies, they make comparatively little headway against the Edison, Victor, Columbia or Zonophone lines.

The Germans have imitated every model of machine made by the American manufacturers, but the material used is always "to the bad," and their methods of construction faulty, so that their standing is not flattering with jobbers or dealers who know a good thing when they see it. What is the consequence? Ask the managers of the export departments of any of the concerns quoted above. The inquiry will be greeted with an indulgent smile, and then they will "lay it all over" the European "stuff" with facts and figures to prove the impregnable and unassailable position of the American talking machine, and why it is leaving the party of the first part at the post in every deal of any consequence. The Spanish-Americans cannot be fooled more than once, if then; but his second order is invariably placed for talking machine goods the brands on which are guaranteed of the "best made," bar none.

The adoption by dealers of some system for keeping track of their records is becoming recognized as almost obligatory in order to conduct their business as free from confusion and consequent monetary loss as possible. Much inventive skill is being shown in devising and constructing appliances for this purpose. The desirability, not to say advisability, of installing some plan with this end in view, is strongly urged by the Edison Phonograph Monthly, as follows: "Dealers everywhere are putting in systems for carrying their stock of records. Firms making a specialty of furnishing these record systems to the trade, say that the demand is little short of phenomenal. . . . When he uses the most approved methods for carrying his stock, he is able to make sales in the least time. By being able to instantly put his hands on any record desired, he makes the sale at the smallest loss of his own time and a corresponding satisfaction to his customer in getting what he wants with the least delay. . . . They (dealers) are losing time and money by not putting in an adequate system for carrying their record stock."

These observations are not only absolutely true and to the point, but also very timely. It is also noticeable that with the trade awakening to the importance of arranging and carrying record stock so as not only to know exactly what is on hand, but also to be able instantly to make any selection desired for sale as named, inventions and improvements to make these systems simpler and more efficient are constantly appearing, proof of which is abundantly furnished in The World's advertising columns. The dealer, with his record stock in other than in easy, accessible shape, possibly depending on memory to locate goods, cannot hope to successfully compete with a man who has introduced systems and methods in this particular branch of the business.

The Cable Piano Co., of Menominee, Mich., have fitted up a section of their salesroom for a concert hall and the sale of talking machines. Public concerts have attracted crowds all the month. They are presented gratis, and consist of classical and popular pieces on the Victor and Edison machines.

Rapke's Specialties FOR ALL Talking Machines

THE LATEST

Rapke's Disc Record Cabinet with Labels

Records Protected from Dust or Injury. Lay Flat in Sliding Drawer. Cannot Warp. Made to Suit any Size Business. Takes up Less Space than any Other System. Dealer can Instantly Tell Number and Title he has in Stock Without Touching Cabinet. In other words, this Cabinet will Sell the Records. Further Particulars on Application.

Rapke's Collapsible Compartment Tray for Cylinder Records

Accommodates Two Labels (Numbers with Titles) in front. Dealers net price, $12.50 per five hundred. Carried in stock, ready for Immediate Shipment. Now is the time to order.

VICTOR H. RAPKE, 1661 SECOND AVENUE NEW YORK CITY

BOOKER JOINS SILVERSTONE FORCES.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 11, 1907.

J. P. Booker, formerly manager of the talking machine department of the O. K. Houck Piano Co., has accepted a position as traveling representative for the Silverstone Talking Machine Co., and will cover the State of Missouri for this concern. He is now on a three weeks' trip through the State.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., and W. C. Fuhri, district manager of the same company, were recent visitors here.

A. H. Kloehr, representing the National Phonograph Co., was a recent visitor here.

In their advertisement, elsewhere, the Norcross Phonograpn Co. claim that their "vulcanoid diaphragm, absolutely unchangeable and indestructible, is unaffected by moisture or temperature, is uniformly loud, clear and brilliant in all climates and under all conditions. It is adaptable for both disc and cylinder reproductions."

RECORDS OF INDIAN MUSIC.

A systematic study is being made of the music of a number of Indian tribes in the Far West with a view to collecting their songs and preserving them. A good deal of money has been raised for the purpose, one of the principal subscribers being J. Pierpont Morgan. A staff of competent musicians is now in the field securing talking machine records, and it is expected that several years will be required to complete the work. The Bureau of Education at Washington is now engaged in the preliminaries of an investigation of the subject of musical education in the United States, as statistics relative to this branch of education have never before been collected.

MUSIC FOR THE DEAF.

Experiments are being made to bring music within reach of the deaf. It is not expected that they can be made to hear the tones of instruments or that any sound will ever reach them. The idea is to have vibrations reach them through the muscular sense, the theory being that the vibrations will have the same effect on them as musical sound does on those who can hear. The apparatus to be used is a talking machine and a microphone attached to accumulators. The phonograph reels off a tonal scale to the microphone in an intermittent current, and the muscular sense is reached and vibrations carried to the brain.

There is an increasing interest in the indestructible records made by the Indestructible Phonographic Record Co., of Albany, N. Y., whose announcement appears elsewhere. They are individual in many respects.

This Then

will inform you that our new issue of photographs of the Talking Machine artists, were ready on October 1st. These are neatly framed and each packed in a separate mailing box, protecting them and making them convenient for handling.

Dealers will find these framed goods ready sellers, also very attractive for window or store decorative purposes. We will mail you a sample of either framed or unframed, on receipt of price; unframed 35c. each, framed 50c. each.

ADDRESS

The Channell Studio for Photography,

30 Harrison Street,

EAST ORANGE, N. J.

FOR SALE

A lot of second-hand Edison Class "E" and M"

PHONOGRAPHS

complete, less cabinet, $15.00 each. Address:

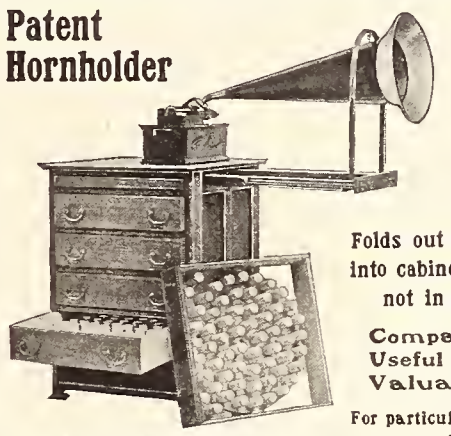
"BARGAIN"

TALKING MACHINE WORLD

1 Madison Avenue, New York

Phonograph Record Cabinets

Patent Hornholder



Folds out of sight into cabinet when not in use.

Compact
Useful
Valuable

For particulars inquire of

Quartered Oak. Holds 305 Records.

SYRACUSE CABINET CO., Syracuse, N.Y.

Linenoid Horns

27 Styles *15 to 56 in.* *$2 to $15*

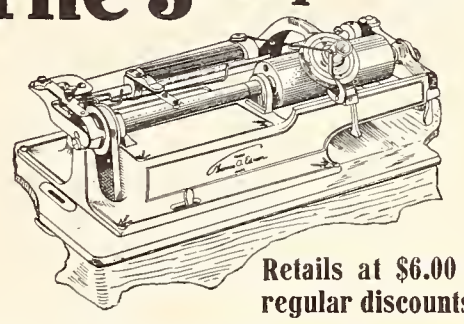
Manufactured by

CRANE BROS., Westfield, Mass.

Discount to Dealers

LINENOID.—A MOLDED MATERIAL MADE OF PURE LINEN

The J Repeater



Retails at $6.00; regular discounts

Simple, easily attached, no drilling. Returns in less than one second. Can be attached in five minutes.

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.

Talk-O-Phone PARTS

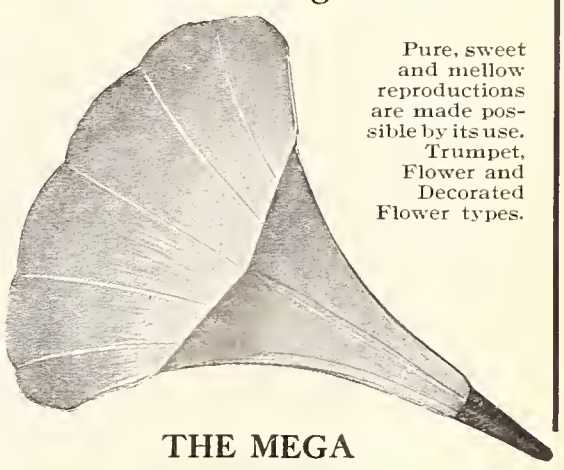
For Catalogue and Prices address

P. C. HAYES

357 W. Central Ave. TOLEDO, OHIO

FIBRE FIBRE

A Distinctive Product for a Discriminating Trade



Pure, sweet and mellow reproductions are made possible by its use. Trumpet, Flower and Decorated Flower types.

THE MEGA

Built on the Principle of the Sounding Board.

Our literature will tell you more about our product. May we send it to you?

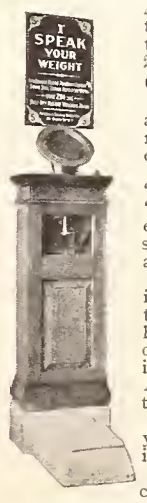
PHONO MEGA HORN

Makers, E. A. & A. G. SCHOETTEL

Broad Street, Maspeth, Queens County, New York

INCREASE YOUR INCOME

One of our customers in Chicago writes that the receipts from two of his Talking Scales is equal to a fair salary. Another customer in Anderson, Ind., writes that he placed one of his Talking Scales at the State Fair at Indianapolis, on which 2,500 people weighed themselves in one day.



Comments from a few of the Leading Newspapers

The Providence *Sunday Journal*: "There are no musical or fortune-telling attachments to the new weight machine. It doesn't need them to attract custom."

From the Buffalo, N. Y., *Daily News:* "The latest novelty is a machine that 'speaks your weight.' One of these is on exhibition at the Lafayette Hotel. It consists of an ingenious combination of a scale and phonograph."

From the Atlantic City, N. J., *Press:* "It is hard to imagine the wonderment that fills those who hear this voice of mystery, and highly amusing to listen to the assortment of explanations that follow. Mr. Dunlop is the first to introduce this machine in Atlantic City, and it is safe to say that they will be winners."

From Cleveland *Plain Dealer:* "'I speak your weight' is pretty much the limit. It is the ne plus ultra of mechanical egotism."

If interested write to-day for illustrated circular and price list.

THE UNITED VENDING MACHINE CO.

143 Caxton Bldg., Cleveland, Ohio.

THE HIT OF THE SEASON

The Drumophone with Hohner Harmonica

Everybody is going wild about it
Harmonica players insist on having it

The latest Novelty on the market; just imported from Europe; a regular Hohner Harmonica with drum attachment; will please old and young. A whole band in itself. Anybody who can play a Harmonica has no difficulty in playing the Drumophone.

The drum which is attached to the Harmonica has a real skin head, same as is used in a regular snare drum. A very clever, patented device enables the player to accompany his music with a drum-like sound which will considerably increase the pleasure derived from an ordinary harmonica. It practically gives him two distinctly different instruments at the cost of one. In spite of this fact, the Drumophone is not in the least bulky and can easily be carried in the coat pocket. Each instrument is packed in a separate, handsome cardboard box.

IT'S UP TO YOU MR. DEALER

If you wish to participate in the coming harvest, don't fail to send in your order at once, and don't fail to make it a good sized order, for when the rush comes, you will wish you had them.

A GREAT NOVELTY FOR THE HOLIDAYS

No. 2446. Hohner Harmonica, 14 Double Holes, 28 Reeds, Tremolo Concert; Brass Plate, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches, with Skin Head and Three Pearl Buttons for Operating.

Per dozen	**$6.50**
Per gross	**70.00**

Above prices are net, except cash discount.

These are the Genuine Drumophones with Hohner Harmonica

Beware of Worthless Imitations.

No. 2447. Hohner Harmonica, 20 Double Holes, 40 Reeds, Full Concert, Brass Plates, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches; with Skin Head and Three Pearl Buttons for Operating.

Per dozen	**$8.50**
Per gross	**90.00**

Above prices are net, except cash discount.

A Great Novelty—A Great Seller
Order a Good Supply

To supply the demand for a 50c. Article, we have the following smaller Drumophone with a single reed harp:

No. 2445. Harmonica has 10 Single Holes, 20 Reeds, Brass Plate, Heavy Nickel-Plate Covers; size of drum, 3 x 5 inches; with Skin Head and Two Buttons for operating.

Per dozen	**$4.20**
Per gross	**46.00**

Above prices are net, except cash discount.

The demand for this Novelty is beyond our expectations—order now

Send in your Holiday orders now. Orders filled in the order they are received—don't be too late

The Rudolph Wurlitzer Co.

Sole Distributors for the United States
CINCINNATI—CHICAGO

GENERAL PHONOGRAPH SUPPLY CO.

Make Their Bow to the Trade—Carrying a Fine Line of Specialties.

While a very complete description, accompanied by faithful illustrations, of their "Truetone" amplifying horns is furnished in the striking double-page advertisement of the General Phonograph Supply Co., 57 Warren street, New York, appearing elsewhere, the trade should not miss the forceful claims advanced for handling this desirable line of goods. The company,

THE EUREKA SPECIAL LINE.

though recently established, is composed of men well known and highly esteemed for up-to-date business methods, and a thorough knowledge of what development and improvement in goods means to the progressive jobber and the aggressive dealer.

The company's other specialties, of which more will be heard later, include, among several articles, the Eureka carton cabinet for cylinder records. Of this distinctly novel line, which will doubtless appeal to every owner of cylinder records and the trade in general, they say: "The record-carrying trays or drawers are divided into quadrille sections to accommodate the original cartons in which cylinder records are sold. The merit of the flannel-lined carton cannot be contradicted. It protects the delicate sound waves from damage and from the accumulation of dust, and decreases the possibility of breakage to a minimum. The construction of the Eureka carton cabinet for cylinder records permits these cartons to be utilized for the precise purpose for which they were originally intended—the perfect and practical protection of their contents; and the record can be taken out of the cabinet without removing the carton or box."

CHAS. V. HENKEL.

Another very clever device originated by the General Phonograph Supply Co. is the Eureka alphabetical index for the cataloging and ready location of cylinder and disc records. Of this they speak as follows: "The ordinary index card furnished with record cabinets provides merely for a list of the records contained in the cabinet. It is frequently necessary to search through the entire list, to locate a desired record. The Eureka alphabetical index locates any cataloged record immediately."

It may interest the trade to know that Chas. V. Henkel, president and general manager of the General Phonograph Supply Co., and the inventor of the larger number of their new lines, has been and is still president and general manager of the Douglas Phonograph Co., bringing that concern up to their present high standing as a successful concern.

TRADE NEWS FROM COLUMBUS.

Business as a Whole Satisfactory—Big Order for Edison Records—Some Recent Visitors—A Chat With P. B. Whitsit.

(Special to The Talking Machine World.)

Columbus, O., Nov. 11, 1907.

Talking machine business in this city and locality during last month is reported as good, generally. Perry B. Whitsit, speaking for the Perry B. Whitsit Co., reports that his house's business showed a nice increase this October over the same month of last year.

W. H. Snyder, Edison and Victor dealer here, is one of the foresighted dealers. In anticipation of his late fall and holiday trade he placed this week with his jobber orders for 1,000 Edison records and several hundred Victor records. Mr. Snyder is not one of the kind who believes he will have cause to regret his actions.

A. P. Petit, of the Talking Machine Supply

EXCLUSIVE
Talking Machine House

Did you ever stop to think, Mr. Dealer, why it is to your advantage to deal with an exclusive talking machine jobber? The advantages are many.

Since our talking machine business is our bread and butter, is it not natural that we should give our dealers every attention?

We figure our pleased customers as our main asset and handle them with the same care we do our bank accounts.

Our lines are Edison, Victor and Columbia cylinder. Our stock of these goods is not only enormous, but that which is more essential—complete.

When you need goods on a moment's notice for the Holidays, remember we are the people to order from in a "pinch."

Perry B. Whitsit Company, 209-213 South High Street, COLUMBUS, OHIO

Co., New York, was a visitor in the city this week. He was headed east after an extended trip through the west and southwest.

Miss Nellie Ryan, former manager of the Buckeye Talking Machine Co., succumbed to the charms of Dan Cupid last week. This is a tinge of romance in the fact that her husband is F. J. Pierson, manager of the Buckeye Talking Machine Co., Springfield, O. Mr. Sims is Miss Ryan's successor.

Tom Murray, representing the Columbia Phonograph Co., called on his jobbing trade here during the week. He was amply rewarded for his trouble by taking a nice lot of orders for Columbia machines and records.

Dealers here to a man are highly elated over the Edison exchange proposition. The fact that they will have to order only double the amount of records returned will work no hardship on them and naturally feel very kindly towards the National Phonograph Co., for so liberal an exchange.

DEATH OF MRS. ECKHARDT.

In the death of his mother, which occurred at Baltimore, Md., November 3, Walter L. Eckhardt, manager of the wholesale department of the Columbia Phonograph Co., General, has sustained a severe loss, as the relations between the two were of the closest and most affectionate nature. Mr. Eckhardt was appointed executor of the estate, and in attending upon his mother's final illness and cares incidental thereto, being the only surviving son, he was away from business until Friday of last week. Being the sole legatee, the distribution of the property was left entirely to his judgment, a delicate task that he accomplished to the satisfaction of relations, friends and various societies of which his parents, conspicuous members of Baltimore's German social circle, were highly honored members.

Outside of their export trade, which is of magnificent proportions, the National Phonograph Co. are reported as doing a yearly domestic business amounting to $6,000,000.

JUSTICE DENIES MOTION.

Moving Picture Shows on Sundays Illegal But No Less So Than Regular Theatres.

That five-cent moving picture shows given Sundays are no worse than those given at from 50 cents to $2 admission, is the view of Justice Aspinall, of the Supreme Court, Brooklyn. In denying a motion to enjoiu the police from interfering with Sunday exhibitions in a five-cent arcade in Jamaica Justice Aspinall said Monday:

"If moving picture exhibitions are public shows, theu surely the exhibitions in the larger halls are equally so and should be governed by the same law. Why this discrimination on the part of the police? It is un-American, unfair and unjust; but law is law. I must be governed by it and act accordingly."

A FRIENDLY MANAGER.

An open friendship between employer and employe—the individual friendship between a manager and each of his men—is of great value to a business. It begets a loyalty that nothing else can.

A man said recently: "Whenever I feel a little blue I go and have a talk with Mr. Smith, and I come out feeling fine. We may not talk about what I had in mind, but I feel encouraged just the same." I had often heard of Mr. Smith's success with his business and with his men, and this seemed a fair explanation of that success.

Such an interchange of friendly confidence brings out the best there is in the men—or shows what they lack. It enables a manager to get in touch with the ruling motives of his men, and to learn how each individual should be treated in order to get the best results. In other words, it enables him to consider intelligently the personal equation.

Men are like the keys on a piano: you can get music or discord out of them according to the way you play upon them. It is refreshing to observe the growing recognition of this fact, and to see how oppression is decreasing in order that spontaneity may be utilized. It is good to know that it pays to be friendly, and that the business world is rapidly finding this out.

STUDYING THE VEDDAH RACE.

While en route to Java not long ago Dr. Moskowski, of the Prussian Academy of Sciences, visited Ceylon for the purpose of studying the Veddah race, the earliest inhabitants of the island. This people are cave-dwellers and barbarians, and speak a peculiar language of monosyllables. Dr. Moskowski succeeded in making a number of excellent phonographic records of their speech, and also obtained a considerable amount of kinematographic films illustrating their mode of life.

The Douglas Phonograph Co., New York, have issued a miniature newspaper, entitled Douglas Items, edited by the versatile and capable president and general manager, C. V. Henkel, and of which the initial (October) issue has been received. The suggestions offered to the trade are briefly set forth, of which the following are samples: "With the first number of Douglas Items we desire to state that our object is mainly to call attention to the Douglas Phonograph Co. That's what we are in business for. Incidentally our endeavor will be to stimulate your interest in the phonograph business. What we don't know about the business might fill the Astor Library, but the little we do know we trust may be to some advantage to our dealers. We may tell you a lot of things you have forgotten, but our purpose will have been accomplished if we are the means of refreshing your memory." And so on in an interesting way. An order blank for the December advance list of records is a feature of this breezy little four-page sheet.

The Pastime Amusement Co., Trenton, N. J., have been incorporated with a capital of $20,000 to handle moving pictures, phonographs and other amusement devices. Directors: Annie L. Minich, Mamie M. Minich and Mary A. Minich.

To You, Mr. Jobber

We are now ready for Fall trade with a complete line of Standard Horns. The same quality, standard and finish are not only upheld, but improvements have been made so that our product is second to none on the market. Our reputation for reliable horns is well known, and we propose to add to that by creating the finest horns that can be located anywhere.

TRADE STANDARD MARK

You will make no mistake by making a Standard alliance. Place your order now and you can be sure of prompt shipment. We make a specialty of filling orders. Be on the Standard side and you'll be all right. We are prepared to promptly fill all orders for artistically decorated Standard horns for the holiday trade.

ALL STANDARD HORNS NOW FITTED WITH OUR SPECIAL ATTACHMENT AND GUARANTEED TO FIT *ANY* STYLE OF *EDISON* MACHINE

Standard Metal Mfg. Co.

FACTORY
Jefferson and Chestnut Streets, NEWARK, N. J.

OFFICE AND SALESROOMS
10 Warren Street, NEW YORK, N. Y.

TRADE CONDITIONS IN MICHIGAN.

Jobbers and Dealers Throughout the State Are Feeling Optimistic Despite the Upheaval in the Financial World—Believe That the Trouble Is Only Temporary and Are Settling Down to Work for Trade With That Determination Which Insures Success.

(Special to The Talking Machine World.)

Detroit, Mich., Nov. 9, 1907.

The jobbers and dealers throughout Michigan are not pessimistic regarding the business outlook. I have talked with some of the well-known trade leaders of the industry here and they figure that we are bound to have a big holiday trade. It looks that way, and every effort should be made to push the business.

E. Percy Ashton, president of the American Phonograph Co., has a splendidly equipped establishment and he is doing a fine trade. Mr. Ashton gives the closest personal attention to his

JULIUS A. J. FRIEDRICH.

business; he is a thoroughly practical man, and as a result the business of the American Phonograph Co. has gone ahead by leaps and bounds. His trade in Edison goods extends not only well over Michigan, but in adjoining States as well.

Max Strassberg, manager of the talking machine department of Grinnell Bros., predicts a good holiday business. Grinnell Bros. have a fine wholesale trade and conduct through their own branches alone a big business throughout the State of Michigan.

A prominent Michigan jobber is Julius A. J. Friedrich, of Grand Rapids. Mr. Friedrich carries in stock a splendid line of talking machines and accessories, and he is in a position to fill orders promptly. He is one of the best-known figures in the music trade line in Michigan, and he is always ready and anxious to serve his customers in a most satisfactory manner.

Michigan is a big State for cabinet work, and the Cadillac Cabinet Co., whose factory is in Detroit, manufacture a fine line of talking machine cabinets which are meeting with great demand from jobbers in every section. Some of the new Cadillac designs are most attractive, and are selling rapidly in all sections.

One of the most peculiar records ever made, I think, is one to which fate forced me to listen, one evening late in July, under circumstances which gave a beauty of pathos and sentiment to a record—otherwise worse than "junk." I had dropped in for a sociable five minutes with an old friend of the family and his wife, who were sitting on the veranda near an open window through which a large sized Edison was pouring the most bewildering conglomeration of diversified auricular punishment that ever emanated from human habitation. Yes, even worse. As I had not heard the entire record, the "selection" was reproduced from start to finish. Children's voices in happy, excited tones of abandoned delight, were jumbled together with juvenile efforts on a variety of primitive musical (?) instruments; a silver tinkling of falling glass—interrupted and overshadowed by a series of "dull thud," etc., etc. The old lady smilingly explained: "It does me so much good to listen to that record. They won't be home again for three weeks and—a grandmother does so miss the prattle of the little ones." "Yes, I remember last Christmas morning, when that record was made, and it was awful, we thought at the time; Teddy caught his foot in his new drum and rolled downstairs, George shot the globes off the chandlier with his air rifle, and so many things happened to make one nervous; but, until they all get back home again, I wouldn't take a thousand dollars for that record of noise."

The following Edison jobbers have been placed on the National Phonograph Co.'s suspended list: Frank W. Wheeler, Great Barrington, Mass.; Rothfuss Piano Co., Blissfield, Mich.; Willmar Furniture Co., Willmar, Minn.; D. Reinhorn, Newark, N. J.; G. A. Birdsall, Albany, N. Y.; Charles W. Askew (Gregory, Askew & Co.), Ashtabula, O.; W. E. Sapp, Dayton, O.; H. E. Rouser, Bellevue, O.; J. M. Bunnell, Johnstown and Phillipsburg, Pa.; E. H. Fortney (Exchange Cigar Store), Titusville, Pa.; H. E. Randle & Co., Whitney, Texas.

At a recent meeting of the directors of the National Phonograph Co., Orange, N. J., William Pelzer, of the legal staff, was elected vice-president. The office had been vacant.

Loring L. Leeds, general sales manager for the East of the Leeds & Catlin Co., returned to New York from a trip to Chicago, on November 4.

TO THE VICTOR DEALERS IN WESTERN MICHIGAN:

¶ We are Victor Distributors, always carry a full line of Victor Goods and can fill your orders for machines, records and supplies promptly. Grand Rapids is the metropolis of Western Michigan. Numerous railroad trains and electric cars are leaving this city daily in all directions and will bring your goods to your door within a few hours and at a small expense. Ordering from us means a saving of time and money. Try us.

JULIUS A. J. FRIEDRICH, Distributor
GRAND RAPIDS, MICH.

Record Cabinets

Gentlemen of the ——Trade——

We have without exception the most attractive lines in Record Cabinets now on the markets—handsome and novel in design—excellent in finish, and we are naming prices that master the market. The dealer who handles our lines will control the cabinet trade of his territory. Write for the proof and write quick.

American Phonograph Company

106 WOODWARD AVENUE DETROIT, MICH.

¶ P. S.—We are State Agents for Michigan for the wonderful IKONOGRAPH Moving Picture Machine. Write for literature and prices

¶ We have just originated the "slickest" Contract Form, and will be pleased to sell you a supply. They are put up in pads, and can be filed in the ledger. Simply great. Send for sample and prices.

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

The largest and most Comprehensive Repertoire which has ever been compiled, in

GERMAN
ENGLISH
FRENCH
ITALIAN
PORTUGUESE
RUSSIAN
AUSTRIAN
HUNGARIAN
DANISH
SWISS
DUTCH
SPANISH
SERVIAN
CROATIAN
BOSNIAN
POLISH
HEBREW

CHINESE:

SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNANESE
CANTONESE

ARABIAN
TURKISH
EGYPTIAN
SYRIAN
PERSIAN

HINDUSTANEE:

AFGHANISTAN
URDU
MARATHI
CUJARATHI
HINDI
TARSI
BENGALEE
CANARESE
TELAGU

TAMIL
MALAYIAN
STAMBOUL
GAMBALANG

INTERNATIONAL CATALOGUE (224 Pages) GRATIS

UP-TO-DATE SUPPLEMENTS

CORRESPONDENCE INVITED

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

Breslau, Bombay, Colombo, Madras, Calcutta, Rangoon, Singapore, Batavia, Soerabaya, Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

O. RUHL, KIMBERLEY HOUSE, 6 and 7 REDCROSS ST., LONDON, E. C.

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

The Business Situation Reviewed—Record Question Approaching Crisis—The Demand for Discs Overpowering—Much Recent Trade Literature of Merit—Tribute to McArdle—Berne Convention Discussion—Talking Machine as a Campaigner—General Phonograph Co.'s Growing Business—Success of Odeon Concerts—Another Talking Machine on the Market—Records of the Sheffield Choir—Important Announcement of Russell Hunting Co.—Offer a Bonus on Purchases Which Will Greatly Interest the Trade—McCormack the Irish Tenor Makes Great Hit—Trade Reports from Different Points in the Provinces Most Optimistic and a Marked Contrast to Those Heard in London.

(Special to The Talking Machine World.)

London, Eng., Nov. 5, 1907.

From the very excellent Provincial reports published elsewhere in this department, it will be seen that the season opened in earnest with the month of October, and I am glad to say, although September conditions in this city were anything but encouraging from the dealer's point of view, London trade shows a distinct advance now that the chilly weather has set in, and the cylinder record market is more accustomed to the changed order of things. In the latter department of this industry the various shilling record companies have taken the bull by the horns, and in certain instances advantages have been offered to dealers which practically means, sooner or later, actional recognition of the new price level which the Premier Manufacturing Co. introduced with the ninepenny "Clarion" record. The Edison-Bell Co.'s new arrangements with their distributing agents and the public amounts to the same thing as a reduction to ninepence, while elsewhere will be found full particulars of a very generous scheme initiated by the Russell Hunting Record Co., whereby their dealers obtain the advantage of bonuses estimated to value £10,000 per annum. This, with their exchange offer, gives the dealer a larger profit than any other cylinder record, and the company further state that this arrangement is the best guarantee of price maintenance, as those who cut prices will at once lose the bonus and free exchange privileges. No particular announcements have yet been made by other companies, and while no doubt they will be looked to with expectancy, retailers must not be surprised either way, as it is surely best for manufacturers to sit tight for the present, and act only in accordance with the trend of events.

The situation, however, is still very acute. Even since writing the above I am advised by the Edison-Bell Co. that their records are actually reduced to ninepence. The revised price to dealers commence with Oct. 28, and Nov. 11 for the public. In a further interview, Mr. Wm. Manson, of the Russell Hunting Record Co., states most emphatically that "Sterling" records will be maintaiued at the old price. At the moment they have no thought of coming down to ninepence, relying upon quality and popular lists to carry them through the storm. This seems to us good policy, since hasty action can have only one result in the present overloaded condition of both factor's and dealer's stocks. In this direction the National Phonograph Co. issued circulars in October inaugurating a two-to-one exchange (time limit now expired) of unsaleable surplus and broken records, from their dealers and factors. Coming at this time the scheme has evoked much appreciation from the trade. The opportunity of overhauling and lightening their stocks has, needless to say, been seized with avidity and the result is a largely increased demand for Edison records at one shilling.

Some Prosperity Pointers.

In the disc record domain business appears to be exceptionally good, and all indications point to the fact that sales far exceed those of the cylinder type. Discs generally are more popular than ever; especially is this the case with double-sided records for which the demand is unprecedented in the whole history of the talking machine trade. This applies particularly to the Gramophone and Columbia companies. Frank Dorian, European general manager of the latter concern, writes me that their September business was considerably in excess of the average for similar months over a period of eight years. Their fiscal year closed with the end of September, and the full year's business showed a very gratifying increase over that of previous years. Moreover their October trade promises to establish yet another record, and altogether there is every reason for anticipating yet another year of record-breaking business. This is very satisfactory, as also is the report which Trevor Williams gave the delighted shareholders of the Gramophone and Typewriter Co. "Sell Consols and buy Gramophones," was his advice, for after paying a bonus of 15 per cent., in addition to a dividend of 15 per cent. paid during the year, there remains the large carry-forward of £586,665, an increase of £99,489 on the surplus brought forward last year. The profits made during the year amounted to 52 per cent. on the capital, and the 30 per cent. distribution compares with 20 per cent. last year. It was stated that the business prospects were most exceptionally good. New factories have been or are being opened at Barcelona, Paris and Calcutta, while at Hayes a new London factory is in course of completion. As the company long ceased to make typewriters, it was resolved at this meeting to drop the word "Typewriter" from the company's name. It was interesting to learn that the total dividends paid during the seven years of the company's trading have amounted to the value of the ordinary capital, with a bonus of 20 per cent.

Bribes for Business.

Philip Johns, managing director of Philip Johns, Ltd., printers, of Worship street, Finsbury, appeared at Old Street to a summons under the Prevention of Corrupt Practices Act, charging him with corruptly giving to Albert Connor about £40 as an inducement for certain favors in business transactions with Connor's employers. Connor had to arrange the printing matter required by the Gramophone and Typewriter Co., and introduced the firm of Johns, Ltd., in place of a printer named Nettleton. It came to the knowledge of the Gramophone Co. July last that their servant had been receiving considerable sums as commission on the monthly accounts paid to Johns, Ltd., and at an interview with Mr. Johns he admitted having paid Connor 5 per cent. The defendant, in the box, denied corrupt motive. He said that Connor had in 1904 suggested the commission, and he had agreed. It was usual, and hard to get business without. He contended that even after paying Connor 5 per cent. on the monthly totals, the Gramophone Co. saved about 15 per cent. The magistrate said the only thing he found extraordinary was that he was limited to imposing so very inadequate a penalty as £50 under the act. He fined Mr. Johns that sum, and a further sum of ten guineas as costs. It was intimated that there would be an appeal. Connor was also fined £50 and two guineas costs.

To Print British Edition.

A British editiou of that very interesting little house organ, the Columbia Record, is to be issued from the London offices of the Columbia Phonograph Co.

Gramophone Delivers Speech.

At a concert given by the Gramophone Co. at the Albert Hall in aid of the Lord Mayor's Cripples Fund, the Lord Mayor was seated alone on the platform, while a gramophone above him delivered a speech, the record of which he had previously made. Over 9,000 people were present, and between £500 and £600 was collected for the fund.

The Ways of Advertisers.

Many and varied are the ways of advertisers. Some are content with the modest circular, others with newspaper space or electric sign, while now and again we see something entirely orig-

WE WANT YOU TO KNOW that

FAVORITE DISC RECORDS are "Right on Top"

For Quality, Material, Tone, Finish and Price. NOTHING BETTER

FAVORITE CONCERT Discs 10 in. Double-Sided 75 cents Retail

ROYAL FAVORITE Discs 12 in. Single-Sided $1.00 each

Great List of Latest Titles, Best Bands, Artistes of high repute. **MAGNIFICENT SOLOS, VIOLIN, CLARINETTE, PICCOLO, CORNET, BELLS, ETC.** *FAVORITE* Records are handled by **EVERY UP-TO-DATE DEALER** throughout Great Britain and the Continent, besides the Colonies.

THE RECORD OF REPUTE — FAVORITE RECORD

We Want Every Dealer in the States to get in touch with us right away. With **FAVORITE** Records we do not ask ridiculous or exorbitant prices, but **GOOD GOODS AT LOW PRICES**

First Class Jobbers (Wholesale only) are requested to **apply for vacant territory at once.** (Lists free.)

The International Favorite Record Co., Ltd.

45 City Road, LONDON, E. C., ENGLAND (Wires: Vischerite, London)
and 213 Deansgate, MANCHESTER, ENGLAND

IT IS

No Exaggeration

TO SAY THAT

Its BEAUTY

is the latest SUN in the PHONO FIRMAMENT.

Its brilliant rays will illumine the darkness of Winter, and bring light and pleasure into thousands of Homes.

Gold-moulded, played with SAPPHIRE or NEEDLE, 11 inch, double-sided

3/= retail THE GENERAL PHONOGRAPH Co Ld 1, Worship Street, Finsbury Square E.C. 3/= retail

POWER

WILL ASTONISH YOU

inal, that at once produces in us that enthusiasm and interest which has perhaps cost the enterprising advertiser much anxiety and not a little expenditure of money. In this connection the latest dodge is an illuminated overcoat. The other night I saw a well-dressed young man standing on the curb at the corner of Aldwych, when suddenly letters, apparently of fire, made their appearance across the back of his overcoat, and as quickly vanished. Passers-by rubbed their eyes and stared in astonishment as the illumination again and again came and went at intervals. It was just a new development of modern advertising, the light being switched on from an electric battery carried in the pocket. The inevitable crowd gathered, with the inevitable result—a policeman shouldered his way to the front, and the agent of an enterprising advertiser was "moved on."

The Latest Record Catalog.

Yet another record catalog has been issued. This time from the Favorite Co. It is complete and up to date, with all and varied selections tabulated accordingly. The cover is a replica of that famous show card of the Favorite Co., depicting the turf favorite ahead with the Favorite record, and printed in colors, it is not only appropriate but very striking also. While the company issue lists and literature in English, it is a thousand pities that the tabulation and introduction in this catalog is only printed in German. In this case it may not perhaps be particularly disadvantageous, but a duplication in English would certainly have simplified matters.

Influence of Music on Growth.

"It is now a scientifically proved fact that music exercises a great influence on the growth of the hair," says the Paris journal Ménéstrel. It is with good reason that great musicians such as Paganini, Liszt and Paderewski are represented with a growth of hair which Absalom might have envied. Science has proved that stringed instruments have a favorable influence on the growth of the hair, while brass instruments act in the opposite direction. Everyone has probably observed that a bald violinist is as rare as a bald horn player is common. Wood instruments, such as the flute, seem to have no pronounced influence either way.

Great Demand for Beka Records.

Report comes to hand of very satisfactory business with Beka records and Carl Lindstrom disc machines, which are now very popular products with the English trade. Mr. Rühl, the London agent, is enthusiastic over future prospects, and expects to make an even better showing than last season.

List of Clarion Records.

No 2 list of Clarion ninepenny records, by the Premier Manufacturing Co., carries some very excellent selections, which, from what we have heard, will undoubtedly be good sellers. Mr. Forse states that their venture in introducing a record at ninepence has met with a remarkable success from both the dealers and public alike. The former are placing substantial orders, and in consequence—even with a double plant, the company have about as much as they can handle.

Mr. McArdle Homeward Bound.

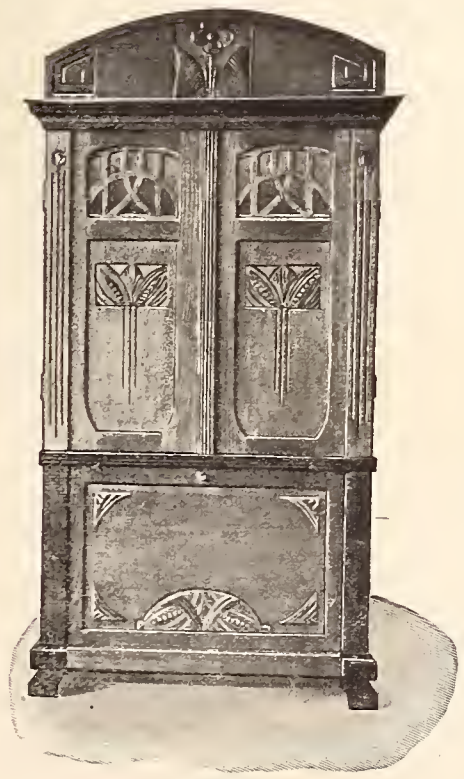
Mr. McArdle, the popular representative of the Hawthorne & Sheble Co., will have returned to the bosom of his family by the time these lines appear. He sailed on the Lusitania, which left Nov. 3, and en passant wishes to express, through the columns of The World, his deep appreciation for the many little courtesies extended to him by members of the trade, or as Mac himself would put it, "Little kindnesses which get right up to the human side of a man." This was his first trip to England, and I would say, the short time considered, Mr. McArdle has shown a wonderful grip of matters material and otherwise concerning this market, and his quickness to adapt himself to prevailing conditions has won golden opinions from all those who have come into contact with him, besides enabling him to overcome many difficulties which are inseparable from the marketing of American goods this side. He leaves us with the best of wishes, and an assurance of a hearty welcome upon his return next spring.

The Truth of the Berne Conference.

Further to our reports in last issue concerning the relations of musical copyright to talking machine records, the European correspondent of The World has obtained the following information which may be accepted as authentic:

The International Congress, dealing with literary matters and especially with copyright, was held a short while ago at Neufchatel. The question which was specially discussed before the Congress was that of talking machines, mechanical musical instruments, and that which affects both the artists and the editors. The well-known head of the editing firm, Ricordi, called the attention of the Congressmen to the damage which the above-mentioned instruments caused to composers, and he pointed out that certain American and English firms, after having paid to famous artists, such as Tamagno and Melba for having sung into their talking machines, fabulous sums which varied between 75,000 francs, 20,000 francs and 50,000 francs, have still been able to distribute a dividend of 25 per cent. These damages are not only of a material nature but also of an artistic one, since the composers of music are not at all consulted in regard to the ability, in the interpretation of their operas, which the artists chosen for record reproduction, might possess. The Congress decided that the best way to safeguard the rights of composers and of editors of music would be an understanding with these same manufacturers of musical instruments and talking machines. As will be seen from the foregoing the conference was quite unbinding. Next year there will be a further meeting at Berlin, attended by the German Government, a commit-

The "KLINGSOR" Cabinet Disc Machine



No. 250.

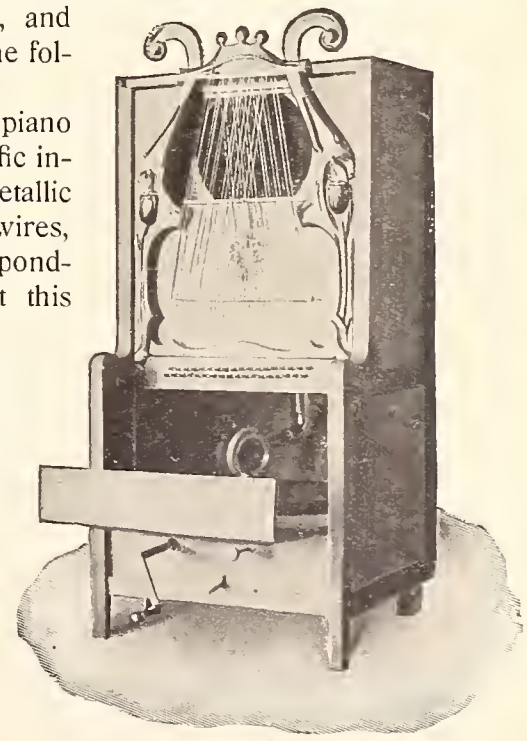
The novelty and advantage over all other Talking Machines lies in the following points in construction: (1) No unsightly Horns; (2) a handsome upright Cabinet and Machine combined; (3) perfect running, and complete lack of scrape and noise, as well as the following principal features:

The combination and use of the stringed piano wires and double sound board. By this scientific invention the instrument loses all harsh and metallic tone, and the sound waves being thrown on the wires, the volume is doubled without the usual corresponding harshness. There can be no doubt that this "KLINGSOR" Machine will be as great a commercial as it is a scientific success.

The Cabinet can be delivered in any wood and made to any size or design, to fit any space.

PRICES

No. 90	-	-	-	£6	6 0
135	-	-	-	10	10 0
165	-	-	-	12	12 0
250	-	-	-	18	18 0
340	-	-	-	29	8 0
450	-	-	-	42	0 0



No. 135.

H. LANGE'S SUCCESSORS

21, LITTLE PORTLAND STREET — OXFORD CIRCUS, W.

Telephone No.: 1239 CENTRAL — *Established 1854* — *Telegraphic Address: "LANGIUS, LONDON"*

FROM OUR LONDON HEADQUARTERS—(Continued.)

tee of authors, and of the manufacturers of musical instruments—mechanical and otherwise. The manufacturers are doing their best to prevent unfavorable determinations, but prospects are very bad. As far as Germany is concerned the Reichstag has to speak the last word, but little is expected from this quarter, as it will be remembered, the Reichstag in 1900 accepted the bill that makes all music rolls for piano players tributary to the authors or the music publishers.

New Records by George Platt.

The name and reputation of George Platt are well known all over the North and Midlands, and the many admirers of this popular Lancashire baritone will be very pleased to learn that he has just made four splendid disc numbers, which appear in the Columbia supplement for November.

Russell Indestructible Records.

The first list of the Russell indestructible records—containing eighteen titles—has just been issued to the trade. It contains several popular selections by well-known artists, and I learn, other good lists are to follow shortly. Interviewed by The World's representative, Mr. Russell stated that orders are coming along very satisfactorily, and he is confident of a wide demand this season. In a leaflet to hand, the company say their industructible record is pure in tone, practically everlasting, and will not cause any injury to a genuine sapphire.

Still Another Record List.

The first list of the new twelve-inch Musogram record is to hand. Besides announcing the issue of many popular pieces, it contains particulars of the patent multiplex sound box, which is interchangeable; being applicable to all disc machines without additional parts. It will play either a phonograph or needle-cut record—adapted only by a mere turn of the wrist. The Musogram is made on the phonograph-cut principle.

A New Columbia Catalogue.

A new catalog of Columbia disc records, containing complete repertoire of ten-inch single and double-face records, has just been issued by the Columbia Phonograph Co. It has a handsome cover in colors, is most conveniently arranged with numerical, alphabetical and classified indexes. Godfrey James, "the singing collier," is one of the latest recruits to Columbia record makers.

The Talking Machine in Politics.

Both the Conservatives and the Liberals, in their forthcoming political campaigns, will make considerable use of the talking machine in the furtherance of their cause. At night, it is intended to give lantern lectures, and the aid of the gramophone will be called upon for records of short, telling speeches, and political verses set to topical tunes. Apart from swinging political songs, the records will deliver three-minute messages or sentiments from well-known members of the respective parties. It is a matter of question whether or not the audience will take the records seriously, and even if they do, the machine is at a distinct disadvantage, because, as a certain wag has said, it cannot deal with hecklers, and in an uproar, its voice would be drowned entirely.

Recently in Paris.

Four men in the service of a cinematographic company had a sham fight in the street, representing a struggle between an apache and policemen. On the former producing a knife the crowd, believing him to be in earnest, rushed upon him, and he was rescued with difficulty.

How Bishop of Ely Reaches Crowds.

The Bishop of Ely, who is known as the motoring bishop, because of his fondness for traveling by motorcar, owing to the increasing proportion of his audience at a recent open-air meeting at Cambridge, had resort to a megaphone, through which he was able to reach the ears of everyone present.

Imperial Disc Record Literature.

A new catalog of Imperial disc records has been issued containing complete lists of vocal, instrumental and other selections. It is a very useful guide to the dealer, and from the point of view to get-up, is superb. Sales Manager Howard is responsible for the beautifully designed cover, which is excellently worked out, and deserves much praise. Imperial records are being vigorously pushed by Gilbert Kimpton & Co., and as the result of judicious advertising in October, they have been introduced to thousands of new clients. A sample record was offered at one shilling sixpence, and the response from the public was most satisfactory. Hundreds of orders were received each day, and in consequence the staff were kept hard at work very late each night for some weeks. The samples gave general satisfaction; dozens of repeat orders following at the full price, in each case accompanied by testimony of the best in praise of the general excellence of the Imperial record.

JUST ISSUED

A MOST comprehensive trade price list of all the best Talking Machine Goods on the British market.

¶ We are up-to-date factors handling all makes of Records, Machines, Parts and Accessories, and are in a position to supply reasonably to any extent.

Write Us To-day.

American Talking Machine Co.
31 Tabernacle St. LONDON, ENGLAND

General Phonograph Co. News.

A recent visit to the offices of the General Phonograph Co., in Worship street, was productive of some interesting information in connection with their new factory at Warschauerstrasse, 34-44, Berlin. Mr. White stated that the plant is now in full swing, and deliveries have already commenced on account of the continental contract for one million records per annum. Apart from this very excellent European business the White gold-moulded record is selling very largely in Australia and other colonies, where it is a great favorite. And at the time of my call a consignment of no less than 48,000 records was being shipped to Australia—and this was but the usual monthly order. The General Co. are doing a fair trade with Canadian dealers, but they believe there is a good field open for other dealers to take up the sale of the White record, for which special terms are offered. This firm are going ahead fast with the Neophone disc—manufactured under the White system of gold-moulding applied to the phonograph-cut record—full particulars of which will be found in our advertisement pages.

The Tone-Arm Graphophone.

A tone-arm cylinder graphophone is the latest product of the inventive talent which has its home in the Columbia Phonograph Co.'s factory. The trade will well remember the instant success which followed the first equipment of the Columbia disc graphophone with the aluminum tone-arm, and now the same company have led

"There's Money in Them"

$TERLING RECORD$

"STERLING" "SPECIAL" Records are the only records you can obtain which enable you to say to your customers: "These are the greatest value in cylinder records in the world." You can say this because the "STERLING" "SPECIAL" is

"THE RECORD THAT'S HALF AN INCH LONGER"

No other cylinder offers such good value, no other cylinder has ever caused such a sensation by its sheer merit as well as its increased length. No other record will sell so freely among your customers. No other record needs so little introduction. "STERLING" "SPECIAL" RECORDS will fit any standard make of Phonographs.

Price 1s. (25 Cents) Liberal Discount for Export

The Russell Hunting Record Co., Ltd.
13, 15 and 17 City Road, London, E. C., England
Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N. S. W.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W.
Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

the way with the adaptation of this device to the cylinder type. The new model, appropriately enough, is called the Crown. It is equipped with flaring, tone-enforcing flower horn. The crane or stand and rubber tube connection hitherto necessary for use with a large size horn are now dispensed with. The model is very compact, and is similar in general appearance to the Columbia disc graphophones. The reproducer is of the famous Lyric type, and the Crown will retail at six guineas and a big demand can reasonably be counted on.

Odeon Concerts Most Successful.

The series of twenty Odeon concerts, organized and carried out by Messrs. Sterling & Hunting, resulted in a large cheque being handed to the Lord Mayor on behalf of his Cripple's Fund. We congratulate the company upon their generosity in bearing the entire expense in connection with the concerts, and trust that they will result in a largely increased trade. Naturally a great amount of work was occasioned in the preparations of such entertainments; the success of which, I may say, was largely due to the indefatigable and untiring efforts of the Hon. Sec., Mr. Herbert C. Ridout.

A Clever Window Display.

Another topical window display is to be seen just now at the Columbia Phonograph Co.'s premises in Oxford street. The present Diabolo craze furnishes the inspiration for the idea. By ingenious combinations of cylinder and disc records, the typical sticks and spools used in this game of the season are presented in colossal size. Of course, with the present widespread interest in Diabolo nearly every passer-by pauses to look at the exhibit, and an effectively placed window card ensures that no one can well leave the window without there being driven home to him the point which the Columbia people of course wish to enforce, viz., that as a means of ever-gratifying entertainment there is nothing to equal the Columbia graphophone.

Record Singer Brings Suit.

Wilfrid Platt, a professional singer, of Norwood, sued the General Phonograph Co., makers of the White gold-moulded record, to recover fourteen guineas, due under a contract. The plaintiff's counsel said that in consequence of the way he sang "The Bedouin's Love Song" and "Rocked in the Cradle of the Deep" for record making, an agreement was entered into whereby the plaintiff was to receive six guineas a month and to sing three songs a month. Subsequently the plaintiff complained that he had not been paid, and the defendants stated that they were making arrangements for him to resume his singing. The plaintiff denied that he was nervous while he was singing in the record trumpet, accompanied by the orchestra. He had a deep bass voice, and it might have vibrated more than some other quality of voice. The managing director of the defendant company said that the plaintiff was very nervous in front of the horn. Is it usual for a bass voice to produce more vibration? No; a tenor voice will produce more vibration than a bass voice. The witness added that the records were not entirely satisfactory. The plaintiff's counsel produced some press notices of the records, made from his singing, in which the plaintiff was described as a "basso profundo of great promise." (Laughter.) The witness said he did not agree with all that appeared in press notices. The judge gave judgment for the plaintiff for three months' salary.

CHEAP BUT GOOD
SELF MANUFACTURED "S" LINES

SCREWS made to order for all patterns sent in.
SOUND BOX SCREWS for any make.
SOUND ARMS (Cheap.)
SOUND BOXES (Cheap).

STYLUS BARS.
SAPPHIRES for all types.
SAPPHIRES in steel holder (needle sapphires), and other extra good "S" Lines.

APPLY TO
FR. RAUTH, MANUFACTURER FOR EXPORT London, E.C.
Lloyd's Chambers, 27-29 Worship Street
NOTE NEW ADDRESS

Greeting to Marconi.

One of the very first messages to be sent over the new wireless trans-Atlantic service just inaugurated by the Marconi Co. was one to Dr. Marconi from the Columbia Phonograph Co., reading as follows: "The Columbia Phonograph Co. hasten to greet Dr. Marconi, their consulting physicist, and to extend their heartiest congratulations upon his magnificent achievement of what, even a decade ago, would have been regarded as the wildest dream of a chimerical visionary. Accustomed as this generation is to the marvelous, the harnessing of Nature's forces to transmit, without physical connection, telegraphic messages from one hemisphere to the other, overwhelms the mind by its mystery and magnitude. Your name, associated with this stupendous accomplishment, will never be forgotten to the end of time."

In the summer of 1906 Dr. Marconi associated himself with the Columbia Co. as consulting physicist. Ever since that time the company have watched with the greatest interest the progress of the inventor's experiments, and they share the feeling of personal gratification in his final triumph.

Cylinder Companies Very Much Alive.

Just at this time when the cylinder record market is so unsettled it is perhaps not unnatural to find that the air breathes whispers and rumors of trouble in more than one camp. In a good many instances it is mere idle gossip and consequently not worth the space to contradict. Still, in that some little disquietude may remain in certain quarters, I take this opportunity of giving out the assurances that all the cylinder companies are still very much alive; some index of which situation may be gathered by the very excellent report from the General Phonograph Co., printed elsewhere in this department. The increased competition that all cylinder concerns will feel, can only result in more records than ever being sold, and the ultimate outlook seen only by the survival of the fittest.

Due in the States Shortly.

Mr. Maurice, head of the firm of Lange's successors, may be expected in the States shortly.

Constantine Craies & Co.

The first consignment of master records has been received in London from Athens. They will be pressed here and distributed by Messrs. Constantine Craies & Co., who are the sole selling agents. The new disc machines put out by this firm have created quite a stir and substantial orders have been placed by the trade.

Another New Record.

Another new record is on the market. It is called the Era, and made both with single and double-sided pieces. From what I have heard the Era appears to be a record of general excellence in finish and tone quality. Intended for home and export trade, it will be exclusively handled by Messrs. Murdock & Co., Barnett Samuels, and the New Polyphone Supply.

A New Disc Talking Machine.

The "Simp" disc talking machine is another new product. It emanates from the Italian Talking Machine Society, Ltd., of Milan, who are represented in London by Mr. St. Dyktor. The "Simp" is particularized by a new patent sound box containing a double diaphragm—carried by two separate tone arms, which allows the application to the machine of two trumpets, so that the operator can turn either at will. By this means the sound is diffused in all directions and does

The Finest Example of Phonographic Art Yet Produced!

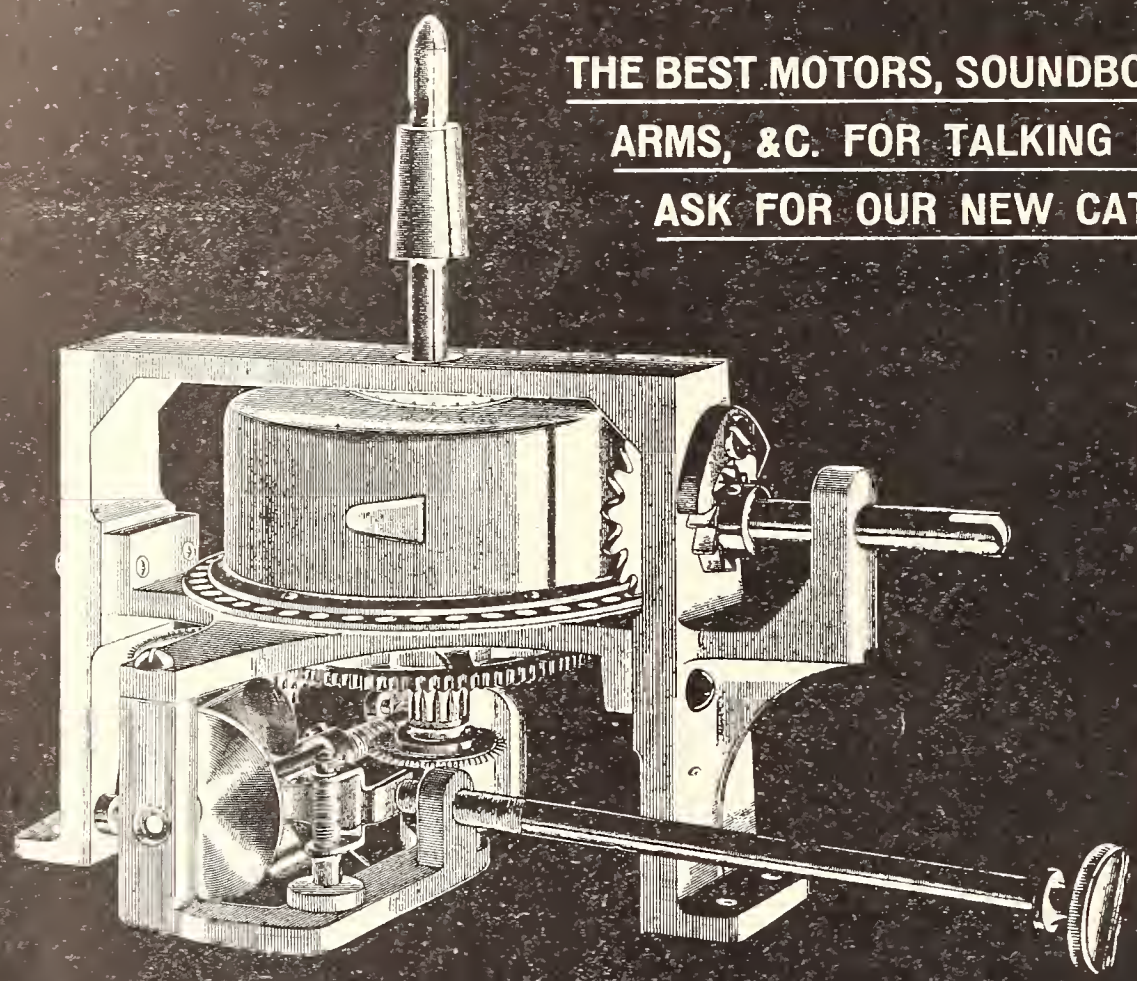
The New Process Long
"CLARION"
Gold Moulded Cylinder Record

Sufficient testimony is the TREMENDOUS ORDERS we have received. A good opportunity for a smart commercial house to do real business in U. S. A. with these records. Write us, the manufacturers.

THE PREMIER MANUFACTURING CO., Ltd., 81 City Road, London, E. C., England

UNEQUALLED MANUFACTURE

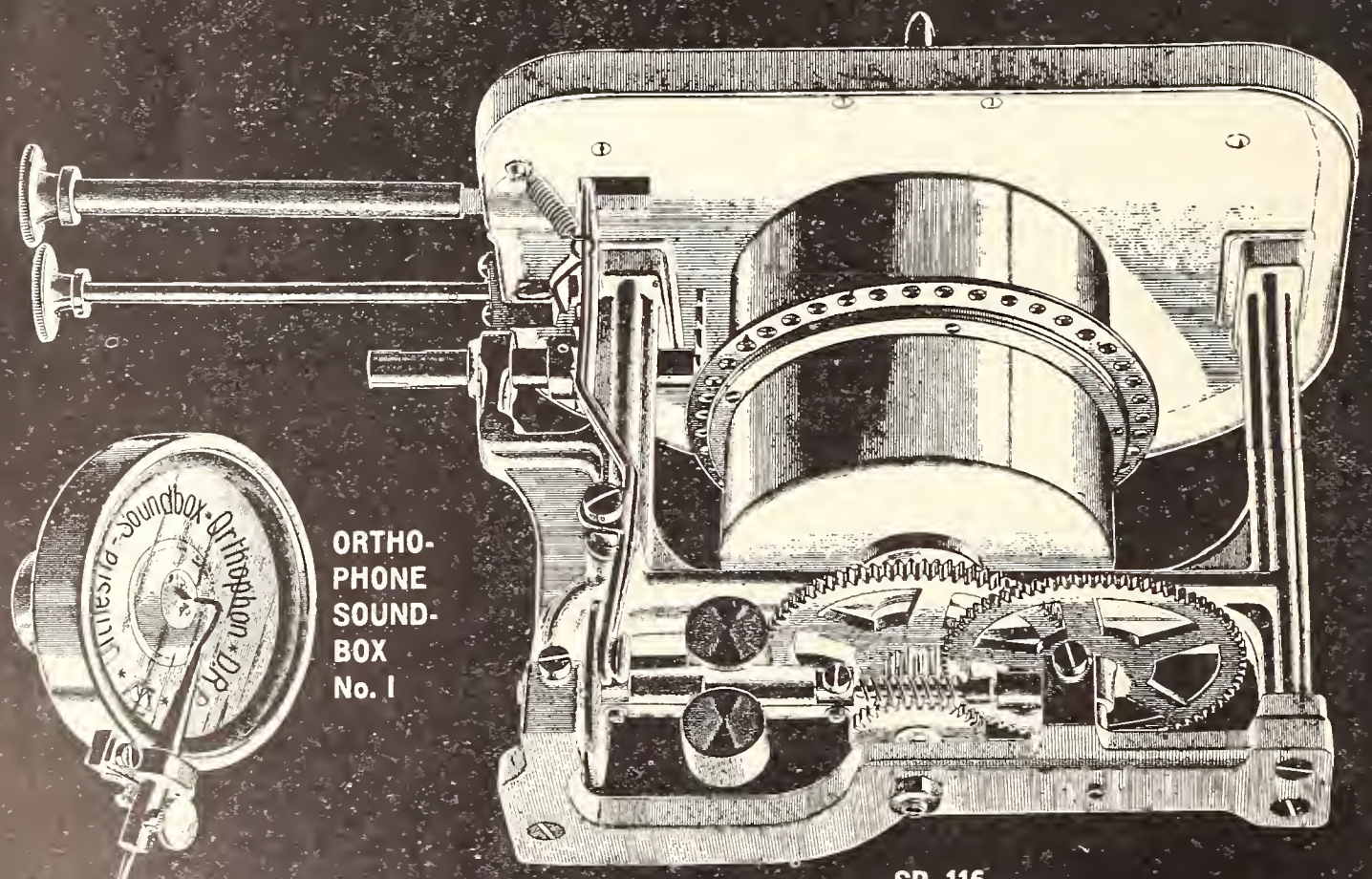
THE BEST MOTORS, SOUNDBOXES, SOUND-ARMS, &C. FOR TALKING MACHINES.
ASK FOR OUR NEW CATALOGUE



REGISTERED

TRADE-MARK

SP. 112-



ORTHO-PHONE SOUND-BOX No. I

SP. 116

DEUTSCHE TELEPHONWERKE, LTD.

DEPT.: TALKING MACHINES BERLIN SO. 33

away with the necessity (in others) of turning the machine. The case of this machine is beautifully finished and contains a drawer for the records.

The Sheffield Choir.

The event of the month is unquestionably the issue of eight titles of the long-sought Sheffield choir records, by the Odeon Co. These records are the most powerful tribute imaginable to the art of the recorder, for they embody the work of the most famous choir in the world, a choral organization that startled all Europe when in 1906 it toured Germany and Rhineland, a choir that has been sent for by the Canadian musical authorities to bear witness to the skill of scientific conducting. It is claimed by the Odeon Co., and not unfairly, that these records by the Sheffield choir constitute a new standard in the art of recording the human voice, and the results prove that the difficulties which have hitherto existed in the making of choral records have at last been surmounted. It will be a source of considerable gratification to the Sheffield choir to know that they, with Dr. Coward, have achieved what others have been unable to do with any degree of success.

A Concise and Handy Reference.

Form No. 2, or the October issue of the Wholesale Trade Tally, has been sent out by the American Talking Machine Co. to their dealers. As mentioned in my last report, it contains quotations and all necessary particulars of talking machine goods on this market, and is a most concise and handy reference for the trade.

A Novel Spectacle.

The novel spectacle of the Lord Mayor listening to the Lord Mayor speaking occurred at the Shoreditch Town Hall, on the occasion of the Odeon concert in aid of the Lord Mayor's Cripple's Fund.

Instrument Which Gives Correct Record Speed.

Everyone will welcome the new model of the Discodeon, which embodies a real speed indicator —a feature unknown in the past to all but the most expensive machines. This speed indicator takes the form of a circular disc, marked in a half circle with figures from 60 to 85, and fitted on the right hand of the cabinet a few inches from the winding-key. A button in the center has attached to it a hand, and the setting of this hand to any number automatically results in that number of revolutions per minute being given to the turntable. Nothing could be simpler and more effective, and the device is sure to appeal to those who like to know that their records are playing at the correct speed. Even with those records which are not marked with the speed it now becomes a simple matter, with this instrument, to find the speed at which each should be played and mark the record accordingly.

Russell Hunting Co.'s Important Notice.

The Russell Hunting Record Co., Ltd., have issued the following important notice to dealers:

"Dear Sirs—We have for some time past been considering how we can further interest the legitimate dealer in the sale of our records, and at the same time show our appreciation in a substantial manner of the efforts you have shown in the past, and are still showing in the furtherance of the popularity of the 'record that's half-an-inch longer.' Since the Sterling record was launched on the market in July, 1905, we have sold five millions, and this without the aid of advertising (except in the usual trade journals). We owe our success to (1) the high quality and standard of our records, produced by the best artists obtainable, and (2) the interest, energy and enthusiasm of the dealers who have helped us. In order to maintain our trade and increase it, we believe we can only do so by working on these lines. As far as quality is concerned, we are using every possible means to improve same, as is instanced in the splendid results in the recording art which we have achieved in our 'H.M.S. Pinafore' and 'Merry Widow' selections.

"To still further stimulate the dealers' interest and energy we have decided to offer a bonus on purchases. On the basis of our last year's sales this bonus will amount in value to over £10,000. In addition to this we will give all 'bonus' dealers a free exchange of Sterling records, not on two or three to one basis—but absolutely free. Not in March or April—but in August, upon the opening of the season."

The bonus proposition is practically as follows: Certificates are issued to the dealer with each purchase of Sterling records, and in August, 1908, the certificates are to be returned whereupon the bonus distribution will be made on the following basis; on total purchases of 250 to 750 Sterling records one halfpenny per record, 751 to 1,500 three farthings, and over 1,500 one penny per record. The bonus will take the form of extra Sterling records at the regular wholesale rate.

The matter of exchange is so arranged that a dealer may return unsalable records during the month of August, 1908, provided they do not exceed in number one-twelfth of the total of his purchases during the bonus period. A new record will be issued for each one returned, the only expense to the dealer being that of carriage charges.

The offers will act as a great encouragement to the dealer to increase his sales during the year and thereby reap the extra profit. The total value of the bonus distribution is about £10,000.

Records by John McCormack.

John McCormack, the young Irish tenor, who recently achieved such wonderful success upon his initial appearance at Covent Garden in Cavalleria Rusticana, has been exclusively engaged to make disc records for the Odeon Co., and quite a number have already been cataloged. It is understood that the publicity attaching to Mr. McCormack's appearance at our leading opera house resulted in his "Savourneen Deelish" record on last month's Odeon list running out of stock.

TRADE REPORTS FROM THE PROVINCES.

LIVERPOOL A VERY BUSY CENTER.

(Special to The Talking Machine World.)

Liverpool, Nov. 4, 1907.

Right bang ahead—this is the only expression suitable for the village on the Mersey. Everybody is saying how well the talking machine trade is opening out here. First-class shows are in all the leading houses; the displays in many cases being magnificent. In Church street, one of the very finest thoroughfares (and well known to all visitors in the States), Messrs. J. B. Cramer & Co. have a grand position, and under the able guidance of Mr. Sinclair make a fine show of Gramophones, Odeons, Zonophones, etc., concentrating upon disc goods solely. Their display reflects the greatest credit upon the window dresser, and is well compensated for by the crowd of sightseers usually gathered around it.

On the other side of the street, William Lea is also showing gramophone goods. In conversation with The Talking Machine World representative, he said this was the only line he touched in talking machines, his business being chiefly in high-class pianos, music, etc., with gramos as a side line.

Messrs. Dibbs, Ltd., 7 Ranelagh place, confine themselves to disc and cylinder goods. R. Smith, the manager, is right up-to-date. Graphophones, Zonophones, Odeons, with Pathe as an extra special leading "boom" line, and Edison, Edison Bell, Sterling and White, in the cylinder department, means that a fully comprehensive stock is kept. A good window display also tells here. Recently Messrs. Dibbs, Ltd., purchased a second business in this city—that of McKinley, of During road. In addition to this, the headquarters of Messrs. Dibbs, Ltd., are at Douglas, Isle of Man. Altogether, the outlook in this house is of the brightest. Incidentally, Mr. Smith said Petmecky needles were "going"—one customer stated he could use one 20 times instead of 10. According to this, then, Petmecky needles do not apparently wear out, but keep on "wear-in(g)."

Alterations are the order of the day at Jake Graham's combined with a rush of orders.

The Reliance Co., Ltd., Manchester street, where the manager happened to be in, was also busy. South African export orders were having his undivided attention. A good range of goods and a special department is given to the talking machine branch of this business, and the season looks very promising.

Apollo

Disc Machines and Sundries

Catalogue Sent on Application by the Manufacturers

Constantine Craies & Co.

101 Bunhill Row, London, Eng.

¶ We are the sole selling agents for the world for The International Record Publishing Co., Ltd., and are open to make special discs by arrangement in any part of the two hemispheres.

¶ We are the largest factors of the new Pathé 8½ inch disc record in the world. This record retails at 1/6, and is the talk of the trade in England.

¶ We have one of the largest export houses in London, so know how to deal with your orders.

¶ Catalogues of all makes of machines and records sent on application.

¶ Apollo disc machines are the only machines that play both the phonograph cut and the gramophone discs to perfection.

¶ Types of Apollo machines range in price from £2.10.0 to £6.6.0.

FROM OUR LONDON HEADQUARTERS—(Continued.)

Messrs. Thompson, Mossford & Co., 16 South Castle street, are a large firm of exporters who do a good trade in talking machines and phonos. Up to this, they have devoted themselves to the export branch entirely. Now, however, they are branching out into the home trade, and pushing the wholesale factoring business in the North, with every prospect of doing a large and lucrative business in the near future.

Talking machine recitals and concerts are becoming the order of the day. The Gramophone Co. recently had a trade show here and concert afterward, which we hear very good accounts of.

Now Messrs. Pathe Frères, Ltd., are arranging with Messrs. Crane & Sons, Ltd., of Scotland road, to have one of their high-class "Pathephone" concerts at an early date. In the words of their very able representative, Mr. Thompson (popularly known as Pathe-Thompson, by the way), "they intend to have a big slice of the trade," and their Pathephone concerts, which will be held in all large northern centers during the next few months, are, in fact, an open invitation to "let 'em all come." We were pleased also to hear that Messrs. Pathe Frères, Ltd., had sold the entire October output of their 8½-inch disc records many weeks ago. The 1,000 lot buyer at the present moment has to be satisfied with 100 or 200, so that healthiness, bustle and progress reigns supreme at Lambs Conduit street, London, W.C. By the way, we offer P. Mellerio (late of the Sonogram Co., Ltd.) our sincere congratulations on the position he has accepted at Messrs. Pathe Frères' establishment. With his intimate knowledge of every detail of the trade, long experience, etc., Mr. Mellerio will, no doubt, prove a great acquisition and further extend the trade of Pathe Frères, Ltd.

A Talk About Melograph Discs.

As stated in our last issue, the Melograph Disc Record Co., Ltd., is the latest addition to disc manufacturers in Liverpool. The initial capital is £5,000 ($25,000) as a start, later to be refloated into a much larger concern altogether. The registered offices are at 22 Sir Thomas street, and the general manager is Thomas Ellis. Well known in the trade, and with ten years' experience in Liverpool, controlling the business known as "The Gramophone Supply Stores," of Lime street, Mr. Ellis was good enough in a special interview with The Talking Machine World representative, to give the following particulars as to the intentions of this company. In the first place, all Melograph discs are recorded in Liverpool by well-known bands, singers, artists, etc. At present, however, they are being pressed in Berlin, but later they will be manufactured throughout, as well as recorded at the company's works in Liverpool, which are in contemplation. The price of the records, which are 10-inch duplex (or double-faced), are 2s. 6d. each (50 cents). Dealer's discount is one-third and 2½ per cent. prompt spot cash. No factors will be appointed, the Melograph Co. preferring to supply the dealers direct.

A very special feature of the business will be to take back in part exchange for every new record one old 10-inch disc of any make, for which the retailer is to allow the customer 6d. (12 cents). The dealer, however, is not allowed the full amount like the customer, but the value of the material only, i. e., 3d. (6 cents). In comparison with some of the very best-known records, the Melograph is equal in tone (if not better), and the price is just half. In the first batch of records placed upon the market, sufficient could not be made to keep pace with the orders received, proving the large and existing demand for popular-priced goods. Another feature is this—all Melograph records are full records, with 4½ minutes playing duration on each side, or two records giving a nine-minutes' reproduction, one and a half minutes longer than the average disc. By the way, also, local talent in every town will be specially catered for. Wherever one of their dealers find a good local artist, and who considers that records by this particular artist or band will sell in that locality, records will be at once made. This will greatly help sales in all districts, both for maker and dealer alike. Altogether, the Melograph Disc Record Co., Ltd., look like doing exceptionally well in the future. Melograph discs play with a needle, and it is not a phono cut disc.

MANCHESTER NOTES.

(Special to The Talking Machine World.)

Manchester, Nov. 4, 1907.

Business is booming in Manchester, right along the line. Mr. Crossman, of the Columbia Co., Market street, states that he is head over heels in sales, the present demand being beyond all expectations. Their double-faced 10-inch concert records, selling at three shillings, are "the" titbits of the trade. We were also shown a new cylinder machine, type B Q, which is an extraordinary fine model, fitted with a taper tone arm, similar to a disc machine. The circumferential radius of the reproducer is obviated by a very clever, extensible, sliding movement, incorporated in the connecting portion of the swinging arm and reproducer, enabling the reproducer to travel along the record in a parallel movement. The results are exceptionally fine. It is, without any doubt, one of the most advantageous improvements made for many years.

Their disc machine, the "Regal," at eight guineas, is selling faster than the supply admits; in fact, Mr. Crossman states he is fairly "hung up" in the sales of this machine and cannot get sufficient of them for present requirements. The other factors and merchants are experiencing a big rush for goods.

We were glad to see that Mr. Burroughs has recovered from his indisposition, and hear that he is exceptionally busy. Mr. Parr, the well-known representative of the late Neophone Co., has joined Mr. Burroughs as special representative. With Mr. Parr's intimate knowledge of the business, bonhomme, and energy, Mr. Burroughs will, no doubt, find our friend a great acquisition. We wish Mr. Parr every success.

At Robinson's, Deansgate, the rush during the past few weeks has been exceptional. Reprophones are selling well. In this house also shortage of stock is being experienced.

The Favorite records have taken on immensely. Certain numbers of these, also, cannot be made fast enough to satisfy the demand. Export trade here is good, inquiries coming in from all parts of the world, and, generally speaking, up to the present date, sales are 50 per cent. better than last year.

BURY, LANCASHIRE.

(Special to The Talking Machine World.)

Bury, Nov. 5, 1907.

Bury.—This prosperous little town is doing exceptionally well in talking machine goods at the present moment. The leading traders here are as follows:

W. Harrison, the Bury Phonograph Stores, 11 Rochdale Road, who concentrates entirely in phono and disc goods, his principal lines being Edison, Edison Bell, Columbia, Odeon and Zonophones. He has also this year taken up Pathe disc machines, and reports very good results in sales with them. He is sole agent for Bury for these goods, and expects a very large turnover. Mr. Harrison's business has increased so much during the past three or four years that he is now thinking of adding the next shop, to obtain additional room for his increasing business.

S. Morris, the well-known dealer, has two establishments, 31 Bolton street and 13 Boulton road. He handles Gramophones, Zonophones, Edison, Edison Bell and Sterling, and reports trade exceptionally good. F. Warburton, 75 Bolton street, also handles both disc and cylinder goods, reporting also business very satisfactory. Read, Franklin & Co., the well-known musical dealers, of Stanley street, are also dealers in gramophones and zonophones. Their principal trade, however, is pianos and musical instruments, the talking machine business being a side line. In conclusion, Bury is busy; in fact, booming.

YORKSHIRE NOTES.

(Special to The Talking Machine World.)

Bradford, Nov. 5, 1907.

Leeds, Bradford, Halifax and other large Yorkshire centers are unquestionably the chief cylinder markets for the United Kingdom. The factoring done by the wholesalers is enormous, as regards quantity sales, and peculiarly enough, although the people of Yorkshire are severely critical as regards record music, the disc trade boom is hardly being felt. Later, no doubt, it will come, but at present cylinders are the rage.

In Bradford there are several first-class houses, as follows: At Messrs. Thomas Dyson's, Ltd., Manchester road, under Mr. Tidswell's manage-

The "World's" Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

R. PRIEUR 68 Basinghall St., London, E.C., Eng.

EVERY WHOLESALE JOBBER should get my export prices for Best French PHONO REPROS., RECORDERS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE write us at once and submit samples and prices. Highest Bank References. Correspondence invited—English or French.

For Profitable and SOUND Business handle the

IMPERIAL DISC RECORDS

Supplied by

GILBERT KIMPTON & CO.

Peninsular House, Monument Street, London, England

It tells you all the best ways of increasing your business and of many novel plans to advertise. Last year it gave over two hundred of the smartest and most novel schemes.

Send 1s. by International Money Order for Sample Copy or $2 per year.

"ADVERTISING"

The Smartest Magazine in Britain

Write to-day and get into touch with its fund of ideas. Publisher: "ADVERTISING," 101 Fleet St., London, Eng.

ment, they do a large wholesale trade only, confining themselves solely to the cylinder record and phonograph business. Their chief lines are Edison and Edison Bell, with all kinds of accessories.

The Parker Phone Co., Ltd., Market street, confine themselves to talking machines and phono goods only. They are factors for Zonophones and records. In addition, they stock Odeons, Favorites, etc. For phono records they factor chiefly Edison and Sterling, and do a good wholesale, as well as a retail business. Well situated in one of the busiest thoroughfares, their very fine show attracts considerable attention from all passers-by. In conversation with Mr. Stoddart, who is the managing director, he paid The Talking Machine World the most flattering testimonial, saying "it was the very best paper ever produced or issued, connected with the trade, and not only was he a subscriber from the first, but would not be without it under any consideration." Mr. Stoddart, by the way, also has two other depots—one at Halifax, besides another in Bradford, all doing well.

A. Moore, 5 Manchester road, makes a specialty of sapphires of all kinds, grinding them on the premises, in all the various sizes and patterns that are necessary for either use on cylinder or disc records. His two special lines are—one with a sphere ball, size 75 mm., for reproducing, and a special Bettini pattern, hollow-ground recording sapphire. The former, owing to its small size, gets thoroughly into the most minute sound grooves, thus giving a very full volume and better tone. Regarding the recording sapphire, it is ground concave with a very full hollow center, giving thereby a deep, regular and clear cut, particularly necessary for professional recording, and although Mr. Moore makes a specialty of sapphires, he also does a good general musical instrument trade, of the usual miscellaneous nature, and also has a good position and very attractive display.

R. J. Appleton, of North End Parade, confines himself solely to the wholesale and works thoroughly the whole of Yorkshire, in all kinds of discs and phono goods. He specially pushes Columbia and Pathe discs, the latter going specially strong just now. In cylinder goods, Mr. Appleton has a good range, concentrating upon Edison and Clarion. This Clarion cylinder he also is sole Yorkshire factor for, and expects enormous business with it, the price being low, 9d. (18 cents) retail, opens up visions of trade at such a popular price that has never been thought of before. Mr. Appleton is exceedingly optimistic as regards the future, and hopes to break all records this season as regards sales and output.

ROBINSON'S
Reliabilities

Are The "REPROPHONE" Disc Talking Machines, "FAVORITE," "BEKA," "ZONO" and "ODEON" Discs

(All good numbers kept in stock)

The "MASTER" Ball Bearing SOUND BOX to suit all makes of Disc Machines. **"Real Good"**

NOTE.—I import direct via ship canal, buying the very best goods on cash lines. I sell to the dealers wholesale, but, ***in addition***, do a large retail and export trade, packing and shipping to all parts of the world, with increasing trade and satisfactory results to buyer and seller alike.

I am prepared to consider

any propositions from manufacturers who desire a share of the business in the UNITED KINGDOM upon mutually advantageous lines, whereby

24 Years' Traveling Experience

on the road, with a large clientele, combined with

Brains, Bustle and Business Ability

will bring grist to the mill on both sides.

If this interests YOU, just write fully

(Don't be afraid of an extra line or page)

YOU MAY RELY UPON

Promptness, Energy and Straight Dealing. Best references. I concentrate upon DISC and PHONO. GOODS entirely.

"ROBINSON'S" The Talkeries
213 Deansgate
Established 1904 **MANCHESTER, ENG.**

LEEDS, YORKSHIRE.

(Special to The Talking Machine World.)

Leeds, Nov. 3, 1907.

Leeds is, without any doubt whatever, one of the finest and up-to-date places in Great Britain. The Yorkshireman is noted generally for his keen appreciation of music, and from the highest to the lowest, one and all are severely critical.

The leading dealers in Leeds are as below: Messrs. Hilton & Co., of 84 and 90 Briggat. R. Hilton is one of the most courteous gentlemen in the trade. Originally one of the oldest and largest pianoforte manufacturers in the north of England, the talking machine trade with them commenced in a small way many years ago. Gradually developing, Mr. Hilton was compelled to take another establishment, on the other side of the street, making it a separate adjunct from the original business. The trade growing larger and larger with him, necessitated the separation of the wholesale business from the retail. This has now been accomplished by taking a long lease of a huge warehouse at 28 Acre street, under the management of W. J. Ribbons. Under this gentleman's guidance we had the pleasure of going over this warehouse, which has been fitted up with the latest and most up-to-date conveniences possible. We may safely say, without fear of contradiction, that it is the largest and most complete factor's establishment in the North of England. Consisting of several floors, splendidly lighted, we estimate the cubic measurement of each floor at about 700,000 square feet. (Each floor is large enough to play a full-size cricket match.) The departments are many and various. The ground floor consists of (a) stores, where anything up to 10,000 machines can be stocked comfortably; (b) packing room, where three or four packers are employed at high pressure all day long; (c) the disc record department. Mr. Ribbons showed us quite a new system they have as regards sending out new records, which is very good. Every record that is put into stock, upon arrival is placed into a semi-transparent envelope, with a lapped edge, that is gummed. It is sealed up and every dealer is supplied with the records so sealed, which is a guarantee that the record is an absolutely new one. This is owing to the fact (and we have every reason to believe it) that a good many records, that are sold as new, are absolutely worn out before they are handed over to the customer. In this case it cannot possibly occur. We congratulate Mr. Hilton on this new idea, which is decidedly good. Packed along the huge warehouse were thousands upon thousands of Edison records. We should estimate roughly that there are probably 100,000 of these in stock alone. This is also a separate department. Further on we come to the Sterling portion. Every record Sterling makes is kept in stock, and the quantity here is also enormous. Edison Bell also have a special department by themselves.

Another feature of this establishment is a portion of which is set out for show purposes only, quite distinct from the stock warehouse. In this portion is a range or show of everything that is sold, so that the dealer can walk into the showroom and see absolutely the latest, and also any odd part in detail, that he may want for repair or sale purposes.

On the floor above a very commodious range of offices has been placed. Typewriters, telephones connecting every part up to the central office, are in full swing, and every department, by the way, is linked up together, exactly on the American principle.

The repair department next catches our eye. This is a special department, in which repairs only are executed. There are several repairers constantly employed, and from the huge amount of work we saw before them it looked as though they have got an income in view, for some time to come.

In conversation with Mr. Hilton and his able lieutenant Mr. Ribbon, we gather that trade has been exceptionally good with this firm. They are factors for all leading lines, are right bang-up-to-date, and have the three essential qualifications in their favor that lead to success, namely, youth, unlimited enterprise, and energy, and financial standing of the highest. We wish Messrs. Hilton & Co. the very best success.

Messrs. H. F. Scott, 5 Albion street, Leeds, is also another very first-class wholesale and retail factor. Situated in the heart of the city, within a stone's throw of all the principal stations, Mr. Scott reports business as very good. He is wholesale factor for Edison, Edison Bell, Sterling, Zonophones, etc.; also retail agent for the Gramophone Co. Mr. Scott has a very fine establishment, and keeps also a large stock of the above goods. Exceptionally courteous and painstaking in his business methods, with the help of Mrs. Scott, who is personally in the business, we are pleased to say that this gentleman is doing a satisfactory and increasing trade, and is looking forward to the future with the happiest anticipations.

In Upper Mill Hill, Messrs. R. J. Appleton & Co., of Bradford, have a wholesale branch, under the superintendence of R. N. Appleton, Jr. Their sales are, as in Bradford, practically devoted to Edison, Clarion and Columbia cylinders, with Columbia and Pathe discs and machines. Mr. Appleton reports very good business in Pathes, and expects the season to be a record one.

The Talking Machine World representative, while in Leeds, received the most eulogistic remarks as regards the value of The Talking Machine World to talking machine dealers. In one house the very kind remarks made the writer blush, and proves that The Talking Machine World not only leads the way but is far in advance of any other paper published; so indispensable to every dealer in our particular industry.

SECURE NEW QUARTERS.

The Victor Distributing and Export Co. will not go back into their old quarters, 77 Chambers street, New York, destroyed by fire a few weeks since, but have leased several lofts at 83 Chambers street, which will be used for warerooms, the offices remaining at 256-257 Broadway, rooms 600 and 605, for the present. Ample stock has been secured in the new place, which about doubles their former premises. The arrangement of the floor space is also much more advantageous, and the facilities for handling business far superior in every way. J. T. Williams, general manager, who has been a victim of blood poisoning in the face for three months, at a time fearing he would lose his nose, has fully recovered, and is enjoying again his former good health and excellent spirits, a piece of news his many friends will be glad to hear.

GEO. W. LYLE RETURNS.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, who has been on a trip of inspection of the western offices and stores, going to the Pacific Coast, returned to headquarters in the Tribune Building, New York, on the 11th. He has been traveling since October 21.

Among recent callers at the New York offices of the National Phonograph Co. were the following: Louis Buehn, of Buehn & Bro., treasurer of the National Association of Talking Machine Jobbers, Philadelphia, Pa.; C. Carroll, Utica, N. Y., Cycle Co.; Lewis J. Gerson, with Musical Echo Co., Philadelphia, Pa.; J. Foster Dares, with international Correspondence School, Scranton, Pa.; E. F. Taft, of Eastern Talking Machine Co.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; D. R. Harvey and S. J. Francis, of Iver Johnson Sporting Goods Co., Boston, Mass.; Thomas Wells, dealer, Calumet, Mich.

TRADE GLEANINGS FROM THE "HUB."

Retail Trade Has Shown a Slight Slackening—Noted Singers for Columbia Co.—Osgood Co. Stimulating Trade—Oliver Ditson Co.'s New Talker Department—Boston Cycle & Sundry Co.'s Good Report—New Elevator for Eastern Talking Machine Co.—New Quarters for Iver Johnson Co.—Estes Piano Co. to Handle Victor Machines—W. J. Fitzgerald to Entertain His Fellow-Salesmen Thanksgiving Eve.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 13, 1907.

November finds the talking machine trade in Boston not quite up to expectation. The retail trade among the Boston dealers has shown a slackening and this, of course, has been reflected in the number of orders sent to the jobbers. The unusual tightness in the money market is largely responsible for this. That it will soon ease up is the belief and the hope of everybody.

The heads of departments at the Columbia warerooms here were much pleased this week to learn that many of the European singers of fame, whose voices can be heard through the medium of the Columbia records, have joined the Manhattan Opera Co., in New York, this year. This will have the effect of stimulating trade on the Columbia's grand opera records, for the names of Melba, Nordica, Schumann-Heink, Zenatello, Mary Garden, Cazauran and others are gold dollars in the way of trade.

The C. E. Osgood Co. are stimulating the retail trade very materially this month by reason of their gift of photographs of the grand opera singers to purchasers of records. This is the only house in the city that advertises to do this, and the result is good. This house does a general jobbing business now on the Victor machines and reports business as satisfactory.

The local newpapers have been very generous in their use of photographs of the new Victor department in the store of the Oliver Ditson Co., the past week. The photographs do not do the new store justice. It is, without question, the finest talking machine department in the country and Manager Winkelman is mightily pleased over it, so is General Manager Bobzin, of the Ditson stores. Business has increased with a big bound since the new store was opened, and the various display rooms are in constant use. A feature of this new store is the room reserved for the stock. There over 150,000 records can be kept in perfect safety and convenience. There is also a fine shipping room and repair room. The new department is on the second floor of the Ditson Building, much handier for everyone than before, when it was on the sixth floor.

Manager Andrews, of the Boston Cycle & Sundry Co., is an enthusiast over the Edison as a jobbing medium, and over the merits of the tray system, which his company handle. "We find that our business on this tray system has increased far beyond our expectations, and is still growing, so what excuse have we to find fault with the condition of business," he says. This company have increased their facilities for making the carrying cases for records which they have put on the market.

At the Eastern Talking Machine Co. the new steel elevator for passengers, running to the top of the building, has been installed. A new steel ceiling and walls have been put in also. Men are now at work turning the third floor into a salesroom and when this is finished the store will be equipped about as well as it is possible for a store to be. As to the amount of business which the Eastern Talking Machine Co. are doing, Manager Chamberlain, of the wholesale department, this week showed to The World representative a single shipment of 42,000 Edison records which had just come from the factory. That is going some.

Only the fact of its present limited quarters prevents an enlargement of space for the talking machine department at the Iver Johnson Co. Business has increased here very materially during the past year. A new eight-story building is now being constructed on an adjoining lot, and by spring the department will probably be placed in new quarters, as it deserves.

The agency for the Victor machines, etc., has just been taken by the Estes Piano Co., on Tremont street. Mr. Estes will divide his store by a partition, so that he can give up space to display rooms. This ought to be a good location for the Victor, as there is no other talking machine dealer in that vicinity.

The Read & Read Co. have done a very satisfactory business in their ground floor store on Essex street. The Edison line is made much of here and the window display is unusually good at all times.

A feature of the window display at the Columbia warerooms this week was a large red mill, upon which were printed the names of songs from "The Red Mill," which can be had on Columbia records. The musical comedy of that name is now playing in Boston.

W. J. Fitzgerald, of the sales force at the Eastern Talking Machine Co., is to entertain his fellow salesmen of the store at his home on Thanksgiving Eve with a turkey dinner. He declares that he is going to board up the mirror and hide the glassware, because he knows it is going to be a "rough house."

Are You Ready?

Fall business is here and the Holiday trade with all its rush will soon be upon us. Are you ready to take care of your trade in a prompt and satisfactory manner?

You will find us always ready to help you out at all times. We carry the biggest stock of talking machines and records to be located in New England, and we make a specialty of shipments immediately after orders are received.

No matter where you are you will find that we can serve your interests, and serve them well. If you come to Boston take time to look over our establishment. You will be impressed with our stock and we can demonstrate to you our ability to save you money in many ways.

Aside from talking machines, we carry accessories of all kinds, such as horns, stands, record cases and tray outfits. We have our own factory for specialties. We shall be glad to figure with you on anything which you desire in the talking machine line. Let us take up the subject of business with you.

Boston Cycle and Sundry Co. 48 Hanover Street BOSTON, MASS.

SECOND EXCHANGE PROPOSITION.

Subsequent to sending out the details of a second exchange proposition, which is to be a permanent regulation annually hereafter, the National Phonograph Co., Orange, N. J., publish the following additional explanation:

"The exchange proposition is one of the many features of the business of the National Phonograph Co. which makes it strong with its jobbers and dealers. It provides the yearly opportunity of the trade of returning to us all surplus, cut out and defective Edison records at no other expense than packing them and paying freight charges on them. It is true that jobbers and dealers are required to order two new records for every one returned, but ample time is given in which to do it so that the larger order works no hardship to any one. When we state that the last exchange proposition that we had brought back one and one-half million records, some idea will be gained of the stocks carried by the trade and of the loss to this company that the exchange causes. It is really a loss of the jobber's price on each record, for practically all of the new orders given in exchange would come to us anyway. The plan is really nothing else but a gift of so much money to our trade, and we doubt if a parallel to it can be found outside of the talking machine industry. It is a liberality, however, that pays handsomely in the cordial relations that exist between the trade and ourselves."

SPEED REGULATION IMPORTANT.

One need not be a talking machine expert to realize the importance of having the record revolving at proper speed when perfect results are desired. The leading talking machine and record manufacturers have made special efforts to impress upon the owners of the machines the fact that naturalness can only be obtained by having the records reproduce at the same speed at which the recording is done, or as in the case of most disc records at a speed of seventy-six revolutions per minute.

One great difficulty experienced by the majority of the users is in determining exactly the number of revolutions per minute the record is revolving, but that problem is solved by the Phonometer, recently put on the market by the Phonographic Music Co., Brooklyn, N. Y.

The Phonometer is instantaneous in its action, thoroughly accurate, and is sold at a price well in reach of every talking machine owner. It is being handled by many of the leading jobbers all over the country, who will send sample and quote prices upon request.

It has been announced by Manager Sherwood of the company that the success of the Phonometer has prompted the manufacturers to prepare several other useful phonographic novelties which will be put on the market early next year.

Frank H. Stuart, who now represents the Hawthorne & Sheble Mfg. Co.'s product—Star machines and records, silk-finished and other horns, as their Eastern selling agent, is no stranger to the trade. He was formerly on the company's selling force and knows the business from A to Z. He has been calling on the jobbers in his territory recently.

Owing to the fact that the twenty-eighth of this month, the simultaneous opening day for Victor goods each month, falls on Thanksgiving Day, the usual advertisement of 600 lines carried in prominent papers throughout the country each month by the Victor Talking Machine Co., will appear on the following day, the twenty-ninth. The various jobbers and dealers have been notified to that effect.

The Name—The Product

THE REGINAPHONE—rather an attractive name is it not? but the name is not half as attractive as the product, for the REGINAPHONE without doubt is one of the best selling talking machine novelties on the market.

It is a talking machine and a Regina music box combined in a single instrument and you know the Regina music box is the world standard as far as music boxes are concerned.

The REGINAPHONE

is made in several sizes and styles, all of which are equipped with a splendid talking machine mechanism and with the best motor you ever saw in a talking machine.

It is the best seller in a long list of Regina novelties and now the Holiday season is coming on novelties are most desirable. The REGINAPHONE as a Christmas present will be much sought for and you can brighten up your entire stock through this novelty. It you have not seen it, write for a sample on ten days' trial.

We manufacture Regina Music Boxes, Reginaphones, Regina Chime Clocks, Reginapianos and Regina Sublima Pianos.

THE REGINA CO.

Factory and Main Office, Rahway, N. J.

BRANCHES:

Broadway & 17th Street, New York **259 Wabash Avenue, Chicago**

A "TALKER" COURTSHIP.

An Interesting Sequel to a Story Which Appeared in the June World.

(Special to The Talking Machine World.)

Hainesport, N. J., Nov. 7, 1907.

Those of The World readers who perused "The Talker's Power" in the June issue may be interested in the following, which is a true sequel to that article:

The Hainesport Mining & Transportation Co. employ a great many Italians at their immense sand banks here, and while on an inspection tour of the works the other day, the writer was amazed to find, toiling diligently among his fellows, and humming an air from "Il Trovatore," Ignacio Guissepi, the child of sunny Italy who figured so prominently in a former tale.

The story lust in the brain of the reporter immediately bubbled to the surface, with the result that he entered into conversation with Ignacio:

"Are you not the gentleman who, in company with a Mister Johnson, colored, drove a coal wagon in Philadelphia a few months ago, and while in the act of unloading a consignment of "Lehigh" in front of the residence of Mr. Kane, on North Fifty-second street, became so enthused by the very air you were humming just now when I accosted you, that you dropped your shovel and indulged in a dance of your country while Mister Johnson?——"

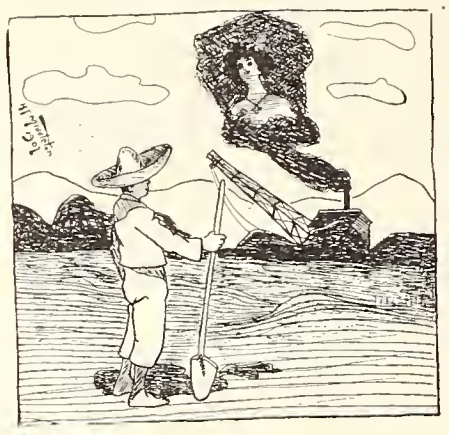
"Stoppa! You no talka to me 'bout da foola da nig'. He very mucha no good. He no getta da shove'; me throwa da coal; breaka da rib."

"Yes, I heard all about it," replied The World representative, "but I do not think it was quite fair in you, Ignacio, to chastise the colored gentleman for stopping work to dance to the accompaniment of a talking machine when you had just done the same thing yourself."

"You tinka you know lotta; you no know nutting; I tella you——" Just then the foreman came along and the Italian went to work with a will, causing a blinding sand storm to arise with his strenuous shoveling. When the foreman's back was turned, he threw down his shovel, and wiping his perspiring brow with a gay bandana, resumed his explanation: "I gotta da girl in Italy. She sing a da song lika da talk' machine. When I hear, I getta da love; when I getta da love, I gotta to dance. Da foola da nig', he no getta da love; he only dance to maka da fun of a me. I getta da mad; soaka da nig'."

"Oh! I see, you have a sweetheart waiting for you in your native land. Are you going to her soon?"

"You betta you life; soon I maka da mon'. I buya da talk' machine; send it to Italy. Rosa, she singa da song; senda da rec' backa to me. I taka da rec' talk' machine store, Mount Holly; heara da song; getta da mooch home seek. Throwa up a da job nexta week; taka da boat,



"I GOTTA DA GIRL IN ITALY."

go lika da hell, Italy. Very fina da ting, talk' machine, vat you tink?"

"Ignacio," answered the reporter, "your story has pleased me much, for it has added another page to the "talker's" book of victories. I thank you and wish you every happiness when you join your fair Rosa beyond the seas."

"Dats alla da right, she damn fina da girl," he confided by way of conclusion, and then his face aglow with the golden prospects of a happy home and pretty wife which the future held out to him, he resumed his labors.

TRADE IN THE NATIONAL CAPITAL.

E. F. Droop & Sons Co.'s Talking Machine Department Has Been Greatly Enlarged, the Winter Sales Have Begun Most Encouragingly—Hugo Worch to Relinquish Sales of Machines—What a Run Around the Trade Reveals—Expect Good Holiday Trade.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 9, 1907.

The talking machine business in the National Capital has not been quite up to the mark during the past month, but the outlook now appears more prosperous.

The Columbia Phonograph Co., of which H. C. Grove is the local manager, state that November has begun with large sales in records and machines. This establishment has had charge of the exhibit at Jamestown and much of Mr. Grove's time has been spent there.

The talking machine department of E. F. Droop & Sons Co. has been greatly enlarged; in fact, one-half of the ground floor of the establishment is now devoted to this class of merchandise. A large stock of instruments has been installed, while the walls are lined with records almost to the ceiling. The testing room and storage department are also to be found inviting. The winter sales have begun encouragingly and fair prosperity is predicted for this department of the Droop house.

It was only recently that Sanders & Stayman added the talking machine to their piano establishment. Already they have found it necessary to increase the space originally given to these instruments. They are not only retailers, but they do wholesale as well, and by this means supply small establishments in outlying districts. The recent sales have not been great, though the past month has been generally good.

The sales of the Victor machines at John F. Ellis & Co. have only been fair. Record sales have been especially good.

S. Kann & Sons Co. do much distributing in outlying districts, and within a few weeks the Christmas trade will start in with its usual activity.

J. E. Whitson reports poor sales in machines, but a fairly good trade in records. "Honey Boy" has been especially popular.

Not long ago Hugo Worch opened a talking machine department in his piano store. When speaking to him recently of this class of merchandise he said: "I shall give it up, as our time is too much taken with other trade."

JUDGE HAZEL DEFERS CONSIDERATION.

The argument, in contempt proceedings, on the injunction decree of the New York Phonograph Co. against the National Phonograph Co. and others, was argued before United States Circuit Judge Hazel Thursday of last week in New York City. Louis Hicks and John C. Tomlinson appearing for the complainants, and C. L. Buckingham and Wm. Wallace, former presiding judge of the United States Circuit Court of Appeals, for the defendants. At the close of the hearing Judge Hazel announced he would not be able, on account of the pressure of his judicial engagements, to take the case up for consideration before December.

SOME POINTERS TO BE CONSIDERED.

Rubber stamps are excellent things in their way. They are a help and convenience when used properly and in their right place. They may also be a detriment. They are useful in the office for stamping bills paid, sales checks paid or charged, affixing the dates, etc., and in other such uses.

A very good and attractive window card can be made with rubber stamps in the hands of a skilful operator, but they were never intended to cut the printer out of a job.

The business man who tries to do his letterhead and billhead printing with a pad of cheap paper and a rubber stamp stamps himself as a cheap man.

Such a man will surely lose caste among business men, just as surely as the individual who tries to cut a figure in society by using rubber-stamped visiting cards.

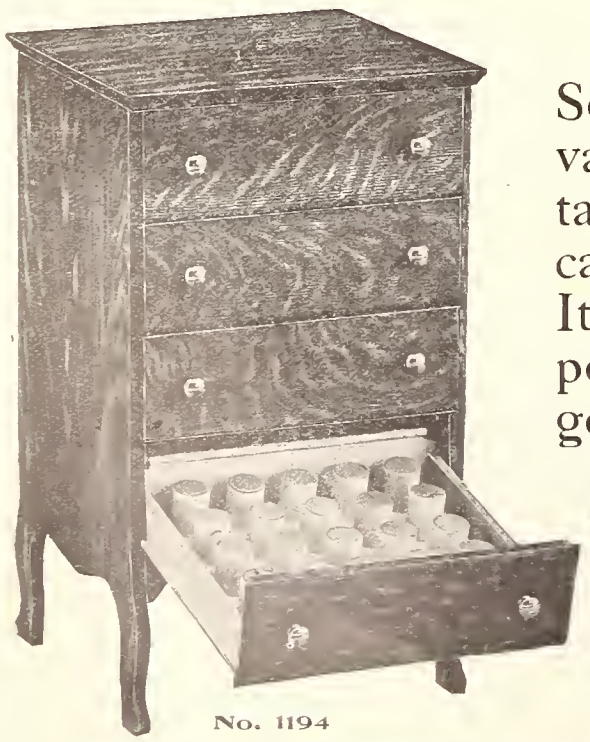
The expense incurred by the use of good business stationery is money wisely invested. It commands respect and attention.

SOL BLOOM'S NEW STORE.

After many delays in remodeling and decorating, Sol Bloom, the Victor talking machine distributer, opened his new store, 40 West 34th street, New York, last week. The interior color scheme and lighting arrangements are striking, and the handsomely dressed windows attract the passersby like a magnet. Mr. Bloom believes he has the star location in the city for retail trade. His business occupies two floors of the building. The qlace is worth visiting.

Talking Machine Record Cabinets

OUR SPECIALTY



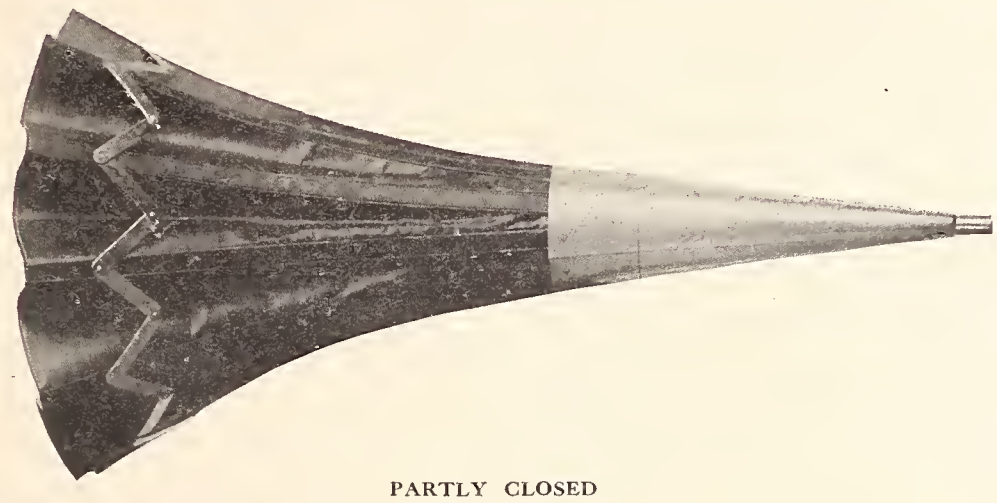
No. 1194

So—we offer you good value in a variety of established sellers. You can sell from our catalog. It is required in every popular store. More goods sold with less effort is the result of catering Cadillac character.

Cadillac Cabinet Co.

T. M. R. C. Dept. DETROIT, MICH.

The Reason Why Most Collapsible or Folding Horns Have Not Been A Success



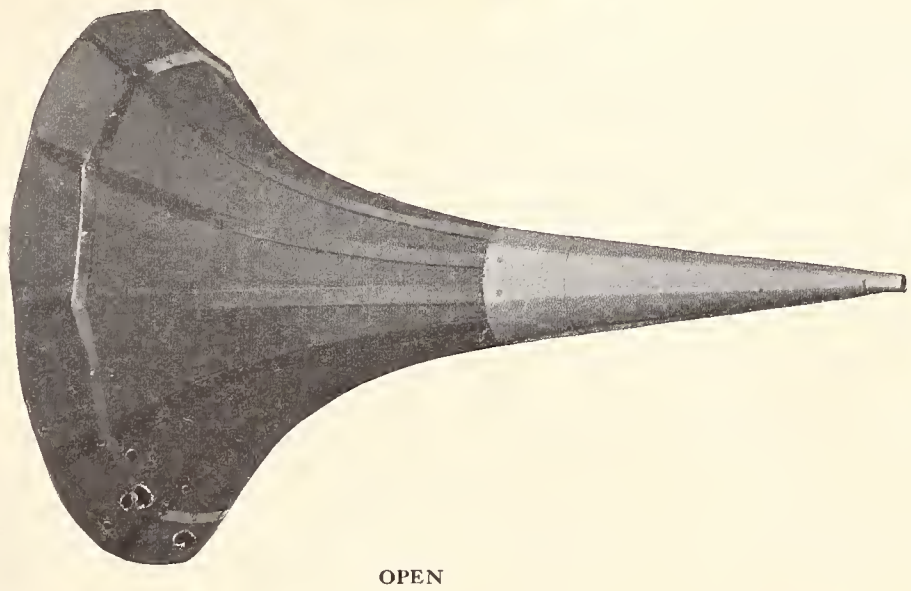
PARTLY CLOSED

IS THAT ALL OF THEM HAVE BEEN CONSTRUCTED IN TWO OR MORE PARTS. This makes such a horn a more or less delicate article for the moment one of these parts becomes bent or bruised in shipping or handling it is useless, as it will either fail to fit together or rattle.

THIS GRAVE FAULT IS OVERCOME BY THE NEW

Munson

Folding Horn



OPEN

The One Piece Indestructible Horn For All Cylinder and Taper Arm Disc Machines

Can be opened or closed in 30 seconds. Made of selected "Leatherette" with highly finished Metal Parts. We guarantee all of our horns against rattle or blasting. **RETAIL, $5.00.** In solid colors. Gold or Black Hand Decorated or Plain.

Sold Only Through Jobbers

Liberal Discount to the Trade

CLOSED

The Folding Phonographic Horn Co.

Phone, 79 Bryant

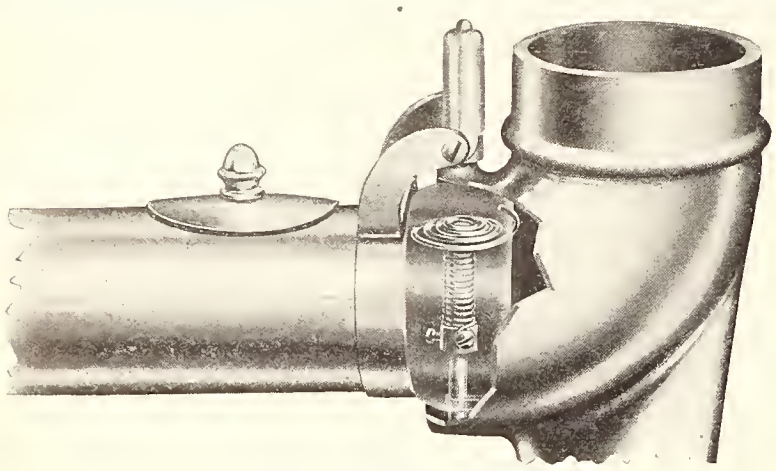
650-652 Ninth Avenue, New York, N. Y.

NEEDLE AND DISC FRICTION.

Its Reduction if Not Elimination One of the Problems of the Hour—The Important Contribution Introduced in the Star Talking Machine Worth Consideration.

As the actual reproduction of sound nears perfection, it is becoming more evident that much remains to be done in lessening the friction between the needle and the disc record, to reduce scratch, improve the tone and prolong the life of the record.

In this field, the device of which one detail is pictured herewith, is most successful. This is the automatic yielding-pressure feed used by the Hawthorne & Sheble Manufacturing Co. in their "Star talking machine."



AUTOMATIC YIELDING PRESSURE FEED.

The automatic yielding-pressure feed consists of the spiral shown above, acting in combination with the gravity feeding device illustrated in the front cover advertisement of this number of The World, to exert a yielding pressure on the sound-arm, swinging the needle positively toward the center of the record. The spring engages, as shown, with the inner end of the tone arm.

The motion of the needle is thus entirely independent of the pull of the record groove. As a matter of fact, the only mechanical action of this groove is that it restrains the needle from swinging immediately to the center.

The result is that the needle is kept in intimate elastic bearing with the inner wall of the record groove, and does not rebound between the walls of the groove. From this follows logically the reduction of scratch and wear. The manufacturers report that in a recent laboratory test a "Star" record taken at random from stock was played several hundred times in a "Star" machine fitted with the yielding-pressure feed, and at the end of the test was still in serviceable condition. Moreover, since the inner wall of the groove contains the most distinct record waves, the needle is held in precisely the position to realize the full tone possibilities.

The "Star talking machine" contains no single element more far-reaching in its effects than this feed device, which is fully covered by patents.

SALESMEN SHOULD NOT VENTURE HERE.

The talking machine as a thing of joy is certainly "in bad" with a Bensonhurst man, Ernest Lasche by name, who blames one of them for his marital troubles. In fact it is charged that the combination of the talking machine and a star boarder were responsible for the loss of Lasche's wife, who eloped with the latter, after a wooing in which the machine played a prominent part.

About a year ago Lasche met Dunn and invited him to occupy a room in his house as the star boarder. Each night the two men and Lasche's wife sat around the table in the dining room listening to the various assortment of songs as played by the talking machine. Pretty soon Lasche noticed that his wife seemed to have a strong preference for "Nothing to Love but Jim," whenever Dunn happened to be in the room, and the playing of the record was accompanied by what Lasche called making "talking glances," cast by his wife in Dunn's direction.

Things grew from bad to worse. One day Lasche came home for a mid-morning meal and found Dunn there. Quite a scene followed. When he came back again that night all the furniture was gone with the exception of a three-year-old baby boy who was gently humming as his papa came up the steps, "Nothing to Love but Jim."

He has advised talking machine salesmen not to venture around his section of Bensonhurst.

NEW USE FOR THE PHONOGRAPH.

There have been many stories of the usefulness of the talking machine in the field of medicine, but according to the latest reports from Chicago it is soon destined to supersede the gold cure for chronic "souses." Dr. J. Cameron Horenstone is said to be the discoverer of the talking machine remedy and he claims that it never fails. The plan is described by the doctor as follows: "Our method is very simple, after all. We have perfected a new phonographic device that can be carried by a man in his pocket. For instance, a wife who has a drinking husband desires to have him cured. She has exhausted all the known cures, in addition to putting things in his coffee. She takes the phonograph, adjusts it so that her husband's foolish ramblings are recorded, and springs it on him the next day when he is sober. Hubby is generally so disgusted that a permanent cure is effected."

Imagine being lined up in front of an innocent little machine, which reels off in one's own voice, sadly thickened by potent libations, a string of distorted and disconnected remarks. Certainly, if the scheme is practicable, it ought to effect a permanent cure.

THE HUMPHREY RECORD CABINETS.

New Catalogue Shows Latest Styles, Which Is Worth Investigating.

The Humphrey Bookcase Co., with plants at Detroit, Mich., and Elkhart, Ind., are making a line of talking machine record cabinets which unites simplicity of design and beauty of finish in a marked degree. They have been manufacturing these cabinets for more than four years, and their product affords unmistakable evidence that they have studied the field thoroughly.

The line includes eight styles of disc record cabinets, conspicuous among them an exceptionally attractive cabinet designated as No. 106, built of genuine San Domingo mahogany with fluted mahogany columns, rubbed and polished, intended to match the No. 6 Victor machine in detail. Another cabinet which is out of the ordinary is designated as No. 247 Sectional Cabinet. This is made in the form of a sectional bookcase, and is designated to fit in with book sections or other sections made by the Humphrey Bookcase Co.

Six styles of cabinets comprise the line for cylinder records—all of them well designed and worthy of investigation.

We illustrate in these columns cylinder record cabinet No. 120, a very neat design, at a popular price. This will hold 200 cylinder records—is 32½ inches high, 24 inches wide and 18 inches deep. It is furnished in selected quartered oak or mahogany, all four sides and top being rubbed and polished.

The announcement of the Humphrey Co., which appears elsewhere in The World, will be read with interest.

The callers at the National Phonograph Co.'s New York offices recently, among others, included Henry E. Marschalk, Musical Echo Co., Philadelphia, Pa.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Fred Babson, of Babson Bros., Chicago, who came in on the morning Twentieth Century and started back in the afternoon of the same day—always on the rush.

THERE'S A TIME TO LET GO—

Let go of old methods, if you want to be up among the leaders in your line of business. You must watch every spot where there is a chance for profits to leak and stop the leak.

"The Heise System" of

Wire Record Racks

save space, keep records from injury, aid you in stock-keeping and help you in selling. Besides, they save enough of the time of the salesman to pay for themselves.

For All Sorts of Records, Disc or Cylinder,
Get a New Catalog.

SYRACUSE WIRE WORKS,

SYRACUSE, N. Y., U. S. A.

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

NEW SHIPPING DATE FOR RECORDS.

General Manager of Sales Dolbeer of the National Phonograph Co. Issues Important Letter on This Subject.

Under date of October 25, F. K. Dolbeer, general manager of sales of the National Phonograph Co., sent the appended letter to the trade bearing on the new shipping date for records. The company in this step coincides with the views and wishes of the National Talking Machine Jobbers' Association, who had requested this concession on the merit of economy as well as convenience in handling their other lines. The letter and accompanying explanatory remarks follow:

"Commencing with the December records, which under our present system would be placed on sale November 27, would state that we have decided to permit our jobbers to ship the monthly records to dealers at 2 p. m. on the 24th of each month, the records to be placed on sale at retail simultaneously at 8 o'clock on the morning of the 25th. In cases where the 24th of the month falls on Sunday, shipments may be made to dealers at 2 p. m. on the 23d, thereby enabling the dealers throughout the country to place them on sale at 8 a. m. on the 25th inst. Where the 25th of the month falls on a Sunday or a holiday, shipments may be made at 2 p. m. on the 23d and the records placed on sale at 8 a. m. on the 24th of each month. Any jobber or dealer who makes shipments of records or places them on sale in advance of the hours specified herein, violates the terms of his agreement and will be dealt with accordingly.

"The changes embodied in the above notice have been decided upon in deference to the wishes of jobbers and dealers, repeatedly expressed during the past year. The notice acts as an amendment to those sections of the new agreements covering the time for shipping and putting new records on sale. The changes have been sought by the trade for a twofold reason. The advance in date has been desired in order that dealers might have a better opportunity to realize on the sale of new records than afforded by the later date and thereby be in a better position to pay their bills and earn the cash on the 5th of next month. The shipping hour has been advanced to 2 o'clock on the previous day to give dealers an opportunity to sell at the same time and on the same footing as their jobbers. This has not been possible under the present plan, which in many instances has been a hardship to the dealer.

"Order blanks and other forms of printed matter in connection with both December and January records had been printed before and above action was decided upon and the trade will understand that the new dates for shipping and selling supersede those shown on such forms. In deciding to permit dealers, as well as jobbers, to have the new records in their possession on the day before they can be sold, we are showing our implicit faith in the 12,500 dealers selling Edison phonographs and records. We believe that every dealer will appreciate the extent to which this course will benefit him, and that he will no more permit a new record to be played, sold or leave his possession until the established selling hour, than he would violate his pledged word. To not live up to the new conditions will be considered by us as the rankest ingratitude. We shall exercise unusual vigilance in seeing that records are not sold ahead of time, and each and every dealer detected doing so, will be suspended without warning. We sincerely hope that we shall not be called upon to apply such drastic measures."

MATERIALIZATIONS OF JOS. JEFFERSON.

Do you believe in ghosts? If so, you will probably enjoy a seance with George Ober, actor, and J. A. Whitman, inventor, who, on the fourth floor of 27 West Twenty-seventh street, are entertaining their friends daily with materializations of the late Joseph Jefferson in the role of Rip Van Winkle.

These seances are exhibitions of the Cameraphone, a device in which Mr. Whitman unites the salient features of the moving picture and the talking machine. Startling results are obtained in exact reproduction of celebrated stage scenes in which the presence of the actor is admirably simulated.

The late Joseph Jefferson was greatly interested in Mr. Whitman's work, and he recited his most famous scenes from "Rip Van Winkle" for the cameraphone shortly before his death. His fatal illness prevented him from carrying out a cherished desire to pose for the accompanying pictures, but George Ober, who is at the head of the J. M. Hickey "Rip Van Winkle" company has acted as a substitute, and the Catskill scene, where Rip climbs the mountain amid the storm, his awakening twenty years later, and his final recognition by his shrewish wife and his daughter are reproduced with wonderful verisimilitude.

Costumes, scenery and the recognizable voice of Joseph Jefferson contribute to the startling realism of the effect, and a considerable audience of scientists and writers yesterday applauded the first public exhibition of Mr. Whitman's device given in New York.

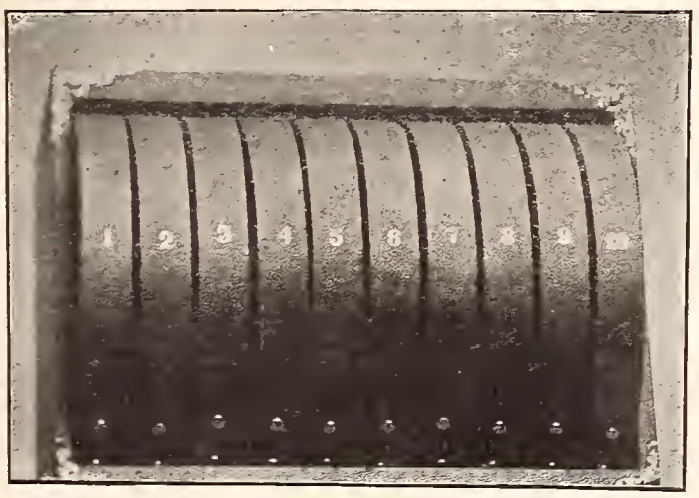
BUILDING UP FINE "TALKER" BUSINESS.

The talking machine department of Charles H. Ditson & Co., New York, under the able supervision of Harry L. Hunt, has greatly extended its business since occupying their present sumptuous quarters. The firm are enthusiastic supporters of this branch of their business and are using the daily papers freely exploiting the Victor line, not in an ordinary way, but according to methods that measure up to success. The text of their "ads" is along original lines, crisp, bright, terse, and the accompanying cuts are of original designing, drawn by artists who can tell an entire story pleasingly, yet convincingly, in the clever manner in which the sketches—something entirely different—are handled.

W. W. Rose is arranging to open piano warerooms in Vincennes, Ind.

The "UNIQUE"

Sectional Disc Record Case

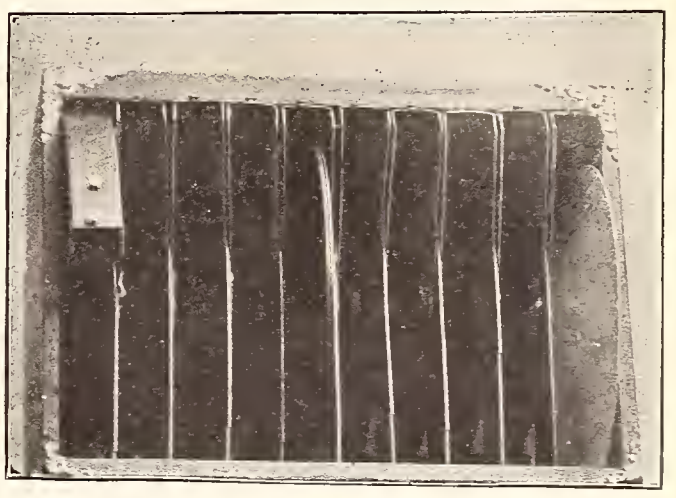


CLOSED

A Hot Seller For Holiday Trade and after.

10 in. size, $4.00
12 in. size, $5.00

Holds One Hundred Records.



OPEN

Substantially Built, Covered in Black Imitation Leather, Brass Knobs on front, Ornamental Brass Corners. Each compartment holds ten records, and opens and closes independently of the other spaces, by an up and down movement of the half round, swell front cover. Samples sent on receipt of deposit (subject to refund) or satisfactory references. **The Neatest, Most Attractive, Most Sensible "Supply" Ever Marketed.**

LIBERAL DISCOUNTS TO JOBBERS AND DEALERS

BENJ. SWITKY (SOLE SALES AGENT) 27 E. 14th St., New York

TRADE NEWS FROM INDIANAPOLIS.

Kipp-Link Co.'s Immense Stock of Edison Goods —Report a Business Increase of Forty Per Cent.—W. M. Bird to Look After Commercial Graphophone Business—Crane's Good Report —Talking Machine Used by Choir Director.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 6, 1907.

The Kipp-Link Co., who make a leader of the Edison machine, are having great success in their new place on East Washington street. This company have in stock 12,000 records and 1,000 machines and are fully prepared for the business of the winter. Their salesrooms are well equipped and well lighted. The company have a reception room and a salesroom which may be used by jobbers who come into the city. In one room are kept fancy machines and fancy music cabinents, all of an unusually artistic style. The company have been in their new headquarters for two months, and they report that business during the last month has shown an increase of 40 per cent. over the same month last year. The large electric sign of the Kipp-Link Co. is one of the attractive features along Washington street at night. It is the only large electric sign in its block along the north side of the street.

The Columbia Phonograph Co., of this city, Thomas Devine, manager, have employed Warren M. Bird to look after their commercial graphophone business in this city. Mr. Bird has had a wide experience in the business world. Before beginning duties with the Columbia Co. he was with the Van Camp Packing Co.

E. H. Thomas, formerly with the Keystone Blue Print Co., of Philadelphia, has been employed by the Columbia Co. to look after the "gang work." He has twelve men working under his direction in Indianapolis and reports business unusually good.

Fred Purdy, editor of the Sun, and Ernest Bross, editor of the Star, are owners of Columbia cylinder machines which they use to while away the leisure moments when they are not pushing the blue pencil.

Charles Craig, of the Indiana Phonograph Co., which handles Edison machines, says that his business for the last month has been good, although it has been rather quiet for a few days. Mr. Craig has a full stock of records and machines and is fully prepared for the winter business.

The financial stringency has caused little difficulty among the talking machine men in Indianapolis. Banks here have gone on a checking basis, and it has been impossible to get any sums of money of any size, but it has affected business very little.

The 5-cent moving picture theaters of Indianapolis are having a dull period just now. This decrease in business is probably due to the great number of such places that have been opened, as well as to the opening of the regular theater season. Indianapolis has fifteen or twenty moving picture shows and more are being started every day. The city has five theaters, one more this year than ever before. The latest moving picture show has been started by J. McNulty on Market street, just off Illinois street. It is a good location.

Dr. Willis, the choir director of the Meridian Street M. E. Church, one of the largest churches in the city, has a new use for his talking machine. He takes records of the music of his soloists, and then when the records are placed on the machine he uses them for critical purposes. Dr. Willis has a high opinion of the graphophone as an aid in his musical work.

T. F. Murray, jobbing salesman of the Columbia Phonograph Co., was in Indianapolis the early part of last week and bagged two orders of unusual proportions. He reports business good.

Thomas Devine, manager of the Columbia Co., has been featuring the Marconi record during the last month.

TALKING MACHINES IN CHILE.

Consul A. A. Winslow, at Valparaiso, Chile, in a recent report, had the following to say of the talking machine business in that country: "The commercial gramophone and business phonograph are receiving some attention here of late, and there are a few in use in this city. I believe there is a good future in this country for these labor-saving appliances. There are practically no stenographers in Chile, and these instruments are destined to take the place of this shortage in the head offices of the larger commercial houses in this country. Since the great advance in wages during the past two years all labor-saving devices are in greater demand."

DOUGLAS EMPLOYES DINE.

The Baseball Club and Other Members of the Douglas Phonograph Co. Enjoy a Great Time.

On the evening of Oct. 26 the Douglas Baseball Club, composed chiefly of employes of the Douglas Phonograph Co., gave their annual beefsteak dinner, vaudeville and smoker in Cosmopolitan Hall, New York. The guests numbered about seventy-five, including the ballplayers and their friends, and after an excellent dinner was disposed of and thoroughly washed down, and the cigars lighted, the entertainment of the evening began.

As a mark of their esteem the club united in presenting C. V. Henkel, president of the company, and to whose kindly efforts and active interest the club owe a large part of their success during the past season, with a very large bromide enlargement, showing every member of the team, with Manager Kelly in the centre of the group, the same being handsomely framed. John Kaiser, sales manager of the Douglas Co., made the presentation speech in behalf of the club, and acquitted himself very creditably. Mr. Henkel was deeply moved by the spirit shown in the gift and in a few words expressed his appreciation.

The entertainment offered was excellent and the guests spent a very pleasant evening. Representatives of The Talking Machine World were in attendance, as was also Victor H. Rapke and George S. Blackman, with the Blackman Talking Machine Co., the only others connected with the trade outside of the Douglas Co.

100 %

INCREASE

in 5 months, in our sales of

Repair Parts

This is the answer we make to all those who have any question to ask regarding our parts.

Our parts have been *Tested* and found O. K.

100 %

AUMENTO

en 5 meses, en nuestras ventas de

Reparacion

Esta es la contestacion que damos a todas aquellos que tienen algo que preguntar acerca de nuestras partes.

Nuestras partes han sido probodas y las hemas ancontrado en perfecto orden

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager. 400 Fifth Avenue, New York, U. S. A.

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Business for Early Weeks of November Shows Steady Improvement Although Trade Has Been Uneven—Auxetophone Concert at the Missouri Athletic Club Pleases Manager Long of the St. Louis Talking Machine Co.—Conroy Reports Fine Jobbing Trade —Ikonographs Sell Well—May, Stern & Co. Open New Department—Thiebes-Stierlin Co. Take on Edison Line.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 5, 1907.

Trade for the month of October from a jobbing standpoint has been fairly good, with a gradual improving tendency which indicates that November and December should prove to be excellent months. The retail trade here for the same period has been rather quiet, which can be explained by the fact that one week of the month was devoted to carnival festivities, and another week was practically given over to the balloon contests, both weeks proving to be very dull weeks for the talking machine interests. A much better condition is expected to prevail from now on until the first of the year for the holiday trade is always large.

Manager Long, of the St. Louis Talking Machine Co., reports that their October trade showed up very well, and that he expects a great deal more activity from now on. The retail branch of this concern recently gave a concert one evening on one of their Auxetophones at the Missouri Athletic Club. It took place in the dining room, and it produced much enthusiasm among a very select audience that heard it. The baseball team of this concern closed the season recently with a record of one game lost, which surpassed the record of any other amateur club in the city.

Miss Clara Goetz, formerly with the Columbia Phonograph Co., has accepted service with the St. Louis Talking Machine Co.

P. E. Conroy, president of the Conroy Piano Co., states that they have been hampered considerably by not being able to get Edison goods. He reports a good jobbing trade, and looks for a large trade from now on.

D. K. Myers, of the Zonophone Co., reports jobbing trade active, and particularly so in the South.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports the jobbing trade moving along well. He has some good sales on the Ikonograph, the new moving picture machine. He is working on a second edition of Phonographic Advice, which will come from the hands of the printer shortly.

May, Stern & Co. opened their new talking machine department on October 29, with Miss Sadie Rosenblatt. The department contains five rooms and is decidedly complete. They conducted a special sale on the opening day, and reported that their trade was good.

The Thiebes-Stierlin Music Co. have added the Edison line to their talking machine department and they were placed on sale Friday, November 8.

A. D. Geissler, manager of the Talking Machine Co., of Chicago, was a recent visitor.

Mr. Brown, Western sales manager for the Leeds & Catlin Co., was a recent visitor here.

WRITING A WINDOW CARD.

A Show Card Writer Who Has Done Some Good Work for Talking Machine People Makes Recommendations Which Will Interest.

Proper tools and colors are among the essentials for effective show card work. A show card writer of experience recommends red sable pencils for brush work, and Soennecken and other round pointed pens for neat, quick and generally satisfactory work, and colors known as distemper colors are recommended. To bind the colors and prevent them from rubbing off, gum arabic is used as a sizing. Some of the various kinds of ready-made show card ink also give good results. The most chaste and effective combination for general purposes is black lettering on a white ground. Another important consideration is neatness in execution and lay-out. In the first place the matter should be carefully centered and proper attention given to spacing both of lines and words, and the lay-out carefully planned before the card is begun. One writer recommends dry lamp black ground in gum arabic, with about one-third Letterine, as a good material for show card writing. Zinc white ground in the same way, together with an equal amount of white Letterine is stated to make a good white for use on nearly all shades of board. A good list of colors for the purpose are cobalt and ultramarine blue, English and American vermillion, burnt sienna, French carmine No. 40 French striping bronze, lemon yellow, light green and chrome green No. 2. These are all bought dry and mixed as required. Considerable artistic talent is to be found nowadays in the production of illustrated show cards, although for those who have not the requisite ability to paint a little picture of some kind there are various ways of getting around the difficulty. One of these is to cut out a picture and paste it on, running scrolls, borders, edge-lines, etc., as required. Another way is to place the picture against a window pane, mark around the outline with a soft lead pencil, then lay on the card in the position required and run over the outline from the front side. The paragraph is very useful for enlarging, which may also be done by marking out the card and the picture into squares and drawing in the picture in sections in the scale required.

NEBRASKA CYCLE CO. EXPAND BUSINESS.

(Special to The Talking Machine World.)

Omaha, Neb., Nov. 6, 1907.

The Nebraska Cycle Co., of this city, have taken the store-room, adjoining their place of business, and fitted it up very handsomely. The corner store-room is devoted to the talking machine business, and the basement, which runs under both rooms, is devoted to wholesale.

Their greatly increased wholesale business has necessitated the addition of this extra space. They are both Edison and Victor jobbers.

CHRISTMAS
IS
ALMOST HERE

The most prosperous year this country has ever had is coming to a close, and

THE DEALER

who is prepared to supply the demand is the one to reap the harvest.

HOW ARE YOU FIXED?

The First and Most Important Point is

Your Orders are Going to be Filled Promptly and Completely.

TRY US.

THAT IS OUR SPECIALTY.

SAINT LOUIS TALKING MACHINE COMPANY

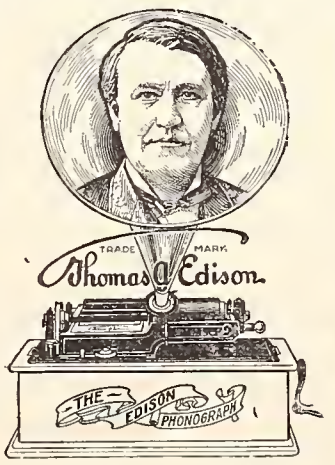
7th and St. Charles Sts., St. Louis, Mo.

The Only Exclusive Victor Distributers in Missouri.

QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST
OF
Edison Machines, Records
AND GENERAL TALKING MACHINE SUPPLIES

We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.

CONROY PIANO CO.
1100 Olive Street ST. LOUIS, MO.



VIEWS ON INSTALMENT SYSTEM.

Some Recent Literature Issued by the Victor Co. Showing the Value of Instalment Business—What Lyon & Healy and the Powers & Henry Co. Have to Say on This Subject—Some Statistics That Are Most Forceful.

Having full faith in their instalment system and proof from many dealers that it is a huge success, The Victor Talking Machine Co., are busily trying to convince those dealers who have not taken it up of the great opportunity they are letting escape, and it might be added that the literature sent out by the company in that connection is of a most convincing character. One of their latest booklets upon the subject of instalment selling is entitled "Burgle the Burglar." A few of the opening paragraphs afford an excellent idea of the contents of the booklet and also of the general strong style of the Victor arguments. The matter reads as follows:

"If you had just discovered that a burglar climbed into your window last night and got away with a good bunch of your money, you would be mighty interested.

"If you knew he would try the same thing again to-night, you would come pretty near being excited over it. And you would set about stopping it in a hurry.

"Now, unless you are selling Victors on instalments, something a good deal worse than burglars is happening to your business every day. And we want to help you stop it. We want to send you a book that shows just how you are being robbed right and left. Robbed of good business and large profits—and how to stop it.

"It shows how you are making only one dollar where you might just as easily make from five to ten. It shows how this counts up in a year (according to the size of your territory) to hundreds or thousands of dollars, clear loss to you.

"It shows how other Victor dealers all over the United States have succeeded in stopping this robbery and loss; and are now doing a bigger and safer business than ever before; and making many times more real money.

"It shows how you can do the same. It shows how to sell Victors on instalments by a carefully worked-out systematic plan which cuts out risks and multiplies profits.

"It shows exactly how this is now being done by small dealers as well as large; in all kinds of territories and among all kinds of people.

"It explains every step of the way from beginning to end—how to get the capital, if you haven't it already; how to sell the goods; how and whom to trust; how to keep track of sales; how to insure prompt payments; and how to build up the business into a solid permanent gigantic sucess.

"The information in this book throws a clear full searchlight on the Victor instalment business that throws the little mail-order dark-lantern completely into the shade.

"The powerful *business weapon* which this Victor instalment plan puts into your hand turns the puny mail-order gun into an utterly harmless affair."

The foregoing excerpts are more than supported by the evidence given in letters from the leading Victor distributers of the country, as published in the company's pamphlet, "What Victor Distributers Say About the Instalment Plan." The appended are taken from the batch, representing the best houses in the country:

Lyon and Healy, Chicago.—"We regard the Victor instalment proposition as one of the best features of our business. At the beginning we had many misgivings and felt about the same as every new dealer does before giving it a trial, but we went at it in earnest and can now say without hesitation, after five years of experience, that these machines can be sold on very liberal payments with practically no loss whatever. There is no article on the market, that we know of, that is as good to sell on instalments; in fact it is the only line we can call to mind where there is something to look forward to besides the collection of the instalments after the sale is made. The Victor instalment customer invariably buys more records when he comes in to make his payments, and we can truthfully say that he does meet his payments promptly.

"It is our belief that the reason for our great success is found in the fact that when a Victor outfit is sold to a customer he has a great value and appreciates it. Much more could be said in favor of the instalment plan, but to sum up the situation we might say where the dealer offers a liberal plan of easy payments he can easily increase his business three or four hundred per cent. and invariably sell a higher grade of machine than he could otherwise, with the result that the purchaser is both pleased and proud of his investment. If every talking machine dealer who is not already advertising the Victor on easy payments could know as well as we do what a splendid thing it is from every standpoint, we are sure they would go into it at once. It is putting it mildly to say that it is a good instalment proposition; it is the best."

Powers & Henry Co., Pittsburg, Pa.—"We have been selling Victors on instalments for a number of years and with the greatest success. We have always made it a rule to add 10 per cent. to the list price of the goods, for instance, selling a Victor 2d on time for $33, and we will make the terms as low as $1 down and $1 per week. Our losses are so small that they are not worth while taking into account, our experience showing that 99 44-100 per cent. (with apologies to Ivory Soap) of our customers are honest. By adding the 10 per cent. a dealer could afford to lose every seventh machine and still be making a good margin of profit.

"In all the experience the writer has had in the instalment end of the talking machine business and the thousands of machines sold on this plan, there has never been a single loss exceeding 50 per cent., and we have, since running our present business, lost but four machines, and we have yet to take our first case to court. A very small percentage of our instalment sales we reclaim, and we have never found it necessary to do anything further than brighten up the goods with a little 'elbow grease' and possibly put on a new horn. We firmly believe that any dealer can double his business by selling on the instalment plan. We have in mind a number of dealers who, we believe, could quadruple their business in this way, and we think that the time is not far away when they will take up the instalment proposition and get the results they are entitled to."

ANDREWS' SPECIALTY.
QUICK SHIPMENTS.

The Holiday season will soon be here and is your stock in good condition to take every advantage of it?

We can help you to win Holiday trade and to keep your stock complete in every detail.

We job the Victor, Edison and Columbia machines and there's no jobber outside of New York who carries the varied line of instruments which we do.

Our geographical location is unsurpassed for taking care of Eastern and Western trade by prompt shipments.

We carry everything in the talking machine line, so that if you want rush orders in anything pertaining to talking machines or accessories do not hesitate to call on us.

We are well situated to help you out. Try us.

W. D. ANDREWS

216 E. Railroad Avenue
Syracuse, N. Y

Seneca, Cor. Wells Street
Buffalo, N. Y.

JOINS UNIVERSAL CO. FORCES.

J. D. Beekman Becomes General Sales Manager of the Universal Talking Machine Mfg. Co.—E. G. Evans Also With Company—Mr. Moody Succeeds Beekman at V. D. & E. Co.

Though the change has been delayed by untoward circumstances—the illness of General Manager Williams and the fire—J. D. Beekman, sales manager of the Victor Distributing & Export Co., New York, has severed his connection with that company to become general sales manager of the Universal Talking Machine Mfg. Co., of Newark, N. J. This is in the nature of a promotion, and Mr. Beekman had calculated on assuming his new post October 1. As it is, he took hold last week. E. G. Evans, formerly with the Victor Talking Machine Co., Camden, N. J., and recently manager of the Alexander-Elyea Co.'s talking machine department, Atlanta, Ga., will take charge of the Universal Co.'s correspondence. John Macnabb, of course, remains general manager, and will give more attention to the record department, which is developing along lines of which the company may well feel proud. V. W. Moody, lately with the Talking Machine Co., Chicago, will take Mr. Beekman's place with the V. D. & E. Co.

UNIVERSAL CO. MAGAZINE PUBLICITY.

General Manager Macnabb, of the Universal Talking Machine Co., has inaugurated an exceedingly strong advertising campaign, setting forth the merits of the Zonophone line in all the leading magazines and newspapers in the country. The page work in "Pearson's," "McClure's," "Everybody's," "Metropolitan," "World of Today," "Sunset," and the Associated Magazines was of an especially powerful character, and should reap for wide-awake dealers a raft of new business. Zonophone dealers were all notified of this new move in their favor by a circular letter, which in addition set forth in concise form the list and dealers' prices and the profits derived from sales.

INSTALL "TALKER" DEPARTMENT.

A large talking machine department for the sale of the Victor line has been installed in the Spokane, Wash., store of Sherman, Clay & Co., and George Guppy, formerly of the Portland, Ore., house of the company is the manager. C. P. Little succeeds Mr. Guppy at the Portland store of the company.

PRACTICAL SUGGESTIONS AND COMMENTS.

A progressive dealer in a Western town and a subscriber of The World since its first issue writes as follows: "As a dealer keenly interested in the talking machine and its developmeut I have always maintained that the operation of a phonograph or talking machine is an art, hence I believe all dealers should make it a point to impress on customers not to be content with merely what the machine produces, but they should know how to operate and coutrol the machine so as to get the best results at all times. This needs time and patience, and the operator is splendidly rewarded. The difference between a machine indifferently operated and oue in the hands of 'one who knows' is like the music rendered by a little German band and a symphony orchestra. I have made it a point in selling a machine to give the following pointers to my customers, and I repeat them here so that the good results which I have achieved in this field may apply to a larger area; if worthy of consideratiou:

HOW TO GO ABOUT IT.

"When you buy a talking machine treat it as you would your best friend; see that it runs smoothly and even. To insure this the bearings and cog meshes should be oiled, but not too frequently, as oil collects dust, and when placed too thickly has a tendency to increase rather than reduce unevenness. The driving bell should be taut, and where it has a tendency to slip powdered resin should be applied to the inner surface. Work fine graphite, made to a paste with a lubricating oil, into the folds of the spring so that it pays out even. Cover the machine carefully to keep out dust, as this is certain to make the machine run badly and cause wear on the friction parts.

IMPORTANCE OF THE HORN.

"While the selection of a horn for the machine is rather a matter of taste yet it has been found that for a room of average dimensions a thirty-inch horn gives the best results. If the machine is played in a larger room, a larger horn will of course be necessary. Wheu a large horn is used, it is sometimes suspended by a chain from the stand, and in playing loud records there is a tendency to rattle. This can be avoided by using a rubber band instead of a chain. Also see that connection between the horn and the reproducer is perfectly airtight, otherwise part of the sound waves is lost.

SPEED AND SOUND REPRODUCTION.

"Another important matter to be considered is speed. An effort should be made to have the sounds reproduced as near the same voice as they were originally sung as possible. As a matter of fact a tenor song can be made to appear as a baritone if played slowly and vice versa. It is always best, if at all possible, to have every record run off at 160 revolutions a minute. An expert who has gone into this matter gives the following procedure: Remove reproducer from machine; put a record on mandrel, so that it will hold a piece of paper, which must project from the end to enable you to count the revolutions. Screw the regulator down, and, with a file, make a notch on the head to act as a pointer. Set the machine going and put your finger in such a position that the paper will touch it at every revolution. Count how many times it does so during a minute, and note down the number. Now give the screw one complete turn up, and proceed as before, and go on until you know the maximum. With the table thus obtained beside you, any desired speed can be got without trouble or doubt. A new record can be tried at various speeds, and when the best result is arrived at, the number of revolutions should be marked on the box for future guidance. Finally the table, or stand, for machine must be very firm. A marble or glass slab under the machine will make a great difference. Be careful that the machine is quite level, otherwise the reproducer point will lag behind, or drop forward with equally disastrous results to the reproductions.

FIRST CLASS REPRODUCER NECESSARY.

"Of course, good effects are impossible without a first-class reproducer. While it is the effort of manufacturers to turn out a perfect reproducer, yet many of them do not track properly, so that impressions of the souud waves are not fully reproduced to the detriment of both volume and tone. Blasting or other sounds are often corrected by adding weight to the reproducer, but it is best if anything is wrong with the reproducer to consult with a talking machine dealer who will give you the best advice how to master the difficulty.

REGARDING RECORDS AND THEIR CARE.

"Regarding records: It is always best to keep them stored in a place that will be cool and dry and free from dust. Care must be exercised in their use aud handling. With ordinary precautions they will prove of the greatest pleasure to users. Interest in the machine and its use will be amply repaid by reproductions that will be a source of unending delight to yourself and your friends."

THE WEIGHT OF THE SOUND-BOX.

In the previous article reference is made to adding weight to the reproducer, aud the following, which we clip from "The Talking Machine News" of Loudon, is very pertinent in this connection: "The weight of the sound-box and the consequent wear on the record are fruitful sources of discussion among users of disc machines. The statement that a heavy sound-box gives a louder reproduction and at the same time wears out the record more quickly than does the use of a light box is of interest, especially to those who can afford more than one box. To other folk discussions on the point are apt to prove irritating, for however desirous they may be of ensuring to their records a long life while getting the fullest and best reproduction from them, they must content themselves with the one box they possess. To satisfactorily settle the question G. W. Mansell has invented a smart and simple little apparatus which, when attached to a tapered-arm gramophone, enables the operator to alter the pressure of the sound-box on the record at will. The principle is simplicity itself. The appliance consists of a shaped bar of metal which can be quickly and easily attached to, or removed from, the machine. It acts on the familiar see-saw principle. One end of the bar carries a moveable weight, the other end supports the sound-box. This weight can be moved backwards and forwards and its position decides the pressure of the sound-box on the record. The difference in the volume of sound when the box is only lightly pressing on the record is much less noticeable than one would expect, though, of course, the lessened wear and tear on the record is obvious. The weight bar carries a marked scale so that the correct pressure for a particular record can be noted. The attachment is a simple and practical little contrivance which will commend itself to the careful owners of tapered-arm machines."

RECORDS OF THE SAXOPHONE.

H. G. S., Barbara, Cal., writes: "In many records, both in accompaniments and instrumental pieces, an instrument is used which seems like a 'cello and yet at times sounds like a reed instrument. What might it be? Are there any records made of this instrument—that is complete solos?"

If it is not the 'cello it must be the clarinet or saxophone, most likely the latter, as it is employed very effectively by the orchestras making talking machine records. The saxophone is used to blend the brasses and wood-wind, and is an instrument of rare charm when properly played. We are not aware that the record manufacturers have listed any special saxophone solos, but it is employed in many numbers in an obligato, like the clarinet and flute. On this subject it would be best to correspond with the manufacturers.

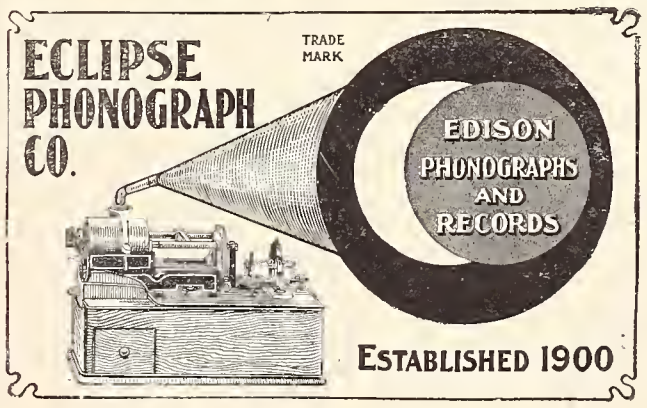
FROM THE MILWAUKEE VIEWPOINT.

The Milwaukee Wisconsin, in a recent issue, endeavored to throw light on the mysteries of talking machine recording in the following squib: "Singing for the various phonographic companies has come to be quite a source of income with many grand opera artists in New York. They get fabulous prices for a few minutes' work, as their records are extremely popular, and some of them sell at the price of an orchestra seat at the opera house. Some singers of lesser rank sing often enough in this way almost to equal their salaries for stage appearance; but what is not generally known is that some of them have two names—for public purposes. They will sing under their own name an operatic selection from some production in which the public knows them well, and then will render a popular ballad or standard song, using another name. These latter records are not so expensive as the operatice selections with the popular uame, but the voice is just the same." It is hardly necessary to say that some of these assertions will be news to the trade.

SPECIAL NOTICE TO DEALERS

We have just added a complete line of

ZONOPHONE MACHINES AND RECORDS



and will devote our whole attention to meeting the demands of the trade for these and

Edison GOODS

If you desire anything in **Horns, Cranes, Cabinets, Needles, Disc Record Envelopes** and **Small Supplies,** don't fail to write us.

We carry a large, fresh stock of goods, and our facilities enable us to make all shipments on time.

ECLIPSE PHONOGRAPH CO. 203 Washington Street HOBOKEN, N. J.

DISTRIBUTORS FOR IKONOGRAPHS AND FILMS

A LEAF FROM THE PAST.

A Photograph of the Delegates to the Fourth National Convention of the National Phonograph Association—Some of Those Who Are Pictured Are Still Playing Their Part in Developing the Industry.

While the talking machine business is comparatively young it is well to preserve and cherish the landmarks of one of the most interesting industries in the world. The accompanying portrait group is one of these, picturing the delegates to the fourth annual convention of the National Phonograph Association, which was held in Chicago, at the Victoria Hotel, September 20, 1893. The cut is made from an original photograph, for the courtesy of which The World is indebted to Loring L. Leeds, eastern general sales manager of the Leeds & Catlin Co., New York.

AN HISTORICAL PHOTOGRAPH.

So far as can be recalled to Mr. Leeds and Victor H. Emerson, manager of the recording laboratory of the Columbia Phonograph Co., General, the following are in this pictorial bit of history: First row (reading from left to right)—H. D. Goodwin, A. O. Tate, A. W. Clancey, Richard Townley Haines, (1) William S. Gray. Second row (reading from right to left)—L. E. Evans, August M. Sampson, ———, ———, J. O. Clephane, James L. Andem, Thomas R. Lombard, (2) E. D. Easton, George Tewkesbury, Lewis Glass, ———, ———. Third row (reading left to right) — ———, R. F. Cremelin, E. A. Benson, ———, R. L. Thomas, (3) Victor H. Emerson, S. S. Ott, ———, ———, Merwin E. Lyle, (3) Leon F. Douglass.

Of the above group only four are still engaged in the trade: (1) Walter S. Gray, now manager of the Columbia Phonograph Co.'s San Francisco office; (2) E. D. Easton, without doubt one of the most eminent men in the business to-day—as well as a pioneer, to whom everybody bows their acknowledgment—president and founder of the American Graphophone Co. and the Columbia Phonograph Co., General, New York; (3) Victor H. Emerson, whose paramount position is referred to already; (4) L. F. Douglass, chairman board of directors Victor Talking Machine Co., Camden, N. J., now residing in Los Angeles, Cal. The others have either gone over to the silent majority or are in other lines.

These meetings were held for the express purpose of exchanging views on the best ways and means of marketing the Edison phonograph, at that time the only talking machine then known. The same subjects that now hold the trade's attention were discussed at the time, the proceedings being subsequently printed in substantial book form for permanent preservation.

EDISON'S MANY INVENTIONS.

Speaking of Edison brings to mind that Dr. Reyburn, who is writing the reminiscences of Charles Sumner in the Washington Post, refers to him, in his recent contribution, as follows: "Sumner was present, I remember, when Thos. A. Edison first came to Washington to display the phonograph, which had just recently been invented. Roscoe Conkling, who was always quite vain, was there, too. Mr. Conkling wore a little curl on his forehead, and when Mr. Edison's machine repeated something about a little girl with a little curl right in the middle of her forehead, the New York Senator thought that, of course, the remark was made for him, and Mr. Edison had to apologize."

"PURPOSE" THE CORNERSTONE

Of Success in the Business World as in All Lines of Effort—Some Casual Cogitations.

You may set up a bull's-eye, you may load a rifle and fire it as many times as you have cartridges, and unless you have an aim you will not hit your bull's-eye, save through accident. "Great minds have purpose; little ones, wishes"—and there it is in a nutshell. How aimless is the game most of us play! What are we aiming at? Three meals and a bed? It would seem so, by our lives.

Put your finger on the life of any man who has "made good," who has achieved something of success, and you find purpose, set and steadfast, says Barstow, in the "Furniture World." There was no guesswork, no trying this and that, in the hope that through a miracle something would come of it. The day of miracles is past. This is a time for direction, for specialism and for purpose of the adamant kind.

It doesn't matter what your friends say or think; it doesn't matter if you do not find applause for your every act. Believe in yourself, take enough stock in your work to back it up, and keep your purpose so clearly in view that you will never lose it for a minute.

You want to make a success in your line. Have an eye for the detail that the aimless man overlooks; do all the work that you can and keep at it. Learn all you can, no matter how much outside your regular line it may seem; keep at it and work. That's purpose.

William McCallister, who is a talking machine jobber in addition to handling housefurnishing goods, bicycles and sewing machines, at 221 West Baltimore street, Baltimore, Md., has several prosperous branch stores, one of which is devoted exclusively to the sale of sewing machines. Mr. McCallister issues a monthly pattern sheet from the latter store and takes advantage of the fact to advertise the various lines of talking machines carried at his main store. He claims that that form of publicity has brought excellent results. Mr. McCallister is a Victor jobber and sells both the Victor and Edison lines at retail. He states that the talking machine business in Baltimore is in a most prosperous condition and that sales so far this year have far exceeded those for the corresponding period of 1906, especially in the wholesale.

SATISFIED CUSTOMERS ARE A DEALER'S BIGGEST ASSET

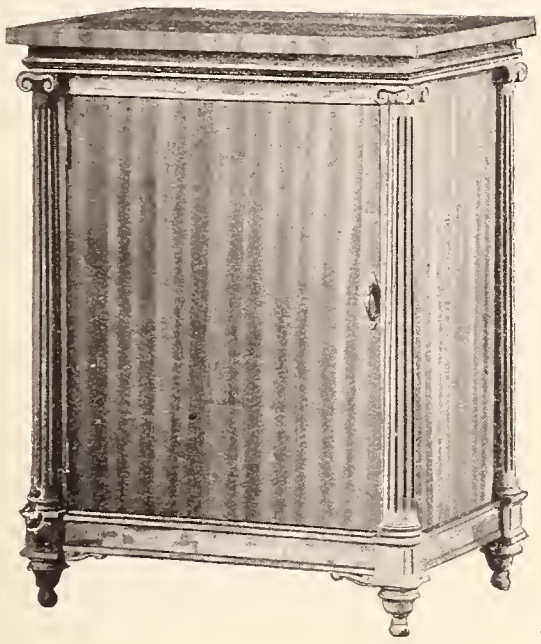
We compliment the Talking Machine Trade on their quick indorsement of our **Unexcelled line of Plain and Artistically Decorated Morning Glory Horns.**

Every One Sells Another

Have you placed your order for Horns for Holiday trade? If not give us a trial—Prompt shipment our specialty. We guarantee satisfaction.

NEWARK TINWARE & METAL WORKS, 28-30-32 Division Place NEWARK, NEW JERSEY

HUMPHREY



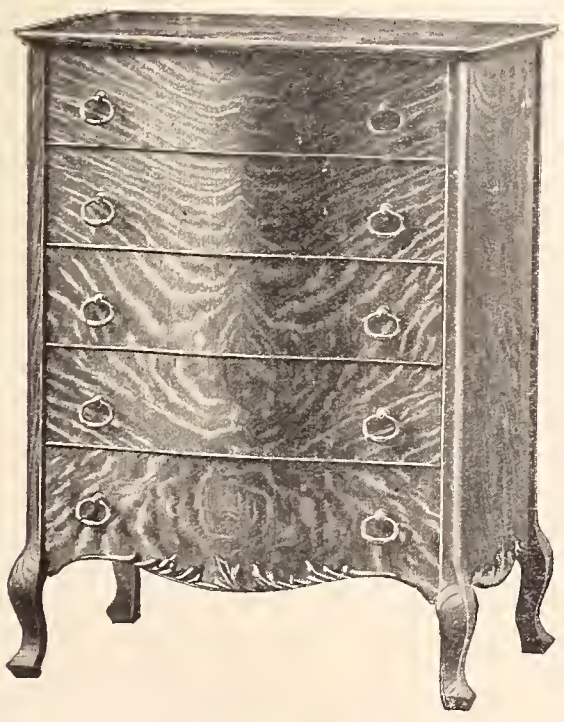
Phonograph Record Cabinets

"The Kind It Pays to Sell"

¶ Phonograph Record Cabinets designed to meet the needs of phonograph users—that describes the HUMPHREY line. Beauty, quality and practical convenience are the leading features—HUMPHREY Cabinets sell on sight.

¶ Our line is complete—Record Cabinets to suit any class of trade—"low priced," "medium priced" and the more expensive kinds—and, no matter what the price, the quality and finish of HUMPHREY Cabinets is high class—superior to anything else you can buy. Price and quality considered, we've got every other line beaten—no doubt about it.

OUR HANDSOME NEW CATALOG IS READY—SEND FOR IT



¶ Let's demonstrate to you, as we've already done to hundreds of dealers, that you can make more profit selling HUMPHREY Phonograph Record Cabinets than by letting the other fellow sell them. "The early bird gets the worm." Write to-day for our handsome new catalog.

HUMPHREY BOOKCASE CO.

Manufacturers of Sectional Bookcases and Phonograph Record Cabinets

DETROIT, MICH., U. S. A.

TRADE NOTES FROM BELFAST.

A Big Run on Edison Machines—Disc Instruments and Records Growing in Favor—Public Recitals Attract Crowds—Desire Larger Phonograph—Klingsor Machine Exhibited.

(Special to The Talking Machine World.)

Belfast, Ireland, Nov. 2, 1907.

The anticipated big business in talkers is almost un fait accompli already, although only a month of the winter season proper has elapsed. The run on Edison cylinders since price was lowered to one shilling has eclipsed all that was dreamed of by the dealers; the fact is that manufacturers of other records retailed at same figure, will have to "look to their laurels" in the stiff struggle for supremacy now raging on this side of the Atlantic.

There is no disguising the fact that disc instruments and records seem to be gaining in public favor, and it accordingly behooves all those connected with the phonograph industry to stimulate their inventive faculties so that even better instruments and records than those we have been accustomed to may be evolved. Why is it that no phonograph has yet been invented which can compare in loudness, combined with purity of tone and distinctness, with the Aux-e-to-phone, which can be heard perfectly in the largest halls of the British Isles?

The Ulster Hall, Belfast (seating accommodation about 2,000), is packed every Saturday evening by audiences which are spellbound by the perfect rendition of a specially selected classical program of band and instrumental pieces, songs by Melba, Patti, Tamagno, Caruso, Scotti and Battistini and other celebrities inimitably reproduced by the Aux-e-to-phone with a clarity of enunciation and loudness of volume which it would be impossible to obtain by any phonograph yet on the market.

Why don't the National Phonograph Co. manufacture a mammoth phonograph and gold moulded concert records (say 12 inches long) to compete with the machine specially alluded to?

The opinion obtains that so far as evolution is concerned, the phonograph seems to have almost reached finality, but the writer of these notes does not endorse that view, believing, as he does, that there is still a big field for developing the potentialities of cylinder instruments, and he hopes that the editor of The Talking Machine World will wield his potent pen in stimulating each inventor of his great country to apply his fertile brain to the improving and perfecting of the prototype and precursor of all talking machines—viz., the phonograph.

A novel type of disc machine was shown in Belfast about the middle of October, the "Klingsor," and as the premier jobber was favorably impressed with its ingenious construction, its tone and the sweetness of its reproduction, he placed at once a sample order for a couple of instruments—one at 12 guineas and the other at 18 guineas. He reserves further expression of opinion as to the merits of this German invention until next issue of The Talking Machine World.

The immense popularity of Zonophone records is freely commented upon in local trade circles. Odeon—especially band selections—are in good demand, and the same remarks apply to 12-inch Columbia discs.

Another consignment of Sovereign records (double-sided) to hand. Several large monthly shipments of Edison phonographs have also reached Mr. Osborne from America. The other popular makes of phonograph records, Sterling, White, Pathé and Edison-Bell still continue to sell freely.

The Saturday evening out-of-door phonograph concerts, to which Belfastonians are indebted to Edens Osborne, continue to be most popular.

TENACITY WORTH ACQUIRING

By Every Dealer Who Really Wishes to Succeed.

Tenacity, Mr. Dealer, is a faculty that you must acquire in order that the many obstacles which beset your path may be thrown aside, and success crown your efforts along the highway of phonographic achievement.

This word "Tenacity," which is so suggestive of the bulldog, is nevertheless the most dependable of all your many friends. We have spoken before of Accuracy, Courage, Courtesy and Push, and dwelt somewhat upon their good qualities, but believe me, Mr. Talker Man, Tenacity is the best ever, because if properly nourished, it will eliminate from your mind the remotest idea of a possible failure. In other words, if the trait of Tenacity is developed along the right lines, you cannot fail. It is the force that will keep you chained to your desk even though a vision of a pretty girl at a daintily appointed table in a quiet restaurant confronts you, while it whispers to you softly, "Duty before pleasure, sir." Stick-to-it-ive-ness will be your motto; the banner beneath which you fight, and as surely as the sun will rise to-morrow morning, it will lead you on to victory, for stick-to-it-ive-ness is synonymous with Tenacity.

To be Tenacious, you must

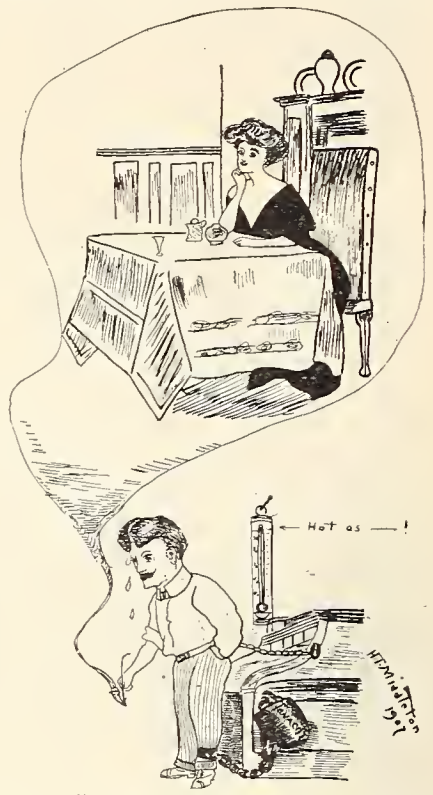
Take proper care of your patrons, no matter how few they are,

Establish among those patrons a reputation for reliability,

Never say "fail," when the wolf howls at the door,

Always wear the smile that won't come off,

Courageously meet adversity and vanquish it,



"A VISION OF A PRETTY GIRL."

In time of famine think of the feast that must come,

Take chances, for no risk no gain, and

You will win out all right if you're Tenacious.

HOWARD TAYLOR MIDDLETON.

THAT "DISSATISFIED FEELING"

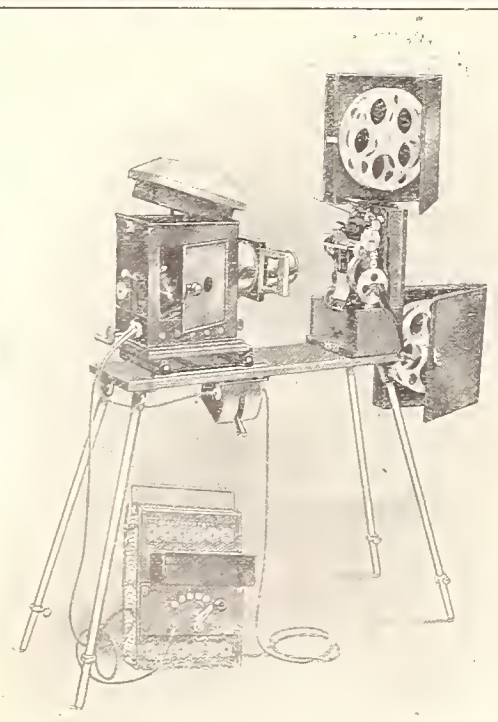
Comes Over Every Sales Force—How It May be Handled With Success.

Now we're going to do a bit of moralizing for your staff's sake, young and old. May not appeal to all of you; will to some we know, and should to all. It's about that insidious disease which periodically attacks salesmen and is known as the "dissatisfied feeling." How do you handle the thing, anyway? Make big bluffs, do you? Say that you can get along without Smith, Brown or Jones and wind up by letting Jones go.

Jones is sorry he spoke, so are you, and both would have it different, but dignity wouldn't let things adjust themselves amicably. Now, Mr. Dealer, a word in your ear. When the wave strikes your staff or any part of it, don't pretend to shut your eyes and think it wisdom to preserve what you call discreet silence. Take the man that's got under the influence and talk to him—not pleadingly, but with a view of helping him. Show that human nature is a tricky proposition—never was satisfied and never will be.

Tell him that, though he's trying to give his situation the icy hand, there are scores of equally capable men ready to step in when he steps out. Of course, it's his privilege, you say, to exercise freedom of action in what concerns himself, but if the dissatisfaction is only a temporary squirming, not because conditions are irksome or salary inadequate, but merely that restless, indefinable feeling that attacks every mortal at some period or other, one is more than justified in stepping from the beaten path and speaking a word of warning, of encouragement, too, that a generally speaking faithful employe may be spared the humiliation of eating humble pie.

Of course, where an employe thinks of changing for a larger field, with the possibilities of more remunerative positions, the case is different. A commendable ambition for every employe to have, we say, that some day or other he will get to the top of the heap. What we're bringing forth for your consideration is the wisdom of counteracting, in as far as you can, the influence that more or less attacks the ranks of employes everywhere, urging at certain periods a change, for no earthly reason, though, but the sensation of making a change. Oftener the change is for the worse than otherwise.



DEALERS!

Are you selling the Kinetoscopes and Moving Picture Machines which are being used in your town? If not, you are losing money which belongs to you. We furnish you the machines and everything necessary to make a complete outfit.

Write to-day. Easy money.

Jobbers of Everything in { EDISON VICTOR COLUMBIA

Powers & Henry Co.

101 Sixth St., cor. Duquesne Way, PITTSBURG, PA.

PATIENCE A NECESSITY

In the Talking Machine Business as in Every Other Industry.

No talking machine manufacturer, jobber or retailer has ever succeeded without patience, or failed if he has used it to the very best advantage. It is the "whole show" in the "talker" trade, because it stands for "get there."

There are so many people with a grouch against everything in general and talking machines in particular—people who would kick if they were playing football, and the chances are that you furnish the most satisfactory outlet for their spleen. Let us suppose that a member of the Grouch Fraternity has purchased an outfit at your store. He calls upon you a few days later with blood in his eye. "Your goods are rotten!" he roars. "The blamed machine won't run; the records slip on the mandrel; the reproducer cuts the records; in other words, the whole outfit is a disgraceful substitute for a talking machine and its accompaniments."

After you have digested this fiery tirade against your wares, do not tell your outraged patron to go to Hel-ena, because, in all probability, he would not go, anyway, and your profanity would only excite him the more. You will find it much more diplomatic to be patient. Place a cool hand upon his feverish brow (figuratively, of course) and assure him of your sincere regret that such a deplorable error should have been made. Ask him to bring in the mutilated corpse and explain to him in a soft and silky voice that you will do all in your power to bring about a resurrection. When he returns once more with the junk that he sarcastically remarks was once a talking machine, and reiterates that it is a disgrace, etc., make an exhaustive examination in his presence. You find, of course, that the belt is too loose; the records were not shoved on the mandrel hard enough to allow them to work properly, and that the recorder was used instead of the reproducer in the rendition of his phonographic program. At first thought, this is not your fault at all, but simply dumbness on the part of your patron. Think again! Did you mention all the facts necessary to make him an accomplished "talker" operator at the time he made the purchase of you? No, you did not; you told him the machine was a wonder, which was true, but you should also have tested it thoroughly, as it may have lost its adjustment somewhat while in transit between the factory and your store from jar or other causes. It was also "up to you" to explain the difference between the reproducer and recorder, for although they are labeled, everyone does not realize just what the names stand for; in fact, you should have dwelt at some length upon every detail connected with the operation of the machine in question. If this had been

"YOUR GOODS ARE ROTTEN!" HE ROARS.

done in the first place, your customer would not have developed a chronic case of grouch, nor would you have narrowly missed losing his patronage. Adjust the instrument accurately for him; play a record upon it to prove that it is running just right; take the blame upon your own shoulders, and send him home a happy man.

You can make your grouchy customers love and honor you, Mr. Dealer, by playing the game of patience with them.

HOWARD TAYLOR MIDDLETON.

A CLEVER DEVICE IS ALL-TONES.

A new and very clever little device is the "All-Tone," manufactured by "All-Tones" Co., of Newark, N. J. This invention consists of an improved rubber horn connection, combined with which is a patented shutter which works on the inside and acts as a sound modifier. This allows the most delicate shading in operating the machine and is a great addition to the "talker." It retails at 10 cents and fits all cylinder machines. A new "Victor" modifier is now under construction.

LOWER PRICES FOR OPERA RECORDS.

The Victor Talking Machine Co., under date of October 25, advise the trade that the following numbers of the "Il Trovatore" opera series of 10-inch records, viz.: 61,153, 61,154, 61,155, 61,156, 61,157, 61,158, 61,159 61,160, 61,161, 61,162, 61,163, 61,164, 61,165, 61,166, and the following numbers of 12-inch records of same, viz.: 71,028 71,029, 71,030, 71,031, will be reduced on January 1, 1908, to 60 cents and $1 each, respectively, at retail. The following numbers of the "Ernani" Opera series of 10-inch records, viz.: 61,167, 61,168, 61,169, 61,170, 61,171, 61,172, 61,173, 61,174, 61,175, 61,176, 61,177, and the following numbers of 12-inch records of same, viz.: 71,032, 71,033, 71,034, 71,035, 71,036, 71,037, will be reduced on January 1, 1908, to 60 cents and $1 each, respectively, at retail. In this connection they state:

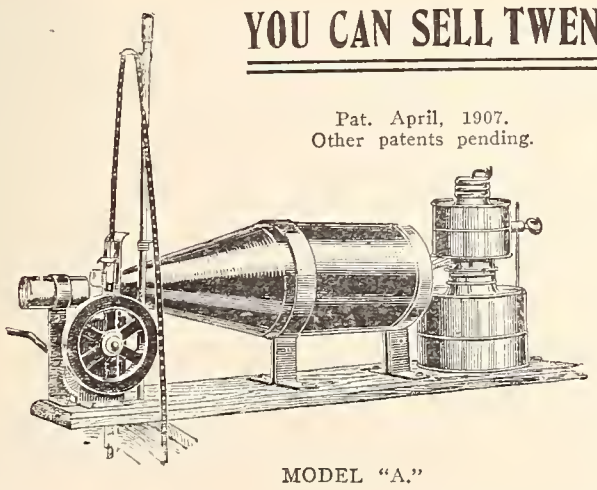
"Our 'Selling' and 'Record' Committees, in a joint meeting recently, decided that it would be a wise move to reduce the opera series to the lowest possible price on such numbers as we could, as it would increase the sale and interest, among the more moderate circumstanced Victor owners, in operatic works."

The Hopkins Bros., of Des Moines, Ia., have a remarkably well equipped wholesale and retail talking machine department in their large sporting goods store. They report business conditions excellent.

Theodore Terry, of the Victor Talking Machine Co.'s traveling staff, arrived in New York recently from an extended Mexican trip.

YOU CAN SELL TWENTY VITAK—Model A—MACHINES TO ONE OF ANY OTHER MAKE

Pat. April, 1907.
Other patents pending.



MODEL "A."

WHY? Because we manufacture and sell over three hundred "Model A" VITAK MOTION PICTURE MACHINES per day, bringing the cost of manufacture down to where no one can compete.

The VITAK, model A, is a small motion picture machine for home use, and is just what everyone is looking for, as it is within his means. The film is one-third the size of the standard film and has twice as many pictures to the foot. Being greatly improved over last year's model, it is the most salable article you could handle for the following reasons:

1. **The mechanism is not only made with new devices but is nickeled throughout.**
2. **The baseboard is of cherry and highly polished.**
3. **The rod that holds the film is now metal instead of wood.**
4. **With each outfit 25 feet of film is included (3 different films).**
5. **It is equipped with either acetylene or 100 C. P. stereopticon electric lamp.**
6. **It throws a picture 2 feet wide.**
7. **It can be used as stereopticon by using VITAK stereopticon views.**

50,000 satisfied customers throughout the United States. Retail price complete with 25 feet of film F. O. B., New York, Acetylene outfit, $10.00; Electric outfit, $15.00. Samples sent to dealers upon receipt of list price, less 30 per cent. discount.

Future orders through your jobbers

New York Vitak Company

Model "A" Dept.

180 Lafayette Street, New York City

RECORD BULLETINS FOR DECEMBER, 1907.

NEW COLUMBIA 10-INCH DISC RECORDS.

BARITONE SOLO, ORCH. ACCOMP.
3721 Bedouin Love Song—C. Pinsuti..... ..... Frank C. Stanley
3722 Powhatan's Daugbter March—John Philip Sonsa .....Prince's Military Band
3723 Two Little Tots—P. Henneburg..... .....Prince's Military Band
WHISTLING SOLO, BAND ACCOMP.
3724 So Long Joe Medley: Introducing "So Long Joe," "Handsome, Brave Life Saver," "Deutschland," "I'd Rather Two-Step than Waltz, Bill" and "The Girl That Threw Me Down" .....Edward Ables
VOCAL QUARTET, MALE VOICES, PIANO ACCOMP.
3725 The May Song (Sung in Greek)—Cokinos.. .....The Royal Greek Quartet
VOCAL TRIO, MIXED VOICES, UNACCOMP.
3726 Knocking, Knocking, Who is There?—Geo. F. Root.....Metropolitan Trio
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3727 I'm a Running After Naucy—Dave Reed, Jr. .....Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
3728 The Flowers Outside the Cafe—A. Solman.. .....Stanley and Burr
SOPRANO AND TENOR DUET, ORCH. ACCOMP.
3729 I Could Learn to Love You When You Smile, Smile, Smile—Max Hoffman.... .....Miss Ada Jones and Billy Murray
BARITONE SOLO, ORCH. ACCOMP.
3730 I Just Can't Keep My Feet Still When the Band Begins to Play—Furth..... ..... Arthur Collins
BARITONE SOLO, ORCH. ACCOMP.
3731 Auld Lang Syne (Scotch Ballad)..... ..... Frank C. Stanley
BARITONE SOLO, ORCH. ACCOMP.
3732 You—Alfred G. Robyn.....Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
3733 Two Blue Eyes—Theo. Morse....Billy Murray
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
3734 Broneo Bob and His Little Cheyenne—Len Spencer....Miss Ada Jones and Leu Spencer
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
3735 Flanagan at the Tailor's—Steve Porter.... .....Steve Porter
TALKING RECORD.
3736 The Vagabonds—Roger and I (Descriptive) —Trowbridge..Len Spencer and Gilbert Girard
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
3737 Unele Josh Gets a Letter from Home—Cal Stewart .....Cal Stewart
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
3738 Uncle Josh Plays Santa Claus—Cal Stewart .....Cal Stewart
5754 La Rubia (Tango Criollo)—Ramon Coll.. Banda Espanola, Senor C. A. Prinee, Director

NEW COLUMBIA 12-INCH DISC RECORDS.

5723 Overture "Barber of Seville"—Rossini.... Banda Espanola, Senor C. A. Prince, Director
5725 Qnartet from "Rigolotto"—Verdi..... Banda Espanola, Senor C. A. Prince, Direetor
30103 Medley Two-step: Introducing "You Splash Me and I'll Splash You" and "Yankee Rose"—Arranged by R. L. Halle..... .....Prince's Orchestra—Dance Musie

COLUMBIA 10-INCH DISC RECORDS.

(For the Holidays.)

VOCAL QUARTET, MALE VOICES, UNACCOMP.
3512 Christmas Morning at Flannigan's (Deseriptive)—Steve Porter...Columbia Quartet
BARITONE SOLO, ORCH. ACCOMP.
3152 Nazareth—Gonnod.....George Alexander
BARITONE SOLO, ORCH. ACCOMP.
3269 Oh! Holy Night (Cantique de Noel)—Adolf Adam .....George Alexander
BARITONE SOLO, ORCH. ACCOMP.
1903 You Must Think I'm Santa Clans—Irving Jones .....Bob Roberts
BASS SOLO, PIANO ACCOMP.
1507 Nazareth—Gounod .....Frank C. Stanley
TENOR SOLO, ORCH. ACCOMP.
1890 Star of Bethlehem (Christmas Song)—Stephen Adams .....Henry Burr
RECITATION.
1905 Night Before Christmas (with chimes and sleigh bell effects).....Len Spencer
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
3288 Christmas Time at Pumpkin Center— Cal Stewart..Mr. and Mrs. Cal Stewart and Co.

NEW COLUMBIA XP (CYL.) RECORDS.

33199 Powhatan's Daughter March—John Philip Sonsa .....Prince's Military Band
ORCHESTRA BELLS, ORCH. ACCOMP.
33200 Celia (Polka Mazurka)—Muller..Thomas Mills
VOCAL QUARTET, MALE VOICES, ORCH. ACCOMP.
33201 Black Jim Wade .....Columbia Qnartet
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33202 I'm a Running After Nancy—Dave Reed, Jr. .....Collins and Harlan
BARITONE AND TENOR DUET, ORCH. ACCOMP.
33203 Some Day You'll Come Baek to Me—Ball.. .....Stanley and Burr
BARITONE SOLO, ORCH. ACCOMP.
33204 I Just Can't Keep My Feet Still When the Band Begins to Play—Furth..Arthur Collins
TENOR SOLO, ORCH. ACCOMP.
33205 Two Blue Eyes—Theo. Morse.....Billy Murray
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
33206 Broncho Bob and His Little Cheyeune—Len Spencer...Miss Ada Jones and Len Speneer
TALKING RECORD.
33207 The Vagabonds (Roger and I)—Trowbridge.....Len Spencer and Gilbert Girard
40492 Berta (Cake Walk and Two step)—Miguel Lerdo de Tejada..... Banda Espanola, Senor C. A. Prince, Director
40507 Caseada de Rosas (Vals)—V. M. Preza.... Banda Espanola, Senor C. A. Prince, Director
GERMAN TALKING RECORD.
57186 Die Kiste (Hnmorous).....Carl Wehling
IMPORTED RECORD.
57483 King Frederiek VIII, Honor March..... ..... Columbia Orchestra
TENOR SOLO, SUNG IN ITALIAN, ORCH. ACCOMP.
65042 Torna Maggio!—E. di Capna...Eugenio Cibelli
TENOR SOLO SUNG IN HEBREW, PIANO ACCOMP.
65054 Mit dem rebins koiach.....Sol Smulewitz
BARITONE SOLO, ORCH. ACCOMP.
IMPORTED RECORD.
201480 I Wouldn't Leave My Little Wooden Hut for You—Mellor and Collins..Harry Bertram

NEW COLUMBIA B. C. (CYL.) RECORDS.

85152 I'm Happy When the Band Plays Dixie (Two-step)—Vanderveer ....Prince's Orchestra—Dance Music
VAUDEVILLE SPECIALTY, ORCH. ACCOMP.
85153 Flanagan at the Tailor's—Steve Porter.. ..... Steve Porter
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
85154 Unele Josh Plays Santa Claus—Cal Stewart .....Cal Stewart

COLUMBIA XP (CYL.) RECORDS FOR THE HOLIDAYS.

VOCAL QUARTET, MALE VOICES, UNACCOMP.
32493 Hark! Tbe Herald Angels Sing (Christmas Carol)—Mendelssohn.....Columbia Quartet
RECITATION.
32603 The Night Before Christmas (witb chimes and sleigh bells).....Len Speneer
BARITONE SOLO, ORCH. ACCOMP.
32605 You Mnst Think I'm Santa Claus..Bob Roberts
UNCLE JOSH WEATHERSBY'S LAUGHING STORY.
32831 Christmas Time at Pumpkin Center—Cal Stewart..Mr. and Mrs. Cal Stewart and Co.
VOCAL QUARTET, MALE VOICES, UNACCOMP.
33033 Christmas Morning at Flannigan's (Descriptive)—Steve Porter.....Columbia Quartet

ZON-O-PHONE 12-INCH RECORDS.

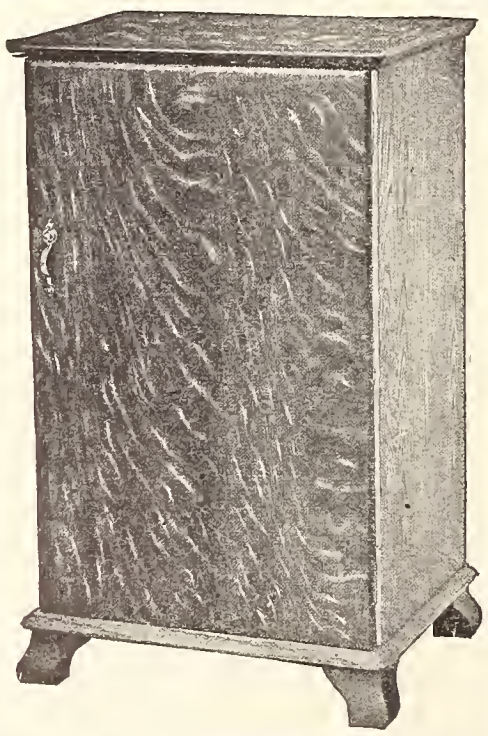
ZON-O-PHONE CONCERT BAND.
7041 Coronation March (Meyerbeer)—From "Le Prophet" .....
7042 Doetrinen Waltz .....
7043 Gardes du Corps March.....
7044 Robert Le Diable Selection (Meyerbeer).....
7045 Pas des Fleurs (L. Delibe)—From "Naila"....
7046 Triumph of Old Glory (Our Presideut's March)..
7047 Wedding March (Mendelssohn) .....
ZON-O-PHONE ORCHESTRA.
7048 Hearts and Flowers.....
7049 Malaguena from the Opera "Boabdil" (Moszkowski) .....
7050 Ma Voisine—Polka .....
7051 Pansy—Valse Intermezzo.....
7052 Spring Morning Idyll.....
7053 Violets Waltzes .....
7054 Visions of an Easter Morning (with chimes)
CORNET DUET BY MESSRS. SENECA AND OZRO MYGRANT, WITH ORCH. ACCOMP.
7055 I Would That My Love (Mendelssohn).....
VOCAL SELECTIONS WITH ORCH. ACCOMP.
7056 Excelsior (Duet) .....
.....Frank C. Stanley and Henry Burr
7057 Face to Face (Sacred).....Frank C. Stanley
7058 For He Shall Give His Angels Charge Over Thee (Sacred Aria).....Frank C. Stanley
7059 Home Sweet Home.....Miss Alice C. Stevenson
7060 Hymns of the Old Church Choir..... ..... Peerless Quartet
7063 Lead Kindly Light (Sacred)..Peerless Quartet
7061 My Dreams .....Henry Burr
7065 Saviour, Wheu Night Involves the Skies (Sacred) .....Meudelssohn Mixed Qnartet
7062 Sing Me to Sleep.....Henry Burr
7064 Though Your Sins be as Searlet (Sacred Duet).....Frank C. Stanley and Henry Burr

NEW EDISON GOLD MOLDED RECORDS.

9698 Waltz from "Romeo and Juliet"..... .....Edison Concert Band
9699 I'll Be Waiting, Dearie, When Yon Come Back Home .....Reed Miller
9700 In Monkey Land.....Collins and Harlan
9701 The Merry Widow Waltz..... .....Edison Symphony Orehestra
9702 Some Day When Dreams Come Trne..... ..... Irving Gillette
9703 Ring Ont the Belis for Christmas..... .....Edison Concert Band
9704 Flanagan's Trouble With His Tailor..... ..... Steve Porter
9705 Honey Boy Medley.....Albert Benzler
9706 Wouldn't You Like to Have Me for a Sweetheart? .....Ada Jones
9707 Three Rubes Seeing New York..... .....Edison Vaudeville Company
9708 I Get Dippy Wben I Do That Two-step Dance .....Arthnr Collins
9709 Pretty Black Eyed Susan...Edison Military Band
9710 Won't You Waltz "Home Sweet Home" with Me for Old Times' Sake?....Byron G. Harlan
9711 Rescue the Perishing.....Anthony and Harrison
9712 Marianina .....James Brockman
9713 Florida Rag .....Vess L. Ossman
9714 Make a Lot of Noise.....Billy Murray
9715 Old Dog Sport...Len Spencer and Gilbert Girard
9716 Two Blue Eyes.....Reinald Werrenrath
9117 Love's Confession....Edison Symphony Orehestra
9718 When the Sheep Are in the Fold, Jennie Dear .....Manuel Romain
9719 So, What's the Use?.....Bob Roberts
9720 Bronco Bob and His Little Cheyenne..... .....Ada Jones and Len Spencer
9721 Old Faithful March.....Edison Military Band

NEW VICTOR RECORDS.

ARTHUR PRYOR'S BAND.
5721 Slavery Days March.....Zeta 8
4165 Over the Waves Waltz (Sobre las Olas) ..... Rosas 8
CLARINET AND FLUTE DUET BY CHRISTIE AND LYONS.
5289 Ecstasy Waltz 8
BELL SOLO BY CHRIS CHAPMAN.
5290 Forget Me Not—Intermezzo.....Maebetb 8
WHISTLING SOLO BY EDWARD ABELES.
5287 I'm Happy When the Band Plays Dixie.. ..... Vanderveer 8
COON SONG BY MISS ADA JONES.
5226 If the Man in the Moon Were a Coon.... ..... Fiseber 8
DUET BY COLLINS AND HARLAN.
5227 Who? Me? .....Snyder 8
YANKEE TALK BY CAL STEWART.
5248 Uncle Josh Joins the Grangers..... 8
ARTHUR PRYOR'S BAND.
5275 Victorious Eagle March.....Rosey 10
5292 "Spring Chicken" Melodies.....Carle 10
31682 Variations from Ballet Symphonique.... Chaminade 12
5276 Southern Roses Waltz.....Strauss 10
31681 Southern Roses Waltz.....Strauss 12
GERMAN CAVALRY BAND.
5257 Prayer After Tattoo..... 10
POLICE BAND OF MEXICO CITY, VELINO M. PRESA, DIRECTOR.
5273 "Fourth Power" March .....Presa 10
31678 Cascade of Roses Waltz.....Presa 12
31679 Aida—Fantasia ..... Verdi 12
31680 Love's Departure Waltz.....Cremieux 12
BELL SOLO BY CHRIS CHAPMAN.
5277 Southern Girl Gavotte.....Kremer 10
VICTOR DRUM, FIFE AND BUGLE CORPS.
5259 American History March.....Rogers 10
TENOR SOLO BY HARRY MACDONOUGH.
5293 My Dear.....Ernest Ball 10
5279 Holy Night.....Adam 10
TENOR SOLO BY WILLIAM T. EVANS.
5291 Love Me and the World Is Mine.....Ball 10
TENOR SOLO BY FREDERICK C. FREEMANTEL.
5261 Shall You? Shall I?.....McGranahan 10
SONGS BY BILLY MURRAY.
5294 Way Down in Colon Town.....Hoffman 10
5296 Always Leave Them Laughing When You Say Good-bye.....Cohan 10
COMIC SONG BY CLARICE VANCE.
5278 Handle Me With Care.....Schwartz 10
COMIC SONG BY VESTA VICTORIA.
5250 He Calls Me His Own Grace Darling..... ..... Gifford 10
..... COON SONG BY EDDIE MORTON.
5281 Just a Friend of the Family.....Smitb 10
YODEL SONG BY GEORGE P. WATSON.
5280 Santa Claus Song..... 10



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RECORD CABINETS

that in Style, Finish, Workmanship and Price cap the climax of all our previous efforts.

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THE UDELL WORKS

INDIANAPOLIS, IND.

SONGS BY ARTHUR COLLINS.

5285 Dixie Dan (from "The Gay White Way") ..... Furth 10
5295 Every Little Bit Added to What You've Got Makes Just a Little Bit More..... ..... Dillon Bros. 10

DUET BY COLLINS AND HARLAN.

5288 Who Do You Love?.....Johnson 10

YANKEE TALK BY CAL STEWART.

5282 Uncle Josh at the Dentist's..... 10

RECITATION BY LEN SPENCER, WITH IMITATIONS BY GILBERT GIRARD.

5284 Roger and I (The Vagabonds)..Trowbridge 10

LAUGHING SPECIALTY BY HENRY KLAUSER.

52004 Laughing Specialty 10

MALE QUARTET BY THE HAYDN QUARTET.

5283 The Water-mill .....Macy 10

DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER.

5286 Bronco Bob and His Little Cheyenne..... ..... Spencer 10

NEW RED SEAL RECORDS.

MARCELLA SEMBRICH, SOPRANO.

88096 The Lass with the Delicate Air (In English) .....Dr. Arne 12
88097 Barbiere—Una voce poco fa (A Little Voice I Hear) (In Italiau).....Rossini 12
88099 Love Me—Mazurka (piano accomp. by Mme. Sembrich) (In Polish).....Chopin 12
88101 Halka—Polish Song.....Moniuszka 12

MARCELLI SEMBRICH AND EMILIO DE GOGORZA.

89010 Hamlet—Doute de la Miere (In French).. ..... Thomas 12

ERNESTINE SCHUMANN-HEINK, CONTRALTO.

88094 Prophete—Prison Scene—Part I..Meyerbeer 12
88095 Prophete—Prison Scene—Part II.Meyerbeer 12

EVAN WILLIAMS, TENOR.

64078 A Dream.....Bartlett 10
74089 Love Abiding .....Jordan 12
74088 Elijah—If With All Your Hearts..... ..... Mendelssohn 12

ELLEN BEACH YAW, SOPRANO.

74090 Swiss Echo Song .....Eckert 10
Lakme—Ou va la jeune Hindoue (Bell Song) .....Delibes 12
74091 Il Re Pastore—Ario (In Italian)..Mozart 12
74092 Marriage of Jeannette—Nightingale's Song ..... Massenet 12

BEEKMAN'S FAREWELL DINNER.

The New Sales General of the Universal Talking Machine Mfg. Co. Entertains His Former Associates of the Victor Distributing & Export Co. at Dinner on Saturday Evening.

On October 26 J. D. Beekman, now general sales manager of the Universal Talking Machine Mfg. Co., Newark, N. J., gave a farewell dinner to his former office associates in the Victor Distributing & Export Co., of which he had been sales manager, at Little Hungary, on East Houston street, New York. The guests sat down at 7:30 and finished along toward the midnight hour. Of course, everybody congratulated the host on his promotion, their good wishes for his continued success being made in happy phrases and with much sincere feeling, to which Mr. Beekman made fitting reply, returning his thanks. The menu was up to the Victrola standard. Those present were: General Manager Williams, J. D. Beekman, A. D. Doty, S. W. Williams, John Van Horn, F. H. Millar, A. J. Whitbeck, E. G. Evans, Virginius W. Moody and P. E. Connell.

Mr. Beekman started west last week to be gone for several weeks, and will call upon the entire talking machine jobbing trade in the interest of the Zonophone lines.

COLUMBIA CO. TO MARCONI.

Officers of the Columbia Co. Send Heartiest Congratulations to Marconi on the Marriage of Great Britain and Canada Through Wireless Telegraphy—The Wireless Wizard Is the Consulting Physicist of the Columbia Co. and a Wonder in These Wonderful Days.

As might be expected in connection with one of the greatest events in the progress of the world, the announcement made recently that Marconi had established a transatlantic wireless service between Glace Bay, Nova Scotia, and Clifden, on the Irish coast, has been given extended mention in the daily press. Marconi is a doer of things, and wireless telegraphy between the old world and the new has now become an actual fact. Its tremendous influence on the world in general can hardly be estimated at this moment.

This remarkable achievement is of special interest to the talking machine trade, inasmuch as Marconi, the inventor of wireless telegraphy, is the consulting physicist of the Columbia Phonograph Co., and it goes without saying that the connection of the wireless wizard with this great institution can mean but one thing—that the Columbia graphophones and records are destined to mark a still greater advancement—for Marconi's connection with any and everything means progress.

On October 18, immediately after the news of Marconi's great achievement had reached New York, the Columbia Phonograph Co. sent the following telegram of congratulation to their consulting physicist:

"Signor G. Marconi, Glace Bay, Nova Scotia: Accept hearty congratulations in your epoch-marking achievement. One of the great events of the World's history. Edward D. Easton, president, George W. Lyle, vice-president, Columbia Phonograph Co."

On October 19, Marconi replied as follows: "Edw. D. Easton, President Columbia Phonograph Co., New York: I thank you and Mr. Lyle most sincerely for your kind message and flattering expressions. Marconi."

The first announcement of the new Columbia Phonograph Co.'s Marconi records was made a few weeks ago. Although these new records have been introduced to the trade but a short time, the success they have achieved has been most gratifying to the company.

UNIQUE RECORD SECTIONAL CABINET.

One of the most "Unique" specialties ever placed on the talking machine market is the new disc record sectional cabinet, which is controlled by Benj. Switky, the popular Victor jobber, of this city. For some time past this gentleman has been keeping his eyes open for something in this line that had the merits necessary for a big seller. That he has been well repaid for his patience will be readily seen if one but glances at his advertisement, which appears in this issue.

J. O. Prescott, for the past few years manager of the Hawthorne & Sheble Mfg. Co.'s recording laboratory in New York, is no longer connected with that house. He left last week for a fortnight's hunting on Long Island, and on returning he may have something of interest to announce to the trade relative to his work in a fresh field.

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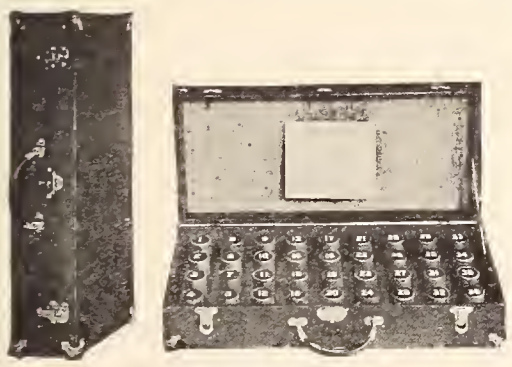

For 36 Records

For 96 Records
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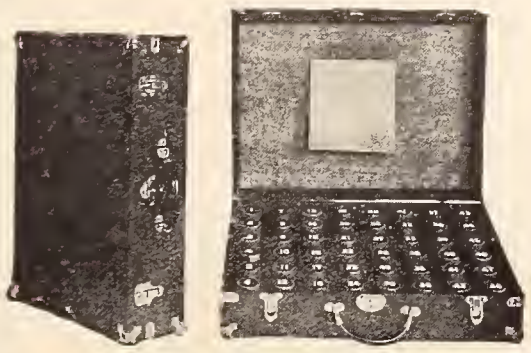

For 48 Records

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BLACKMAN TALKING MACHINE CO. - - New York City
R. S. WILLIAMS & SONS CO., Ltd., Toronto and Winnipeg, Can.
J. W. JENKINS SONS CO. - - - - - Kansas City, Mo.
McGREAL BROTHERS - - - Cincinnati, Milwaukee, Wis.
H. J. DYER & BROS. - - - - - - St. Paul, Minn.
SHERMAN, CLAY & CO. - - - - San Francisco, Cal.
W. D. ANDREWS - - - - - - - Syracuse, N. Y.
NEBRASKA CYCLE CO. - - - - - - Omaha, Neb.
ECLIPSE MUSIC CO. - - - - - - Cleveland, Ohio
EDISONIA CO. - - - - - - - - Newark, N. J.
E. F. DROOP & SONS Washington, D. C. and Baltimore, Md.
PERRY B. WHITSIT CO. - - - - - Columbus, Ohio
METROPOLITAN TALKING MACHINE CO. Jacksonville, Fla.
J. V. SCHMILL, - - - - - - - Mexico City, Mexico
BERGSTROM MUSIC CO. - - - - - Honolulu, Hawaii

1855—1906

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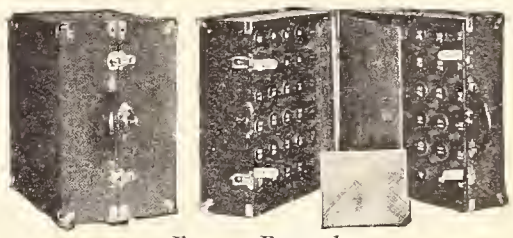


For 72 Records

Made for Any Make and Number Machines

10 and 12 inch

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

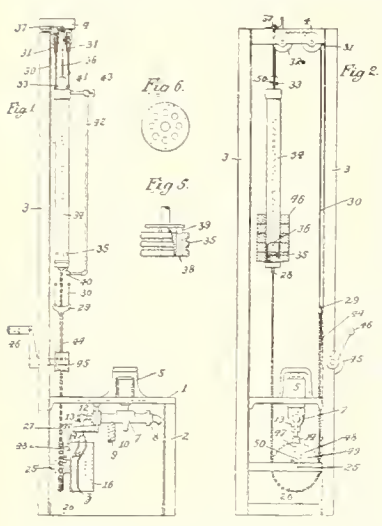
(Specially prepared for The Talking Machine World.)

Washington, D. C., Nov. 7, 1907.

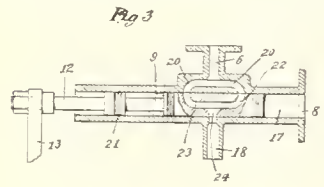
PHONOGRAPH RECORD MAKING MACHINE. Charles A. Reiners, Hoboken, N. J., assignor to Evans Phonograph Record Co., same place. Patent No. 866,219.

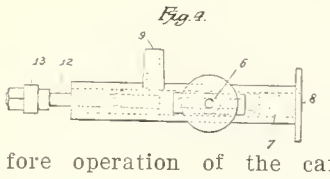
The object of this invention is to provide a machine for producing phonograph records which will insure a perfect and uniform product, at the expenditure of as little labor, time and power as possible.

In carrying out this invention the inventor makes use of a frame or table carrying the usual chamber for holding the blank within an interiorly configured matrix to which blank there is first admitted steam or other heated fluid under pressure to soften and expand the blank into the matrix. Means are provided for then exhausting said steam and for admitting a cooler fluid, preferably compressed air, to cool and shrink the blank to permit its removal. This operation is old and well known in the art and needs little explanation.

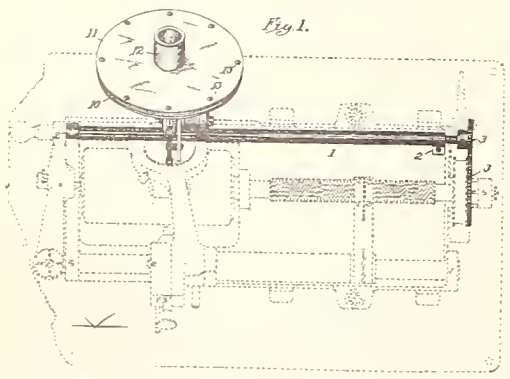


According to this invention means are provided for determining the length of time to be occupied by the foregoing cycle of operation, which is effected by means of a dash pot cylinder and piston weighted so as to slowly fall by gravity and operatively connected to the valve means for controlling the said cycle of operation. Means is also provided for proportioning the length of time in which the various or different fluids have access to the matrix chamber during such cycle. A cam is used for this purpose which is operated by a single slide valve stem for connecting said chamber with steam, exhaust or air pressure. There is also provided means to insure a proper initial position of the cam and valve before operation of the cam, whatever be the elevation to which the cylinder is raised.



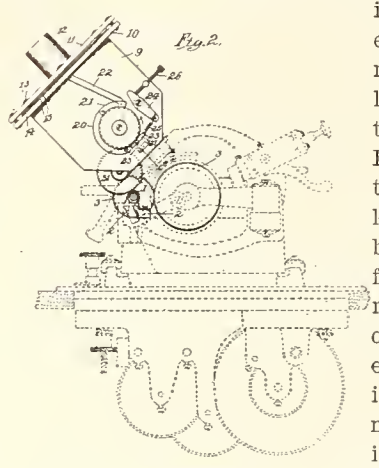


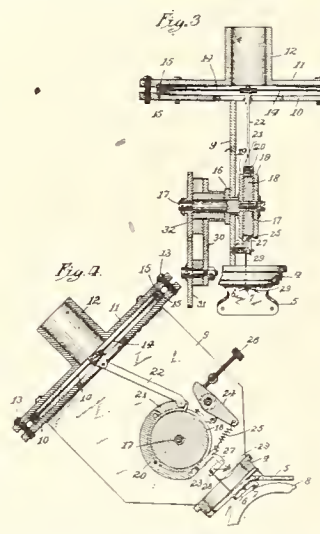
In the drawings, Figure 1 is a side elevation of a machine of the invention; Fig. 2 is a rear elevation of the same with the cylinder partly in section; Fig. 3 is a central longitudinal section of a preferred form of valve; Fig. 4 is a plan of the same; Fig. 5 is a side elevation partly in section of the piston, and Fig. 6 is a plan of the same.



FRICTION REPRODUCING ATTACHMENT FOR PHONOGRAPHS. Alexander N. Pierman, Newark, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 867,597.

This invention relates to sound reproducing devices of the type wherein the diaphragm is vibrated by means of a friction shoe engaging a continuously rotating friction wheel, the friction between the friction shoe and friction wheel being varied by varying the pressure of the friction shoe on the friction wheel, such variation in pressure being effected either directly or indirectly by the sounds to be reproduced. Devices of this type are well known and have been suggested for effecting the reproduction of ordinary sounds either directly as in the case of megaphones or indirectly as in the case of telephones or phonographs. The suggestion has also been made of actuating the friction block by means of levers, in order that the friction may be increased and thereby permit the reproduced sounds to be augmented. Examples of these suggestions are found in British patents to Hope-Jones No. 15,245 of 1890 and to St. George No. 3,473 of 1880.

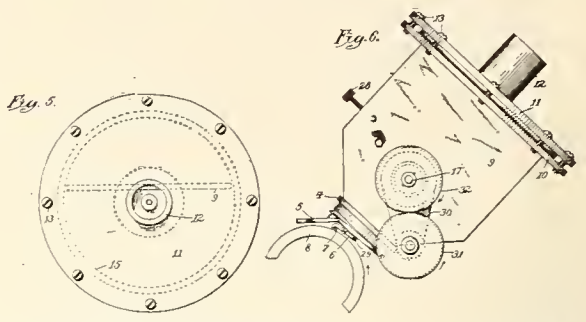


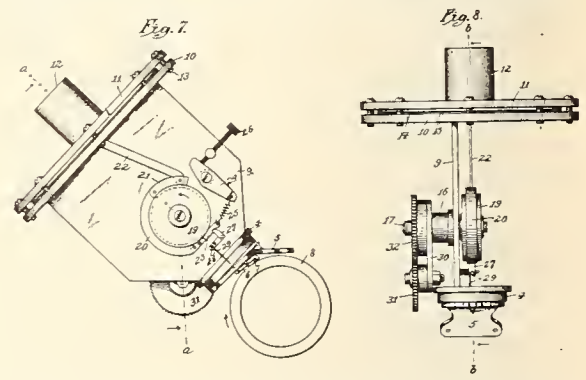


This invention relates to improvements in apparatus of this type in its application to phonographs and allied talking machines, and the object is to provide an attachment for the purpose which can be readily applied to a phonograph at small cost and without interfering with the effective operation of the same.

The invention has particular reference to the means whereby the friction wheel may be continuously rotated while at the same time the friction wheel and parts co-operating therewith may be progressed longitudinally with respect to the record; also to the means for varying the leverage between the reproducing stylus and the friction shoe and further details of construction and operation.

In order that the invention may be better understood attention is directed to the accompanying drawings forming a part of this specification and in which Figure 1 is a plan view, showing in full lines an improved attachment applied to a well known type of Edison phonograph, the latter being illustrated in dotted lines, Fig. 2 an end elevation of the same, Fig. 3 a sectional view on the line *a*—*a* of Fig. 7, Fig. 4 a section on the line *b*—*b* of Fig. 8, Fig. 5 a plan





view of the diaphragm box, Fig. 6 a side elevation of the attachment showing the reproducer stylus in engagement with the record, Fig. 7 a side elevation similar to Fig. 6, viewing the attachment from the opposite side, and, Fig. 8 a front elevation of the attachment.

SOUND BOX FOR TALKING MACHINES. John H. Elfering, Camden, N. J., assignor to Victor Talking Machine Co. Patent No. 867,259.

The object of this invention is to provide such a construction in sound boxes that the parts of the casing thereof may be easily adjusted to give the correct pressure upon the parts for holding the diaphragm in position. Heretofore, in the construction of souud boxes, it has been customary in some instances to force the parts of the casing of the sound box together, so that the same are retaiued relatively in position by friction. The difficulty has been experienced

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in this manner of assembling the parts of a sound box arising from the fact that the exact amount of force to produce the requisite pressure upon the parts for holding the diaphragm, cannot be accurately determined, thereby causing considerable variation in the efficiency and quality of reproduction in different sound boxes. This invention is designed to efficiently overcome these objections.

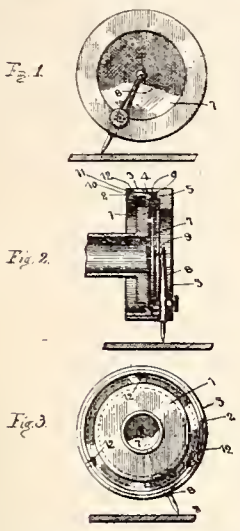


Figure 1 is an end elevation of a sound box embodying my improvements; Fig. 2 is a central, longitudinal, sectional view thereof, and Fig 3 is a rear elevation thereof.

Figure 1 is an end elevation of a sound box embodying my improvements; Fig. 2 is a central, longitudinal, sectional view thereof and Fig. 3 is a rear elevation thereof.

Sound-Conveying Device. Edwin H. Modley, Ardsley, Pa., assignor of one-half to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 868,612.

This invention relates to sound-conveying devices and has reference, more particularly, to means whereby the sound conveyed by the device can be modified as desired, as to tone, magnitude, etc. The invention is of particular utility in connection with talking machines both in recording sounds and in reproducing the sounds recorded, although the same may be used in other connections with highly beneficial results.

It is well known that the best reproductions from records of sounds of different character can be obtained only by using mechanism specially adapted for the reproduction of the particular sound, that is, a reproducer which will give the most faithful reproduction of a record of a vocal selection would give an inferior reproduction of an orchestral or instrumental solo selection. For this reason, in order to obtain the best results it is necessary to have a number of reproducers and to use one or another according to the character of the record to be reproduced. Moreover, it has been found practically impossible to make amplifying horns and sound boxes so near alike to every part as to give reproductions which are the same in tone pitch, resonance, etc. Also, in recording sounds, it frequently happens that certain tones cause what is known as "blasting" and a faithful reproduction of such a tone cannot be obtained.

The object of this invention is to provide a sound-conveying device having adjustable means therein by which the sounds conveyed by the device can be modified and their volume, tone or pitch regulated at will. In this way when the device is used to convey sounds to be recorded to a recording diaphragm and stylus, the objectionable blasting can be avoided by an adjustment of the movable parts; also, when the device is used to convey sounds reproduced, it is unnecessary to substitute one reproducer for another when changing from a record of one character to one of another, and the slight differences in sound boxes and horns may be readily compensated for, so that the most faithful reproduction of the original sounds can be obtained.

In the preferred embodiment of this invention adapted for use in connection with sound-reproducing means, there is provided a body located within the sound-conveying tube leading from the reproducer and movable within the tube so that its position determines the shape of the interior of the tube, adjusting devices being provided whereby this body can be moved to and locked in the desired position from outside the tube. By means of such an adjustable modifier not only can the pitch of the reproduced sound be regulated but also its character can be changed from one which is rather hollow and resonant to one which is much more sharp.

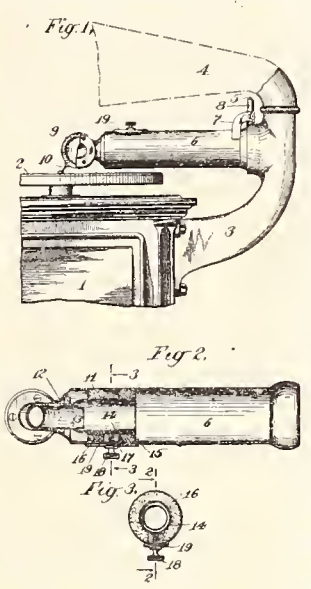
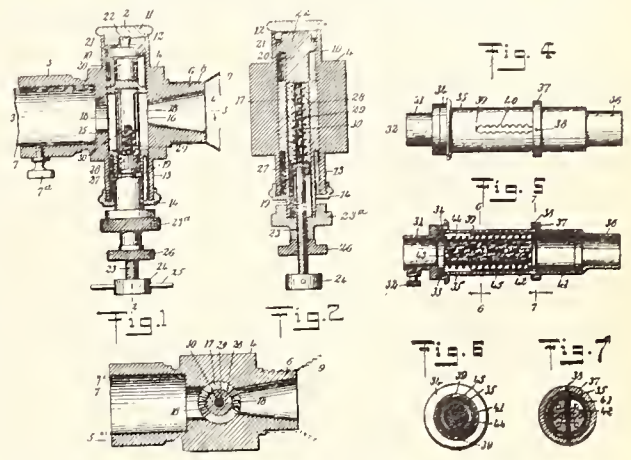


Figure 1 is an elevation of a portion of a talking machine; Fig. 2 is a longitudinal section of the tone-arm thereof, inverted to better illustrate its shape, the section being on line 2—2 of Fig. 3, and Fig. 3 is a transverse section on line 3—3 of Fig. 2.

Attachment for Talking Machines. Alfred Dee Pinckney Weaver and John Edward Carney, Montgomery, Ala., Weaver assigning to said Carney. Patent No. 867,773.

This invention relates to sound recording and reproducing machines, including all types of talking machines.

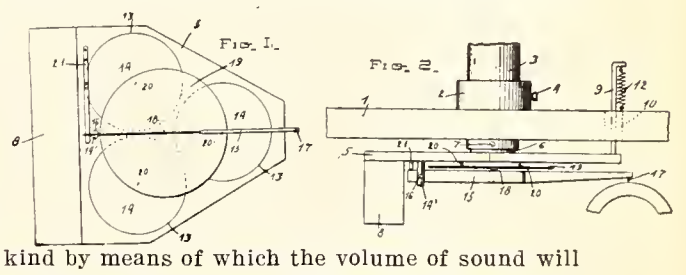
Reference is made to the accompanying drawings, in which Figure 1 is a fragmentary, horizontal section through the attachment, showing how it is connected with the horn and with the recorder or reproducer, as the case may be, of the talking machine, and also showing the porous material for breaking up the resonance of the air column; Fig. 2 is a central vertical section upon the line 2—2 of Fig 1, showing more particularly the internal construction of the attachment and the details of the porous material used for destroying the resonance of the air column; Fig. 3 is a section upon the line 3—3 of Fig. 1, looking in the direction of the arrow, and showing the cylindrical grid used for containing the porous material, and also for adjusting the device so as to regulate the volume of sounds; Fig. 4 is a plan view of a modified form of the attachment and showing the movable collar used for controlling the degree of compression of the porous material; Fig. 5 is a central section



through the construction shown in Fig. 4 and showing the material used as a compressible mass of sponge rubber encircled by a spring for restoring the mass after compression; Fig. 6 is a vertical cross-section upon the line 6—6 of Fig 5, looking in the direction of the arrow and showing the concentric arrangement of the mass of sponge rubber, the spring encircling the mass, and the telescopic tubes encircling the rubber and spring; and Fig. 7 is a vertical cross section upon the line 7—7 of Fig. 5, looking in the direction of the arrow and showing the pin for holding the telescopic tubes in various predetermined positions, thereby regulating the degree of compression of the sponge material.

Sound-Reproducer for Graphophones. William Hart, Kirksville, Mo. Patent No. 867,821.

This invention relates to improvements in sound reproducers for graphophones, and the object of the invention is to provide a device of this



kind by means of which the volume of sound will be greatly increased and made more clear and distinct.

In the accompanying drawings, Figure 1 is a side view of a sound reproducer constructed in

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accordance with the inveution; and Fig. 2 is a bottom plau view of the same.

Method of Making Molded Flat Sound-Records. William Helm Hoyt, Wyoming, N. J. Pateut No. 867,975.

This inventiou relates to methods for making molded flat sound-records for talking machines and has for its obpect to cheapen the cost of manufacture of such articles without impairing the efficiency or wearing qualities thereof.

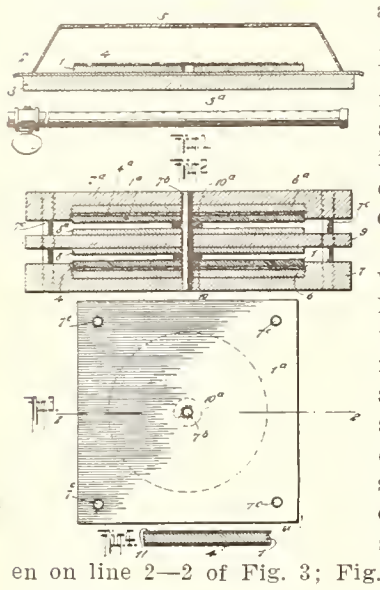
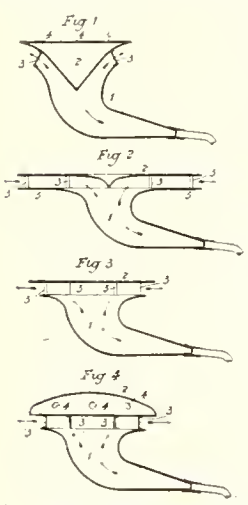


Figure 1 is a vertical section illustrating one of the steps of this method; Fig. 2 is a vertical section showing the mold employed, at a subsequent stage of the process, the section being taken on line 2—2 of Fig. 3; Fig. 3 is a plan view of such mould, and Fig. 4 is a cross-section of part of a record made according to this invention.

Trumpet or Horn of Sound-Reproducing Instruments. Roland Revell, West Hampstead, London, Eng., assignor to Thomas Knight Barnard, Stroud, Eng. Patent No. 867,836.

This invention relates to horns for sound-reproducing instruments, and particularly to deflectors for such horns. The object of the invention is to provide a satisfactory deflector which may be attached at the mouth of the horn and is so constructed as to afford au aunular aperture through which the sound issuing from the horn is deflected practically horizontally in all directions at ouce. In connection with the deflector, the inventor prefers to add also a sounding board which may, for effect, be perforated.

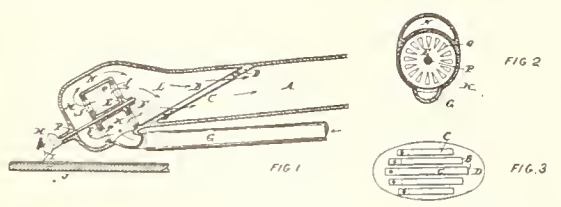


In the accompanying drawings Figure 1 is a vertical section of a horn provided with deflector and its accessory sounding board; Fig. 2 is a vertical section of a horn showing deflector without a sounding board; Fig. 3 is a vertical section of a modified form of the deflector, while Fig. 4 is a vertical section of the same, provided with a sounding board.

Sound-Reproducing Machine. Robert L. Gibson, Philadelphia, Pa. Patent No. 868,771.

The object of this invention is to provide a sound-reproducing machiue which shall cause a forced current of air to be put into sonorous vibration under the application of a reed or reeds and a control valve, which is vibrated by the stylus, in turn put iuto a state of vibration by the traveling record tablet.

Heretofore sound has been reproduced by causing a blast of air to be forced through the amplifier or horn, and during its passage interrupting



the uniformity of its flow by the action of a valve vibrated by the stylus. The objection experienced by this type of machine has been that the sonorous sound necessitates a continuous flow of the air through the valve in large volume and thereby consumes a large amount of air. As the air has to be forced by a motor, the great quantity of air required to flow through the open valve structure makes the machine expensive to operate and costly to make on account of the size and strength of the motor and blower required.

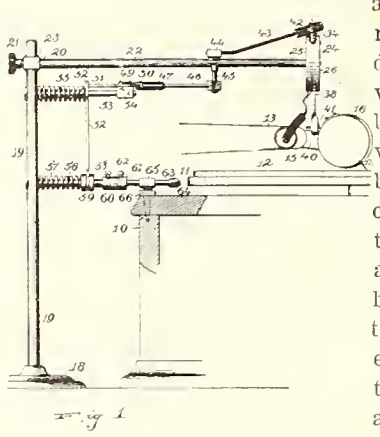
More specifically, the object is to reduce the quantity of air necessary for circulation and thereby reduce the cost of operatiou. The object is further to reduce the cost of the machine and at the same time produce a more sonorous and pleasing tone to the sounds emitted.

In carrying out this invention the inventor has provided a continuous air passage from a blower to the horn or amplifier, and in said passage interposes a reed or reeds free to vibrate and also a valve controlled by the record tablet through the stylus, which valve controls the pulsations of air passing to the reed or reeds in accordance with the amplitude of the vibration of the stylus.

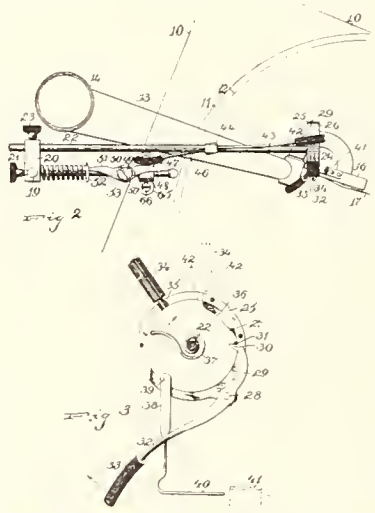
Figure 1 is a sectional elevation of a sound reproducing mechanism embodying the invention; Fig. 2 is a transverse section on line 2—2; and Fig. 3 is a plan view of the reed portion removed showing a multiple reed arrangement.

Stop Mechanism for Talking Machines. John C. Stuckey, Elizabeth, N. J. Patent No. 869,749.

This invention relates to a device to be placed alongside of a talking machine, and preferably alongside of a disc machine, and is designed to provide a means for lifting the needle, with its sound-box, from the record on the completion of the record, and is adapted to be adjusted before the record is started so that when the proper time arrives the device will be operated to lift the needle out of engagement with the disc.



Another object of this invention is to provide a device of this kind that operates a brake so that when the needle is lifted, the machine is



automatically stopped so that if the operator is absent from the machine when it completes its record, the machine will stop and the needle is lifted away from the record and there is no further reproduction of any sounds. This device saves considerable winding, as the record will not rotate any more than is necessary to complete the reproduction. There is wear and tear saved on the works of the machine, and a better exhibition of the machine can be given with this automatic stoppage of sound on the mechanism.

The invention is illustrated in the accompanying drawings, in which Fig. 1 is a side view of an improved device showing its relation to a talking machine, and Fig. 2 is a top view showing a portion of the machine and its relation to the device. Fig. 3 is a face view of the tripping mechanism that releases the machine to stop the rotation of the disc, and also the means for lifting the sound-box and the needle from the record.

WHAT'S THE MATTER WITH TEXAS?

Any manufacturers of talking machines who contemplate moving or who desire to move to great Southwest, will no doubt be interested in the following item which recently appeared in the Austin (Tex.) "Statesman." "Now that Texas has demonstrated beyond the cavil of a doubt its ability to sustain a piano factory, what is the matter with the idea of manufacturing talking machines? Let's keep the push wheel right in behind the manufacturing industry. One successful factory will beget a half dozen or more other factories."

A double page advertisement of the National Phonograph Co. in the October 26 issue of the Saturday Evening Post, cost $4,200. The company have recently inaugurated a new publicity campaign and increased their appropriation materially.

SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us. Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

NYOIL FOR PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

Mr. Dealer:

If you want always to get the goods, send your orders to a house of exclusive

Victor Jobbers.

STANLEY & PEARSALL
541 Fifth Avenue, N. Y.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
150 Tremont St., BOSTON, MASS.

C. Koehring & Bro.
INDIANAPOLIS, IND.
VICTOR DISTRIBUTORS
Our stock is complete. Orders filled the same day as received.

Peter Bacigalupi & Sons
SAN FRANCISCO, CAL.
WHOLESALE 1021-23 Golden Gate Ave.
RETAIL 1113-15 Fillmore St.
JOBBERS Edison, Zonophone
DEALER Victor
All Kinds of Automatic Musical Instruments and Slot Machines.

ZON-O-PHONE JOBBERS
Fresh stock, filled complete, same day. Special values in needles, cabinets, wall racks, horns, cranes, and carrying cases.
KNIGHT MERCANTILE CO.
211 N. Twelfth St.. ST- LOUIS.

Chas. H. Ditson & Co.
Have the most completely appointed and best equipped
VICTOR TALKING MACHINE Department
IN NEW YORK CITY
to-day, and solicit orders from dealers, with the assurance that they will be filled more promptly, and delivered in better condition than they can be from any other source.
Nos. 8-10-12 East 34th St., NEW YORK CITY

HARGER & BLISH
Western Distributors for the
VICTOR COMPANY.
It's worth while knowing, we never substitute a record.
If it's in the catalog we've got it.
DUBUQUE, IOWA.

BABSON BROS.
19th St. and Marshall Boulevard
CHICAGO, ILL.
Special attention given DEALERS only, by Q. M. NISBETT, Manager, Wholesale Department.
LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

You Can Get Goods Here
EDISON JOBBERS **VICTOR** DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers buying from us get brand new goods just as they come from the factory.
LAWRENCE McGREAL, Milwaukee, Wis.

PITTSBURG PHONOGRAPH CO.
VICTOR JOBBERS and **EDISON JOBBERS**
Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

Southern California Music Co.
EVERYTHING FOR TALKING MACHINES
Edison and Zon-o-Phone Jobbers
LOS ANGELES, CAL.

NEW ENGLAND
JOBBING HEADQUARTERS
EDISON AND VICTOR
Machines, Records and Supplies.
THE EASTERN TALKING MACHINE CO.
177 Tremont Street · · BOSTON, MASS.

We ship all
ZONOPHONE
goods on 48 hours approval. You cannot make a mistake in sending an order.
THE DISK TALKING MACHINE CO.
13 N. 9th St., PHILADELPHIA, PA.
H. N. McMENIMEN GEN'L MGR.

KLEIN & HEFFELMAN CO.
Canton, OHIO.
Edison & Victor
MACHINES, RECORDS AND SUPPLIES
Quickest service and most complete stock in Ohio

Eclipse Phonograph Co.,
Hoboken, N. J.
Jobbers of **Edison Phonographs and Records.**
Best deliveries and largest stock in New Jersey

T. H. TOWELL, Pres. & Treas.
THE ECLIPSE MUSICAL COMPANY
JOBBERS OF **EDISON PHONOGRAPHS, VICTOR TALKING MACHINES, RECORDS AND SUPPLIES.**
LARGEST STOCK, QUICKEST SERVICE. 714 Prospect Ave., Cleveland, O.

Jacot Music Box Co.,
39 Union Sq., New York.
Mira and Stella Music Boxes.
Edison and Victor Machines and Records.

JOHN F. ELLIS & CO.
WASHINGTON, D. C.
Distributor
VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

E. F. DROOP & SONS CO.
925 Pa. Avenue, WASHINGTON, D. C.
109 N. Charles St., BALTIMORE, Md.
Wholesale and Retail Distributors
Edison Phonographs
Victor Talking Machines
Southern Representatives for
Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

PACIFIC COAST DISTRIBUTORS OF
Victor Talking Machines and RECORDS
STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS
Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records **JOBBERS** Victor Talking Machines and Records

KOHLER & CHASE
Oakland, Cal. Seattle, Wash.
Jobbers of
STAR, ZONOPHONES AND EDISON PHONOGRAPHS
WE claim Largest Stock and Best Service, and are willing to "SHOW YOU."

S. B. DAVEGA,
EDISON JOBBER
VICTOR DISTRIBUTOR
Kaiser's Illuminated Signs for Edison, Victor and Columbia Records.
32 East 14th St. **New York City.**

WEYMANN & SON
WHOLESALE DISTRIBUTERS
EDISON Talking Machines Records & Supplies VICTOR
Place your name on our mailing list. We can interest you.
1010 Chestnut St., Philadelphia, Pa.

IF YOU'RE IN WESTERN MICHIGAN
it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: { Quick Service and a Saving in Transportation Charges

NEAL, CLARK & NEAL CO.,
BUFFALO, N. Y.
Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the December list.

Leading Jobbers of Talking Machines in America

Baltimore Zonophone Jobber
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.
L. MAZOR, Proprietor
Talking Machines and Records. The Biggest Assortment of Hebrew Records.
1423-25 E. Pratt Street, BALTIMORE, MD.

FINCH & HAHN,
Albany, Troy, Schenectady.
Jobbers of Edison, Victor and Columbia
Machines *and* Records
300,000 Records
Complete Stock Quick Service

D. K. MYERS
712 North Second St. ST. LOUIS, MO.
Only Exclusive Jobber in U. S. of
Zon-o-phone Machines and Records
We Fill Orders Complete Give us a Trial

SPALDING & CO.
109-113 W. Jefferson St., Syracuse, N. Y.
JOBBERS
COLUMBIA MACHINES and RECORDS
Also Athletic Goods, Fishing Tackle and Cutlery

THE OLDEST TALKING MACHINE HOUSE IN PENNSYLVANIA
C. J. HEPPE & SON
1115-1117 Chestnut St.
PHILADELPHIA, PA.
EDISON and VICTOR GOODS and ALL ACCESSORIES
A Stock that is always Complete

C. B. Haynes W. V. Youmans
C. B. HAYNES & CO.
WHOLESALE DISTRIBUTORS
EDISON PHONOGRAPHS AND RECORDS
ALL SUPPLIES
602-604 East 4th St., Richmond, Va.

Paste This Where You Can Always See It!

Mr. Dealer:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

VICTOR and EDISON JOBBERS

Lyon & Healy
CHICAGO

F. M. ATWOOD
160 N. MAIN STREET
MEMPHIS, TENN.
EDISON JOBBER

Have you a meritorious article you want "pushed" in Mexico? We are Edison jobbers; twenty years' experience in the country. Address
The WARNER DRUG CO.
Torreon, Coah., Mex.
Apartado 163

PRICE PHONOGRAPH CO.
54-56 Clinton Street, NEWARK, N. J.
Victor Distributors Talking Machines Records
Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the December list.

COLUMBIA SALESMEN CONFER.

The Seventy Ambassadors of the Columbia Phonograph Co. Have Heart-to-Heart Talk With Manager Dorian Regarding the Introduction of a New Feature of Teaching Telegraphy by the Aid of a Graphophone.

Manager John Dorian had one of his heart to heart talks with 60 or 70 Columbia salesmen at the 23d street store, New York, recently, at which he discussed the "bull dog" spirit in going for and keeping after business. The salesmen were the pick of New York's selling talent, and Mr. Dorian paid them a high tribute for their already excellent records. Mr. Dorian, who is noted as a dog fancier as well as a business getter, offered a fine bulldog as a prize to the branch making the best showing for the ensuing quarter. The occasion was of especial interest because of Mr. Dorian's introduction of a new feature of the business—teaching telegraphy by the aid of a graphophone. The Electric Novelty and Talking Machine Co., of Bridgeport, Conn., have arranged with the Columbia Phonograph Co. to handle this system, which consists of 16 disc or cylinder telegraph lessons, executed by two of the best telegraphers in the United States. A lesson key and a telegraph key and sounder accompanies each complete outfit, at an expense of $18.50. Graphophones may be secured at regular catalog prices. This method of teaching telegraphy has the enthusiastic endorsements of such high officials as Vice-President Charles P. Bruch, of the Postal Telegraph Co., of New York; Assistant General Manager John C. Barclay, of the Western Union Telegraph Co., and many experts who pronounce it the quickest, most scientific and in every way the best way of learning telegraphy yet invented. As the new state and national labor laws will cause a demand for several thousand additional telegraphers almost immediately, there will doubtless be a big run on these telegraph lessons.

One of the inventors of the new system, who was present and heard Manager Dorian's magnetic speech, remarked afterward that, although his weekly earnings had long since many times exceeded the stipend of a local salesman he felt moved to remove his coat and enlist in the competition for the bulldog prize.

The window display of the Graphophone system of teaching telegraphy has proven a magnet of drawing power for that institution recently.

P. Godwin, the clever Columbia window decorator, has scored another triumph—this time a spectacular one. Occupying nearly the whole of the eastern window of Columbia Co.'s store at 35-37 West 23d street is an immense arch constructed of wood and paper, painted to represent solid marble. Across the top is the following inscription: "Columbia records fit any talking machine and make it almost as good as the Columbia Graphophone." Suspended from the arch by heavy metal chains hangs a huge block of the same imitation stone, weight supposedly 9,000 pounds, on which is written: "This argument carries weight," as a finishing touch. The background is filled with the latest model machines. Judging from the crowds who stop to admire, this publicity is of the right kind.

STEWART
You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

CLOSING OUT DEAD COMPANIES.

A motion was granted by Justice McCall, of the New York Supreme Court, Oct. 26, for the appointment of a receiver of the International Graphophone Co. in an action brought by Attorney-General Jackson to dissolve the company, which has ceased to transact active business. Its plant and property were transferred to the Edison United Phonograph Co. James F. Lynch will be appointed receiver. The company was incorporated in 1880, with an authorized capital stock of $5,000,000. An officer of the National Phonograph Co., on being asked as to the status of the aforementioned companies, said: "Both are dead ones and of no earthly interest to the trade."

JUDGE WALLACE IS RETAINED.

Judge Wallace, recently retired as presiding justice of the United States Circuit Court of Appeals, second circuit, and who has been on the Federal bench for thirty years, has been retained by the National Phonograph Co. He will argue their side before Judge Hazel, United States Circuit Court, southern district of New York, in the case of the New York Phonograph Co. against the National Phonograph Co. and others in contempt proceedings. Judge Wallace has heard on appeal all the talking machine cases of note for the past six or seven years, and is expected to make an argument that will be notable in American jurisprudence. The question at issue is the decree signed by Judge Hazel May 2, 1905. Louis R. Hicks and John C. Tomlinson appear for the complainants.

John N. Willys, of the Elimira (N. Y.) Arms Co., also W. O. Pardee, of the Pardee-Ellenberger Co., New Haven, Conn.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va., and Henry Winkelman, manager of the talking machine department of Oliver Ditson Co., Boston, Mass., were in New York recently.

Henry Stern, head salesman of Landay Bros., New York, who was compelled to take a short vacation on account of illness, is back again at his post of duty in prime condition.

TALKING MACHINE DEALERS
SHOULD BE FAMILIAR WITH THE BEST
DRUMS
MADE—WRITE TO-DAY FOR CATALOG
EXCELSIOR DRUM WORKS
A. G. SOISTMANN, Manager
1109-1111 Locust Street Philadelphia, Pa.

MOVING PICTURE AND AUTOMATIC MACHINES

SIDE LINES A NECESSITY

To the Small Talking Machine Man Who Has All the Equipment for Handling a Larger Business—Specialties That Will Fit in With the Talker Trade and Pay a Profit.

Notwithstanding the large number of dealers throughout the country who are now successfully handling side lines in connection with their talking machine department there still exists a strong antipathy, or indifference to "branching out." Somehow or other the idea of specialization has predominated and they have overlooked the countless opportunities which surround them. And doubtless one cannot devote too much brain matter to the "talker," as there is always something that can be improved or something added. But there is no reason why there should be any less attention paid to this department simply because one branches out. Take the success of the department stores as an example. Almost every salable article can be found under their roofs. How do they manage it? Simply by "system." Each department is under a competent head who is held responsible for its showing and the training of the men under him. In a small way, Mr. Dealer, you can do the same thing. Your "talkers," we will say, are being handled in a first-class manner, but the income from this one line is not large enough to stand the expense of increased rent or cost of living. "What ought I to do?" you ask. Study your customers, find out their wants, and then set about gratifying them, or as many of them, as offer a good margin of profit. Here are a few suggestions which it would be well to consider:

Stationery and school supplies is a line that can be carried profitably by talking machine dealers, and the demand is a continuous one. Certain standard brands which have been on the market for years sell well at all times. In connection with this line pencils, assorted pens and those of the fountain type should be carried, as not only do they naturally go together, but the profit from their sale is considerable. Illustrated post cards are another important addition to this department; in fact, so great is the demand for these little remembrances that they rightly deserve the first consideration, and any dealer who neglects handling them is losing a lot of good money. Views are probably the most popular, with comic, birthday and holiday cards a close second. Novelties in this line, such as pin cushions, match scratchers, Teddy bears—and those made from leather are big sellers.

* * * *

Talking machine dealers who have tried small musical merchandise as a side line have been well pleased with the results accomplished. Musical merchandise blends perfectly with the talking machine line and has a drawing power which assists the dealer. Banjos, guitars, mandolins, violins, accordeons, harmonicas, drums, and all kinds of small instruments can be displayed attractively and without taking up but little floor space, and a big holiday trade won if handled rightly.

Discoursing on the selling merits of musical instruments brings to mind four especially good ones, i. e., the famous Peerless automatic pianos, manufactured by the Peerless Piano Player Co.; the new and wonderful Sublima piano of the Regina Co., and the products of Wurlitzer and the Pianova Cos. These are all big guns in the hands of a wideawake dealer and should by no means be overlooked. In the regular line of slot-controlling devices, the new vacuum post card vending machine, manufactured by the Caille Bros., is a mighty good investment. While the Card Printer Co. have a winner in their machine by that name. For amusement parlors the Mutoscope still stands alone among its kind.

* * * *

Many of the dealers are now carrying sheet music, with great profit, in connection with their talking machine business, and buying the pieces as the new records come out. Nearly every family has a piano nowadays, and it is obvious that if a member likes a record very much, he would be inclined to purchase the selection in sheet music form, or, vice versa. And sometimes also not for the music alone but to obtain the words, all of which are often indistinguishable through the machine. In some stores the department is maintained with a view to increasing the number of visitors to the store. This is accomplished by placing a piano in the department and employing some one to play any piece in stock that may be requested by the visitors. In this way the store is made more entertaining, and at the same time many catchy pieces of music, or talking machine records, are sold that perhaps would have been slow movers.

In many of the stores the popular pieces are mentioned at very low figures, in their advertisement, with the stipulation that no mail orders will be accepted. This serves to bring the purchasers into the store, and is a material aid toward the selling of your other lines of goods, and other pieces of music. Frequently it is a good plan to advertise to give away a sheet of music to each customer who purchases a stipulated amount of talking machine goods or in connection with a sale of one specific article. It is not necessary to tie up a lot of money in establishing a sheet music department; on the contrary, a moderate sum will suffice. One large publisher estimates that the cost of stocking a department with enough music to make a good showing is under $200 and The World will be pleased to furnish, upon request, a list of such stock as it would be advisable to carry, together with other details. In case you did not care to invest in a piano, it would be gladly furnished by any dealer with the permission to place his card on it and also any sale you might make through its use he would give a certain per cent. on, thereby adding materially to your profits.

A line of cameras, photographic supplies, cheap watches, safety razors, sporting good (at this time of year—skates, sweaters, hockey sticks, etc.), make attractive side lines. Electric novelties and countless other merchandise lies waiting for the man with push and ambition to handle them. If Nature has endowed you with these gifts make use of them and quit crying "poor business," and get a move on. No man can be a success who sits still and waits for trade to come to him. Nothing will sell itself. The old saying, "The man who would in business rise, must either bust or advertise," is very much to the point and should be taken more to heart.

NEW PLACES JUST OPENED.

The Garrick, Norristown, Pa.; The Casino, 22 North Tryon street, Charlotte, Vt.; Litzenberg Bros., Main street, Wilkes-Barre, Pa.; The Star, Brockton, Mass.; Motion Picture Theater, 172 Newark avenue, Jersey City, N. J.; The Crystal, The Unome, Beatrice, Neb.; Firemen's Hall, Cooperstown, N. Y.; Union Hall, Bangor, Me.; The Unique Theater, Washington, D. C.; Noname's, Tampa, Fla.; Olympic, Fort Smith, Ark.; Happyland, Belvidere, Mr. Moulton, manager, Amesbury, Mass.; Columbus Institute, Poughkeepsle, N. Y.; H. K. Somborn, Walnut street, Des Moines, Ia.; The Bijou, 41 Broad street, Elizabeth, N. J.; Wigwam Saloon, San Antonio street, El Paso, Texas, and P. J. Shea, Third street, Troy, N. Y.

THE SUCCESSFUL PENNY ARCADE.

Important Points to be Considered by Those Desirous of Succeeding—Business That Can be Made Profitable if Given Proper Consideration—Should be Conducted on a High Plane.

There are five essential points to be considered by those who desire a successful penny arcade: location, high grade machines, catchy display cards, cleanliness and proper management. To begin with, the most necessary thing of all is to get a store in a location frequented by the most people. This does not necessarily mean that it must be in the leading shopping district—in fact, a store on a thoroughfare just before getting to the shopping district is preferable, as it will catch the people at a time when they are most apt to be looking for amusement.

Stores of almost any size will be found adaptable to the business from 16 feet to 25 feet in width and 40 feet in depth, upwards. To be successful, the place must be kept perfectly clean, attractively equipped and well conducted. Women and children are the best customers, and should be well looked after. Any rowdyism should be at once suppressed, as this will cause them to shun the place. The room should be well lighted, both inside and out. Any ordinary electrical supply can furnish the necessary equipment for lighting and for such of the machines requiring electric current. This part of the work is inexpensive. In a very modest way one of these places can be fitted up for six or seven hundred dollars, but, of course, as much can be spent in the equipment as the location and city would warrant. In a penny exhibit all kinds of amusement machines are desirable, but they should all be up-to-date and of the best make. The machines consist of phonographs, an automatic piano, picture machines, name plate and vending devices. In the physical cul-

The Improved Card Printer

An automatic coin controlled device that prints your name on a card.

Two styles—5 cards 1c. 12 cards 5c.

Not an Untried Novelty but a machine supplying a public want.

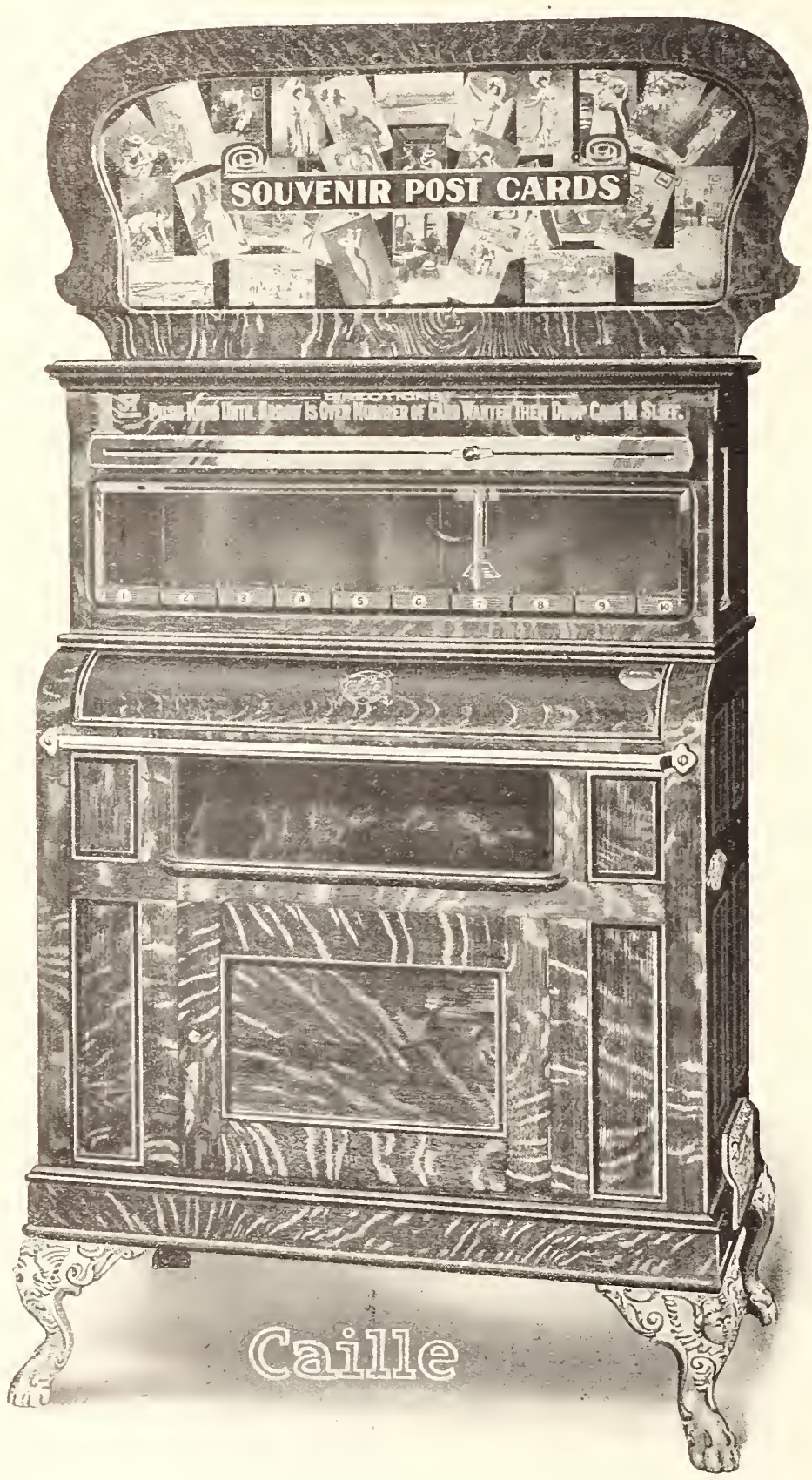
Pays for itself in 3 months.

Send for full particulars.

THE CARD PRINTER CO.
79 East 130th Street
NEW YORK

Everything in NEW and S. H.
Motion Picture Machines
Films, Stereopticons, Song Slides and Supplies. Same Wanted. Catalogues free.
Harbach & Co., 809 Filbert St., Phila., Pa.

6000 Postal Cards Sold Daily!!!!



OUR NEW VACUUM POST CARD VENDING MACHINE has done it!

And Why?

Because it is the most wonderful and yet the simplest device ever seen or heard of.

IT WILL ATTRACT PEOPLE to Your Establishment.

Send us a postal card to-day and let us tell you all about it and the most complete line of PENNY ARCADE MACHINES and OUTFIT.

Our New Catalogue for 1908 is now ready!

Caille Machines are recognized to be ALWAYS THE BEST and AHEAD OF THE REST!

See our new

SCOPEOPHONE!!!

Simply a wonder!

OUR FACTORY is the HOME of the Famous Cailophone and the RENOWNED CAILOSCOPE, without which no Arcade is complete.

THE CAILLE BROS. CO.

DETROIT, MICH.

Eastern and Export Office
No. 32 UNION SQUARE
NEW YORK CITY

Western Office
REPUBLIC BUILDING
CORNER STATE AND ADAMS STREETS
CHICAGO, ILL.

ture machines there is the puncher, grip test, blower, lifter and other strength-testing devices that are always well patronized. The larger the variety the better.

It is necessary to have good music, as it always attracts and holds a crowd. In most places the automatic piano is used, but others have adopted the talking machine. Whatever music is used should be near the door, so it can be heard from the outside. The best location for the cashier's desk is about 25 feet from the front, and for the convenience of the patrons it is well to have boys with pennies going around to give change. As a rule it is safe to figure that the machines will take in about 10 per cent. more than the amount of pennies sold. This enables the owner to estimate what the earnings should be if handled by others than himself.

MOVING PICTURES IN ITALY.

Enthusiastic Reception of Scenic Views from America—Some Tips for Film Makers.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 4, 1907.

Vice and Deputy Consul E. Santi reports as follows regarding moving pictures in Milan: "Milan, the center of Italy for the moving-picture machine trade, has already about forty such theaters. Every available hall is being turned into a moving-picture show, while nearly every second and third rate theater and 'cafe chantant' finishes the evening's entertainment with a few cinematograph pictures. During the dull summer season even the larger theaters are used. The films come chiefly from London and Paris. Italy also has a few film-making firms, the chief of which are to be found in Turin and Rome. Occasionally films are exhibited from the United States.

"There is an important future for American makers of films, if the manufacturer will put himself in line with the French and English competition. At present the chief French, English, and Italian firms have local representatives, who generally also run exhibitions. These representatives in Milan buy so many copies of the pictures and send them to the most important cities of Italy, so that the latest novelty appears in all of them at practically the same time. The films can be bought on the market at 5 cents per foot. The average picture has about 950 feet, although they vary from 65 to 1,350 feet. As they wear out they are sold cheaper and cheaper until unserviceable and are then thrown away. The consulate is informed by one of the most important exhibition proprietors that nearly all the celluloid films are made by an American firm in Rochester, N. Y., and that they are considered the best in the world.

"Dramatic and tragic scenes, natural scenery of an interesting nature and comical farces are sure to fill the hall at any time in Italy. The Italian loves to see living scenery; for instance, a moving-picture view of Niagara Falls was a huge success here a short time ago. The Italian also likes to see typical scenes of national life, such as, for instance, bull fights in Spain and winter sports on the snow and ice in Switzerland. Railway scenery is very acceptable, as are views of large towns. Pictures of the larger towns in the United States would be a huge success in Milan. Occasionally typical scenes from American life have been thrown on the sheeting, such as cowboy life and train wreckers. The Italian is disgusted, if not already surfeited, with pictures of singing and dancing women; neither does he like fantastical scenery from fairy tales. American film-making firms should see that the film headings are printed in Italian. Pictures with foreign titles are not appreciated in Italy.

"The consulate has been informed that American picture machines are not liked in Italy, being too complicated for the operator. The person interviewed by the consulate said that he has been in the trade for several years, has used all kinds of machines, and has found that the best are those where the operator's attention is not required in looking after the mechanism, but in watching the films themselves. In the case of American machines, he had to devote all his time in looking after the machine, thereby not paying any attention to the films, which wore out in half the time they otherwise should have done."

SOME IKONOGRAPH NOTES.

Occupying New Quarters—Stereopticon Attachment the Latest—Their Latest Films.

The past month has brought not only a raft of new business to the Ikonograph Co. of this city, but they have made a number of changes which are of interest to the trade. They have removed to larger offices at 125 East 23d street, where they have established their shipping room so as to be able to personally inspect every machine sent out, thereby ensuring a perfect stock for the jobber and dealer.

A new addition has been made to the Ikonograph, namely, a stereopticon attachment, which can be used on all machines by removing the front plate and adjusting the slide holder. Work on the "Travelogues" (or printed matter and slides for illustrating different tours in all parts of the world) is being pushed. They will be prepared to fill orders by December 1. The following are a few from their new December list of films: "Wild West Series"—(1) "The Holdup of the Stage Coach," (2) "Cowboy Sports," (3) "Attack on the Prairie Train," (4) "Western Sharpshooters," (5) "Cowboys Riding a Wild Steer."

The Ikonograph Co. have just issued one of the handsomest 1908 calendars, from a strictly artistic point of view, that it has been our pleasure to inspect for many a year. It is entitled "The Spirit of the Orchid."

CHANCE FOR MAKERS OF AUTOMATICS.

"La Compagnie Generale d'Amusements" is a late incorporation under the seal of the province of Quebec. According to the letters patent it is the purpose of the company to operate a chain of theaters similar to the Nickelodeons in the States, and the headquarters will be in Montreal. It would seem that the new company would be in the market for electric pianos and other mechanical instruments used in that class of theaters, and manufacturers should follow the matter up. The directors of the company are: Ludger Hamelin, J. A. Hilaire Hebert, Joseph Alcime Hurteau, Lambert Belair, Charles Louis Talioretti, Arthur Larente and Domina Gagne.

THE NATIONAL PICTURE MACHINE CO.

Among the incorporations filed with the secretary of the state of Delaware recently was that of the National Picture Machine Co., of Philadelphia, for the purpose of manufacturing moving picture machines, motion pictures, films, etc. Capital, $100,000.

N. Y. VITAK CO.'S LATEST MODELS.

The New York Vitak Co., of 180 Lafayette street, New York City, have greatly improved their Model A motion picture machine. The mechanism is of highly polished nickel throughout, the baseboard of a beautiful cherry finish and the whole machine has the appearance of a very high-class article. It is certainly a wonderful little machine and we would advise everyone to see and examine it.

The same company will have on the market within the next three months their Vitak Standard Model, which operates standard size films. No expense has been spared with this model and it will be used in homes as well as theatres, churches, etc. This is a strictly high-class machine and has been highly praised. It will be entirely of metal, including the stand. They will be glad to give any further information.

MAKING MOVING PICTURES.

Some of the Dangers That Encompass the Maker of These Delightful Entertainers—Many Thrilling Adventures Both Sought and Unsought Have Fallen to the Lot of the Man Who Depicts Life in Action.

The moving picture show is a delightful exhibition enjoyed by thousands, and because one can witness apparent hairbreadth escapes free from danger we smile with satisfaction at the tricks of the camera. But in the effort to reproduce realistic scenes the modern snapshotter for the moving picture concern does not always depend upon camera tricks. Frequently he gets the real thing, and sometimes, much to his dismay, he encounters risks that make his hair turn gray. The recent death of a man tied to the rails for a moving picture concern, which hoped to give a thrilling exhibition of robbers killing their man in this horrible way, is a point in question. Through some mistake of the train dispatcher a train was sent over the rails at the wrong time, and the man was killed before the camera.

Another instance of this kind, though not so fatal in its result, was that of taking a picture of a storm and wreck at sea. All the elaborate paraphernalia were taken out into the ocean off Coney Island. It was to be a realistic scene of the sea, and the day was rough enough to suit all. The old dismantled schooner which had been towed out for the purpose of a wreck had been too hastily patched up for the occasion, and it suddenly foundered with a dozen men on board. There was then a real shipwreck, and for half an hour everybody turned to the rescue of the amateur seamen. Unfortunately the camera man forgot his work in the excitement and failed to get some of the best pictures of the day.

An amusing instance happened on Long Island Sound last summer. The camera man had improvised a scene of modern pirates boarding a private yacht and sandbagging the crew. Everything went well until a revenue cutter hove in sight, and then the would-be thieves met more than they bargained for. The revenue men boarded the yacht, roughly overpowered the actors in the scene, and, in spite of explanations and expostulations, carried them ashore prisoners.

The modern camerist can take "fake" pictures so easily to-day that usually it is not essential to run any great risk. He takes the photograph of a mountain, and then of a man in the act of climbing it. A few minutes later he stumbles, and the fall from the perilous height is faked successfully enough for all essential purposes. But there is one series of moving pictures that represents the real thing. It was taken in the Alps, and the fall of the man was genuine. It was not intended so by the party, but at the critical moment the man lost his footing and fell headlong down the slope. In horror the rest of the party looked at the falling man, but the camera operator was a nervy chap, and, realizing that he had the chance of his life, he coolly took shots at the unfortunate one until he disappeared in a bed of snow hundreds of feet be-

OUR SUCCESS is the result of furnishing the best FILMS

in America. If you doubt this statement, try our new quality service and be convinced. As a money-getter it is unequaled. Everything for the moving picture show carried in stock at Main Exchange and Branches ready for prompt shipment.

WE GUARANTEE TO NEVER REPEAT

Special prices on opera chairs. Pathe's Life of Christ, 3,114 feet, hand-colored. Try it. Be surprised.

O. T. CRAWFORD FILM EXCHANGE CO., Gayety Theatre Bldg., ST. LOUIS, MO.

low. Yet to many this real series of pictures would have no greater naturalness than many of the faked photographs thrown on the screen. The man, however, was not killed, but lived to enjoy the scene of his rapid descent pictured on the canvas.

Biographic pictures of wild animals are the most difficult to get, for animals cannot always be made to act for the picture man. Sometimes "dummy" wild animals are made up and put through antics, but they do not come up to the real thing. So the biograph man frequently haunts the wilderness in the hope of picking up something unusually fine. There are several excellent pictures of moving moose swimming across lakes, with the hunters on their trail, and of bears climbing trees or turning angrily upon their pursuers. But a genuine fight with a grizzly bear and a man is a gem worth preserving. Such a picture was taken two years ago in the Rockies by a veteran biograph camera man. He had been camping out with an old guide and bear hunter for nearly a month, but no game had come their way.

"If we track a grizzly you must tackle him, hand to hand," the camera operator had jokingly said several times.

"I'll do my part all right," replied the guide.

Then to the surprise of both one day they stumbled upon a genuine grizzly. The animal snarled and was inclined to edge away, but the sudden clicking of the camera startled the beast. True to his profession, the man with the camera had thought only of his work and nothing of his danger. Picture after picture was being reeled off before the bear had decided upon what course to pursue. Then, angry at this queer-looking instrument, the grizzly turned and rushed toward it.

"Hold him! Hold him, Pete," the snapshotter cried, addressing his guide.

"Hold nothing!" was the surly reply.

With a quick, short-range aim he shot directly at the bear. The bullet took effect, but did not kill the animal. With a snarl of rage he turned upon the guide and caught him with both front paws. There was a moment of fierce fighting. The guide tried to strike a home thrust with his knife, but the bear's hug was crushing the life out of him. Meanwhile the biograph was reeling off pictures so fast that the continuous click of the instrument sounded like a prolonged buzz. Death, however, came to the help of the guide, for the bear rolled over with one final growl. When the guide regained consciousness again his companion was wiping the blood from his wounds. In his enthusiasm he was muttering:

"Great! The greatest picture ever taken! It will make my fortune!"

The old guide raised himself on his elbows, and, glaring at the young man, said:

"Take your old pictures away or I'll smash them! You're a darn, driveling idiot or a cowardly cur to see a man killed by a bear and do nothing to help him. Git now, or I'll shoot the whole bunch!"

The angry man was in earnest, and the two parted, each unable to understand the point of view of the other.

Devotion to a profession is a splendid thing to see, but sometimes it may be carried too far. Two venturesome men representing a biograph company were camping in Florida last winter. They were picking up realistic scenery, especially such as lagoons, desert lakes, and wild swamp views, not expecting any real life scenes worth taking. One noon they slept in a dense cypress swamp tired out with their day's tramp. One of them was awakened by a noise. Rising from his position he saw to his surprise a large rattlesnake slowly winding its way across the sleeping form of his companion. At first he was paralyzed with fear, and then remembering his mission in those wilds he crept to his instrument and began to focus it. The big rattlesnake turned and surveyed him angrily. The rattle awakened his companion. The man operating the camera called softly:

"Keep quiet, Jim, there's a rattler on you. If you move he'll strike. Pretend you're dead."

Then with cool deliberation he snapshotted the angry snake. Every contortion of the body was taken, from the rattle of the tail to the slow shaking of the head. The snake had coiled for a spring on the chest of the recumbent man, and a false move on his part would have invited death.

"Just a minute more, Jim," the operator kept repeating, as he worked the instrument.

It seemed like an hour to the frightened man, but it was only ten minutes before the last picture was taken. Then the operator closed his instrument with a click, and turned to induce the snake to depart. He finally approached near enough so that with a long stick he could strike the swaying head a heavy blow. When the snake was killed Jim fainted.

Another series of pictures was taken from real life in Florida where an accident nearly proved fatal. The man had discovered a huge bull alligator in one of the swamps, and enticed him from the log toward the camera. The alligator had to approach the camera in order to reach the water, and backing up slowly the man snapshotted him in many living attitudes. He was so absorbed in his work that he scarcely noticed where he was stepping. Once he permitted the alligator to get so close to him that he was in danger of being hit by the tail.

Suddenly he stumbled and nearly fell backward in the lagoon. He caught himself just in time, and then hearing a sharp click back of him jumped nearly five feet. There, within a few feet, was another big alligator waiting to take a snap at his legs. One more backward step would have carried him within reach of the second monster. When the man recovered his nerve after this exciting experience, he smiled with joy at the thought of his "scoop," but inwardly he was saying that he wouldn't repeat it for any number of good moving pictures of alligators.

THE NICKEL THEATRE.

O Shakespeare, come and sit with us! Here are such theatre glories
As you, O million-peopled Soul, had loved! Yor you told stories
The crowds could see—yea, though the poems swept over their brains blind,
So much were women and men your words you spoke to all mankind.

It's a thick black room and a rough rude crowd—the real strong human stuff—
A screen's before, a beam of light rules through the air—enough!
Lo, on that beam of light there darts vast hills and men and women,
The screen becomes a stage; here's Life, blood-red with the living human!

In but ten minutes how we sweep the Earth, unbaring life,
Here in Algiers and there in Rome—a Paris street—the strife
Of cowboys, swinging lariat ropes—the plains, the peaks, the sea—
Life cramped in one room or loosed out to all Eternity!

Lo, now, behold the dead salt desert, the trail-lost man and wife,
A child clutched to her breast! They toil through sand, they cry for life,
They stagger on from hill to hill—now far, now near—their cry
Breaks through our hearts, their fight is ours, we love them as they die!

Yet, in ten minutes we drink Life, quintessenced and compact,
Earth is our cup, we drain it dry; yea, in ten minutes act
The lives of alien people strange; the Earth grows small; we see
The humanness of all souls human; all these are such as we!

O at day's end, and after toil that dragged the heart in the street,
What utter glory to forget, to feel again the beat
Of the warming heart with light and life, and love's unearthly gleam,
Till Dreams become our Living World, and all the World's a Dream!

Now we have lived the pain of others, now we have drunk their joy!
It gives us new heroic grip upon our day's employ!
O Shakespeare, here Earth's dimmest brain can draw strength from great stories!
The millions grasp their heritage of Art, the theatre-glories!

—James Oppenheim in the New York Times.

The majority of those who have given the advertising proposition serious thought seem to concur in the opinion that 2 per cent. of the gross total sales is the proper amount to devote to that purpose, though there are some who think 3 and 4 per cent. is not too much. Advertising is as serious a matter as purchasing goods, aud naturally whatever amount is placed in the proper mediums will prove most profitable.

TYPE E

THE MUTOSCOPE

For Amusement Parlors, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

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ALL WAYS
WITH PEERLESS COIN OPERATED PIANOS

Mr. Dealer:

"DON'T"

Don't stop to think what you have lost by not handling PEERLESS before. There is still some open territory if you hurry. One dealer reports a net profit of $5,000 per month from his Peerless Department alone. There is business to be had in your locality, business to satisfied customers with large payments, because the Peerless will pay for itself in from seven to ten months.

Peerless quality always brings a high rate of profit, and there is no medium on earth to compare with these instruments as real money-getters for all those who handle or own them.

EVERY PEERLESS PIANO CAN BE OPERATED FROM AN UNLIMITED NUMBER OF COIN BOXES ON TABLES OR IN ROOMS

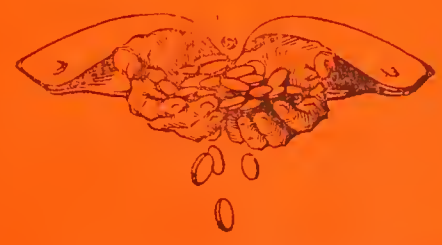
Extracts from Easy Money Catalog—Suggestions for Salesmen

THINK OF THE MONEY YOU WILL MAKE

One Peerless Piano took in $350 in 27 days. Whatever your business may be things will move faster if you have music. Our Peerless has been tried in cafes, billiard parlors, drug stores, hotels, candy stores, etc., and in every case has it proven a success. It does not matter what your business may be so long as it means dealing with the general public. You will find it profitable to have a Coin Operated Piano. It will attract customers, amuse them, and your satisfaction will come from the coin box, which will earn money for you that you would not otherwise get, as well as an increase in patronage.

Once more the PEERLESS coin operated PIANOS are classed by the nation's experts as the LEADERS.

They were awarded the Gold Medal and Highest Award at the Jamestown Exposition.



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Offices: WINDSOR ARCADE, FIFTH AVE., NEW YORK CITY **Factory: ST. JOHNSVILLE, NEW YORK**

"BQ"

The New Cylinder Tone Arm Graphophone

A new Cylinder Machine with the famous Columbia Aluminum Tone Arm and a Flower Horn.

Compact and convenient. No rubber tubing, no horn crane, no horn stand. Retails at $30.

This is decidedly the greatest improvement in the evolution of cylinder "talking machines."

Everybody remembers the instant success that came to the Columbia *Disc* Graphophone when first equipped with our Aluminum Tone Arm.

We have now adapted the Aluminum Tone Arm to the Columbia Cylinder Graphophone.

It is a scientific fact that aluminum metal has the remarkable quality, when used as a sound conveyer, of wholly eliminating all false vibrations and producing a soft, full, perfectly natural tone, impossible to obtain from any other metal. The Aluminum Tone Arm on this new model does away entirely with any of the hollow horn tone that is unavoidable in the ordinary construction.

This model BQ machine is very compact, and very similar in general appearance to the Columbia Disc Graphophones, the horn swinging *over,* rather than away from the cabinet, occupying hardly more space than the cabinet itself, and wholly dispensing with the awkward, unsightly horn crane, horn stand and rubber tube connection.

The motors are noiseless in operation, and the cabinets are beautifully designed, made of the finest selected oak and hand polished.

Every machine is equipped with the Lyric Tone Reproducer.

COLUMBIA PHONOGRAPH CO., Gen'l

Tribune Building, New York

Dealers Wanted Wherever We Are Not Now Represented

VOL. III. No. 12. SEVENTY-SIX PAGES SINGLE COPIES, 10 CENTS PER YEAR, ONE DOLLAR

The TALKING MACHINE AND NOVELTY NEWS WORLD

Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, December 15, 1907

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SOUND BOX NEEDLE ARM AND SCREW

SOUND BOX CASING

SOUND BOX BOLTING SCREWS

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The Star Talking Machine

Sound box has only six parts—and those parts without complications. One piece—a simple lever—between the needle and the diaphragm.

Its diaphragm and air chamber are designed in the relative proportion to give the fullest resonance.

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Simplicity, design, and workmanship produce its notable tone quality and freedom from breakage and repairs.

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

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Mr. Dealer:—

Compliments of the Season.

As usual we have seasonable goods for the trade. Too many to enumerate and detail in this limited space.

Truetone Amplifying Horns

"Made entirely of wood." List Price, $6.00, $7.50 and $15.00.

Eureka Carton Cabinets

For Cylinder Records. A new and practical idea. List Price, $15.00 to $25.00.

Searchlight Folding Horns

The Best of the kind. Just the thing to carry around. List Price, $6.25.

Alltones Sound Modifier *For Victor Taper Arm*

Practical and Perfect. Adds no weight to speaker and retails for only 50c.

Eureka Alphabetical Index

For Cataloging Records so they can be found. Stimulates Record Sales. Price 25c.

For the Wise and Progressive Dealer we have Bargains that will find a ready sale right now. All new—regular goods that we have either decided to discontinue or have too large a stock, viz.:—

Horns of Every Description at Unusually Low Prices
Fiber Carry Cases for Disc Machines and Disc Records
Cabinets for Disc and Cylinder Records to suit any purse

Every Dealer in our territory should have his name on our mailing list.
It will pay you to keep in touch with us.

The House of Original Ideas and Progressive Methods

N. B.—Read Douglas Items, published monthly. We mail it for the asking.

The Talking Machine World

Vol. 3. No. 12. New York, December 15, 1907. Price Ten Cents

A WORLD JOKE DEPARTMENT?

What do You Say About the Scheme—Read Earl Godwin's Letter—Send in Some Contribution and Inaugurate the Department.

The following communication received from Earl Godwin of the Columbia staff is well worth reading. It is chatty and full of humor. Mr. Godwin suggests that we form an association for the suppression of talking machine jokes. Would it not be better to form an association for the encouragement of really good jokes? Why not have a Joke Department in The World to which every one could make a contribution when something really good came his way? Some of these would find their way to daily papers. In this way we may form an offset to the horrible puns which are perpetrated on the talking machine in the columns of the daily papers. Surely among the thousands of readers of The World in all countries we ought to bring out some really good snappy stuff once a month and we would suggest that everyone who has something really good on the talking machine forward it to The Talking Machine World.

New York, Nov. 18, 1907.

My Dear Mr. Bill—A question of vast import has been uppermost in my alleged brain for several weeks past and I am impelled to take my typewriter in hand and direct these few lines to you, hoping that you or your subscribers may answer my riddle.

Why is it that there is not a good joke to be found among the myriad bits of so-called wit that paragraphers, humorists, artists and newspaper men of all description use to ridicule the talking machine? If there is a really humorous newspaper paragraph or picture to be fonnd among all the thousands of articles that have been written on this snbject it has escaped me, and I have made a diligent search. I have in an old scrap book of my father's one of the first jokes (?) ever perpetrated on the subject. It is dated back in the early seventies and goes on to say that now the phonograph is invented, canned sermons may be sent to Africa where the cannibals may eat the record instead of the missionary. Ha! ha! ha! Isn't that perfectly killing? Oh, don't make me say it again, it nearly splits my side when I read that ancient paragraph.

That is among the very first, but you would think that the march of progress wonld improve the stuff that newspaper jokes are made of, wouldn't you? Bnt in the talking machine joke case it has not. Even F. P. Adams, the bright funny man of the Evening Mail falls down terribly when he attempts a bon mot having a talking machine in his neighbor's flat for a foundation. Then that weak-kneed, pasty-faced, dyspeptic joke about A Woman and A Talking Machine, the point being that one talking machine in the house being enough would not that make you weep?

Let us form an association for the Suppression of Bum Talking Machine Jokes. I think we will do contemporary literature and humor a world of good.

I admit that it is a very serious subject, one about which it is hard to twine the tendrils of a real blossoming joke. I am something of a joker myself (some folks think I am something of a joke) and I live in the midst of a humorous and witty family with brilliant scintillating neighbors, well versed in talking machines and humor, but not one of them has produced a joke worth mentioning. I will give a good cigar to the man who sends me a real joke, embodying the talking machine. There! Yours very truly,

Earl Godwin.

Some people want to kill the bnsiness talking machine so they won't have to kill the hours it would make for them.

IMPORTANCE OF THE PROGRAM.

Dealers Called Upon to Furnish Entertainments at Private or Public Functions Should be Most Particular as to the Make-Up of the Program for These Purposes.

There are many times when the talking machine dealer is called upon to furnish the musical portion of the entertainment at either private or public functions and the choice of a suitable program is a matter that should receive most careful attention. Each number of the program should be in perfect harmony with all the rest if the proper impression is to be created. It is hoped that none of our readers will emulate the example of a talking machine salesman who had charge of a machine and records at a special meeting of the local literary society and who followed a magnificent Caruso number and an aria oy Melba with one of the popular coon songs of the day. Needless to say the last number was received with audible exclamations of disappointment from the majority of those present. If the program is to be a popular one an occasional coon song is all right, but a sudden jump from grand opera to ragtime is hardly according to musical taste. Great musicians would never be guilty of such a contretemp, and the talking machine has got to be used with exactly the same discretion. Giving a program does not mean simply sending a machine and a promiscuous collection of records, at least it should not any more than a singer might be expected to go to a concert, and take along the first things that came handy. The talker is the singer's proxy and owes the audience as much consideration. There are many songs of the better class that may be used to relieve a very heavy operatic program, but ragtime, never.

A BUSINESS REFLECTOR

Show Windows Reveal Lines Upon Which a Store Is Conducted—Must be Up-to-Date in Appearance—Merchants Should Accord to Windows the Attention Their Importance Requires—Advantages Accrue from Frequent and Varied Changes.

The show window is a mirror. It reflects much. It reflects the managerial policy of the firm. It reflects the condition and class of the merchandise dealt in. It reflects the alertness or backwardness of the buying organization, as the case may be. It reflects shiningly just whether the store is conducted upon progressive up-to-date lines or whether it is one of those dreamy standstill establishments which exist in spite of themselves and their unenterprising proprietors.

Yes, the show window is the mirror which opens to public view the entire store and its concerns. Being such an important adjunct of progressive storekeeping the show window should come in for a good portion of the talking machine man's attention.

No store can ever hope to attain a reputation as an up-to-date store unless its windows present an up-to-date appearance. As the window is so is the store. That's the conclusion—the logical conclusion—at which the public arrives.

If the window dressing falls into a rut the casual observer is very apt to conclude that the store is also in a rut. And is there anything more deplorable in connection with merchandizing than this same rut evil?

It is rather remarkable that the windows of some stores have that "sameness" about them all the time. One would think that the proprietors or window dressers or whoever it may be who were responsible for the appearance of the front, would instantly recognize the advantages which come from varying the appearance of the front. It would seem that they would tire of the old and threadbare bargain and special sale theme and delight in presenting some novel features to the passerby. Instead of sticking to the same window display policy year in and year out they, it would seem, might experiment.

ADVERTISING A CREATIVE FORCE.

Has Created New Enterprises and Added Wealth to the Country—Six Hundred Million Dollars Spent for Publicity in This Country.

Some firms advertise to get business, but the wiser ones advertise to make it. Advertising to get business is the use of publicity to sell staples that the public is buying somewhere else, and results merely in the transfer of so much traffic from Peter to Paul. Advertising that makes business educates the buying public to new commodities and new methods of purchasing. In the long run it is the most remunerative sort of advertising, for it increases the buying capacity of the average man and the volume of trade. Publicity that creates two dollars' worth of business where there was but one is good for the advertiser, the buyer and the world in general.

Advertising is naturally a creative force. Since it has been applied to modern commerce there have been created dozens of commodities and branches of trade that did not exist before its advent. The six hundreds of millions of dollars annually spent for publicity in the United States have set many hundreds of millions of dollars running in wholly new channels. Look into the magazines this month. There are many old commodities and enterprises which have adapted publicity to their uses, but fully half of the ads are those of firms and commodities which advertising has created out of nothing.

COPYRIGHT LITIGATION IN FRANCE.

An interesting light was thrown upon the copyright situation in France at a recent meeting of the Gramophone & Typewriter, Ltd., in the following statement: "Copyright litigation in France has been going on for the last two years. To-day the position is practically unchanged and we are awaiting the decision of the Cour de Cassation, or Supreme Court, in Paris. We are advised that we are likely to be successful and we are encouraged in the hope of success by a recent decision given in our favor on almost entirely identical lines by the Supreme Court in Belgium. On the other hand, we have to record an adverse decision in the lower courts in Italy, against which we are, of course, appealing."

INTERESTING DISCUSSION IN RUSSIA.

In view of the fact that talking machines have been used at a number of funerals in Russia, the newspapers have entered into a spirited discussion as to the propriety of such a departure. Mlle. Volska, a well-known concert artiste, when on her death-bed sang a funeral hymn into a phonograph, and requested that the instrument should be permitted to reproduce her voice at her graveside during the funeral service. Her wish was granted, but Father Klimoff, the priest who permitted the innovation, was punished by the Holy Synod, and now both priests and public are divided into opposing camps as to whether there was anything irreverent in the performance.

The Hall Music Co., who opened up a talking machine store in Kansas City, Mo., some three months ago, are carrying a fine line of Edison and Victor goods. This company bear the distinction of being the only exclusive talking machine store in Kansas City, with the exception of the Columbia Phonograph Co. branch.

"TALKER" AMONG SAVAGES.

Dr. Pöch's Studies of the Natives of New Guinea—With the Camera, the Phonograph and the Cinematograph He Has Brought Home Accurate Records of the Songs, Dances and Customs of Primitive Tribes.

This picture shows a group of New Guinea natives singing into a phonograph for the benefit of science. The record which the machine made has been filed with hundreds of others in the Academy of Natural Sciences, Vienna. They were secured by Dr. Rudolf Pöch during his ethnological researches in the second largest island in the world in 1905 and 1906.

While these twelve men were singing Dr. Pöch was standing at one side with his camera, and he caught this photograph. The natives belong to the Baifa tribe and live in British New Guinea.

Dr. Pöch spent about two years wandering from one tribe to another. He lived with a dozen or so tribes in the German, British and Dutch possessions. No ethnological expedition to New Guinea has returned with richer results, and Dr. Pöch attributes his success largely to the fact that he made almost daily use of the camera, the phonograph and the cinematograph.

His records of the native songs are all the more important because many of them are religious or ceremonial songs and are the accompaniment of ceremonial dances; and both dances and songs have been handed down for generations. Many of the songs are not at all melodious, while others are not unpleasing.

It was difficult to record all of some very important songs. Those of the Yassi-Yassi people, for example, have the peculiarity of growing softer and softer toward the end until they die away entirely.

It was found better to pose the singers in a group before the machine rather than to record the songs during the dances. In many songs, for instance, boys have an important part, but their position in the dance is at a distance from the other singers and their notes are not so clearly recorded, so boys and men are grouped for making the record. All the dances, whether purely social or having a deeper meaning, are accompanied by singing.

The phonograph served many other purposes. Fine records were made of many words, phrases and speeches in the various languages. Some of these tongues have gutturals and other peculiarities which are very difficult for a foreigner to reproduce, but usually they come out very clearly in the phonographic record.

Then many records were secured of the sounds evoked from musical instruments. By no other methods could these sounds be exactly reproduced.

It was not very long ago that the note book and pencil and a few measuring instruments were about the only artificial equipment of the anthropologist. To-day he is bringing home with him striking representation of many forms of native life recorded by ingenious instruments.

Dr. Pöch returned to Austria with a remarkable collection of cinematographic pictures. He is showing the dances to European audiences, which at the same time hear the songs accompanying the native dances.

Some of the moving pictures are complicated affairs. One of them begins in the forest in semi-darkness, where it was impossible to secure good clear views on the films. The dancers passed out of the forest to the plain and Dr. Pöch could not secure all phases of this ceremony.

Many of the sets of moving pictures, however, are entirely successful. He shows a lot of girls bearing on their shoulders large earthen pots which they have filled with water at the brook and are carrying home. He shows a social group of women seated on the grass and puffing away at long pipes.

The barber, whose razor is a splinter of obsidian, is shaving the cheeks of a customer, whose grimaces plainly betoken that the razor needs honing; and the natives are seen sailing their boats, engaging in farming operations, making weapons and doing many other things. Perhaps the most entertaining of these moving pictures are those which show the games of the children. Thus the cinematograph is contributing living documents that throw clear light upon many phases of primitive human culture.

NEW GUINEA NATIVES ENJOYING THE TALKING MACHINE. Courtesy New York Su

ADVERTISING NOT AN EXPENSE.

Judicious advertising is not an expense but an investment. There are millions of demonstrations that it pays good dividends. Most successful business concerns consider their annual appropriation for advertising as necessary as their appropriations for executive management, rent, insurance, etc. The only problem is how to utilize the advertising appropriation most judiciously.

The Christmas gift that is most appreciated is the one that is useful; likewise the advertisement that is most effective is the one that is kept, not merely glanced at and thrown away.

A useful article like a pocketbook, card case, memorandum book, diary or something of that kind bearing an advertisement is carefully preserved because of its usefulness and intrinsic value, and it is a perpetual reminder and business puller for the concern whose name it bears. It works year in and year out and every day in the year. It works morning, noon and night and all day long. It is always at work, pulling for business. Isn't that better than a one-time advertisement? Certainly it is. Advertising novelties that are kept for daily usage are the cheapest always.

The man who only half tries doesn't even half make good.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

EDISON PHONOGRAPHS AND VICTOR MACHINES

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS

Vital facts in the Victor business.

The *Victor* ***is*** a perfect musical instrument.

Only on the *Victor* can the world's greatest artists and the most popular entertainers be heard.

These two facts are the backbone of *Victor* supremacy and *Victor* success.

And the dealer who constantly emphasizes them is the dealer who puts his business on a higher level, and makes the most money selling the *VICTOR* and *Victor Records.*

Are *you* taking full advantage of these vital facts to increase *your* prestige and *your* profit?

Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company of Montreal, Canadian Distributors.

BE READY FOR YOUR CUSTOMERS.

MR. DEALER: Our special advertising campaign in leading newspapers throughout the country has everywhere increased the demand for Victor Records. By placing a standing monthly order with your distributor for all the new Victor Records you will be in a position to meet the every want of every customer.

Full information can be obtained from the following Victor dealers:

Albany, N. Y	Finch & Hahn.
Altoona, Pa	W. H. & L. C. Wolfe.
Atlanta, Ga	Alexander-Elyea Co.
	Phillips & Crew Co.
Baltimore, Md	Cohen & Hughes.
	E. F. Droop & Sons Co.
	H. R. Eisenhrandt Sons.
	Wm. McCallister.
Bangor, Me	M. H. Andrews.
Birmingham, Ala	E. E. Forbes Piano Co.
Boston, Mass	Oliver Ditson Co.
	Eastern Talking Machine Co.
	M. Steinert & Sons Co.
Brooklyn, N. Y	American Talking Machine Co.
Buffalo, N. Y	W. D. Andrews.
	Neal, Clark & Neal Co.
Burlington, Vt.	American Phonograph Co.
Butte, Mont	Orton Brothers.
Canton, O	The Klein & Heffelman Co.
Charlotte, N. C	Stone & Barringer Co.
Chicago, Ill	Lyon & Healy.
	The Talking Machine Co.
	The Rudolph Wurlitzer Co.
Cincinnati, O	The Rudolph Wurlitzer Co.
Cleveland, O	W. H. Buescher & Sons.
	Collister & Sayle.
	Eclipse Musical Co.
Columbus, O	The Perry B. Whitsit Co.
Dallas, Tex	Thos. Goggan & Bro.
Dayton, O	The Fetterly Piano Mfg. Co.
Denver, Colo	Knight-Camphell Music Co.
	Hext Music Co.
Des Moines, Iowa	Edward H. Jones & Son.
Detroit, Mich	Grinnell Bros.
Dubuque, Iowa	Harger & Blish.
Duluth, Minn	French & Bassett.
El Paso, Tex	W. G. Walz Co.
Galveston, Tex	Thos. Goggan & Bro.
Grand Rapids, Mich	J. A. J. Friedrich.
Harrisburg, Pa	S. A. Floyd.
Honolulu, T. H	Bergstrom Music Co.
Indianapolis, Ind	C. Koehring & Bro.
Jacksonville, Fla	Metropolitan Talking Machine Co.
Kansas City, Mo	J. W. Jenkins Sons Music Co.
	J. F. Schmelzer & Sons Arms Co.
Little Rock, Ark	O. K. Houck Piano Co.
Lincoln, Neb	Ross P. Curtice Co.
Los Angeles, Cal	Sherman, Clay & Co.
Memphis, Tenn	O. K. Houck Piano Co.
	E. E. Forbes Piano Co.
Milwaukee, Wis	McGreal Bros.
Minneapolis, Minn	Minnesota Phonograph Co.
Mobile, Ala.	Wm. H. Reynalds.
Montreal, Canada	Berliner Gramophone Co., Ltd.
Nashville, Tenn	O. K. Houck Piano Co.
Newark, N. J	Price Phono. Co.
Newark, O	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.
	C. Bruno & Son.
	I. Davega, Jr.
	S. B. Davega.
	Chas. H. Ditson & Co.
	The Jacot Music Box Co.
	Landay Brothers.
	The Regina Music Box Co.
	Stanley & Pearsall.
	Benj. Switky.
	Victor Distrihuting & Export Co.
Omaha, Neb	A. Hospe Co.
	Nehraska Cycle Co.
	Piano Player Co.
Peoria, Ill	Chas. C. Adams & Co.
Philadelphia, Pa	C. J. Heppe & Son.
	Musical Echo Company.
	Penn Phonograph Co., Inc.
	Louis Buehn & Brother.
	Western Talking Machine Co.
	H. A. Weymann & Son.
	J. E. Ditson & Co.
Pittsburg, Pa	Pittshurg Phonograph Co.
	Powers & Henry Co.
	Standard Talking Machine Co.
Portland, Me	Cressey & Allen.
	Portland Talking Machine Co.
Portland, Ore	Sherman, Clay & Co.
Richmond, Va	The Cable Co.
	W. D. Moses & Co.
Rochester, N. Y	The Talking Machine Co.
Rock Island, Ill	Totten's Music House.
Salt Lake City, Utah	Carstensen & Anson Music Co.
San Antonio, Tex	Thos. Goggan & Bro.
San Francisco, Cal	Sherman, Clay & Co.
Savannah, Ga	Youmans & Leete.
Seattle, Wash	Sherman, Clay & Co.
Sioux Falls, S. D	Sioux Falls Talking Mach. Exchange.
Spokane, Wash.	Eiler's Piano House.
	Sherman-Clay & Co.
St. Louis, Mo	Koerher-Brenner Music Co.
	St. Louis Talking Machine Co.
St. Paul, Minn	W. J. Dyer & Bro.
	Koehler & Hinrichs.
Syracuse, N. Y	W. D. Andrews.
Toledo, O	The Hayes Music Co.
	A. J. Rummel Arms Co.
	Whitney & Currier Co.
Washington, D. C	John F. Ellis & Co.

Fill out, cut off, and mail this Coupon to-day.

CUT ALONG THIS LINE

Victor Talking Machine Company, Camden, N. J.

Please send book, "How to Sell Victors on instalments."

Name.....

Street.....

City.....

State.....

F

HAPPENINGS AT THE CAPITAL.

Business Has Fluctuated the Past Four Weeks —Christmas Trade Already Evident—Commercial Graphophones for Government Departments—Droop & Sons' Handsome Talker Quarters—Whitson Reports Progress—S. Kahn & Co. to Retire from Business—Cannot Make Their Department Pay.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 4, 1907.

The talking machine trade fluctuated during November and early December, though the month as a whole was better than October. The middle of the month was very dull, but within the past week or two business has picked up wonderfully and the dealers are more ready to talk. That is a sure sign when trade is good. Some of the large establishments felt the financial finrry of New York, but it did not last long.

Christmas trade has already begun in most of the establishments. This is particularly true of the Colnmbia Phonograph Co., where business has taken a lively turn, in both instruments and records. H. C. Grove, the local manager, is much pleased. He has just completed the dismanteling of the Jamestown exhibit and will now be able to give more time to Washington affairs. He states that while the Exposition was a failure financially itself, the Columbia Phonograph Co. did some excellent business. It took a number of orders for instruments of all grades, and especially did it make progress with the introduction of the commercial graphophone, in many business houses. This has come to be quite a feature in Washington in the Government Departments, all of them using these machines in one or more of their branches. The local firm just closed a big deal whereby several commercial graphophones will be used by the Law Reporter.

Since the opening of the new talking machine department at E. F. Droop & Sons' Co., this establishment has perhaps the most commodious quarters in the city. The several demonstrating rooms give opportunity for the hearing of more than one record at the same time without conflict. In the extreme rear of the department is a small room for the demonstration of the Victoria and such high class instrnments. The Regina music box is also featured as well as the Welte "Mignon," the famons player which produces the exact expression of the artist without any manipulation of the instrument.

Report from Sanders and Stayman's talking machine department is fair for the past month, but it has already improved for December. Record sales have been particularly fine.

T. J. Whitson is in a very good humor now, as business has increased recently in both instruments and records. He says: "We are having a very good rnn on "Ring Ont the Bells for Christmas," by the Edison Concert Band, which has a beautifnl chime feature in it.

In the window of John F. Ellis & Co. is an attractive display of "Lyra" phonographs with little red flower-shaped horns which at once attract the passerby. These have become a Christmas feature in this establishment.

While the foregoing speaks well for the condition of the talking machine in Washington, there is one establishment which is jnst waiting for a pnrchaser of its stock to go out of bnsiness. This is the talking machine department of S. Kahn & Son Co., one of the large drygoods stores. Trade has been so bad for the past few months that a detriment is only being worked by trying to keep up appearances. S. Kahn & Son Co. have decided to discontinue their talking machine department, which has been in existence for about two years. At present there is a very large stock on hand of all grades of talking machines, music boxes, cylinder and disc records, and fancy and plain horns. It is the wish of the manager to dispose of these to some one local establishment, but exactly how the deal will be made has not yet been determined. "There is no wisdom in retaining a department," he said, "which is losing money. We have always been independent of any music firm and have until the past few months done excellent business. Even in the summer we are having a big trade in supplying small establishments in outlying districts. Perhaps the financial condition in New York is responsible, or perhaps the music stores are monopolizing the pnblic. At all events we will soon sell our stock and go ont of bnsiness."

EDISON ON WIRELESS TELEGRAPHY.

Says the Possibilities of the Thing Are Limitless—Takes Seven Years to Perfect the Great Invention—Interesting Chat With the Inventor of the Phonograph.

The wonderfnl success of the wireless system of despatches to and from Europe has been the subject of much comment in the daily press, and Marconi has been highly praised for his energy and ability in this field. The New York Times has recently been receiving all its news from Europe by means of the Marconi wireless telegraph. Thomas A. Edison, when seen relative to the latter achievement, said:

"This thing is in its infancy yet. It is easy to see that. This yonng fellow Marconi does not know a tenth part now of the possibilities of wireless that he will learn in the next ten years. The possibilities of the thing are limitless. We to-day cannot imagine the things that they will be doing with it a few years to come.

"The obstacles in the way now can easily be overcome. As for a ship getting ont in the ocean and taking off the messages from the cnrrent, or another man setting up his apparatus and interfering with the connection, these things can be prohibited by law.

"Yon know that a great invention was never perfected in less than seven years. When a man has made his discovery he has just begun. Then he has to work for years and years before he has the thing anywhere near completed. We do not know what makes these waves that we call electricity go across the ocean in this way. We don't know anything about it. It is contrary to all the known laws of nature and science. All we know is that they do go, and that they carry messages with them.

"Just stop and think what we will be able to do with them when we find ont what they are and the laws that control them. I tell you this thing is only beginning, and in a few years there will be developments along this line that will startle even the most sanguine dreamer of to-day."

COMPETENT TO FILL THE POSITION.

Music dealers frequently get letters that are works of art in their way, but one of the palms should go to the E. R. Austin Music Co., Dayton, O., who received a letter in response to an advertisement for a talking machine salesman. The applicant announced that he was at present employed in a grocery store in a neighboring town and went on to say: "The reason I prefer a change is this, they are more like idiots around here, it is not fit for a person to be inside, for it is not healthy, for they loaf around the grocery and spit all over the floor, so you can see it is not healthy and I cannot say anything if the boss does. I tell him, but it does not do any good. I get good wages, five dollars a week, horse kept, board and washing, but the wages does not make a fellow's health." The best of references are offered and an early reply requested. At last acconnts the writer of the letter was still working in the sordid and demeaning atmosphere of the grocery."

UNCLE JOSH'S LECTURE RECITALS.

Cal Stewart, the widely known originator of the "Uncle Josh" records, has been making an extensive trip through the West demonstrating just how the records were made. Many music stores who handle talking machines engaged him to make "Uncle Josh" records for the benefit of their patrons, and the entertainment he offered was amusing and instructive in the extreme. Mr. Stewart entitles his work "Lecture Recitals."

Now, let everyone put their shoulders to the wheel and get bnsy.

NORTHWESTERN DEALERS
TRY US
WE ARE
JOBBERS AND DISTRIBUTERS
EXCLUSIVELY OF
EDISON Phonographs
VICTOR Talking Machines
and Supplies
MINNESOTA PHONOGRAPH CO.
LAURENCE H. LUCKER
505-7-9-11 Washington Avenue, So.
MINNEAPOLIS :: MINN.

There will be a demand for these new January Victor Records

8-inch 35 cents

Arthur Pryor's Band

5275 Victorious Eagle March.....Rosey

Tenor Solo by Billy Murray

5294 Way Down in Colon Town (from "The Rogers Brothers in Panama")..Hoffmau

Comic Song by Arthur Collins

5285 Dixie Dan (from "The Gay White Way").....Furth

Descriptive Specialty by Miss Jones and Mr. Spencer

5286 Broncho Bob and His Little Cheyenne.

Len Spencer, With Imitations by Gilbert Girard

5284 Roger and I (The Vagabonds)..Trowbridge

Hymn by Haydn Quartet

5321 Happy Day.....Rimhault

10-inch 60 cents; 12-inch $1.00

Arthur Pryor's Band

5298 "Gesundheit" Waltz (To Your Health!)—10-inch.....Helf
5300 Radetzky March—10-inch.....Strauss
5301 King of Rags (A Two-Step Oddity)—10-inch.....Swisher
31683 Impassioned Dream Waltz (Ensueno Seductor)—12-inch.....Rosas
31684 Jubel Overture—12-inch.....Weber

Police Band of Mexico City, Velino M. Presa, Director

5318 Felicity Mazurka—10-inch.....Martinez
31685 Moraima—Caprice—12-inch.....Espinoza

Victor Orchestra, Walter B. Rogers, Conductor

5304 Autumn—Intermezzo—10-inch.....Moret

Flute Solo by Darius Lyons

5305 Rondo—10-inch.....Donjon

Accordion Solo by John J. Kimmel

5307 Medley of Popular Reels (including Buck and Wing Dance)—10-inch..

Flute and Oboe Duet by Lyons and Trepte

5308 Happy Days—10-inch.....Strelezki

Trombone Solo by Arthur Pryor

5309 Love Me and the World Is Mine—10-inch.....Ball

Soprano Solo by Helene Noldi

31688 Vilia Song (from "Merry Widow")—12-inch.....Lehar

Yodel Songs by Al. H. (Metz) Wilson

5322 Whispering Breezes—10-inch.....Wilson
31687 Songs of Old Fatherland (Medley)—12-inch.....Wilson

Duet by Stanley and Maedonongh

31686 Guide Me, O Thou Great Jehovah—12-inch.....Flotow

Bass Solo by Frank C. Stanley

5323 Dream On, Dear Heart, Dream On—10-inch.....Morse

Harry Maedonongh and Joseph Belmont

5314 Robin Redbreast—10-inch.....De Koven

Tenor Solo by Byron G. Harlan

5310 Two Blue Eyes—10-inch.....Morse

Harry Maedonongh and Haydn Quartet

5319 'Neath the Old Acorn Tree, Sweet Estelle—10-inch.....Helf

Comic Song by Billy Murray

5311 So What's the Use—10-inch.....Montagu

Duet by Miss Jones and Mr. Murray

5317 Make Believe—10-inch.....Morse

Duet by Collins and Harlan

5312 Come On and Kiss Yo' Baby—10-inch.....Clarke

Billy Murray and Haydn Quartet

5320 Budweiser's a Friend of Mine—10-inch.....Furth

Comic Song by Miss Ada Jones

5316 Don't Get Married Any More, Ma—10 inch.....Pether

Hymn by Haydn Quartet

5313 Let the Saviour In—10-inch.....Excell

New Red Seal Records

Mareella Sembrich, Soprano

12-inch, with Orchestra, $3.00 each.
88102 Martha—Last Rose of Summer—in English.....Moore
88098 Mignon—Connais tu le pays (Knowest Thou the Land)—In French....Thomas
88103 Nightingale's Song—In Russian...Ababieff
88104 Norma—Casta diva (Queen of Heaven)—In Italian.....Bellini
88105 Puritani—Qui la voce (In Sweetest Accents)—In Italian.....Bellini
12-inch, Piano Accomp. by Mme. Sembrich, $3.00.
88100 Maiden's Wish (Madchen's Wunsch)—In Polish.....Chopin

Mattia Battistini, Baritone

12-inch, with Orchestra, $3.00 each—In Italian.
92004 Zampa—Perché tremar (Why Dost Thou Tremble).....Herold
92005 Martha—Il mio Lionel (My Unhappy Lionel).....Flotow
92006 Don Sebastiano—O Lisbona (Oh, Lisbon).....Donizetti

Mattia Battistini, Baritone; Aristodemo Sillich, Bass

12-inch, with Orchestra, $3.00—In Italian.
92007 Ernani—La vedremo, o veglio audace (I Will Prove, Audacious Greybeard).....Verdi

Mattia Battistini—Emilia Corsi—Cori della Scala

(Duet with La Scala Chorus.)
12-inch, with Orchestra, $3.00—In Italian.
92008 Ernani—Vieni meco sol di rose (Come, Dearest Maiden).....Verdi

Carlo Albani, Tenor

12-inch, with Orchestra, $1.50 each—In Italian.
74095 Forza del Destino—Oh tu che segno agl' angeli (Thou Heav'nly One).....Verdi
74096 Lolita—Spanish Serenade.....Peccia
74097 Pagliacci—Vesti la giubba (On with the Play).....Leoncavallo
74098 Lucrezia Borgia—Di pescatore ignoble (In a Fisher's Lowly Cot)....Donizetti

Evan Williams, Tenor

10-inch, with Orchestra, $1.00.
64080 Sweet Miss Mary.....Neidlinger
12-inch, with orchestra, $1.50.
74093 Stabat Mater—Cujus animam—In Latin.....Rossini
74094 Love Shall Be Lord.....Corbett

We've got the people into the habit of looking for the list of new *Victor Records* which we publish each month in leading daily newspapers of America. They not only look for the list—they buy the records!

Get these people into the habit of coming to your store for their records. Have the records they want, play any they want to hear, cultivate their trade, and you'll soon have them as regular customers.

There is always a demand for *Victor Records*, for on no other records can people get that full, clear, musical tone-quality. It pays to have such records. It pays *best* to have the complete list.

Now is the time to place your order so that you'll be ready on December 28th—the simultaneous opening day for the sale of January *Victor Records*.

Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company, of Montreal, Canadian Distributors.

HOLIDAY TRADE IN BALTIMORE.

Activity Is Fair in Volume Although Trade Is Not as Active as a Year Ago—Victors and Reginaphones Sell Well at Cohen & Hughes—Droop & Son Doing Well With the Edison—Reports from Other Trade Authorities.

(Special to The Talking Machine World.)

Baltimore, Md., Dec. 3, 1907.

The talking machine dealers in this city are busy now with their Christmas trade. The popularity of these music machines is demonstrated daily by the increasing demand for them as holiday presents. While, on the other hand, the sale of records is ever on the increase in consequence of the fact that so many new and up-to-date ones can be obtained each month. Special sales are the order of the day with many dealers. Another feature of the business is the fact that many new retail stores have been opened up in this city the past month, according to the statement of the jobbers.

H. R. Eisenbrandt, of H. R. Eisenbrandt & Sons, states that retail business has fallen off somewhat, but that their jobbing department is exceedingly busy in furnishing several new retailers, which the firm has installed, with talking machines and records.

Messrs. Cohen & Hughes, who handle the Victor machine, are, also, the local agents for the combined music box and talking machine, the Reginaphone. The firm report that the sales of both machines have been rather good during the past month and that the indications are for a good trade during the days preceding the holidays. The firm are, also, conducting a special sale of Victor cabinets as desirable Christmas offerings to those who have not the ready cash to be owners of Victor machines. Messrs. Cohen & Hughes have arranged a nothing-down payment plan, which is to pay for what records the purchasers take with them and begin paying for the machine later on.

The Hollingshead Co., 220 West Fayette street, report having a great success with the sale of Victor machines and records.

Similar reports are made by G. Wright Nicols, manager for Sanders & Stayman, who are handling the Victor and Columbia machines. As a matter of inducing and encouraging prospective buyers they are holding daily concerts at their warerooms, Charles and Fayette streets.

Messrs. E. F. Droop & Sons, agents for the Edison machines, have been doing a nice business during the past month and, like the other dealers, look for a great improvement from now on until the holidays are over.

MELBA'S VOICE IN HIGH BLUE.

Purple Splashes in It—Englishwoman Connects Tints With Tones.

The translation of sounds into colors is no new idea, but Mrs. Northesk Wilson, lecturing in London on the relation of colors to music has made some interesting additions to the familiar comparisons. She described Mme. Melba's voice as high blue, splashed occasionally with purple. Alice Gomez's vocalization, she said, suggested orange. Forbes Robertson had a violent voice speckled with green, which is the color of the depressed.

Mrs. Wilson contended that every sound conveyed an idea of color to those who were in a proper state of vibration. Blind people were particularly sensitive in this respect to both agreeable and disagreeable sounds. A raucous voice, according to Mrs. Wilson, gave a blind man a dirty green feeling.

UNIQUE SECTIONAL DISC RECORD CASE.

We are informed by Benj. Switky, sole sales agent for the "Unique" sectional disc record case, that in the short time since they began marketing, this case has obtained a foothold in no less than twenty-two States of the United States, with inquiries still coming in by almost every mail. "It fills a long-felt want" is the general opinion of the various writers. It is the first attempt at furnishing "sectional" cases for the talking machine trade, and while it is truly unique and covered by patents, Mr. Switky admits that the scheme is not original, but was inspired by the success of the well-known Wernicke sectional bookcases.

INTERESTING WINDOW DISPLAY.

Mechanical Figures for Which Music Is Furnished by the Talking Machine.

A most interesting window display has been arranged by a toy dealer, whose shop is located in the heart of the retail district, and its chief features are twelve mechanical figures, representing negro banjo and violin players, fancy dancers, etc. The figures were imported from Germany on special order for a wealthy broker and were made for use with a talking machine. The vocal, band or orchestral selections rendered by the talking machine accompany the performances of the acrobats, dancers and jugglers, rendering it possible to give an exhibition that will compare very favorably with that of professional performers. In fact, so natural and life-like are they, that it is difficult to realize that the violinist, standing at the other end of the room, the entrancing strains of the intermezzo from "Cavalleria Rusticana" filling the air with melody accompanying the graceful sweep of his bow, or the laughing plantation darkey picking on his banjo, with all the vigor and abandon of life, that rollicking melody, "Bill Bailey," are but mechanical toys, and that the music swelling forth full toned, natural and with all the sweetness of the original, emanates from a talking machine. Yet so it is, and it adds another to the already long list of the talking machine's achievements which embrace many widely differing spheres of usefulness.

The Charlottesville Graphophone and News Co., Charlottesville, Va., who formerly handled the Columbia line of machines and records exclusively, will in the future handle a complete line of Victor goods, pushing both lines impartially.

PERFECT MEDIUM QUIET NEEDLES

THE NAME OF THE NEEDLE DENOTES THE TONE IT WILL PLAY

The **BEST NEEDLE** made **IS** the **ONE YOU WANT** to use. **WE** do not **HANDLE** anything but **FIRST CLASS GOODS** and **YOU CAN DEPEND UPON** the quality of **EACH STYLE** of **NEEDLE** to be **A1.**

SPECIAL OFFER TO DEALERS

ANY OF OUR NEEDLES WILL COST YOU

25c. per 1,000 in 100,000 Lots
26c. per 1,000 in 100,000 Lots
If Name and Address is Imprinted.

PUT UP IN { 100 to an Envelope / 300 to a Box / 1,000 to a Box

A SAMPLE 1,000 WILL BE FURNISHED FOR 30c.

HOW ABOUT "VICTOR"

TALKING MACHINES AND RECORDS

WE JOB "VICTORS" ONLY

Is it necessary to state that being in **ONE LINE ONLY WE** can **GIVE YOUR WANTS** in that line **BETTER ATTENTION** than if we handled other style goods?

TRY US FOR GOOD SERVICE

Our **STOCK** is **LARGE** and complete and our **FACILITIES** for filling orders are of the **BEST.**

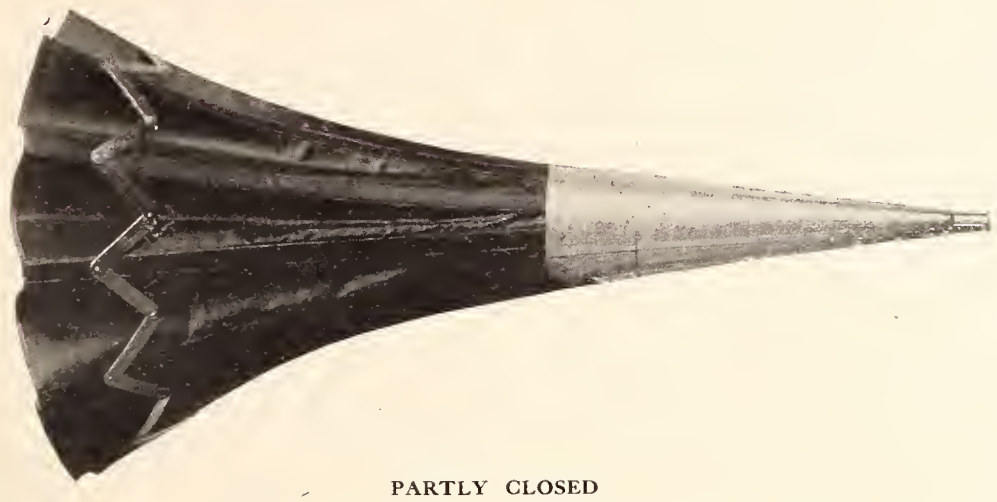
SIGN A "VICTOR" CONTRACT WITH US AND FOLLOW IT UP WITH YOUR ORDER. DO IT TO-DAY.

WRITE FOR CIRCULAR AND FULL INFORMATION.

AMERICAN TALKING MACHINE CO.

586 FULTON STREET, BROOKLYN N. Y. CITY

The Reason Why Most Collapsible or Folding Horns Have Not Been A Success



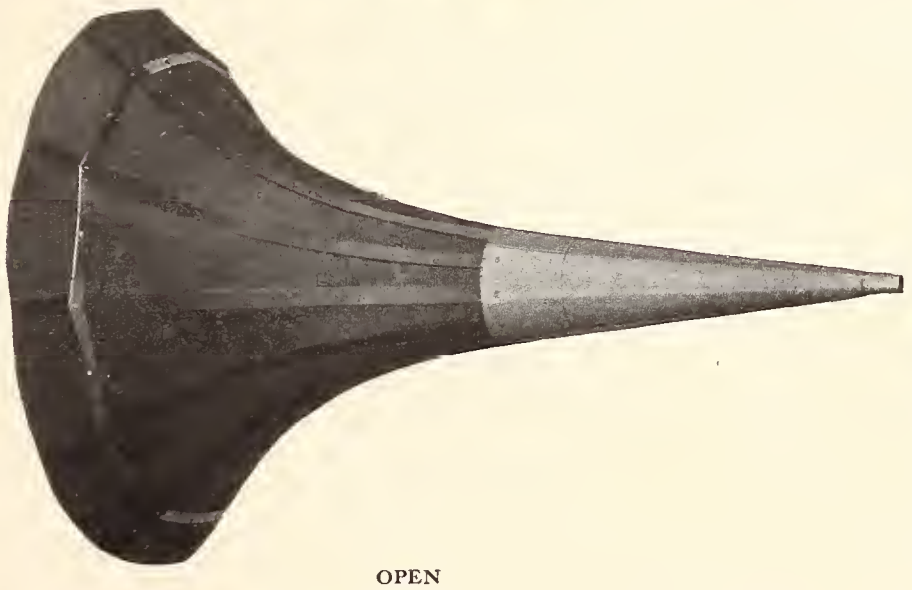
PARTLY CLOSED

IS THAT ALL OF THEM HAVE BEEN CONSTRUCTED IN TWO OR MORE PARTS. This makes such a horn a more or less delicate article for the moment one of these parts becomes bent or bruised in shipping or handling it is useless, as it will either fail to fit together or rattle.

THIS GRAVE FAULT IS OVERCOME BY THE NEW

Munson

Folding Horn



OPEN

The One Piece Indestructible Horn For All Cylinder and Taper Arm Disc Machines

Can be opened or closed in 30 seconds. Made of selected "Leatherette" with highly finished Metal Parts. We guarantee all of our horns against rattle or blasting. **RETAIL, $5.00.** In solid colors. Gold or Black Hand Decorated or Plain.

Sold Only Through Jobbers

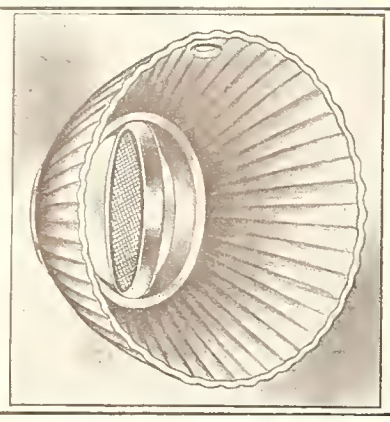
Liberal Discount to the Trade

CLOSED

The Folding Phonographic Horn Co.

Phone, 79 Bryant

650-652 Ninth Avenue, New York, N. Y.



MELLO-TONE

Attachment a great improvement for the TALKING MACHINE or PHONOGRAPH. Produces tones natural. Eliminates all metallic sounds and blasts. Regulates and mellows the tone. Can be adjusted while machine is playing. Goes in the horn, opens and shuts.

RETAIL PRICE $1.00 EACH. Discounts and Samples sent to dealers on application.

MELLO-TONE CO.

SPRINGFIELD, MASS.

PACIFIC COAST TRADE NOTES.

Notwithstanding the Financial Flurry the General Situation Is Sound and Talking Machine Men Are Much Better Off Than Are Those in Other Industries—Kohler & Chase Notes—Byron Mauzy Activity—Phonographic Records of Mission Indians—Clever Victor Advertising by Sherman, Clay & Co.

(Special to The Talking Machine World.)

San Francisco, Cal., Dec. 4, 1907.

The situation in regard to talking machines on the Pacific Coast is much more encouraging than that of any branch of the musical merchandise trade. This business goes on apparently without interruption, and without any perceptible falling off on account of the financial troubles. Even the most pessimistic of the piano dealers still report a steady activity in the talking machine departments, and the outlook, in comparison with other lines, is very satisfactory.

Kohler & Chase's local talking machine department, now under new management, is beiug enlarged and rearranged and the stock is in fine condition. The business has improved somewhat, even this month, and the Edison line has run far ahead of any recent record. The company find that these goods need to be put forward strongly, but the result of a little extra work has been very pleasing. Star goods also are moving well, and their position has now become fully established.

Byron Mauzy is still working hard on his jobbing busiuess in talking machine goods, and his efforts have so far been greeted with a very pleasing degree of success.

W. S. Gray, of the Columbia Phonograph Co., says that the city business is still keeping up, and so far this month shows an improvement over October's sales. This week a special feature is made of the Type B I Graphophone, with a large window display on Van Ness avenue and advertising in the papers.

T. T. Waterman, of the department of anthropology of the University of California, has just returned from Southern California, where he secured valuable phonographic records of the famous eagle dance of the Mission Indians for the anthropological museum of San Francisco. This department has been doing a great deal of this work for some time, using, as a rule, the Columbia instrument.

The Graves Music Co., of Portland, Ore., are greatly enlarging their stock of Edison goods, several carloads of machines and records being received last week.

McNeil & Co., large handlers of Edison and Victor goods in Stockton, Cal., have occupied a new store on the corner of Weber avenue and Sutter street.

During the visit of Sousa and his band to the Pacific Coast, and particularly San Francisco, Sherman, Clay & Co. had the exclusive advertising privilege of the programs and made splendid use of it. They carried a talking machine ad on almost every second page as well as at the bottom of the program page, and under those Sousa numbers of which records are made there was a caption in small type stating that this selection could be obtained of Sherman, Clay & Co. This plau was followed throughout, and it is hard to conceive of anything so effective as a means of stimulating interest in the talking machine. On the closiug pages of the program there appeared a full list of the Victor records, selections which are played by Sousa's band. If the talking machine dealers on Sousa's concert route would duplicate this effort it would certainly mean a boom in Sousa records as well as in the leading selections which he plays. There is an idea here worth considering by every live dealer who desires to bring home to the musical public the importance of the talking machine, and the wide extent of the music which it is possible to render through this medium.

THE PHONOGRAPH HEARSE.

Berlin Young Woman Patents Plan for Providing Funeral Notes.

A young woman of Berlin has filed a patent designed to fill a want which has not so far been keenly felt. She proposes to supply for funerals the phouograph hearse—designed perhaps to intensify the grief of the mourners.

The hearse is of the ordinary build, hut two megaphones are introduced as part of the decoration. They are to be situated at the forward upper angles, and being handsomely gilt, they will serve in the first place as representations of Gabriel's trumpet.

Under the driver's seat will he placed the mechanism by which the phonograph will be controlled. The choice of the style of music and the selections will depend on the bereaved relatives or the last wishes of the deceased. Those who prefer vocal music can have hymns and dirges as rendered by well trained quartets ground out as the hearse passes through the streets to the cemetery. Others if they choose may select funeral marches as performed by brass bands.

The inventor thinks there is a great future for her idea. The installation of the apparatus is relatively inexpensive and she thinks people who want to make their funerals impressive will pay liberally for the music.

ATTRACTIVE ENCLOSURES PAY.

In almost every departure of commercial work, retail, wholesale or mail order, a small amount of money invested in neat and attractive envelope enclosures will prove profitahle. Such enclosures should he well printed, carefully written, and if your specialties will permit it they should also be carefuly illustrated.

They should consist of from six to a dozen pages on good quality and should be used only to accompauy the personal letter. They will not pay any small concern, to send them out promiscuously everywhere. For promiscuous advertising, the circular or hooklet on ordinary good book paper will bring almost as good results and is considerably cheaper than the super-calendered paper, which also costs considerahly more to print.

The office of first-class enclosures should be explanatory altogether. But the small dealer or merchant may have a cheaper folder listing several of his specialties, quoting the price and inviting an order. These enclosures will pay the mail dealer exceptionally well, and no communication should be sent out without them.

Where the business will justify it, advertising novelties, such as calendars, fans, match scratchers, etc., will be found quite remunerative, as they will be kept a long time and if something is printed on them showing that the offer is of long standing it will be even more so. Some such phrases as: "At any time within the next 10 years, we will fill your order for," will give them the impression that the offer is lasting and the company reliable.

HOW ROBBERS WERE AIDED.

Music as an ally of rohhers was tried in Chicago one night last week. After holding up Henry C. Kohl and four customers in Kohl's saloon at 867 West Chicago avenue, three young desperadoes forced the victims into the icebox and turned on a phonograph to drown the cries of the prisouers. While the saloonkeeper and his victims were shouting the musical robbers chaffed with an unsuspecting policeman on the street corner and escaped.

The Duplex Talking Machine Co., of Philadelphia, has heen incorporated with the Secretary of the State of Delaware, to deal in amusement devices with a capital of $60,000.

For the EDISON STANDARD PHONOGRAPH

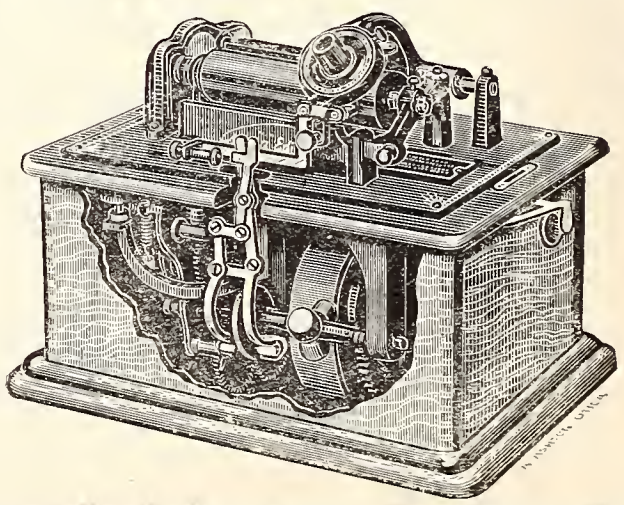
Automatic Stopper

Simple Practical Durable

This Automatic Stopper is for use on the Edison Standard Phonograph. It stops the machine when the record is finished. It's simple, practical, durable and has been a lively seller wherever shown.

Retails at 75c. Each

You should have them



Order through your jobber; if your jobber can't supply you, write us direct

UTICA CRANE CO., Makers, UTICA, N.Y.

The TALKING MACHINE WORLD
For the makers & sellers of talking machines

EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: Geo. B. Keller, F. H. Thompson, W. T. Dykes, L. E. Bowers, B. Brittain Wilson, A. J. Nicklin, L. J. Chamberlin.

Boston Office: Ernest L. Waitt, 278A Tremont St.

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Minneapolis and St. Paul: Adolf Edsten.

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San Francisco Office: S. H. Gray, 240 Sacramento St.

Cleveland Office: G. F. Prescott.

London, England, Office: 69 Basinghall St., E. C. W. Lionel Sturdy, Manager.

Berlin, Germany, Chas. Robinson, Breitestrasse 5.

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

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

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

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

NEW YORK, DECEMBER 15, 1907.

SINCE the beginning of the month business conditions have steadily improved, and gradually confidence has turned the tide of business depression so that it is fast receding, and the stringency which commenced through the loss of public confidence is growing more remote all the time. It is now conceded that the recent financial upheaval was only a currency flurry rather than the beginning of a serious panic, which had its origin in over speculation. We had been traveling at a pretty rapid pace and we were brought up with a round turn and have paid the penalty for our unnatural rapidity of movement. There never was perhaps such an unreasonable panic started in the history of this country. The panics of the past invariably have seen the warehouses of manufacturers filled with goods which had to be put on the market at prices less than cost in order to enable the manufacturers to meet their obligations, but no such condition exists to-day. Most of the factories from which the wholesale merchants of the great cities can buy their wares are sold out of all they can produce for months to come.

IN this country the farmer is the great actual producer, and how is the farmer situated to-day? He has abundant crops which are in keen demand for the food of the world, and they are bringing exceptionally high prices. It should be remembered, too, that the export trade of this country in almost every line of staple products has increased tremendously in the past few years, and whatever we sell to other nations brings us what we most need at the present time—gold. Then it was only a few years ago that the farmers were heavily in debt. To-day they are not only out of debt but are lending money. Surely such conditions are not the proper setting for a panic. The contrasts between the industrial conditions in the United States to-day and those that attended the panic of 1893 are many. They are so many, in fact, as to cause wonder that the happenings of the past two months should have prompted such frequent reference to that period. Foremost of the direct causes of that panic was the fear that the parity of the gold and silver could not be maintained, and out of this therefore developed financial difficulties. Railroad receiverships right and left were in part the result of hostile railroad legislation; collapse of enormous real estate booms; the breaking down of an overstrained system of credit and the culmination of bad business methods of years and large crops abroad and little demand for American wheat.

HOW different the conditions to-day. A large demand for everything that is produced either in factories or from Mother Earth; the country on an established gold basis, which aids in the growing sentiment in respect to the slaughter of values; the gathering together of competing interests in almost all lines in trade which has resulted in a better understanding throughout all trade of the conditions under which business may be safely done. In the steel trade the situation of the present year has already brought the heads of important companies together in consultation. Such a thing would have been impossible in 1893. There is a sharp contrast between the panic of 1893 and that of 1907, and it hardly need be pointed out which method of meeting a critical situation is more conducive to a quick recovery.

TRADE in the talking machine line is, of course, affected by conditions which prevail in other trades. All business interests are closely interlocked, and it is surprising when these conditions are understood how well the demand for talking machines has been maintained in the various sections of the country. At the outset of the panic there was naturally considerable timidity noticeable in this trade. That, however, has been replaced by confidence, until to-day the talking machine interests may be said to be on a fairly satisfactory basis, everything considered. We have interviewed a number of the leading business men in the talking machine trade during the past two or three weeks, and they have not hesitated to express themselves in the most optimistic manner regarding trade conditions. W. E. Gilmore, president and general manager of the National Phonograph Co., was asked by The World to give his views relative to future business, with particular reference to the talking machine trade. Mr. Gilmore is at the head of a great business institution, and his views therefore are obviously of interest to The World readers everywhere. Mr. Gilmore states:

"We have not in the past, nor can I say that have we as yet perceived any perceptible change, so far as our own business is concerned. Our shipments of phonographs, records and supplies therefore continue in the same relative weekly proportion as they have in the past, and the orders heretofore placed with us have not been decreased to any material extent by cancellation. Naturally, we have not expected additional orders for phonographs, in view of the fact that our jobbers and dealers have anticipated their requirements some time since, but the new orders that we have been receiving for phonographs have, if anything, been better than we had anticipated. So far as records are concerned, the first orders received for the December supplement exceeded in volume any month in the history of the business. We accumulated during the past summer a very large stock of machines to take care of future requirements, and it is well that we did so, for the reason that the recent financial stringency has compelled us to reduce our working forces somewhat, due entirely to the fact that we were unable to obtain the necessary currency to take care of our pay-rolls, and which stringency, we thoroughly believe, will be of short duration.

"SO far as the future is concerned," continued Mr. Gilmore, "we are very optimistic, and statistics indicate that, be the times good or bad, amusement features are about the last things to be affected. By this I, of course, refer to amusements of all kinds in which, naturally, the talking machine industry must be considered one of the principal factors, particularly for the reason that the prices bring the apparatus within the reach of everybody. I would here add that our collections as a whole, up to this date, have been in every way satisfactory and, if it is the case with us, then we must naturally feel that it must likewise be the case with our dealers and jobbers generally. In conclusion I can only say, further, that the present financial condition will, in our opinion, be but short-lived, and we look forward to an increasing and profitable business."

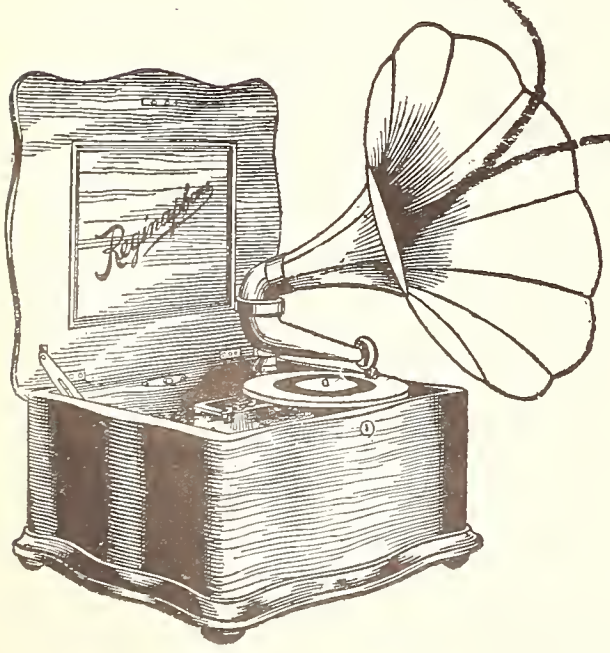
Surely there is an optimistic ring throughout this great industrial leader's remarks, which should encourage everyone to work. We should all do our full duty to aid in the restoration of confidence, and if every man faces the situation resolutely and does his share it will help matters materially. Paper values have crumbled, but the products of the earth and mines are still with us. There has been no great calamity, no plague, earthquake or fire; therefore if we have confidence in each other and confidence in the future of the country, as we should have, the dollars which have been laid away in hiding places will soon be performing their proper function as a circulating medium among our people.

IT is a very inopportune time for anyone who has the interests of the talking machine trade at heart to issue literature calculated to disturb the existing conditions between jobbers and manufacturers. Certainly the manufacturers have exhibited their liberality and broad-mindedness in every way in their dealings with the trade, and in such times as these the man who attempts to cultivate friction between the creative and selling force of the industry is acting unwisely, to say the least.

A WELL-KNOWN member of the talking machine trade who has just returned from Europe, said: "I was very much surprised to find the important position which The Talking Machine World occupies in trade circles abroad. In every city which I visited, in Great Britain and on the Continent, I found The World referred to in a manner that was most complimentary to its policy. To have won such a world-wide position is indeed a compliment to American trade journalism, and as long as the policy of The World is so fair and broad towards all interests, there is no occasion for any other publication. One good talking machine paper like The World is worth more to the industry than a half dozen little nondescript sheets."

Coming from such a high source we appreciate these complimentary words, and we may say that there is not a day passes but that we are in receipt of a number of communications from readers scattered all over the earth who say they find this publication of great value.

The Regina Company
wishes all Nations
A Merry Christmas,
and a
Happy and Prosperous
New Year.



PHONOGRAPHS ON THE STAGE.

Always on the Side of Justice and Truth and Opposed to the Villain of the Play—A Story in This Connection Worth Reading.

Let it be placed to the credit of the phonograph upon the stage, that it is always found on the side of justice and truth, and rigidly opposed to the machinations of the villain. Many times the hero and the Edison phonograph have disconcerted the black-browed, cigarette-smoking scoundrel, whose snares have been set for the beauteous heroine. The writer recalls an instance, one of the earliest perhaps of the kind, in which the phonograph dominated the entire play, and proved indeed a "god out of a machine."

At a little town of Provence, in the South of France, where the people still speak the soft provencal patois, hardly to be understood elsewhere, there was an enterprising citizen who managed the little playhouse when, on festive occasions, it delighted the townsfolk. The fame of the great Paris Exposition of 1889 drew him to the capital, and the thing that impressed him most was the first exhibition in France of the Edison phonograph. He was further impressed by the notable attentions paid to Mr. and Mrs. Edison by M. and Mme. Carnot, the President of the French Republic and his wife, and the great ovation they received from the Parisians. Finally he purchased a phonograph, and with the aid of a friend wrote a vivid drama to be performed at his little theatre during an approaching holiday. The house was crowded because it was rumored that something extraordinary was to take place. The play itself was not remarkable, except that it took the phonograph back to the 17th century. The hero was terribly good, the villain execrably bad and the heroine a virtuous and pious maiden who supported an aged mother. The phonograph saved her from abduction in the first act, for as she was about to take a leafy lane leading to a friend's cottage, the phonograph, ingeniously placed in a tree and operated by unseen hands, cried out "Prenez-garde! Prenez-garde!" ("Beware! Beware!") Being a good girl, she took this as a message from heaven and fell on her knees gracefully, thereby frustrating the villain. The climax came when in the last act the two principal villains met at the village inn and selected a large room as the place in which to discuss their most diabolical and sanguinary scheme. Before commencing they went around the apartment, stabbing inoffensive draperies with their swords so that no concealed spy should hear them. Foolish men! If they had only gazed at the ceiling, where, amid the grimy oaken beams the phonograph was performing its virtuous work, they would never have been betrayed. As they had settled the last details, in rushed the hero, the heroine and the rabble. Folding their arms, polished insults on their lips, the villains denied everything. The hero took a ladder and brought the phonograph to view; he slipped a prepared record on it, and lo! the whole plot was made clear. It was found that the hero was of reality a count and the heroine defrauded out of her rights. The audience was enraptured, and the only man who expressed dissatisfaction was the local doctor. "Why," he demanded, "does the machine instead of reproducing the provencal talked by the villain, speak with the purest Parisian French?" This is what had happened, but as the villains had plotted so noisily, no one had needed to gather details from the phonograph.

The manager folded his arms majestically. "It is nothing!" he said. "If monsieur reflects, he will remember the phonograph Edison comes from Paris." Everyone admitted that the dissatisfied doctor was fairly and squarely beaten.—The New Phonogram.

PRODUCING NET PROFIT.

Some Practices That Will Increase the Net Profit of Talking Machine Men More Quickly Than Others—Pointers in This Connection.

Net profit—your final aim—is, of course, a product of every move you make. But there are some practices that will increase net profit more quickly than others, and among them are good buying, keeping expenses down, keeping collections up, taking advantage of cash discounts, watching investment in every line.

Good buying is not merely a matter of securing lowest prices. The merchant who secures a fair price in a short time so that he has plenty of time to devote to his selling and service methods is a better buyer than the merchant who gets a lower price, but in doing that uses so much of his time that his selling and service are neglected.

So in keeping expenses down it is not always a merchant who succeeds in lowering his expenses to the lowest possible figure who thereby increases his net profit the most. There is a point where paring of expenses should stop. That point is where to cut expenses lower would reduce efficiency.

Keeping collections up is extremely essential to the production of net prices. For without the actual money in hand no profit can be counted. Taking advantage of cash discounts is as direct a way of increasing net profit as is the keeping up of collections.

But all the merchants together who fail to do good buying, to keep expenses down, to keep collections up and to take advantage of cash discounts—all those merchants together are less numerous than those who neglect the watching of investment in every line.

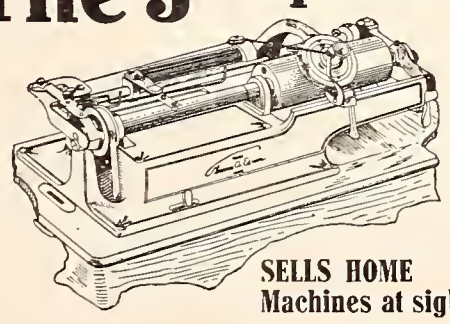
Yet of all the means of producing a net profit there is none quite so important as this watching of investment everywhere. Your sales go up or down with the number of the items you expose for sale—not with increase and decrease in the quantities you own of the various items. Own a six weeks' supply when a two weeks' supply would carry you safely until you could get a fresh lot in from market and you have needlessly tied up so much of your investment as is represented by the excess four weeks' supply. On that amount of the excess four weeks' supply you lose not only the interest on itself and the cost of the storage, but also the loss of the profit you could have earned on other goods which might have been bought and paid for with that amount. Omit from your consideration none of the things like those mentioned that can directly affect the production of a net profit. And omit consideration of no incident in your selling or your service that might indirectly affect the production of a net profit.

But to no one thing give more attention than to the watching of investment in every line you carry.

The J. L. Leonard Co. is the title of a new concern in New Orleans, La., who will handle Victor and Edison talking machines and records in addition to a large stock of kodaks and stationery.

The Atlanta, Ga., branch of the Ludden & Bates Southern Music House has added Columbia graphophones and records and a line of sheet music to their stock.

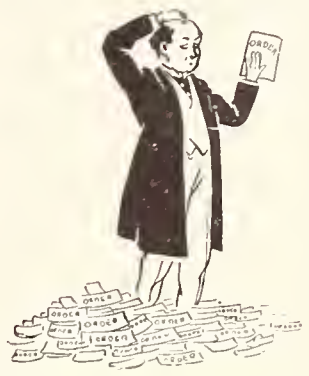
The J Repeater



SELLS HOME Machines at sight

Can be attached in five minutes. No drilling. Returns in less than one second. Noiseless, speedy and sure. Sold by Jobbers everywhere.

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.



What will you do with your "last minute" business?

The closer it gets to Christmas, the greater will be the rush in your store. There will be lots of "late comers," and it's as important to take care of them as anyone else.

If you happen to be out of what they want, tell them you'll get it for them—and live up to your promise. You can do it if you send us your orders; provided, of course, that distance doesn't put it out of the question.

What may be impossible with other jobbers is easy for us, because

(1) We never let our stock run down. No matter how great the demand, we always keep it complete, and you can get whatever you want in Victor talking machines and records, record cabinets, trumpet horns, English needles, fiber cases and other accessories whenever you want them.

(2) We always ship all goods the same day the order is received.

Remember these two facts when the "last minute" trade comes along. Don't promise the impossible, but consider carefully whether you wouldn't have time to send to us for anything you want.

It will pay you to take a few minutes of your time now to write for our latest catalogue, and be prepared for all emergencies.

The Victor Distributing and Export Company

256 Broadway, NEW YORK

LATEST I. C. S. NEWS.

Special Demonstrations at the Regina Co. and Gimbel Bros. Bring Good Results—Italian Records Being Prepared—Prestinary Succeeds Lewis at Lyon & Healy's.

The Regina Company, 41 Union Square, New York City, with the assistance of one of the salesmen from the International Correspondence Schools have been conducting a special demonstration of I. C. S. Language Outfits, in which they have operated a window display with a living figure—a young lady studying her language lesson with the aid of the I. C. S. Outfit; she listens to the perfect pronunciation from the master records, at the same time reading the foreign text and the English translation in the textbook. Later, after having apparently mastered the pronunciation, she makes a record in the foreign language on a blank cylinder with the aid of the recording instruments, which accompany the outfit, and thus compares her own pronunciation with that on the master records, which is perfect. The demonstration was a marked success. Several outfits were sold and about 100 prospective purchasers lined up. The large crowds which collected in front of the store kept the police busy clearing the sidewalk for pedestrians.

During the two weeks from November 18 to 30, a demonstration of I. C. S. Language Outfits was given at Gimbel Brothers, Philadelphia, who are conducting a window display in connection with the demonstration.

Professor Edoured Lamaze, dean of the School of Languages, International Textbook Co., is now at the Edison recording works in New York, superintending the making of Italian records for the Italian course of the I. C. S., which will probably be ready for sale by the first of the year. The services of a native Italian, thoroughly educated in the language, has been obtained and before moulds of the perfect master records are made the pronunciation will be criticized by leading authorities in the Italian language.

W. H. Prestinary, who has been with the department of languages for some time, has been appointed to succeed L. L. Lewis as language demonstrator for Lyon & Healy, in Chicago. Mr. Prestinary is a native of Costa Rica, and in addition to Spanish, his mother tongue, speaks fluently several other foreign languages.

INDIANAPOLIS TRADE NOTES.

Retail Trade More Active Than Jobbing—Leading Members of the Trade Discuss the Situation—Sommers & Co. Put in Columbia Line—Luther Day Starts Film Exchange.

(Special to The Talking Machine World.)

Indianapolis, Ind., Dec. 7, 1907.

The talking machine business in Indianapolis and in fact all over Indiana during the last month has not been very satisfactory. One noticeable feature is that the retail business is better than the jobbing business. All dealers interviewed say that this condition holds good. The only explanation for this is that the business men are a little more chary about making investments and loading up with stock than are those who buy at retail. There is no hesitancy about investing in one machine but there is some hesitation when it comes to buying a number of machines as in the case of the jobber. Talking machine dealers, however, are not frightened for they believe it will be a question of only a very short time until the jobbers are ready to buy as usual. They go on the theory that if the man who buys at retail is not afraid to buy, the jobber will not hesitate very long.

Charles Craig, of the Indiana Phonograph Co., who handle Edison machines, attributes the dull business in part to the failures of the farmers to complete their fall work as early as usual. He has advices from over the state, he says, that the farmers are far behind in their work. The Indiana company will place their order next week for 15,000 records to complete their orders on exchange. This company usually order about 45,000 records each year on exchange, sending in to the company about half that many. Charles Craig, of this company, who has been keeping in close touch with financial conditions, believes that the banks will begin making full payments in cash at least by the first of the year. He looks for a nice increase in business of all kinds as soon as this change is made.

The Kipp-Link Co., who handle Edison machines say, that the retail business has gone ahead of the wholesale business. At this store it is the belief that the good effects of the reaction in the money market will be felt soon. They say money conditions have only slightly affected the retail business. They have, however, had an effect on the wholesale business. Jobbers are not buying as heavily as they did. Members of this firm are not in the least frightened by conditions and believe that business of all kinds will be restored to its normal proportions within a short time. This company are well supplied for the trade as they have 120,000 records in stock. The Kipp-Link Co. are drawing a nice business with their finer class of goods. This company show some elegant talking machine outfits, including art music cabinets.

Warren M. Bird, who is working under the direction of Thomas Devine, of the Columbia Phonograph Co., is having great success in selling commercial talking machines. So far he has been working among the big factories on the outskirts of the city. He will begin to work the big wholesale houses and factories nearer the central part of the city. The greatest difficulty he has to encounter, he says, is his inability to get machines with which to supply customers.

D. Sommers & Co., big household furnishers, have put in a full line of Columbia machines for sale at retail. They go on the theory that talking machines have become a household necessity instead of a luxury and believe they should carry machines in connection with their other household furnishings. This is one of the largest and most exclusive house furnishing stores in the city.

Business has been a little quiet for the five-cent theaters and the penny arcades. Receipts, however, have been as large as they usually are at this time of the year. Money conditions seem to have had no effect on these lines of business. The new five-cent theater on Market street opened up for business last Saturday. A new five-cent theater in West Indianapolis used a novel plan to get business. A prize of five dollars was offered for the most beautiful baby, the beauty to be determined by voting and the right to vote going with tickets. The increase in business justified the expenditure of the five dollars.

Luther Day, who, for a number of years has been active in the talking machine business at Winchester, has just opened a film exchange bureau on Ohio street. This is the second bureau of the kind in the city. The other bureau is owned by the H. Lieber Co., who handle art goods. These bureaus will sppply films to theaters all over the country. There are seventeen five-cent theaters in Indianapolis now.

Talking machine dealers have not noticed much yet in the way of Christmas trade. They do notice, however, that the payments made on machines now are larger than usual and this is encouraging. Bad weather has militated somewhat against the talking machine business during the last month. The weather has been uncertain and this is always bad for business.

RECEIVER FOR BALTIMORE HOUSE.

Mortimer B. Hall has been appointed receiver for the talking machine business of James B. Stonebraker and Harry M. Martin at 325 North Howard street, Baltimore, Md., conducted under the firm name of Martin & Co. Judge Corter, in the Circuit Court No. 2, placed the amount of the receiver's bond at $2,000. The petition for a receiver for the business was made by Mr. Stonebraker of the firm, who declared that the firm was insolvent and that differences had risen between the partners.

Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience." EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM
WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why *you* cannot do the same—there is no reason why *you* should not do it next month, only because of your own indifference and negligence to write *now* asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

The Farmers Harvest—$7,412,000,000

7 Billions 412 Millions of Dollars will be distributed before Spring from the product of the farms.

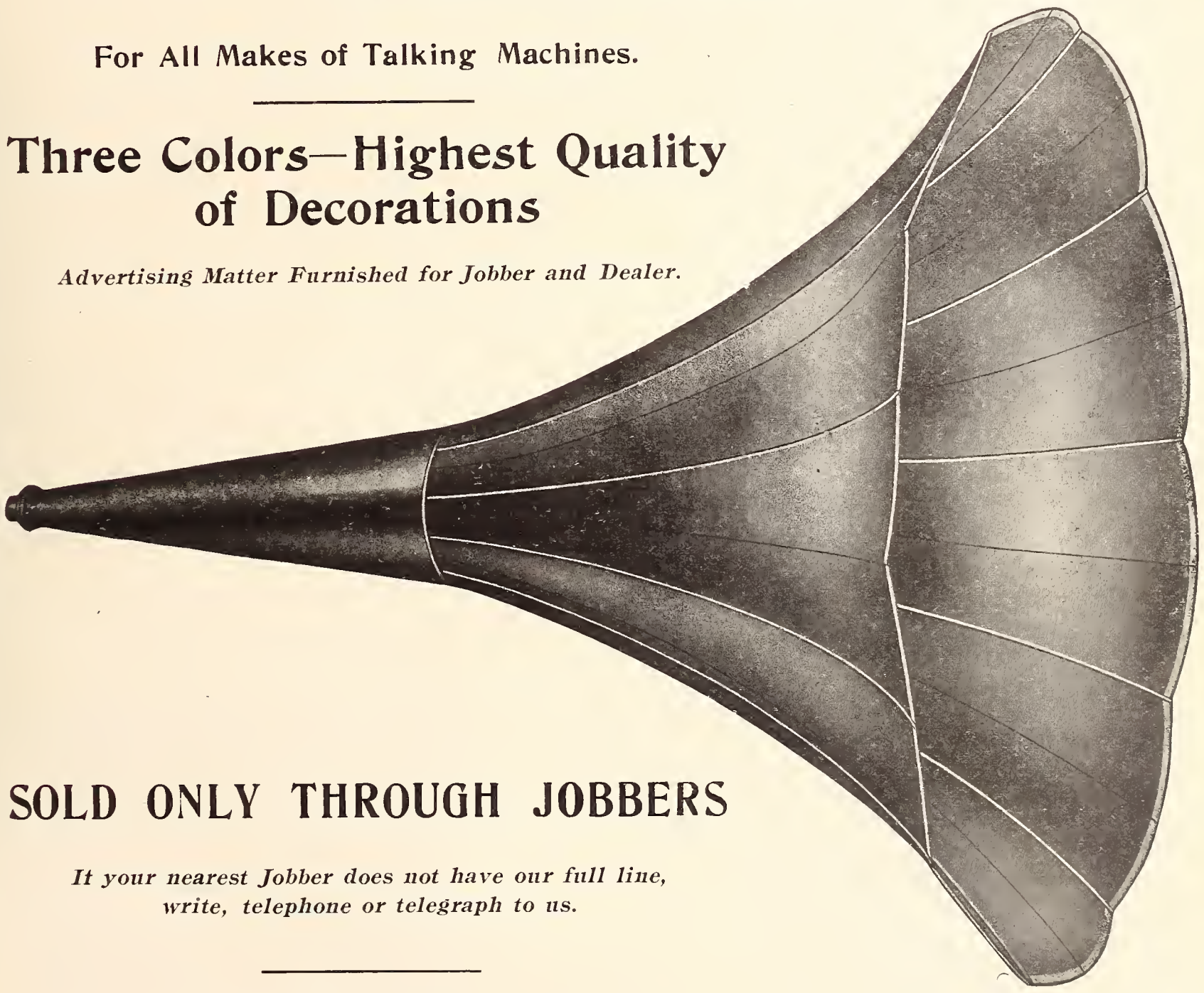
THE SEARCHLIGHT FOLDING HORNS

will help you get your share of it.

For All Makes of Talking Machines.

Three Colors—Highest Quality of Decorations

Advertising Matter Furnished for Jobber and Dealer.



SOLD ONLY THROUGH JOBBERS

It your nearest Jobber does not have our full line, write, telephone or telegraph to us.

Our New Chain Attachment Fits Any of the New Edison Cranes

SEARCHLIGHT HORN CO.

753 Lexington Avenue BROOKLYN, N. Y.

JOIN UNIVERSAL CO. FORCES.

A. T. Whitbeck and S. C. Burns Latest Additions to the Staff of the Universal Talking Machine Mfg. Co.—Traveling Manager Beekman Has Had a Successful Trip.

The forces of the Universal Talking Machine Co. have been further strengthened by the addition of A. T. Whitbeck, who is favorably known to much of the talking machine fraternity throughout the East. His apprenticeship in the business was served several years since under the guidance of Mr. Ornstein, of the Victor Talking Machine Co. and as the subsequent success of Mr. Whitbeck will bear testimony, he was under the tutorship of a most able hand. Since severing his relations with the Victor Talking Machine Co., Mr. Whitbeck has been associated with the Victor Distributing & Export Co., where, we understand, many new laurels were won. While it is true that they most reluctantly relinquished their claim upon Mr. Whitbeck, it seems though that the winning manner of General Manager MacNabb proved as irresistible with him as it has with the other desirable material which this company have recently acquired.

The Mississippi Valley representation of the Universal Co. received a new member recently in the person of Samuel C. Burns, of St. Louis. Although this is Mr. Burns' first experience in the "talker" line, we understand that he is of the same lineage as the "Tommy" Burns of pugilistic renown and should he have fallen heir to some of the accomplishments of his distinguished relative, we have no doubt but that all arguments will be settled in his favor.

Traveling manager Beekman, who is now homeward bound from his six weeks' trip in the middle west, has been meeting with much success since his departure. Although he believes that many of the orders taken would have been much larger had financial affairs been more favorable, he reports that the outlook for Zonophone business is exceptionally good in all points that have been visited and that 1908 will, without doubt, be the best year that the Universal have had in their history.

ANDREWS' SPECIALTY. QUICK SHIPMENTS.

The Holiday rush will soon be with you, and probably there will be many things in connection with the talking machine trade that you would like in a hurry. You may have a rush order now and then for something which you want to get over night. Remember that quick shipment of orders is our specialty. We are right on the spot, and on the job, so to speak. We can fill from Buffalo or Syracuse shipments an hour after the order is received, and we can reach almost any part of our territory quickly.

If you are short of holiday goods of any kind, just let us know and we can help you out immediately.

W. D. ANDREWS

216 E. Railroad Avenue, Syracuse, N. Y.

Seneca, Cor. Wells Street, Buffalo, N. Y.

HEARING AND CONTROLLING THE SOUND.

The Lewis hearing tube sound controller, illustrated and described in this issue, is one of the latest improvements in the talking machine line, and the person who desires to improve and control the sound of his talking machine will undoubtedly desire one of these useful and interesting devices placed in the horn. It controls the sound from the smallest to the largest amount, distributes the volume and improves the tone. It also has a hearing tube combination which greatly increases its value and usefulness that can be used on disc as well as cylinder machines, and is adapted to all sizes of horns. This device was invented and is manufactured by Nathan L. Lewis, of New York. According to Mr. Lewis it is the first time that it has ever been attempted to take the sound through hearing tubes and control the sound at the same time from the inside of the horn. It saves all annoyances, as it is not necessary to remove the horn or interfere with the machine in any way. Dealers will do well to send for illustrated circular, so as to comprehend the necessity of having this article in stock to meet the demand that is bound to develop as soon as its merits become known. It is strongly covered by several patents, which are pending.

VICTOR DISTRIBUTING & EXPORT CO.

Will Not Remove to Their New Quarters Before February.

Not before Feb. 1, 1908, does the Victor Distributing & Export Co. expect to remove their temporary executive offices from 256-257 Broadway to 83 Chambers street, New York, the permanent headquarters for the future, and where the stock and warerooms have been located since fire destroyed the former premises at 77 Chambers street, on Oct. 9. The Chambers street place, well known as the New York offices of the National Phonograph Co. before the removal to 31 Union Square, is now being remodeled and fitted up to suit the business, and as the lofts run through to Reade street, a depth of about 180 feet, ample room will be afforded for the V. D. & E.'s expanding trade. Early in the new year they also expect to lease an additional loft, making three in all, with the offices on the third floor. An elevator, sadly lacking at 77, is a convenience visitors and buyers of the company will greatly appreciate. This adjunct will also add to the happiness of General Manager Williams, who proposes fixing up and decorating the entrance in keeping with the best Victor traditions.

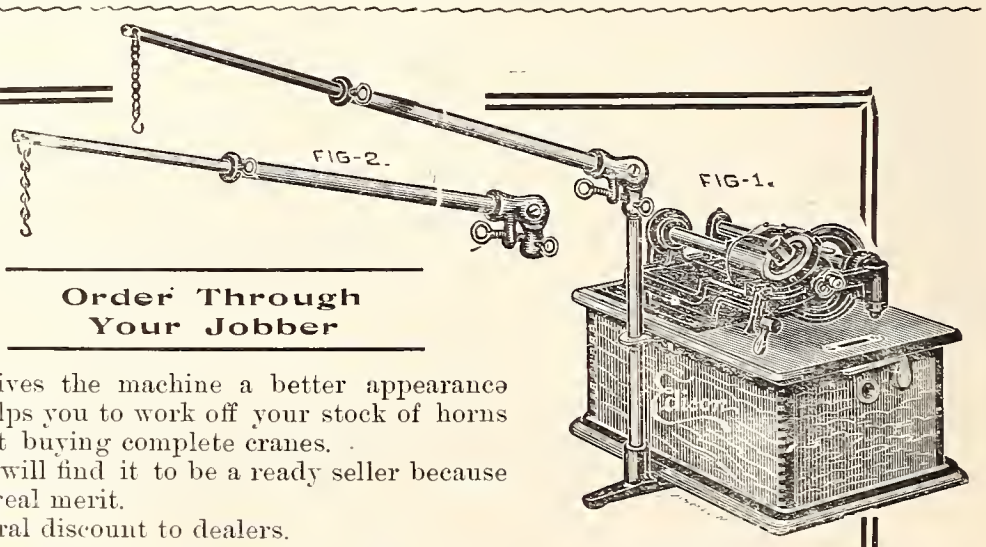
Last week A. T. Whitbeck ceased to be connected with the Victor Distributing & Export Co., and has joined the traveling staff of the Universal Talking Machine Mfg. Co., under the assignment of Sales Manager Beekman, of Newark, N. J. The Universal Co. are increasing their road corps, and will enlarge and improve the advertising campaign. In short, go after the "game" for all it is worth, and with hammer and tongs.

CARD FROM NATIONAL PHONOGRAPH CO.

The National Phonograph Co. have formally notified Edison dealers that unless they sign the new agreement by Jan. 1, 1908, their names will be removed from the files and mailing lists of the company, and they will not be entitled to the dealers' discounts, as they will be considered no longer interested in the sale of Edison goods.

The Gramophone & Typewriter, Ltd., in order to handle their continental trade in a more direct manner, are erecting record factories in Paris, France, and Calcutta, India, and have recently completed a third factory in Barcelona, Spain.

Adjusting Device for the Edison Crane



Order Through Your Jobber

MR. DEALER:

This is what you've been looking for. With this attachment you can use *any horn* with the Edison Crane. It also enables you to put a complete crane inside the Home cabinet.

It gives the machine a better appearance and helps you to work off your stock of horns without buying complete cranes.

You will find it to be a ready seller because it has real merit.

Liberal discount to dealers.

UTICA CRANE CO., Makers, Utica, N. Y.

RETAILS AT $1.00

THE HOLIDAY SEASON.

A Few Christmas Hints for the Progressive Dealer.

Christmas is almost upon us, bringing with it the good cheer and blithesomeness of holiday time, and that means, Mr. Dealer, that it is up to you to get busy with your "talker" shop and transform it into a thing of beauty in honor of the auspicious occasion. There is nothing more attractive at this season of the year than an artistically decorated store. Has your place of business made its Christmas toilet? If not, I beg to submit the following as a suggestion:

Festoon your walls with holly or some other member of the evergreen family, and have all your pictures—those of Thomas A. Edison, the Victor dog, Miss Columbia, etc., and also those of the talent which adorn your walls—draped with sprigs of green. Display your posters, of which innumerable designs are available, to the best advantage, and have a pile of literature where every newcomer can see, inspect and peruse it. This done, turn your attention toward the show window. Do not by any means neglect that. It will mean all kinds of long green and new customers if you go the limit and give the public a surprise they will remember. To do this you must convey a message to them that can only be imparted through a knowledge of the "talker," and a keen knowledge at that. Watch the newspaper and magazine advertisements of the different talking machine companies, most of which contain hints for window display in the illustrations accompanying them, and select the one that particularly appeals to you. This done, have the scene which the illustration depicts transferred to your window, and the deed is done.

Another matter worthy of careful consideration is your Christmas advertisement. How would it do to put out something like this, properly displayed, of course?

"To everybody—those who already own talking machines, and the rest who will eventually do so—Christmas greeting.

"We are in business for your good. We have your interests at heart, and this being the case, we want you to know about our goods.

THE TALKING MACHINE

makes an ideal Christmas gift because of the

many pleasures it embodies in one instrument. In fact, it is not really an instrument, but a diminutive theatre in which perform at the will of the audience, and at a very small financial outlay, the greatest concert bands and symphony orchestras, the most skilled instrumentalists, and the wittiest comedians of the world. Wonderful, is it not?

"Call upon us at your convenience, and it will give us much pleasure to tell you in detail just how you can own one of these machines on practically your own terms. Come to-day! John Jones, No. 18 Broad street, Blanktown, New York."

HOWARD TAYLOR MIDDLETON.

THE COPYRIGHT CAMPAIGN.

The Report Submitted by President Cromelin at the Recent Meeting of the American Copyright League Has Been Printed and Forwarded to Members of Senate and House.

Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, as president of the American Copyright League, printed his report submitted at the meeting held in the Astor House, New York, November 14, in pamphlet form, and on November 30 despatched a copy to each member of the United States Senate and House of Representatives, so as to reach them in time for the opening of Congress Monday. Batches of this interesting document, which appeared in The Talking Machine World for November, were also sent to the leading daily and weekly newspapers throughout the country and other places where they will do the most good. The presentation is in Mr. Cromelin's lucid style, and as he is an adept in convincing statements, the facts, criticisms and accompanying arguments will carry weight. It is in brief form and arranged according to the approved rules of a methodical barrister.

BETTINI PHONOGRAPH CO. RETIRE

From Business and Lease Their Premises at 156 West 23d Street.

The Bettini Phonograph Co., organized by a number of dealers in New York, Brooklyn and Union Hill, N. J., on a jobbing co-operative basis, and located at 156 West 23d street, New York, have quit the business. The scheme failed to work, notwithstanding the potent prophecies of Marcus Aurelius Miller, the promoter. Their store is now occupied by the Alcohol Utilities Co., who acquired the lease for the remainder of the term. Guy G. Warner, Brooklyn, and Fred Loeffler, of Union Hill, both successful and well-to-do dealers, were the moving spirits in the enterprise.

Unique Success for the "UNIQUE"
Sectional Disc Record Case

Is Now Selling In 22 States of the United States

Holds 100 Records

CLOSED
10-Inch Size, $4.00

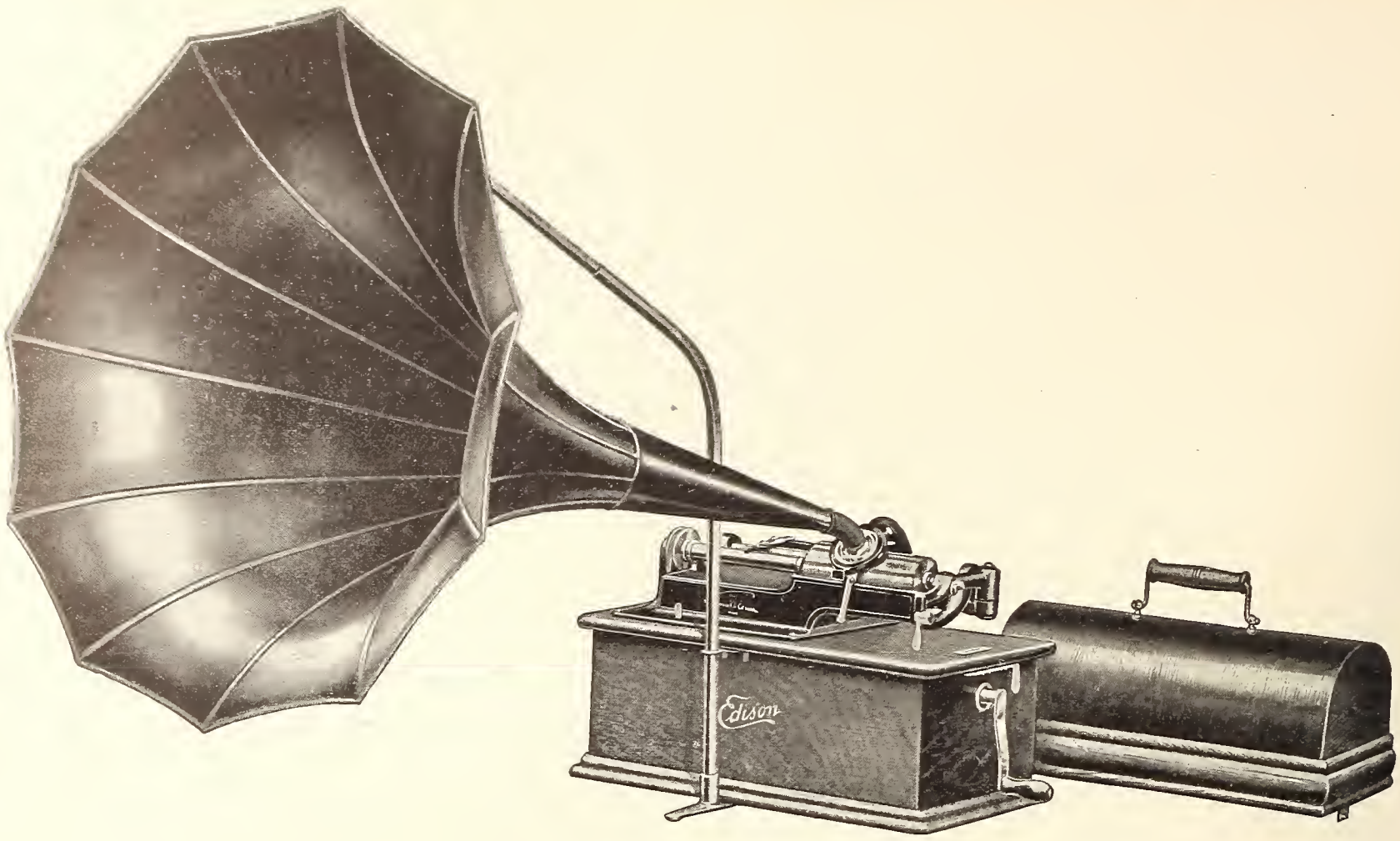
OPEN
12-Inch Size, $5.00

¶ DEALERS, send us the name of your nearest jobber! We will have him call on you with a sample case.
¶ Substantially built, covered in Black Imitation Leather, Brass Knobs on front, Ornamental Brass Corners.
¶ Each Compartment holds 10 records and opens and closes independently of the other spaces, by an up-and-down movement of the half-round, swell front cover.

The Neatest, Most Attractive, Most Sensible "Supply" Ever Marketed

Liberal Discounts to Jobbers and Dealers

BENJ. SWITKY (SOLE SALES AGENT) 27 E. 14th St., New York



When You Sell an Edison Phonograph You Sell a Complete Instrument

Heretofore the sale of talking machines and the sale of horns have been two distinct transactions. This was because no talking machine had a satisfactory horn.

Now the Edison Phonograph has its own horn and swinging support. The horn is large, handsomely shaped and exactly adjusted to the instrument's needs. It sets the Phonograph off, attracts interest and best of all, it pleases purchasers every time.

The horn business has always been a drawback to the trade. It led to price-cutting which affected profits, necessitated carrying a large stock of horns and complicated selling methods generally.

Now the customer gets the best and most suitable horn to be had; as a part of the Phonograph, pays the price for both in one transaction, and the dealer makes a good profit on both. This new equipment is making new records for dealers in Phonograph sales. Are you getting the benefit? If not, write us for full information and the name of a nearby jobber who can supply you with whatever you need.

NATIONAL PHONOGRAPH COMPANY,

59 Lakeside Avenue, - - - - ORANGE, N. J.

TRADE HAPPENINGS IN PHILADELPHIA.

The Talking Machine Industry Stands First in the Matter of Business Activity—Conditions Analyzed—The Depression Has Stimulated Many of the Over-Confident Ones Into Activity and They Are Going After Trade—A Clever Window Advertisement—Selling Methods That Should be Reformed—A Chat With Mr. Miller—Weymann's Song Hit—Louis Buehn & Bro.'s Satisfactory Business—Bauer's Special Sale—Other News of Interest.

(Special to The Talking Machine World.)

Philadelphia, Pa., Dec. 4, 1907.

After a general survey of conditions in practically all the mercantile trades represented in this city, your correspondent was very much pleased as well as somewhat surprised to find the talking machine industry standing among the first on the list, and when one considers that among these compared lines fully half represent absolute necessities of business and life such as clothing, food, furniture, etc., the record is almost unbelievable. In comparison with other similar lines such as pianos, small goods, etc., while the latter businesses are far from bad, they are not equalling the showing made by the "talker." I am now speaking not so much of the volume of business but what is more important, the quality, in other words, conditions from a financial standpoint. It is true that trade is not quite up to last year's standard, but the jobbers in this city to a man report a very satisfactory showing in both wholesale and retail departments, and notwithstanding the recent stringency in the money market, dealers, although not always discounting their bills, are at least well within the safety limit. Of course, there are exceptions to every rule, and as in all trades there are men in this, who are unprincipled and carry their business from one house to another on the rob-Peter-to-pay-Paul plan, but since the Philadelphia jobbers began to co-operate and exchange confidences on credits this undesirable element is fast being weeded out.

They say that "necessity is the mother of invention," accepting which one cannot help but see that the passing depression in the market has had at least one desirable effect on the talking machine dealer; it has forced him to wake up to the fact that he can't always expect trade to come to him without going after it. There are a lot of bright, capable men in this trade but altogether too many of them, on account of the extreme popularity of the "talker," have fallen into the impression that the world owes them a living and that being a dispenser of these enchanted goods they don't need to trouble about working for business. It is hardly necessary to say that their awakening gave rise to many complaints and not a few predictions that the world and the talking machine business were due shortly to vanish in smoke along with their dreams. Be that as it may, these would-be citizens of the Garden of Eden have begun to realize that windows were intended for display and that newspapers offered an assured entree into the most exclusive homes, making use of which knowledge they have found perhaps to their surprise that after all it's a pretty good world and that if handled rightly there is no business productive of better results than that of talking machines.

A rather clever collective advertisement of talking machine men has been appearing each month in the "North American" simultaneously with the larger record announcements of the manufacturers. By this arrangement dealers are enabled to get the full benefit of Edison and Victor advertising at a very nominal cost to themselves, and we would recommend it to the trade in other sections of the country as worthy of attention, if it has not been already adopted.

As we predicted in last month's World, December opened with a true holiday swing and, while it is yet too early to accurately estimate the volume of business that will be done before the first of the year, indications point to a most satisfactory month. Dealers are commencing to order more heavily and jobbers are finding but one fault, namely that the factories are taking ten days to fill 50 per cent of their orders, and while, of course, this is sometimes exasperating, it demonstrates clearly that business must be at least fairly good throughout the country. In perusing the magazine and newspaper columns the World man has noticed a growing tendency especially on the part of small firms to advertise talking machines on a free trial or nothing down and a dollar a week (or half that sum) plan, and it seems to him that those firms have adopted a short-sighted policy. In the first place it shows that there is a weakness somewhere in their make-up. For a man must have but little confidence in his line or else very poor address, who cannot convince another if he has the slightest intention of buying, that a machine and outfit are worth a fair deposit. Certainly this is true if the public has money to spend and if on the contrary it has not, there is all the more reason for caution inasmuch as there is certainly little profit to be derived from allowing anyone, especially an inexperienced person, the liberty of experimenting with a machine and wearing out and breaking records gratis.

The Penn Phonograph Co., of this city, express themselves as being very well satisfied with the way things are going. Mr. Miller, the treasurer of this company, was for some time connected with the department store business, and being well acquainted not only with the talking machine but almost all other lines handled by these houses is therefore so peculiarly well fitted to give a broad view of the present conditions that we take the liberty to quote him as follows: "The more I see of other lines of trade, the better satisfied I am with the talking machine. No! our business is not quite up to last year's but that is no reason to complain. 1906 was from start to finish a phenomenal boom, and one that no sane man could expect to continue. On the contrary this year's trade has been steady and could be relied upon and I look for perhaps even better things to come in 1908." This company are among the largest and oldest in the State and their careful attention to the needs of their dealers have won for them a big and loyal following.

C. J. Heppe & Son are enjoying big business in their talking machine department, especially in the wholesale, as their dealers throughout the state and adjoining territory are doing well. Collections are remarkably good, but retail instalment lease accounts are below what they should be, though not seriously deficient.

H. A. Weymann & Son have made a decided hit in this trade with their new publication, "Ev'ry Ship Will Find a Harbor," which is on the January list of Edison records. This song was advertised by them in the November issue of the World at a remarkably low figure and dealers all over the country are sending in their orders for it, and other sheet music published or handled by this house. This line fits in perfectly with the "talker" business and as there is big profit in it many are putting in a complete stock. If you have not seen this song, don't fail to write for a sample copy.

Reports from the Columbia headquarters in this city were to the effect that December has opened brisk with a bright outlook. The Symphony Grand machine is having a great demand among the better classes, but the New B. O. aluminum tone arm cylinder machine is most decidedly "it."

The Columbia Co. closed their Eighth street branch about a month ago in order to better concentrate their efforts, and have found the results more satisfactory.

Walter Eckhardt, wholesale general manager, Wm. Morse, from the New York wholesale staff and Wm. Halfpenny, manager of the Bridgeport branch were recent visitors to this office.

Business for the past month has been fairly satisfactory with Louis Buehn & Bro., and since the first of December has shown a marked increase. This company are having a big call for their exceptionally fine line of record cabinets and are shipping goods all over the country. Ed. Buehn, the popular junior member of the firm, left on Tnursday for his usual run around the trade. Louis Buehn started for Pittsburg on Saturday to attend the meeting of the officers and committees of the National Association, which was held on Sunday the 8th in that city.

Emil Bauer, the manufacturer of the Stewart banjos, Bauer mandolins, guitars, etc., has just returned from a most successful eastern trip. This firm are now holding a grea. liquidation sale to close out all the stock on hand, this is not being done because of any dullness in the trade, but as Mr. Bauer stated he wants to start the new year with a clean sheet.

The Disk Talking Machine Co., of this city, are enjoying a good business. This company are Zonophone jobbers for this territory.

RECORD CABINETS

FOR THE

HOLIDAYS

No. 124 Cabinet
Capacity, 200 Records. List Price, $24.00

The best line of Cylinder and Disc Record Cabinets in the country. Material, finish and workmanship unsurpassed.

CYLINDER CABINETS

No. 122,	Capacity	125	Records,	Oak or Mahogany
No. 123,	"	150	"	" "
No. 124,	"	200	"	" "
No. 125,	"	350	"	Oak only

DISC CABINETS

10 in. or 12 in.

No. 102,	Capacity	180	Records,	Oak or Mahogany
No. 103,	"	200	"	" "
No. 104,	"	252	"	" "
No. 105,	"	450	"	Oak only

Stock Complete—Prompt Shipments. Liberal discount to dealers. Catalogue for the asking.

LOUIS BUEHN & BRO., 45 North 9th Street, PHILADELPHIA

"THE PLEASURE IS DOUBLED AND YOUR COST IS REDUCED

WHEN YOU BUY

ZON-O-PHONE RECORDS

COMPARE THEM WITH OTHERS AND BE CONVINCED."

The money spending people of the country are being constantly confronted, through the leading magazines, with the foregoing statement. As a result, inquiries as to where Zon-o-phone goods can be bought are pouring in. These are referred to the dealers in that locality. Who's getting them in your town? Are you?

Tapering Arm Zon-o-phones begin at **$20.00** in oak, and extend to **$75.00** in mahogany

Zon-o-phone 10 inch Records 60 cents

Zon-o-phone 12 inch Records $1.00

Are you sure, Mr. Dealer, that you are pushing the best Talking Machine line—not alone best in quality but best for profitable results?

If it isn't the Zon-o-phone, you are deceiving yourself in both cases. May we not enlighten you?

Universal Talking Machine Mfg. Co.

Camp and Mulberry Sts., Newark, N. J.

Names of firms where you can purchase the Zon-o-phone product

ALABAMA
Birmingham...The Talking Machine Co., 2007 Second Ave.

CALIFORNIA
Los Angeles...So. California Mus. Co., 332 S. B'way.
Oakland.....Kohler & Chase, 917 Wood St.
San Francisco..Kohler & Chase, 1329 Sutter St.
San Francisco..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.

COLORADO
Denver.....John Pass, 614 15th St.

ILLINOIS
Chicago.....The Boston Store, 15th and State Sts.
Chicago.....Butler Brothers, Randolph Bridge.
Chicago.....Lyon & Healy, Wabash Ave. and Adams St.
Chicago.....Wm. Tonk & Bros., 259 Wabash Ave.
Chicago.....The Healy Music Co., 298-300 Wabash Ave.
Chicago.....The Central Camera Co., 31 Adams St.
Chicago.....A. C. McClurg & Co., 215 Wabash Ave.
Chicago.....Benj. Allen & Co., 131-141 Wabash Ave.
Jacksonville...Brady Bros. Hardware Co.
Peoria.....Brown, Page & Hillman Co.
Waukegan.....Alden, Bidinger & Co., 209 N. Genesee St.

INDIANA
Indianapolis....C. Koehring & Bro., 878 Virginia Ave.

IOWA
Davenport.....Robert R. Smallfield, 313-315 W. 2d St.
Ottumwa.....Arnold Jewelry & Music Co., 117 E. Main St.
Ft. Dodge.....Early Music Co.
Sioux City.....W. A. Dean & Co., 315 4th St.

KANSAS
Leavenworth...The Ditzell Music Co., 504-506 Delaware St.
Topeka.....Emaheizer & Spielman Co., 519 Kansas Ave.
Wichita.....Eberhardt & Hays, 429 E. Douglas Ave.

LONG ISLAND
Astoria.....John Rose, 99 Flushing Ave.

LOUISIANA
Lake Charles...J. S. Smith.
New Orleans..Ashton Music Co., 143 Baronne St.
New Orleans..L. S. Gardner, Tulane Theatre Arcade.

MAINE
Bangor.....S. L. Crosby Co., 186 Exchange St.
Portland.....W. H. Ross & Son, 207 Commercial St.

MARYLAND
Annapolis.....Globe House Furn. Co.
Baltimore.....C. S. Smith & Co., 649 W. Baltimore St.
Baltimore.....Baltimore Bargain House, 204 W. Baltimore St.
Baltimore.....Louis Mazor, 1423 E. Pratt St.
Baltimore.....Butler Bros.

MASSACHUSETTS
Boston.....Boston Cycle & Sundry Co., 48 Hanover St.
Boston.....Pike Talking Machine Co., 41 Washington St.
Boston.....Read & Read, 13 Essex St.

MINNESOTA
Minneapolis...Thos. C. Hough, 714 Hennepin St.
Minneapolis..Butler Bros.
St. Paul.....W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN
Detroit.....J. E. Schmidt, 336 Gratiot Ave.
Jackson.....Maher Bros.

MISSOURI
Kansas City...Mrs. J. Dixon, 804 Grand Ave.
Kansas City....Webb-Freyschlag Music Co., 7th and Delaware Sts.
Springfield.....Morton Lines, 325 Boonville St.
St. Louis.....Knight Mercantile Co., 211 N. 12th St.
St. Louis.....D. K. Myers, 3839 Finney Ave.
St. Louis.....Butler Brothers, 1221 Washington St.

NEW JERSEY
Hohoken.....Eclipse Phono. Co., 203 Washington St.
Jersey City.....Butler Bros.
Newark.....Edisonia Co., 57 Halsey St.
Newark.....Oliver Phono. Co., 16 New St.
Newark.....The Newark News Co., 331 Washington St.
Paterson.....J. K. O'Dea, 115 Ellison St.

NEW YORK
Brooklyn.....F. W. Rous & Co., 435 Fifth Ave.
Brooklyn.....B. G. Warner, 368 Livingston St.
Buffalo.....Neal, Clark & Neal Co., 643 Main St.
New York City..J. F. Blackman & Son, 2737 Third Ave.
New York City..Douglas Phono. Co., 89 Chambers St.
New York City..Butler Brothers, 495 Broadway.
New York City..Mutual Trading Co., 99 Chambers St.

NEW YORK (Continued)
New York City..William Tonk & Bros., 452 Tenth Ave.
New York City..New York News Co., 15 Warren St.
Rochester.....A. J. Deninger, 347 North St.
Rochester.....Duffy & McInnerney Co., cor. Main and N. Fitzhugh Sts.

NORTH DAKOTA
Fargo.....Stone Music Co., 614 First Ave., N.

OHIO
Akron.....Geo. Dales, 128 S. Main St.
Cincinnati.....J. C. Groene Mus. Pub. Co., Race and Arcade.
Cincinnati.....J. E. Poorman, Jr., 31 W. 5th St.
Cincinnati.....Rudolph Wurlitzer Co., 121 E. 4th St.
Cleveland.....Flesheim & Smith, 161 Ontario St.
Columbus.....Columbus Piano Co., North High St.
Newark.....Ball-Fintze Co., 12 Canal St.

PENNSYLVANIA
Alleghany.....H. A. Becker, 601 Ohio St., E.
Philadelphia...Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh.....C. C. Mellor & Co., 319 Fifth Ave.
Williamsport...W. A. Myers, 147 West 3d St.

RHODE ISLAND
Providence...J. Samuels & Bro., Weybosset St.

SOUTH DAKOTA
Aberdeen.....McArthur Piano Co.

TEXAS
Beaumont.....K. B. Pierce, 223 Regan St.
Dallas.....Dallas Talking Machine Co., 218 Commercial St.
Dallas.....Butler Bros.
Houston.....Texas Phono. Co., 1019 Capitol Ave.

VIRGINIA
Richmond....Hopkins Furn. Co., 7-9 W. Broad St.

WASHINGTON
Seattle.....Kohler & Chase, 710 Pike St.

WISCONSIN
Kenosha.....Alden Bidinger & Co.
Milwaukee.....McGreal Bros., 176 3d St.

CANADA
Nova Scotia.....Yarmouth Cycle Co., Yarmouth.
St. Johns, N.F...Chelsey Wood.
Toronto.....Whaley, Royce & Co., 158 Yonge St.
Winnipeg, Man..Whaley, Royce & Co.

WINTER GAYETIES IN THE SOUTHLAND

Present Golden Opportunities to the Talking Machine Dealer.

Now that the social tide is running sonthward and the lovers of balmy weather are hying themselves to Florida and the other winter resorts where they can revel in all the delights of the summer season, from a bath in the ocean to a lawn fete, it is time for the "talker" man whose establishment is situated within the bonndaries of the Sonthland to realize what an opportunity awaits him in many a hotel and pleasnre gronnd

THE TALKER IN THE SOUTHLAND.

to introduce the prince of entertainers, the talking machine.

All the large hotels which bask 'neath Sonthern skies engage instrumental or vocal soloists, and often a whole orchestra for the entertainment of their guests, bnt the results obtained are usually inferior.

There is nothing so satisfying to the mnsic lover while promenading the veranda or dining in the palm room or grotto as the seductive strains of a waltz well played or the sweet notes from the throat of a skilled vocalist, but in the average hotel this is not possible to any great extent, because of the inability of the management to obtain artists of merit. Snch high prices are charged by talent who "make good" that their services are prohibitive. It is right here that the talking machine becomes a veritable "Johnny on the spot," and it will take bnt a single demonstration on the part of the dealer to prove its worth. Instead of a squeaky orchestra or the throaty nasal vocalist, the vibrant mellow tones of the greatest concert band or the snperb voices of Melba, Caruso and Scotti are always on tap, and in all their original beanty.

The hotel man may say he does not want "canned mnsic," but when the dealer can prove that the "canned" article he has to offer is far superior to the raw material now in nse by the hotel man, he will have no difficulty in making a sale.

The talking machine is particularly appropriate for hotels. Whether it be placed in the ballroom for dancing or on the lawn for an evening concert, it will be enjoyed far more than any indivdnal band, vocalist or instrumentalist, because of the great variety and high character of its selections.

All judges of good mnsic prefer Melba, the operatic soprano, to Dolly Dimple, the vandeville sonbrette, and Herbert's Symphony Orchestra to Krausmeyer's German band, therefore, every hotel in the Sonth to-day shonld know of the talking machine for the mnsic it affords is as superior to that now in vogne there as Melba is superior to Dolly Dimple and Herbert to Kransmeyer.

HOWARD TAYLOR MIDDLETON.

GENERAL DENIAL FILED

In Suit in Chancery Brought Against Thos. A. Edison and Co-Defendants by the New England Phonograph Co.

On Nov. 29 a general denial was filed in Newark, N. J., in behalf of the National Phonograph Co., Thomas A. Edison and his co-defendants, in the suit in chancery brought by the minority stockholders of the New England Phonograph Co., who complained that they suffered damage by reason of the alleged violation on the part of the defendants of certain alleged territorial license rights of that company. The answer makes reference to similar suits bronght against the defendants by the complainants. The answer denies that there is any valid claim whatsoever and appends as a snpplement to the answer, in the form of exhibits, every contract and agreement made by Mr. Edison pertaining to the phonograph business, inclnding the original made with Jesse H. Lippincott, who organized the North American Phonograph Co.

The answer also states that the terms of this contract, which required the North American Co. to pay Mr. Edison $500,000 and certain royalties, were never fulfilled. It was said that Mr. Edison's experience with Mr. Lippincott resulted in a loss of $400,000. Such rights as the New England Phonograph Co. obtained, the answer declares, were secured nnder the terms of a lease made by the North American Co. The defendants aver that such rights ceased with the insolvency of the North American Co. In 1900, the defendants further aver, the complainants secnred certain shares of the New England Phonograph Co. in an attempt to revive that corporation and to endeavor to enforce the terms of its old license. To make this effective, the answer says, the complainants named called a meeting and made contracts with James L. Andem, whose name will be remembered in connection with the apparently endless suit of the New York Phonograph Co. and a half-dozen others against the same defendants, empowering him to bring suit against the National Phonograph Co. and other Edison phonograph interests, or to settle with him or them for $10,000. The case will be heard some time this winter.

DEPARTMENT STORE ADVERTISING.

The department stores in New York and Philadelphia are advertising the talker in liberal fashion this season.

IF YOUR NEAREST JOBBER DOES NOT HAVE THEM WRITE TO US

Made in rich black with highly finished metal parts.

Nothing to get out of order, bend or break; the bell is stretched taut, drum-head fashion, for sound-reflecting quality.

Size 23 in. bell x 31 in. for Cylinder Machines } **Box 6 x 6 x 17½**
" 23 " " 24½ " " Disk }

THE IDEAL FASTENER CO.

143 LIBERTY STREET NEW YORK

EXPORT TRADE EXCELLENT

Says Edward N. Burns Who Grows Enthusiastic Over Its Development—An Interesting Chat on "Live" Subjects of Interest.

For an expression of practical views on talking machine affairs few in the trade equal Edward N. Burns, a vice-president of the American Graphophone Co., also manager of the export department of the Columbia Phonograph Co., General. Talking informally on the situation with The World recently, among other things he said:

"The export trade is excellent and growing stronger month by month. During the present financial squall, when domestic business has felt the shock and its chilling effects more or less—now happily passing away—the export end shows like a luminous star in a moonless night. Our department has never been stronger or in a more flourishing condition, from every point of view. In fact, we are drawing on the home people for an extra supply of goods; taking everything in sight to send abroad and satisfy our clamoring foreign jobbers and distributers.

"Coming back to the domestic trade, I think the present flurry will squeeze out a great many small dealers. I do not say they are undesirable, but it must be admitted that the trade is too much cut up, and if current conditions would retire a lot of these little fellows, practically destitute of capital and always a worry, and possibly a menace to the jobber, it would not be an unmixed evil. Another thing, a dealer is called upon to carry too large a record stock, a good proportion of which remains dead on his hands. Therefore, he has either to get rid of these goods or increase his capital, both of which are not infrequently impossible.

"What is the remedy?" continued Mr. Burns. "Cut down the monthly list. Why should twenty-five selections be forced on the trade monthly? There is no reason for it. After the monthly lot of records reach the dealer, the sales practically cease for the remainder of the month, the customer waiting for the new batch, and so on unto the end of the chapter. Again, why should the dealer be loaded up with unsalable goods—'dead ones?' My idea would be that as soon as a piece of music became popular place the record in the hands of the dealer at once, and not wait for a month or two, so he would get the benefit of the hit. For example, 'The Merry Widow' stuff. In the course of three months a list of some size would accumulate, and in issuing a quarterly instead of monthly bulletins I would select at least twenty-five of the proved good sellers and print the selections separately so the dealer could keep in touch with the 'live wire' records and replenish his stock accordingly.

"In my judgment very often the popular music offered is not fit, from a selling point, to be recorded, and very often five and even less are worthy to be reproduced. Now, however, it is twenty to twenty-five a month, and many of the selections are the veriest trash, stickers from the start, and from these the dealer orders his stock—is compelled to—and becomes in consequence overloaded. The quarterly bulletin, with intermediate quick-selling records—ones for which there are a pressing demand—should be substituted for the present monthly list, under which the dealer is a sufferer and his grievance in connection therewith is well founded and therefore entitled to consideration and relief."

READY TO SLIDE.

Why Some Men Climb the Business Ladder and Others Go Down the Toboggan Slide.

Pick out ten men and set them to work on the same job. Keep them at it long enough to have them really know what the work is; 'till the novelty wears off.

"Inside of three months," says Barstow, of Boston, "you will have four of them on the toboggan, ready to slide because of the insurmountable difficulties which they have had to meet! They spend their lives on new jobs.

Three more will last out a year and then the same trouble comes up reinforced by the lack of newness in the game; it's the same old grind, day after day; there are too many things to meet; the line is rotten; the house doesn't back you up; his competitor has better stuff and the prices are lower.

And they quit.

Within the next three years two more men will lay down on the job with the same old reason—difficulties. Among these are staleness, lack of promotion, not enough money, largeness of the head and private quarrels. It's the ten little nigger story all over.

Out of the ten, there is one man, one big man who surmounts all the difficulties or goes around them, and he's the man who finally marries the boss' daughter and is taken into the firm with his name over the door, like the books in the Sunday school library.

It isn't a question of brilliancy, nor of unusual ability, but of hard determination, beat-it-out-no-matter-what-happens sort of a view of life. Question: If it takes a man sixteen years of hard work to become manager, how long will it take a stamp-licker to use up all the jobs in the city? That's where the tramps, drunkards and suicides come from.

Take it home now and try it on yourself. What came up to-day that made you feel sick? What was it that made the firm look like a rotten apple to the customer? What big order did you lose? What sort of a grouch did you carry home?

Yes, it was bad, heaven knows, and we get these setbacks all the time and there is no compensation. The man above "lays down" on us and we have all the dirty work to do. There's just money enough in the job to keep a cat on respectably.

All right, and again all right. You be the tenth man and stick; there's a time coming when you will be the man who has overcome all the difficulties and have won out. That's what all are working for. If you think this thing over slowly about three times, you will have received a measure of good that will last 'till the end of your days.

RUSH ORDERS WANTED

VICTOR and EDISON

By Lyon & Healy

IF you need any VICTOR or EDISON GOODS in a hurry for the Holidays, try

LYON & HEALY FACTORY SERVICE

It matters not how large or how small your order, we want it, so as to give you a vivid example of how quickly and completely we can fill *all your orders all the time.*

We have established a *Rush Order Desk* to take care of your *Holiday Rush Orders.*

May we hear from you?

CHICAGO Lyon & Healy CHICAGO

Largest Stock of Victor and Edison Machines, Records, Cabinets and Accessories in the history of the trade.

FROM OUR CHICAGO HEADQUARTERS

195-197 WABASH AVENUE, E. P. VAN HARLINGEN, MANAGER.

While the Flurry in the Financial World Has Been Felt in the West Yet the Talking Machine Trade Has Escaped Any Great Degree of Depression, Leading Jobbers and Houses Stating That the Falling Off for December Did Not Exceed Ten Per Cent.—Decided Picking Up Noticeable During the Past Ten Days—Clancy Takes Charge of the Wurlitzer House in Chicago—Western Salesmen of the National Phonograph Co. to Hold Their Annual Conference—A Chat With A. V. Chandler—C. E. Goodwin Optimistic Over the Situation—Prestinary With Lyon & Healy—Some Clever Babson Bros. Literature—Hansen to San Francisco—Arthur Geissler Has Been Visiting—Some Changes in the Directorate of Lyon & Healy—Success of the Kreiling Specialties—Other Items.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 7, 1907.

While it would be useless to deny the fact that the talking machine business has felt the effects of the financial upheaval, men in the trade express surprise that the slump was so small, considering the general unrest and uncertainty. One of the largest jobbing houses here state that the decrease for November was but 10 per cent. from last year's figures.

In the past week or ten days there has been a very noticeable picking up; orders previously held up have been ordered forward and new business has been coming to hand in a very satisfactory manner. The general feeling now is that conditions are rapidly returning to a normal state, and that while it is probably too much to hope that this month can realize the volume of business of last December, which was one of the largest, if not the largest, in the history of the trade, it will leave little cause for complaint. From all that can be learned the retail trade in the large cities suffered the most from trade contraction in November. Many dealers from the smaller towns who have been in Chicago the past week or so say that their trade has shown practically no falling off, and that they look for a good holiday business.

As your St. Louis correspondent has no doubt informed you, T. P. Clancy ("Tom" Clancy, as he is familiarly known), recently resigned as manager of the St. Louis branch of the Columbia Phonograph Co. to take charge of the automatic instrument department of the Chicago house of the Rudolph Wurlitzer Co. He assumed his new duties this week. Mr. Clancy's successor at St. Louis is E. B. Walthall, who came to Chicago from St. Louis, where he had had charge of the talking machine department of the O. K. Houck store, and took charge of the retail floor as manager of the Columbia Phonograph Co., at 88 Wabash avenue. Mr. Parker, now in charge of the Columbia Co.'s Milwaukee avenue branch, will come down town to headquarters, as retail floor manager, the first of the year.

W. C. Fuhri, district manager for the Columbia Phonograph Co., returned last week from a visit to the headquarters at New York. He reports that the company's officers are confident of rapid return to normal business conditions, and that this has been reflected by a steady resumption of activities at the factory, which were partially suspended during the height of the "flurry."

The usual annual conference of the western salesmen of the National Phonograph Co. with the executive heads will occur about the first of the year, when F. K. Dolbeer, general manager of sales, and E. H. Phillips, general manager of salesmen, will be here to confer with the men on matters of mutual interest and plan the campaign for 1908.

There will be a big gathering of moving picture men in Chicago on Saturday, Dec. 14, when the United Film Service Protective Association meets in convention at the Grand Pacific Hotel. Temporary organization was effected at Pittsburg last month, and at the coming meeting permanent organization will be effected, constitution and by-laws adopted and officers elected. According to a resolution adopted at the Pittsburg meeting the purpose of the association, the membership of which is composed of the film exchanges throughout the country, is to work in co-operation with the importers, jobbers and exhibitors of films and accessories to improve the service now rendered the public and to protect each other in the matter of credits and all other conditions affecting their mutual welfare. Among the principal reforms that the association expects to be accomplished is the elimination of sub-renting of films and the practice of selling second-hand films. The renter is to retire every film purchased after it has been used for a certain length of time to be decided upon by the association, by its return to the manufacturer, who will make the renter an allowance for such returned goods. These measures will save the public from having their eyesight and patience ruined, and will, of course, protect the trade from price-cutting competition.

Charles Armstrong, a progressive Edison dealer of Clinton, Ia., was a Chicago visitor this week.

E. J. Radius, proprietor of the Roseland Music House, at 1131 Michigan avenue, in the suburb of Roseland, has handled talking machines for some years and has evidently found it profitable, as he has recently extended the space devoted to

Special Notice to Dealers

During November, 1907, we referred to our dealers **461** inquiries. **64** of these were sent out on the 29th and 30th.

December will exceed the average of Nov. 29th and 30th

GET IN LINE

Read the page "ad" of letters from Dealers in this number.

"There IS a Reason"

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

talkers and has enlarged his stock, carrying the complete Edison catalog and increasing his Victor stock as well. Another progressive dealer in Roseland is G. S. Hobbs, who has long handled the Edison line in a large way, and is an aggressive advertiser through the medium of the Roseland papers and the circular route.

Mr. Kitchen, a recent addition to the western traveling force of the National Phonograph Co., was recently in Chicago on his way from the factory, where he had been posting up, to his territory, the State of Iowa. M. G. Grusch, who travels Illinois for the National people, was also in the city for a day.

A. V. Chandler, the city salesman for the Edison people, lost not a ripple of his "jolly old smile" during the fiuancial "flurry." "Business has been quiet the past month among the retailers throughout the city, but by no means stagnant," he said. "Machine sales fell off somewhat, but record sales kept up decidedly well. Jobbers are evidently not pessimistic regarding future sales, as my orders for February records are equal and in some instances larger than usual."

At Lyon & Healy's, C. E. Goodwin was disposed to be optimistic regarding the outlook. "Neither our wholesale or retail trade has suffered to the extent one might imagine from the depressing atmosphere created by the daily newspaper accounts of financial conditions," said he. "Of course, we may experience some contraction of business for a month or so. When Mr. Farmer and Mr. Villager get a shock that makes them tighten up their purse strings, they do not always loosen up the minute the metropolitan dailies begin to tell of improved conditions. They may really have little reason for economy, but are inherently conservative. I do not look for any prolonged period of retrenchment like that followiug 1893; the country is too prosperous and the recovery from the shock must he rapid. December has opened up very well indeed with us, considering the circumstances. Down in the retail department last week they took a number of orders for Victrolas for Christmas delivery, one man huying five, one for himself and the others for presents."

Walter F. Gordon, manager of the talking machine department of the Phillips & Crew Co., Atlanta, Ga., called on the local trade last week. He reported southern husiness as of very satisfactory dimensions.

The Viascope Mfg. Co., of Chicago, which has been manufacturing moving picture machines for several years, are about to put a machine for home use on the market. It will be known as the "Home Viascope" and will retail at $40. R. S. Prybil, well known to the talking machine trade, formerly a Victor traveler, has allied himself with the Viascope Co. as manager, and will push the Home Viascope vigorously. He is now taking orders for January shipment. Mr. Pryhil's offices and salesroom are at 914 Steinway Hall building. The factory is at 112 Randolph street.

Arthur Caille, president and treasurer of the Caille Bros. Co., of Detroit, was a visitor at the Chicago headquarters of the company in the Republic building last week.

L. B. Glover, formerly of the assembling department of the Victor Talking Machine Co., at Camden, has come on to take charge of Lyon & Healy's repair department.

W. H. Prestinary is the new manager of the phonographic language department at Lyon & Healy's. He is an experienced talking machine man and has long been connected with the International Correspondence Schools, and has successfully demonstrated the language outfits at many of the large eastern talking machine concerns. L. L. Lewis, the former manager of the Lyon & Healy language department, and who resigned to become Mexican manager for the National Phonograph Co., returned to Chicago last week, after posting up at the Edison factory, and left for his new field of labor.

G. M. Nisbett, wholesale manager for Babson Bros., is and always was a notahly modest man. Consequently, it seems perfectly natural to read the legend, "We are not blowing our own horn" on the cover page of a neat booklet just issued by "the people with the goods." The book carries out the spirit of the caption. Thirty-nine of the forty pages are devoted entirely to the publication in fac-simile of letters from dealers acknowledging the receipt of inquiries for phonographs, reporting sales as a result, and praising the company for their prompt delivery of Edison goods and supplies. Mr. Nisbett says that for a week last month business showed a slight falling off, but speedily resumed its normal condition.

E. H. Uhl, western manager for the Rudolph Wurlitzer Co., reported that talking machine sales, after a temporary halt, are moving along in a very satisfactory manner, and that the prospects were for a fair holiday trade.

Ellis Hansen, formerly window trimmer at Lyon & Healy's, and the author of the excellent article on window exploitation of talking machines and records, which appeared in the October World returned from a visit to his old home in Denmark last week, and after hurried farewells, left for San Francisco, where he will assume his old position with Sherman, Clay & Co., with whom he was connected up to the time of the 'quake.

Arthur D. Geissler, general manager of the Talking Machine Co., was in Detroit the latter part of last month and found the American Phonograph Co., Grinnell Bros., and F. J. Schwankovski all doing a fair business in spite of the late lamented flurry. He just happened to be in Ann Arbor the day after the U. of M. and Pennsylvania foothall game, which was won by the latter. He declares that a bunch of keys and a knife constituted the total pocket assets of every one of the thousands of students as a result of their loyalty to the college team. Mr. Geissler returned this week from a visit to Philadelphia and New York. He found the Victor factory makiug shipments at a rate which certainly did not indicate that 1907 was going to boast of a talking machineless Xmas. With the Talking Machine Co. hoth orders and collections have shown a marked improvement in the past two weeks.

George Ornstein, manager of the traveling force of the Victor Co., was a recent Chicago visitor.

J. D. Beekman, sales manager for the Universal Talking Machine, was a recent Chicago visitor.

Frank Dilbahner, of the Western Talking Machine & Supply Co., returned from a northern deer hunt in time to eat venison with his family Thanksgiving.

C. W. Noyes, secretary of the Hawthorne & Sheble Mfg. Co., expects to publish a revised edition of the C. W. N. handbook of the phonograph. This valuable little book met with a very large sale years ago when first published, and will now be brought up to date with many new features.

James I. Lyous, the veteran Edison jobber, has made several short trips lately, paying friendly visits to some of his old customers, to whom he sold phonographs, etc., since 1900. Mr. Lyons says his sales are increasing steadily and that he looks for a large winter trade.

Hosts of fair Edison transcribers around town are putting in their spare moments writing essays on "What the Edison Business Phonograph Has Done for Me," in the hope of winning one of the three prizes of $25, $15 and $10 offered by the Edison commercial department's Chicago branch for the best efforts. Manager Barnes says that the returns so far are decidedly gratifying both iu number and quality.

Even the innocent and henevolently inclined talking machiue is sometimes made to serve base uses. Three youthful robbers held up a West Side saloonkeeper and four customers the other evening, shut up their victims in the ice box, and before they left turned on a talking machine to drown the cries of the prisoners.

C. N. Post has retired from the house of Lyon & Healy, selling his stock to the other stockholders and resigning as president and director. His successor as president is Robert B. Gregory,

THE MISSING LINK

—THIS NEW—

ALL METAL BALL AND SOCKET SWIVEL JOINT

HORN CONNECTION

can be used on all Edison Phonographs and Columbia Cylinder Graphophones.

IMPROVES ANY MACHINE 100 PER CENT.

RETAILS AT 50 CENTS

Kreiling & Company

Inventors and Sole Manufacturers

North 40th Avenue and Le Moyne Street

CHICAGO, ILL., U. S. A.

—IMPROVED—

model has tapered bent tube that fits all makes of Horns. Made of brass, nickel-plated and polished.

This is not A horn connection, but THE Horn Connection.

Send for Descriptive Circulars and Discount to the Trade

SPECIAL INTRODUCTORY OFFER TO DEALERS

formerly vice-president. The other officers are: J. P. Byrne, vice-president and secretary; Paul Healy, vice-president; J. F. Bowers, treasurer; Marquette A. Healy, assistant secretary and treasurer. These constitute the directorate. Marquette Healy, the only new addition to the directorate, is a young man with whom many of Lyon & Healy's talking machine customers are well acquainted, as he spent some time in that department, as he has done in all the other branches of the business of the great house in order to fit himself for the larger destiny awaiting him as one of the heirs of his father, the late P. J. Healy. The changes above mentioned were consummated at a meeting of the directorate Friday afternoon, December 6. There will be absolutely no change in the policy which has built up the jobbing and retail business of Lyon & Healy to such great dimensions. The talking machine department of late years has become one of the most important factors in the business of the great institution, and the department is making steady progress under C. E. Goodwin, who has been its manager since its inception. Mr. Post is a wealthy man and has at least no present intention of again engaging in active business.

According to the reports received from Kreiling & Co., of this city, manufacturers of the Tiz-It all metal ball and swivel joint horn connection, this clever device is amply justifying its name. It is now handled by leading jobbers throughout the country in steadily increasing quantities, and its fame has spread abroad, as nearly every mail brings foreign inquiries and orders.

The Tiz-It can be used on all Edison phonographs and Columbia cylinder graphophones, and the new model has a tapered bent tube that fits all makes of horns.

SOME POINTERS ON SALESMANSHIP

Some Timely and Pertinent Remarks by a Practical Member of the Trade Which Should be Read With Interest and Profit by Members of the Talking Machine Trade in All Parts of the World—Some of the Requisites to Success in This Special Field of Effort.

BY L. KEAN CAMERON.

Much has been said and a great deal written on the subject of salesmanship in general, but I wish to confine this article to the sphere of the retail talking machine salesmen, in particular. And by talking machine salesmen I mean all those engaged in selling any and every description of disc or cylinder machines and records.

There is a great demand, especially at this time of the year, for first class salesmen who thoroughly understand the talking machine business in all its phases. The demand far exceeds the supply, and I believe I am safe in saying that in this big country of ours there are not one hundred first-class A1 talking machine salesmen, when there should be ten, yes, twenty times that number.

What is the reason for this? Of course the business is in its infancy and some will say that they "have not had the time to look up the fine points," and they "must not be compared with salesmen of leather or dry goods, etc., who have had the benefit of years of experience of others before them in their lines, for advice and direction." This may be true to a slight degree, but I think that most salesmen new to the talking machine business merely seek the path of the least resistance and try to gradually absorb a slight working knowledge instead of digging down into the depths and learning everything of importance and value on the subject. It is like learning a new language. If you go among Frenchmen you will acquire a superficial conversational knowledge of the language in a couple of years, but, if one buckles down to his French grammar, lexicon, etc., putting his mind upon it with the determination to learn, he will speak the language grammatically correct in half the time.

Take the ordinary person who starts in a talking machine department of any of our large music houses. He learns the prices of the different machines and records, and after a time is able to distinguish the different styles of machines and horns from each other, sometimes. He has a dim idea, sometimes, that different sizes of machines have a different tone, sometimes. He can tell you, sometimes, why this difference exists and, sometimes, he can't. And he can't more times than he can. You see this "sometimes" business is a big thing and managers of talking machine departments and houses should take pains to eradicate this uncertainty among their salesmen.

Now, I do not wish to be understood as being pessimistic, but these views are merely the result of a tour of observation to the different talking machine departments and establishments in New York and Chicago, where I think one should get some idea or present conditions. I am glad to say, though, that these conditions are being gradually bettered, thanks to the labor aud forethought of certain large manufacturers of talking machines and phonographs, who have mailed to all dealers and salesmen of their goods, correspondence lessons in machine salesmanship, which have done a great deal to alleviate these conditions, by giving to all who took the pains to conscientiously study them a better appreciation of the value of knowing their goods. And I am personally indebted to the publishers of this magazine, and I am sure many others are, for the valuable material and suggestions which I have from time to time received through the medium of the Talking Machine World. I think it is the duty of all heads of departments and proprietors of talking machine houses to see that each salesman in his department gets his magazine regularly, and to impress upon them the importance of carefully reading it, thereby gaining much valuable information which would otherwise be lost. The insignificant expense to the department would be more than balanced by the added interest of the salesman in his work.

A talking machine salesman should know his goods from A to Z and back again. Else how will he be able to explain in an enlightened manner to his customer the desirability of such and such an instrument. The department manager should every two or three weeks call his salesmen together and go carefully over the selling features of each style of machine, explaining to the salesmen the difference in tone between certain styles, and the cause of the difference; also the effects produced by horns of different sizes and materials and the effects of different needles on the life of a record and on the tone production. He should endeavor to make clear in the minds of his salesmen the principles upon which the tone is reproduced by the soundbox or reproducer, and give them an idea of the process of manufacture of the records, for many a time does the customer ask, "Well, how are these records made," and "What is the difference between the cylinder and the disc records?" The usual answer I have found to this, is, "Oh, one is round and made of wax and the other is flat and is not made of wax." So the customer knows about as much as he did before he asked. Let the department manager explain and make clear all these points to the salesmen. The best methods of selling should be discussed unreservedly and in this manner will a great many of the cloudy points be cleared.

The salesman personally should endeavor to post himself thoroughly concerning the stock. Don't stop at merely learning the prices and to distinguish the different machines and records,

[The author of this article, Mr. Cameron, writes with intimate knowledge of his subject. He is a successful retail talking machine salesman of nearly a decade's experience, and is now connected with the Chicago house of the Rudolph Wurlitzer Co.]

Wholesale Exclusively!

THE TALKING MACHINE CO.

72 Wabash Avenue

CHICAGO

Victor Goods

Record Cabinets

Needles and Supplies

Wholesale Exclusively!

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FIBRE NEEDLES
FOR DISC RECORDS
Preserves them indefinitely
No Scratch—No Rasp—No Cut
Write for Samples and Information
"B. & H." Fibre Manufacturing Co.
208 East Kinzie Street = = = = CHICAGO

but go deeper into it. Experiment with the machines. Observe the effect of the different size horns and the horns of different materials. Familiarize yourself with the names of all the parts of the motor and the work each does. If convenient, take a machine apart and put it together again and learn to diagnose a case when a machine does not run properly. Have your sample machines in perfect condition, running smoothly; and above all things don't let your reproducer or soundboxes blast and rattle, for nothing will kill your sale quicker than a poor reproduction. Do not use for exhibition purposes old, worn-out, scratchy records, and also do not try to dispose of records you have been using in your rooms to some E. Z. Mark. He may be easy, but when he observes that his records are not as smooth as some he has heard, he will go to that place where they were smooth and you lose a good customer. Remember that you must impress your prospective customer with the quality of the tone reproduction of your machine as well as the quality of your selling talk.

It is very important that you have a selling talk. Don't merely talk at random on all styles and sizes of machines, but have a plan of campaign. In my own case I have very successfully used the following method:

I have composed a selling talk embracing, as it were, an introduction to the machines, a general statement as to their quality and respective strong points, and a few indirect questions to get an idea of the amount willing to be paid and the style of the machine desired, whether disc or cylinder. This will give you the opportunity to then dwell upon the merits of one particular machine which it is evident he can afford. Do not make the mistake of trying to sell him too expensive an outfit, as the idea of such a large amount involved may discourage him and he may refuse to buy altogether. And yet, if he can afford it, impress upon him the advisability of owning a machine with which he will be perfectly satisfied, a machine of perfect tone, quality, strong motor, etc., here entering into a description of the machine suitable to his needs.

I have written and rewritten my selling talk, polishing here and revising there until it embraces the strongest arguments at my command. This I committed to memory and no matter when or how interrupted will arrange to pick up the thread at the right place and continue until the psychological moment arrives. Then stop talking. Now it is just as important to know when to stop as it is to know what to say. Many sales are talked to death and others meet the same fate at the mouth of the horn, for salesmen often make the mistake of playing too many records. Don't be an entertainer; sell goods. The talk must be memorized so well that certain parts can be changed at a moment's notice as demanded by the difference in customers, for no two men are alike and therefore your talk must be adapted to all sorts and conditions. Make your selling talk such a part of yourself that it flows as easily and gracefully as impromptu conversation. This method I have found very successful as it enables one to bring his strongest and most brilliant arguments to bear, where otherwise his talk would start nowhere and end about a half a mile this side of the same spot.

There are two things I have discovered you cannot select for another man: One is his necktie, the other his talking machine music. So don't try his patience by playing things you are fond of. Find out how his tastes run and put these records on the machine. Try to get at ease, but not familiar with your customer, for then the battle is partly won. Get him to talk and express his opinion on the machine and the result is easier. The hardest man of all to do business with is the man who sits in his chair like a wooden image and never opens his mouth or cracks a smile. Try different styles of music until something thaws him out. You cannot tell what the result will be. Once you make the right impression things begin to happen. This was illustrated forcibly just a few days ago. A gentleman and his wife walked into the store the other day and in answer to my question asked to be shown the different styles of machines. I went through my regular formula, had them seated in one of our private salesrooms and was playing a record or two to get a line on his tastes. After a couple of good quartettes and some orchestra music he seemed to fancy a sixty dollar outfit but could not make up his mind. I saw immediately there was something lacking in my endeavor to make an impression, but I had one more card up my sleeve, so to speak. So, placing a duet by two of the great operatic stars on a two hundred dollar machine which he had not noticed, I started it going. The effect was magical. He was entranced. "Now," he said, "that is something like it. Why didn't you show that to me in the first place. It is simply marvelous."

Now, I had led him up to that and by degrees put him in a mental condition to fully appreciate the beauty of the best machine by comparing it with others of the same make, only smaller. This man had to be treated in this manner, otherwise I would have lost the sale entirely, or at the most sold him merely a sixty dollar outfit when he was capable of paying more and willing to do so.

Study your customers and remember that all men cannot be treated alike. What impresses one tires another, and vice versa. Always try to meet a man on his own ground. If he is easy going, good natured and wants to talk and enjoy himself while he is looking at the machine, be thou likewise. If, however, he is taciturn and cold, don't attempt gayety with him or he may think you frivolous and your arguments will have no weight whatever. Endeavor to gradually thaw him out by your studied politeness and tact, and when you see him interested in some certain records or machine attempt to draw him out on that article. Find his particular hobby in the musical line and notice at the end of a half an hour or so the change in him. Study your customer's taste in music and remember the kinds of things he likes. Make a list of your important customers for your own use, and by each name a memoranda as to the class of records he buys. Write him a personal letter each month and tell him you have something of especial interest which will be sure to strike his fancy. You will be surprised when you figure the results of these special efforts and realize that you have made sales amounting to two or three hundred dollars which otherwise would have been lost. Besides, your customers will appreciate the interest you have taken in them and will stick to you, and keeping old customers is just as good and important as making new ones. Don't let a prospective customer bluff you. I am sure there are some who will try it. They will go so far as to intimate that they know as much or more about your business that you do yourself. The best and only way to avoid this is not to give him the opportunity. Know your goods from beginning to end, and no matter how hot and heavy the cross examination some people put you through you will come out victorious in the end.

There are times when we must be firm, especially with the fair sex. The other day an elderly lady and her granddaughter came into our department having been attracted by the window display. She wished to send a machine to her country home and was taking a general survey of all styles and makes. In giving her the prices of the different machines I had a dim idea she was not really hearing all I said, merely for the reason that she did not listen. However, she decided on a certain machine with a special horn amounting to fifty-one dollars. The next morning she telephoned in and changed her order to a larger outfit, which I had priced to her the day before at sixty-eight dollars, saying she would be down to the store in a couple of hours, as she could not understand the price I made her over the phone. After she arrived I happened to again mention the price of the outfit. "Sixty-eight dollars," she really yelled. "Why you told me yesterday it would be only sixty, and here you are trying to raise prices on me, taking advantage of my ignorance of the machines and by misrepresenting things, trying to steal my money. I just won't have it. You may cancel the order." And she stewed and fumed, ranting and marching up and down the room. I let her rant for a while. Maybe I was a little mad, but it was righteous anger, but with no show of temper, I said: "Madam, you are

JAMES I. LYONS
THE ORIGINAL WESTERN
EXCLUSIVE
TALKING MACHINE JOBBER

Edison Phonographs
Zonophones
Records
Cabinets
PHONOGRAPH OIL
WIRE RACKS
FOR DISC AND CYLINDER RECORDS
"TIZ-IT" The All-Metal Horn Connection for Cylinder Machines
NON-METALLIC NEEDLES
Enrich and Sweeten Tone
Try Them
SPRINGS, HORNS, SUPPLIES
192-194 Van Buren Street, CHICAGO

A PROOF OF SQUARE DEALING

"There's a Reason"

GET IN LINE AND REAP YOUR SHARE

BABSON BROS.

"THE PEOPLE WITH THE GOODS"

MARSHALL BLVD. & 19TH ST.

CHICAGO

G. M. NISBETT MGR. WHOLESALE.

very unjust and decidedly mistaken, but under the circumstances I think it is the best thing you could do. For really if you think that it is the policy of our establishment to treat people in the manner you suggest you would naturally not wish to take a machine from us. In fact, under such conditions I prefer not to sell you the machine, so we will call the matter off. I am very sorry but really I could not conscientiously allow you to purchase a machine, under that impression." When her daughter, who was with her this time, saw the turn affairs had taken she interrupted with, "Mother, I don't think you should let a matter of merely eight dollars stand in your way." So, at that I knew I had won the day on really something very nearly a bluff. But there was nothing else to do. With that kind of character to deal with, firmness was my best weapon. Had I tried to humor her she would have only been more positive that I had intended taking advantage of her and would have left the store in a rage. But seeing that I was firm and unyielding, she, after a short time acknowledged she must have misunderstood me and when she left, after paying half down on a seventy-five dollar outfit she was in the best of spirits and wondering what she would wear to the theatre that night. And so it goes. One must keep his wits about him and his eyes open.

Cultivate an easy flow of language, not necessarily brilliant but each sentence full of meat and to the point. Be interested in the wants of your customer whether he is going to buy a thirty-five cent record or a two hundred dollar machine. If a record customer does not know exactly what he wants, suggest some little gem of a piece to him and if you do happen to strike something he likes he will usually be so pleased with the discovery that he will invariably call for more like it on the spot. In a tactful way suggest to him that you would appreciate any mention he might make of the establishment to his friends. I am sure I have sold over three thousand dollars worth during the last year on that little suggestion alone. Oh, there are hundreds of little things to do to boost the sales. Use your brains. Be original, even if you fail now and then. You are bound to win in the end if you only have the determination, backed by brains. With the determination to succeed engraved on his mind and planted deep in his soul a man will stick to the roads which lead to success. Great success is more a mental than a physical problem, and though the fools may laugh at the idea of one becoming successful merely because he made up his mind to do so, it is still a deep truth and will become more widely acknowledged as the results are known. Make up your minds, brother salesmen, to be the best talking machine salesmen in the country. Realize the broadness of the salesman's position and his importance and prepare yourself accordingly. Stick to your determination and watch the results in your sales reports. You will be more than repaid. For I thoroughly believe "We are not what we think we are, but what we think —we are.

THEO. F. BENTEL RECOVERING.

The many friends of Theodore F. Bentel will be glad to learn that he is rapidly recovering from a recent surgical operation for appendicitis, and is now at his home in the Delmar Apartments, Germantown, Pa.

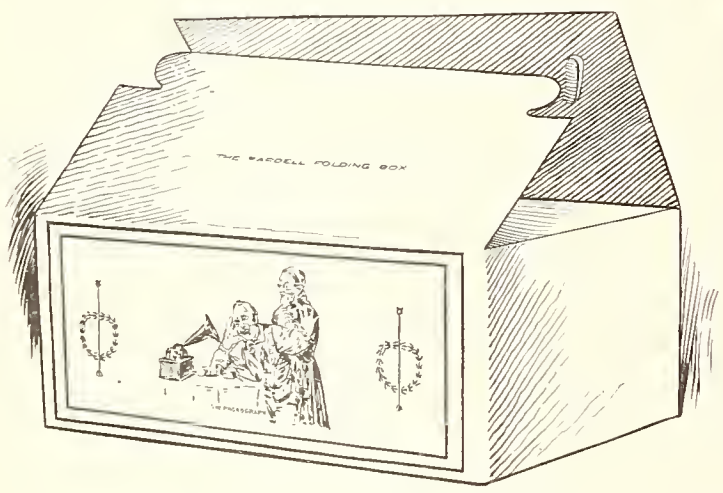
A CLEVER FIBER NEEDLE WINDOW.

The accompanying illustration shows the solid window display devoted to B. & H. fiber needles recently made at the Columbia headquarters, 88 Wabash avenue, Chicago, and which was referred to last month. For a specialty window it was worked out in a most effective manner and reflects great credit on Mr. Bartlett, the window trimmer. The background, canopy and sides were of bamboo poles, of which the needles are made, forming a regular Indian native booth. The floor was strewn with factory waste. From the horns on the floor flowed cornucopia-like, fiber needles in various stages of manufacture, with descriptive cards telling the story of the evolution of the needle.

WINDOW DISPLAY OF B. & H. FIBER NEEDLES.

C. S. Gardner is again with the National Phonograph Co., traveling on the Coast.

The Pardell Folding Box



THE most convenient package for delivering records to your customers. Many times you can sell "just one more record to fill up the box" by using them. Many dealers throughout the country use them. Do you? If not, try a sample lot; the cost is trivial.

No. 3 Pardell Box, holding three cylinder Records, $1.25 per hundred.

No. 6 Pardell Box, holding six cylinder Records, $1.75 per hundred.

No. 12 Pardell Box, holding twelve cylinder Records, $2.50 per hundred.

Write your jobber for them; if he cannot supply them send us $5.50 and we will send a hundred of each size, CHARGES PREPAID, to any part of the United States or Canada.

The Pardee-Ellenberger Co.

96-104 State Street, New Haven, Conn.

TRADE NOTES FROM ST. LOUIS.

Manager Long Says the Financial Scare Is Over, That Any Ill Effects Are But Temporary, and That Business Will Steadily Improve—Farmers Well Fixed Financially—Conroy Takes on the Ikonograph—T. P. Clancy Leaves for Chicago—Thiebes-Stierlin Co.'s Edison Rooms—A Trip Through the Koerber-Brenner Establishment—Some Recent Visitors to the Saintly City.

(Special to The Talking Machine World.)

St. Louis, Mo., Dec. 9, 1907.

Trade reports for the month of November, both from the jobbers and dealers, show that business was fair, with an improving tendency.

Manager C. W. Long, of the St. Louis Talking Machine Co., has just returned from a trip through Missouri and Kansas, taken for the purpose of determining the effect of the recent financial flurry on trade in general, and the direct effect on talking machine dealers. He was well pleased upon his return with the results of his trip, both from the amount of orders taken and from the healthful condition business in geueral seems to be in. It is his opinion that the financial flurry and scare is practically over, and that the talking machine dealers are going to feel very little ill effects. While produce and live stock have been reduced considerably in price, thus affecting the farmers, farmers in general have had such a prosperous year that it merely means a smaller amount of money to their saving accounts, and only in a small way will it affect their general purchases.

As one farmer expressed himself, that while he had received $300 less for his hogs than he would have had he disposed of them the first of October, at the same time the price he received was one that under ordinary conditions he would have considered very fair, and he felt prosperous enough to fulfil all plans he had mapped out for himself and family. That the dealers throughout the territory are of the same opiuion as Mr. Long is substantiated by the amount of business he did while away.

P. E. Conroy, president of the Conroy Piano Co., reports that trade has been fair for them during the past month in their talking machine department, and he looks for a good volume of business this month. This firm have recently added the Ikonograph, the picture machine.

T. P. Clancy, manager of the Columbia Phouograph Co. for the past year, and formerly manager of the talking machine department of the Conroy Piano Co. for ten years prior to this, resigned on Dec. 1. Mr. Clancy has accepted the position of manager of the Northwest automatic instrument department of the R. Wurlitzer Co., with headquarters at Chicago. He leaves here with the well wishes of a very large number of friends, who will miss his congeniality and good fellowship, and it can be said that he leaves a very meritorious record as a progressive, hustling and business-producing young man.

E. B. Walthall, late mauager of the retail sales department of the Columbia Phonograph Co., Chicago, aud formerly manager of the talking machine department of the O. K. Houck Piano Co. here, a very efficient and well-known talking machine man, succeeds Mr. Clancy.

The Thiebes-Stierlin Music Co., which recently added the Edison line to their talking machine department, have just completed a very handsome Edison room for the entertainment of their customers.

J. P. Booker, traveler for the Silverstone Talkiug Machiue Co., is in from a three weeks' successful trip through Southwest Missouri. He leaves shortly for a trip through Illinois.

W. C. Fuhri, general western manager of the Columbia Phonograph Co., with headquarters in Chicago, was a recent visitor here.

Mr. Kloehr, traveler for the National Phonograph Co. through Missouri, was a recent visitor here.

Miss Sadie Rosenblatt, manager of the talking machine department of May, Stern & Co., opened recently, reports an excellent showing for the short time they have been open.

The most impressive feature of a trip through the extensive stock rooms of the Koerber-Brenner Music Co., of this city, is the air of activity which seems to pervade every corner. How this concern could build up such a successful trade in so short a time is truly a marvel. Whatever cause has contributed to the immeuse growth, it remains an undeniable fact that the busy scene is one of unusual force. Victor talking machines and Edison phonographs with all their accessories are carried here in endless profusion; the stock is complete to fill the needs of the great southwestern trade. By cateriug to the increasing demand of the many live dealers of this sectiou the Koerber-Brenuer Music Co. are constantly adding to the volume of their sales. A pleasant feature of this business is that it is an exclusive jobbing house. They do not sell a single article at retail. They have no special friends to favor and they cannot ship a worn record. That this feature is a mighty influence in the trade may partly account for their remarkable success.

The Cady Cabinet Co., the enterprising manufacturers of talking machine cabinets, Lausing, Mich., will show their full spring line at the New York exposition, to be held at the Grand Central Palace, January 13 to February 1, 1908. They report an excellent demand for talker cabinets.

Victor and Edison Distributors

¶ Our superior service in giving dealers quick and complete shipments is admired by all our customers and is envied by all jobbers.

We Do Not Sell at Retail

¶ In buying of us you do not have to compete with us.
¶ We refer all inquiries to our dealers.
¶ The way to increase your sales is to increase ours.

Koerber-Brenner Music Co.

1006 Olive St., ST. LOUIS, MO.

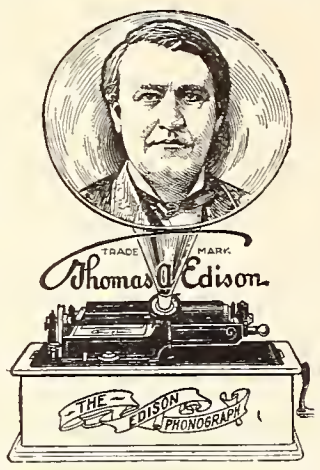
Saint Louis Talking Machine Co.

MILLS BUILDING

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

The Only Exclusive Victor Distributors In Missouri

QUICK SHIPMENTS FROM ST. LOUIS
TO THE SOUTHWEST
OF
Edison Machines, Records
AND GENERAL TALKING MACHINE SUPPLIES
We carry the largest stock west of New York and we invite your orders, which will receive immediate attention and quick delivery.
CONROY PIANO CO.
1100 Olive Street ST. LOUIS, MO.



NEW COPYRIGHT BILL INTRODUCED

In the House of Representatives on the First Day of the Session of Congress by Chairman Currier—Some Changes in the Bill from That of Last Year—The Latest News from Washington Will Interest Talker Men.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 9, 1907.

Contrary to expectations the new copyright bill (No. 243), was introduced into the House of Representatives on the first day of the session, on December 2. The Hon. F. D. Currier, chairman of the committee on patents, in the last Congress, and who will continue to hold the same position in the present body, framed up a measure, after a number of conferences since the adjournment in March last, with prominent talking machine, mechanical instrument and perforated musical roll manufacturers and attorneys representing their interests. The result is seen in the first section, paragraph b, of this bill (the italics being the new portion), which covers adequately and satisfactorily what they have contended for from the start, reading as follows:

"Section 1. That the copyright secured by this act shall include the exclusive right—

"(a) To print, reprint, publish, copy and vend the copyrighted work;

"(b) To * * * *arrange* or adapt it if it be a musical work: *Provided, that the words 'to rearrange or adapt it if it be a musical work' shall not, for the purpose of this act, be deemed to include perforated rolls used for playing musical instruments, or records used for the reproduction of sound waves, or the matrices or other appliances by which such rolls or records are made.*"

The talking machine people declare that if the Senate will embody this section in their bill, it will be all over so far as they are concerned, but the shouting. Those parts of the Currier bill that will also interest the trade relate to the punishments for infringement, contained in the appended sections:

Sec. 28. That if any person shall infringe the copyright in any work protected under the copyright laws of the United States such person shall be liable:

(a) To an injunction restraining such infringement;

(b) To pay to the copyright proprietor such damages as the copyright proprietor may have suffered due to the infringement, as well as all the profits which the infringer shall have made from such infringement, and in proving profits the plaintiff shall be required to prove sales only and the defendant shall be required to prove every element of cost which he claims, or in lieu of actual damages and profits such damages as to the court shall appear to be just, and in assessing such damages the court may, in its discretion, allow the amounts as hereinafter stated, but such damages shall in no case exceed the sum of five thousand dollars nor be less than the sum of two hundred and fifty dollars, and shall not be regarded as a penalty:

Third. In the case of a lecture, sermon, or address, fifty dollars for every infringing delivery;

Fourth. In the case of a * * * musical composition, one hundred dollars for the first and fifty dollars for every subsequent infringing performance;

(c) To deliver up on oath, to be impounded during the pendency of the action, upon such terms and conditions as the court may prescribe, all articles alleged to infringe a copyright;

(d) To deliver up on oath for destruction all the infringing copies or devices, as well as all plates, molds, matrices, or other means for making such infringing copies as the court may order.

Sec. 31. That any person who knowingly and wilfully and for profit shall infringe any copyright secured by this act, or who shall knowingly and wilfully aid or abet such infringement, shall be deemed guilty of a misdemeanor, and upon conviction thereof shall be subject to a fine of not less than one hundred dollars nor more than one thousand dollars and stand committed to jail until said fine and costs are paid.

Sec. 42. That no criminal action shall be maintained under the provisions of this act unless the same is commenced within two years after the cause of action arose.

Sec. 43. That in all actions, suits, and proceedings under this act full costs may be allowed and the court may award to the prevailing party a reasonable attorney's fee as part of the costs.

Sec. 67. That this act shall go into effect on the first day of July, 1908.

As a number of new members will be added to Mr. Currier's committee, hearings will be again given, but they are not likely to come on until after the reassembling of Congress in January following the holiday recess. In the Senate it is likely Senator Clapp, the ranking member of the Patents Committee, of Minnesota, will succeed Senator Kittredge as Chairman. It will be remembered Senator Clapp voted for the majority report on the Kittredge bill submitted in the 59th Congress, and which was diametrically opposed to the contentions of the talking machine advocates. The accession of the new member, vice Kittredge, may therefore make all the difference in the world when a new bill is considered by the Senate Committee, as this single vote carried the day before. Therefore the announcement of the Senate committee, which is not named by the Vice-President, except pro forma, but by the two political parties, is important.

STORIES OF LIFE IN THE FAR NORTH.

(Special to The Talking Machine World.)

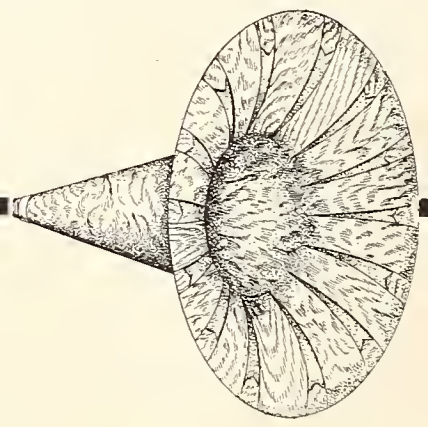
Houston, Tex., Dec. 8, 1907.

Ben F. Frymier is in Houston, from Alaska, the guest of his sister, Mrs. Ingham S. Roberts. Mr. Frymier, though a young man, is one of the pioneers of Alaska, having gone there with the first gold rush, and in that time has annexed a number of valuable mining claims. He tells many interesting stories of life in the Far North.

The white people live principally on canned goods, and one day a phonograph was brought to Nome which excited the greatest curiosity of the Indians. After hearing for the first time one of the instruments an old Indian remarked, "Humph, canned white man."

Mr. Frymier will remain in Houston until after the long night and will then return to the Klondike. The phonograph mentioned was an Edison Home, shipped to him by the Texas Piano & Phonograph Co., who now have on exhibit at their Main street store several Esquimaux records taken by Mr. Frymier.

Puccini, the celebrated composer, is also up in arms against the record and moving-picture makers for appropriating his music willy nilly. This piece of news comes from Milan, where he has consulted the "body of jurisconsults representing the interests of the Society of Italian Authors and Composers." They advised him that the action of the talking machine manufacturers in this respect "constitute a real and grievous infringement of the authors' copyright bill," and therefore Puccini has decided to take action against such companies in the United States. Mascagni, another eminent composer, is about to adopt similar tactics, and will act in accord with Puccini. Unless the law is amended in their favor their chances of enjoining record makers from using their music are slight and their efforts will prove abortive.



The Horn of Truth

—the one that transmits tones truly, correctly, *must* be made of wood. No other material will answer. No matter how good the talking machine, you cannot expect satisfactory results from any but a wooden horn. Ours are made of two-ply veneer, highly polished, in Golden Oak and Mahogany. Polished Brass, Lacquered Bell. Morning Glory also, if you want it.

Wooden Phonograph Horn Co.
716 Montgomery Street Syracuse, N. Y.

W. D. ANDREWS.

J. F. BOWERS.

LOUIS BUEHN.

C. W. HICKOK.

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OF THE

Talking Machine Jobbers' National Association

1907-08.

President, James F. Bowers,
Lyon & Healy, Chicago, Ill.

Vice-President, W. D. Andrews,
Buffalo, N. Y.

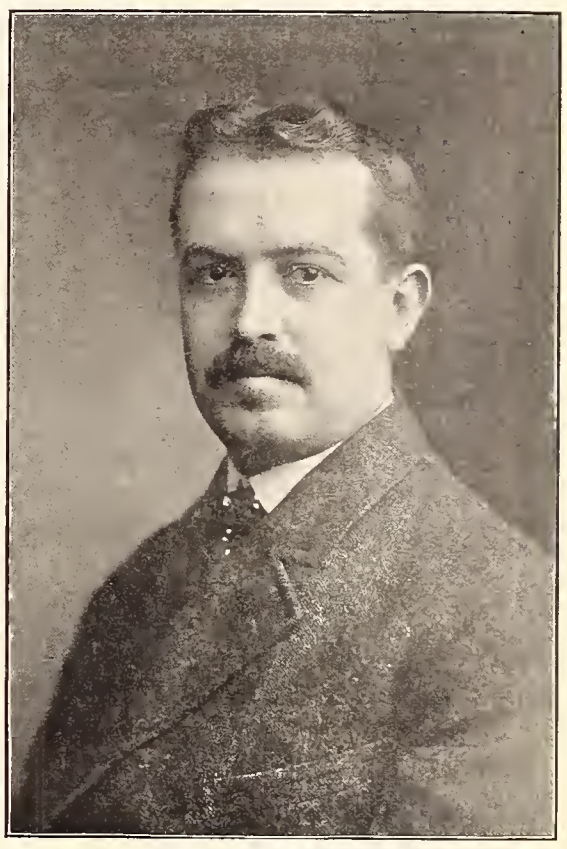
Treasurer, Louis Buehn,
Louis Buehn & Bro., Philadelphia, Pa.

Secretary, Perry B. Whitsit,
Perry B. Whitsit Co., Columbus, O.

EXECUTIVE COMMITTEE:

Lawrence McGreal, Milwaukee, Wis.; C. V. Henkel, Douglas Phonograph Co., New York, N. Y.; C. W. Hickok, Whitney & Currier Co., Toledo, O.; W. E. Henry, Powers & Henry Co., Pittsburg, Pa.; Edward H. Uhl, R. Wurlitzer Co., Chicago, Ill.

Every Talking Machine Jobber in the United States Should Join This Association.



EDWARD H. UHL.

CHAS. V. HENKEL.

W. E. HENRY.

PERRY B. WHITSIT.

Last Month

several hundred phonograph dealers replied to our World advertisement.

This Month we expect several thousand replies to this advertisement.

And **next month** the Big Trade Boom will be announced.

DON'T DELAY
GET ABOARD
WRITE TO-DAY

Talking Machine Accessories Co., Ltd.
108 Leonard St.,
NEW YORK

TRADE HAPPENINGS IN DETROIT

Detroit Jobbers and Dealers as a Whole Are Most Hopeful Regarding General Conditions—Many on Investigation Find That the Volume of Trade Has Equalled Last Year Notwithstanding the Cry of Stringency—Plenty of Money Which Will Find Its Way Into Circulation as Soon as Confidence Is Restored—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Detroit, Mich., Dec. 9, 1907.

Kenneth M. Johns, manager of the Columbia Phonograph Co. store at 242 Woodward avenue, probably is one of the most optimistic of the dealers in the talking machine trade in Detroit. He says that in spite of all that is said about financial depression it is an actual fact that his store did more business in November this year than in November, 1906.

"I think that a great many business men in all sorts of business are proue to be seized with a miniature panic in their own minds which blinds them to the actual condition of affairs," said Mr. Johns. "I was talking with a dealer the other day who was deploring bad business conditions and he said business was far behind last year. Just out of curiosity I asked him to foot it up from some memorandum and to his surprise he found that he had actually doue a few hundred dollars more business this year in November than last. November last year was not a particularly good month, but no one cried panic. It is just the same with the closing of the stove works (one of Detroit's largest industries, employing thousands of men). Mauy people have thought this was a very bad sign, but they do not stop to consider that the stove works have closed every year at this time for many years back and nothing has been thought about it. So it is with the music business generally. Because there has been gambling on Wall street every business man is prone to attach some sinister importance to every little slackening of business."

S. E. Lind, of the Mazer Phonograph Co., 45 Michigan avenue, selling Edison, Columbia and Victor machines, said yesterday that business had been good from the opening of this new store last May, up to about three weeks ago, when there was a falling off. Mr. Lind, however, says that prospects are good for holiday trade, and that, surprising to say, considering the depression talk, the collections have kept up very well.

E. P. Ashton, manager of the American Phonograph Co., at 106 Woodward avenue, says he has no complaint. He said yesterday that the prospects are excellent for a holiday trade, and that while collections and the general retail business has kept up well, there has been a surprising activity in the wholesale trade, the small towns appearing to be blessed with more prosperity than the cities. This probably is particularly true of the farming communities. It has been commented upon generally by the general uusic trade, as well as the talking machine men, that the farming population has more cash than the city people. The crops in Michigan this year have yielded big profits, not particularly due to particularly good crops, but because of high prices which have prevailed.

C. A. Grinnell, of Grinnell Bros., said the other day that the talking machine business in the city was not quite up to the mark, but that out in the State it had been better, but that the situation in the city was what might be called fair, with promise of some good holiday trade.

A STRIKING STREET SIGN.

As previously referred to in The World, the Victor Talking Machine Co. have one of the most striking electric advertisements to be seen on the "Gay White Way." It attracts contiuual attention. The sigu is 30 feet high by 20 feet wide, and can be seen for many blocks below Herald Square. The celebrated picture of the dog listening to his master's voice is traced out on a black background with hundreds of miniature electric light bulbs, while the disc on the instrument ingeniously revolves, giving one the impression that the machine is playing a selection, and you almost expect to hear the strains of some popular air. The picture is painted in colors, and with vari-colored bulbs makes a decidedly pretty picture to look upon.

NORCROSS WOOD DIAPHRAGM.

In a chat this week with Mr. Norcross, of the Norcross Phonograph Co., New York, he expressed himself well pleased with the manner in which the trade have taken hold of his wood diaphragm. He said: "There have been many experiments toward the utilization of wood for diaphragms, but no practical result has been had up to the present invention. It is only necessary to hear this device to concede that a new era in diaphragms has been ushered in."

Record Cabinets

Gentlemen of the Trade

We have without exception the most attractive lines in Record Cabinets now on the markets—handsome and novel in design—excellent in finish, and we are naming prices that master the market. The dealer who handles our lines will control the cabinet trade of his territory. Write for the proof and write quick.

American Phonograph Company
106 WOODWARD AVENUE DETROIT, MICH.

¶ P. S.—We are State Agents for Michigan for the wonderful IKONOGRAPH Moving Picture Machine Write for literature and prices

¶ We have just originated the "slickest" Contract Form, and will be pleased to sell you a supply. They are put up in pads, and can be filed in the ledger. Simply great. Send for sample and prices.

THE DIAPHRAGM IS KING

OUR LATEST NOVELTY IS THE

WOOD DIAPHRAGM

When subjected to the impact of sound wood is the most resilient of all known substances. This is proven by its successful use in violin bodies and sounding boards for pianos. No other material can take its place. By a new and novel process we have succeeded in making a four-ply composite diaphragm, two of very thin wood and two of cotton stalk tissue, all of which is compressed within a thickness of 6/1000ths of an inch. The reproduction by this diapbragm is truly marvelous. Every detail of sound and tone finesse that is capable of being recorded is brought out by this invention. It proves conclusively that the art of recording has been far in advance of the methods of reproduction.

PRICE, INCLUDING CROSS HEAD AND LINK, $1 EACH.

VULCANOID DIAPHRAGMS

Are proving their worth. They are absolutely unchangeable and indestructible—loud and brilliant in tone.

PRICE, INCLUDING CROSS HEAD AND LINK, 50c. EACH.

Norcross Phonograph Co., New Lang Bldg., 662 Sixth Ave. (39th St.) NEW YORK CITY

TALKING MACHINE MEN MEET.

The Executive Committee of the National Association of Talking Machine Jobbers Transacts Much Business of Importance at Its Meeting at Pittsburg on Monday.

(Special to The Talking Machine World.)

Pittsburg, Pa. Dec. 9, 1907.

Yesterday the executive committee of the National Association of Talking Machine Jobbers met at the Hotel Henry. The entire committee, with the exception of E. H. Uhl, of Chicago, with the Rudolph Wurlitzer Co.'s branch house, were present, as follows: J. F. Bowers, president, of Lyon & Healy, Chicago; W. D. Andrews, vice-president, Syracuse, N. Y.; Louis Buehn, treasurer, of Buehn Bros., Philadelphia, Pa.; Perry B. Whitsit, secretary, of P. B. Whitsit Co., Columbus, O.; Lawrence McGreal, Milwaukee, Wis.; C. V. Henkel, of the Douglas Phonograph Co., New York; C. W. Hickok, of the Whitney & Currier Co., Toledo, O.; Wm. E. Henry, of the Powers & Henry Co., Pittsburg, Pa. The sessions lasted all day, commencing at 10.30, adjourning for luncheon at 1, reassembling at 2, and closing at 6.

The meeting was of an executive order and therefore none of the proceedings was disclosed. The chairman of the association's press committee, Mr. Henkel, subsequently stated that matters of great importance to the welfare of the trade were discussed, informally, but in the most animated manner. The membership now numbers ninety of the representative houses of the country, but there are still a large number that should join, as their assistance and co-operation are strongly desired. The committee would therefore be pleased if the jobbers who had received application blanks would fill out and forward them to Secretary Whitsit, qualifying at the same time. Such matters as the committee recommended for favorable action will be reduced to proper form and shape for presentation at the next meeting, which will be held February 17. No place has as yet been selected, but it is probable New York will be named.

* * * *

The Talking Machine Jobbers' Association is well worthy of the support of every jobber in the United States. It is officered by serious-minded business men who are giving considerable of their valuable time to the association interests with the direct object in view of bettering the talking machine conditions in every way possible.

It should be understood that this organization stands for the advancement of the industry. It is not run in the interests of any particular coterie of talking machine men but in the interests of all, and the officers should have the generous support in their work by the talking machine jobbers.

The only way an organization can succeed permanently is to have a good membership among whom is a fair percentage of actual workers. Things don't come easier in the association line any more than in any other department of life. It requires good hustling to bring results, and if the men who are now guiding the organization are fairly supported in their work, as they should be, there is no question as to the permanent good which this association will accomplish in this industry.

The membership is steadily growing and there is no reason why anyone should hold back from participation in the workings of the association. The officers earnestly desire the co-operation of all who have the good of the industry at heart.

HOW THE PHONOGRAPH WAS INVENTED.

The story of how Mr. Edison came to invent the phonograph has been told many times and with many variations, and it may not, therefore, be without interest to relate exactly how the wonderful "talking machine" came into existence, says the Strand Magazine. Briefly, then, the invention of the phonograph was the result of pure reason based upon a very happy inspiration. In his early work with automatic telegraphs operating at high speeds, Mr. Edison had occasion to experiment with embossed strips impressed with dashes and dots thereon, which were moved rapidly beneath a stylus to vibrate it. It was observed that this stylus in vibrating produced audible sounds. A small thing such as this would pass unnoticed by the ordinary observer as of no interest, but to a mind that is not only intensely alert but highly analytical it was regarded as a curious phenomenon. At this time Mr. Edison was actively working on his telephone experiments, so that his attention was largely absorbed by matters connected with acoustics. Simply as a matter of inspiration the idea of a talking machine occurred to Mr. Edison, and, remembering his experiences with the automatic telegraph transmitter, he concluded that, if the undulations on the strip could be given the proper form and arrangement, a diaphragm could be vibrated so as to reproduce any desired sounds.

The next step was to form the proper undulations in the strip, and the idea was then suggested to Mr. Edison's mind that these undulations could be produced by sounds themselves, which could then be reproduced. When this strip of material capable of being impressed by complete conception was reached the phonograph was produced. Obviously, the change from a sound waves to a cylinder, of such material of which the sound waves could be impressed in a spiral line was a refinement of the original conception which simply involved mechanical considerations. It is, therefore, rather an interesting fact that in the development of the phonograph the reproduction of the sound preceded the original production of the record.

Moving picture machines and films are becoming more popular each day, and dealers handling them are realizing what the manufacturers claim, that they are an ideal line for the talking machine trade.

HOW DO YOU ORDER DINNER?

¶ You don't eat half your meal in one Restaurant, because they serve that portion to your liking, and then the other half in another place.

YOU EAT IT IN ONE PLACE

¶ You patronize a Restaurant where they fill your entire order to your taste and give satisfactory service.

BLACKMAN DON'T RUN A RESTAURANT

¶ No,—but BLACKMAN fills orders for the most Hungry Dealers and serves them with EDISON and VICTOR goods as they want them assorted, and the service is the best.

¶ Will you continue making out **two** orders every time you need some EDISON and VICTOR goods, and wait for **two** shipments, pay **two** expressages, etc.

BE UP-TO-DATE, ORDER FROM BLACKMAN

¶ **Blackman** keeps a FULL LINE of all EDISON and VICTOR goods, therefore SAVES YOU MONEY, for you need only make out ONE order, pay ONE expressage.

¶ Send in an order NOW and depend on BLACKMAN for your holiday needs.

¶ There is NO WORRY on BLACKMAN'S part about "Making Good," and there will be none on your part after a TRIAL for "Satisfaction at Blackman's costs no more than Dissatisfaction elsewhere." Blackman's Competitors are the only ones worrying about him "Making Good."

I AM ACCUSED OF HAVING THE GOODS

Give Me a Fair Trial

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop. "THE WHITE BLACKMAN."

97 CHAMBERS STREET - - - NEW YORK

THE DEMAND

FOR HORNS AND HORN SUPPORTS

of Highest Quality

Can Best Be Met

BY

TCT

"BAKED-ON"

AMPLIFYING HORNS

and

HORN CRANES

Write for a Description of our New Styles

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

TRADE NEWS FROM MILWAUKEE.

Ample Proof That It Pays to Advertise Is to Be Found by the Success of Those Who Practice It—Business Steadily Improving—How Lawrence McGreal Helps His Clients in Their Campaigns for New Business—National Phonograph Co. Establish Branch Office in Railway Exchange Building—Campbell Opens New Store—Retailers Report an Average Business for This Season of the Year.

(Special to The Talking Machine World.)

Milwaukee, Wis., Dec. 11, 1907.

"It pays to advertise," the modern proverb of business, has found favor in Milwaukee. Because "It pays to advertise" and they do advertise, Milwaukee talking machine dealers are doing good business at a time when trade in other lines is dull. Undaunted by the scarcity of currency and troubled conditions in the business world, dealers—jobbers, wholesalers and retailers—set out at the beginning of the trouble to create a market. Big "ads." in the daily newspapers and in magazines, well written, and well calculated to bring returns, have had their effect.

The Christmas season finds Milwaukee jobbers in an expectant mood—not over-confident, nor too optimistic—plugging away for dear life. They are going out after the business, and they are getting it. If hustling counts, here is where the dollars should stack up.

Easy payment plans are the rule. One dollar down and a dollar a month thereafter has been featured in the newspaper "ads." The result is that scores of high and low priced machines have been sold, where, if large payments were insisted upon, the sale would be lost.

Collections on the easy-payment sales are good, but the same does not hold good on other sales. Milwaukee dealers are finding it rather hard to make prompt collections. Yet this has not cast pessimism among them. They are "watching the East for a light to break," and after the first of the new year better conditions are confidently expected.

An improvement in business is noted all along the line. Four or five weeks ago dealers were ready to drop everything and give up in disgust. Shortly afterward business began to pick up slowly and gradually, and the dealers covered up any "blues" they may have felt by giving out reports of good trade. They don't have to do that to-day. Business is really there. There was an object in covering up the gloomy side. Had they come out with dark reports there would no doubt have been a bad time for retailers. Thus trouble was averted and no one is the wiser.

A. E. Thomas, manager of the Milwaukee branch of the Columbia Phonograph Co., Grand avenue, says: "Business is better than it has been for some time. While collections are a bit slow, I can't complain. There seems to be a general revival and stimulation in trade, which I am glad to say we are sharing. I look for an excellent Christmas trade."

Lawrence McGreal, successor to McGreal Bros., Edison jobbers and Victor dealers, reports good business at both the home office here and at the Cincinnati branch, which he opened about five or six months ago. He is now busy in jumping from one chair to another, while a small army of workmen is remodeling the big five-story building at 172-174 Third street, leased by Mr. McGreal for his Milwaukee house, and the prospects are that it will not be ready for occupancy until January 1 at the earliest. Patrons are being taken care of in the same manner as usual, however, there being little actual inconvenience because of the rebuilding.

Mr. McGreal's plans for the new store indicate that he means to make it a model of its kind. All facilities known to the business world will be installed. He has something new in the line of exhibit rooms, record vaults, and stock rooms. Cozy rooms for customers are planned.

Mr. McGreal is a man who believes in advertising. He goes farther than that. He helps his clients in their campaigns for new business. He secured scores of agents in all parts of Wisconsin last spring by advertising, and he is now offering all of these men or firms aid in getting new business. His motive is, to be sure, no selfish one. He knows how, and he has no desire to keep all he knows to himself. Mr. McGreal's long experience in the talking machine line has shown him, he says, many things of benefit to the man who buys and the man who sells.

December records, by means of liberal advertising, were eagerly taken by owners of machines. The financial stringency seems to have no effect on the sale of records. They are not considered a luxury, but almost a necessity, and the owner of a machine does not hesitate to put a few dollars into this form of amusements.

The National Phonograph Co., who have established a branch office in the Railway Exchange Building, reports progress in the introduction of its commercial phonograph. The use of these machines is becoming general in Wisconsin, and sales have been frequent. The commercial phonograph is now recognized as a valuable aid to business, and local court reporters are using them for transcribing testimony and other court records.

The retailers as a rule find business "only average." Prospects at the beginning of the holiday season, however, would inspire confidence. The Huseby Co., Grand avenue; George Eichholz, 1340 Fond du Lac avenue; Oscar Bach, 2202 Vliet street, and others report same conditions. They have laid in large stocks in anticipation of increased business and are now awaiting results.

George Campbell, for many years associated with McGreal Bros., and more recently with Lawrence McGreal, the successor, has opened a talking machine store at 326 Grove street, near National avenue, Milwaukee, and he will handle the Victor and Edison lines. Mr. Campbell is experienced in the talking machine lines, and he is welcomed into the fold by his fellow-dealers. His former employers join with them in wishing him success.

This Then

will inform you that our new issue of photographs of the Talking Machine artists, were ready on October 1st. These are neatly framed and each packed in a separate mailing box, protecting them and making them convenient for handling.

Dealers will find these framed goods ready sellers, also very attractive for window or store decorative purposes. We will mail you a sample of either framed or unframed, on receipt of price; unframed 35c. each, framed 50c. each.

ADDRESS

The Channell Studio for Photography,

30 Harrison Street,
EAST ORANGE, N. J.

Better Needles

for all disc Talking Machines are not made than those I sell.

New Customers Every Day.

The wearing quality of my needles gives them a selling value far ahead of any others.

They help to *show your machines at their best.*

Free Samples and Special Holiday PRICE-BREAK quotations to suit the TIMES mailed on request.

H. F. THOMPSON,

Talking Machine Needle Manufacturer

346 Broadway, New York

U. S. A.

Better Cabinets at Popular Prices

That's exactly what you get in the Humphrey line of Record Cabinets. You cannot afford to overlook the financial and other advantages which come from selling goods of highest quality at no higher prices.

HUMPHREY Record Cabinets

embody a quality of finish and a fineness of workmanship that puts them in a class by themselves and makes them quick sellers. A glance tells you that they are practical—convenient—designed to meet the needs of talking machine users.

Cylinder Record Cabinet No. 123

Holds 150 Records

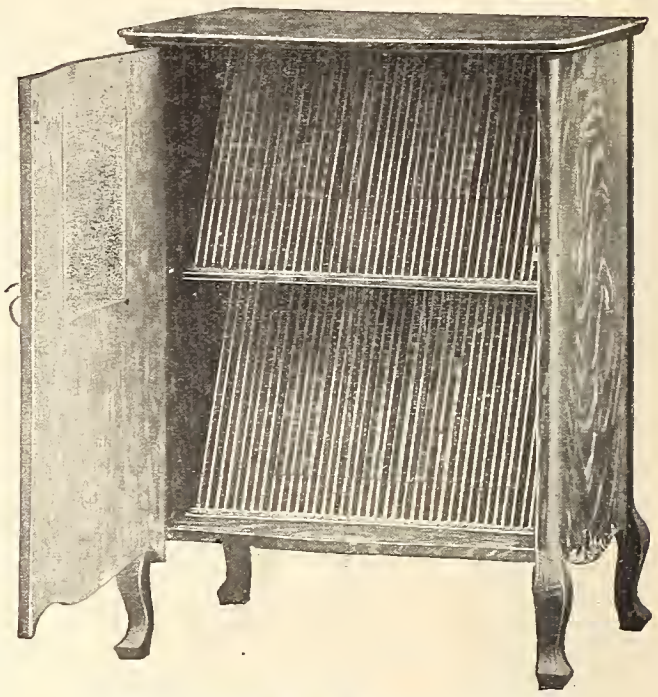
Full Quartered Oak, Golden finish, or Mahogany (solid Mahogany drawer fronts and tops). All four sides and top rubbed and polished.
Dimensions: Height, 32½ inches; width, 19½ inches; depth, 17½ inches; shipping weight, 85 lbs. crated.

Price $16.00 List

If interested, ask for large catalog.

Our Handsome New Catalog

mailed free on request, shows all styles—for cylinder or disk records—mahogany or golden quarter sawed oak finishes—very low priced, medium priced and the finer stuff.



All Disc Cabinets equipped with two needle compartments and an index card for registering records. All Cylinder Record Cabinets equipped with substantial record pegs for keeping records in position. The illustrations show you samples; better write and get the complete catalog.

IMMEDIATE SHIPMENT.—Our extensive facilities enable us to carry a large stock, and to guarantee immediate shipment. Let us have your orders.

Disc Record Cabinet No. 104

Holds 252 12-inch Records

Quarter-sawed Oak, Golden finish or Mahogany (Genuine Mahogany front and back). Dimensions: Height, 32½ inches; width, 24 inches; depth, 19 inches. Shipping weight, 73 lbs. crated

Price $23.00 List

HUMPHREY BOOKCASE COMPANY, Detroit, Mich.

COURAGE IS THE BEST ANTIDOTE

For Financial Panics Such as the Country Has Just Passed Through.

(Special to The Talking Machine World.)

Chicago, Ill., Dec. 9, 1907.

Edward C. Plume, philosopher and western wholesale manager for the Columbia Co., contributes the following anent the "situation."

"Courage must lead us in any great undertaking. How many men have thrown up their hands at a time when a little more effort—a little more patience—would have achieved success. If, instead of giving up to his fear, a man would persist in keeping prosperity in his mind, and assume an optimistic attitude, conducting his business in a systematic, far-sighted and economical manner, actual failure would be comparatively rare, for when a man loses courage and grip, he is not in a position to make the effort which is absolutely essential to carry him to victory.

"Level-headed, conservative business men throughout the country are more optimistic, and they say that business generally was never more satisfactory, the volume which has been done during the present year will greatly exceed that of last year, and that the demand for a better and higher class of talking machines, as well as other goods, is quite general. Collections are good, and the fall business promises to be as large as last year. Bank clearings, according to newspaper reports, show a marked increase over those of 1906, which in itself was an unusually large year in this respect. From all parts of the country come reports of prosperity, and that business, instead of decreasing, is expanding vigorously. But lack of courage stills initiative. Work done when one is suffering from a sense of foreboding or fear, has little value, strangling boldness, daring, and even individuality. The man who lives under a perpetual shadow of impending disaster, with the continual dread that something is going to happen to his business, is in no condition to ward off a disaster which might otherwise have been turned into victory.

"What we most fear is always something that has not happened. It is not a reality, for it only exists in the imagination of the man who lacks the courage to say to himself and to his fellows: "There is no failure except in no longer trying. There is no defeat except from within, no really insurmountable barrier save our own inherent weakness of purpose.'

"Spasmodic disturbances are bound to come now and then, but future panics cannot last long. Business is too well organized throughout the country. The men of years ago are dwarfed in comparison with the men of to-day. Wisdom isn't bought; it comes with experience, and it has told us that courage and confidence will do more toward preventing so-called hard times and panics, such as we have just passed through, than any other force."

CANADIAN DEALERS APATHETIC.

Do Not Appreciate in a Fractical Way the Value of Publicity Inaugurated by the Berliner Gramophone Co., Which Is Similar to That Conducted by the Victor in This Country.

Canadian dealers do not seem to have shown a practical appreciation of the advertising being done by the Berliner Gram-o-phone Co., of Canada, in the dailies throughout the country, says the Canadian Music Trades Journal. It was expected that on the first of every month, as the advertisement of records appeared, it would be surrounded by the announcements of the various handlers of Berliner or Victor machines and records. In some instances this was the case, but in many cities and towns it was quite overlooked. Owing to this fact the following circular letter has been sent out to Berliner and Victor dealers: The large record advertisement which has been appearing in the leading papers in Canada for the past three mouths will not appear in December, as it has been decided that it would be much more satisfactory at this season of the year to advertise the machines instead. As to the continuation of the record advertisements, we have decided not to insert these ads. again in places where the local dealer will not help the sale of records by advertising that he has them for sale. We have before us copy of a newspaper printed in Cleveland, O., wherein the Victor records were advertised on Sept. 28 last; the dealers in Victor goods in Cleveland filled the entire page, with the exception of one column of reading matter, thereby making seven solid columns of Victor advertising, and every dealer who advertised had the records for sale. The Canadian dealers do not seem to have taken advantage of this exceptional advertising opportunity as the dealers in the States, and, notwithstanding our continued advice and our many suggestions regarding this advertising, we have found it impossible to interest some dealers sufficiently to see the advisability of doing their share of the advertising. We have therefore concluded to discontinue the advertising of records in such places where the dealer will not advertise the records, as well as stock the monthly list, as we feel that it is simply money wasted in advertising in places where the dealers do not let the people of the town know where the records are sold or where they do advertise the records but do not have them in stock.

NO SETTLEMENT IN SIGHT.

Rumors of any kind of a settlement iu the New York Phonograph Co. suit against the jobbers and dealers of New York State, are denied as absolutely without foundation by Vice-President Pelzer, who is the legal adviser at the National Co.'s New York headquarters. He characterized the report as absurd, no matter what "the other side" are saying with that end in view.

A merry Christmas to all our readers.

Now For Christmas

IN NEW ENGLAND there will be a good many talking machines purchased for Christmas presents, and we want to remind all of you talking machine dealers of New England that we can supply your demands quickly.

If you have any late orders from customers for something that you haven't in stock, remember we have the biggest line of talking machines and accessories to be found in New England. We job exclusively, and we can fit you out in anything which you desire in the talking machine trade, whether machines, records, horns, carrying cases, etc. You can turn to us and we can relieve your cares.

We can fill orders shortly after they are received so that you should not lose a single sale by reason of not having the goods in stock.

The Boston Cycle and Sundry Co. 48 Hanover Street BOSTON, MASS.

BOSTON'S BUDGET OF NEWS.

Holiday Trade Is Developing Much Better Than Expected—Grand Opera Records in Good Demand—Columbia Co.'s "Red Mill" Window—Manager Andrews' Optimistic Views—Iver Johnson & Co.'s New Building—The New Department of the Ditson Co. Attracts Increasing Custom—Jobbing Business Good with Osgood—Many Sales of Victors at Steinerts —The Zonophone Featured by Read & Read.

(Special to The Talking Machine World.)

Boston, Mass., Dec. 10, 1907.

December finds the talking machine jobbers "up to their eyes" in filling orders, and the retailers doing a very good business, with the prospects excellent for a decided increase in volume of trade before the Christmas holidays.

Boston is a great field for the talking machine at this time of the year, for people buy a great many of them for Christmas presents, and now that the grand opera records are more easily obtainable by persons of moderate income, the demand for them has increased steadily.

The coming of the San Carlo Grand Opera Co. to Boston this month means a great deal to the Edison people, for Constantino, the Spanish tenor, whose voice is recorded on many of the Edison records, is the leading tenor with this company.

Wholesale Manager Chamberlain, of the Eastern Talking Machine Co., reports an unusual demand for grand opera records from dealers in nearby towns. Business has increased very materially at this company's store since the new elevator was installed and the additional floor space was opened to the public use. Even "Speedy," the porter, has taken a new lease of life and "get busy." The I. C. S. French and Spanish records are in good demand here, as the company are advertising them extensively.

At the Columbia Phonograph Co. the "Red Mill" window proved so good a drawing card that it was kept running much longer than is usual with a window display at this store. Retail Manager Blakeborough makes quite a specialty of his window displays here. He says he finds a perceptible jump in the volume of the day's business when he has an unusually novel arrangement of decorations in the windows.

"I think business this season is going to break the record, even if it has been just a little bit dull up to the present time," said Manager Andrews, of the Boston Cycle & Sundry Co., this week. "I find that the dealers out of town are very confident, and trade in town seems to be brightening up, so that it is all reflected in orders to us. Our jobbing business has increased very materially within the past month, and the Christmas trade is now in sight."

Foundations have been laid for the new eight-story building of Iver Johnson & Co., and it will be ready for occupancy in the spring, so that the talking machine department will have the necessary space then to transact its growing business.

The fine new department under the charge of Manager Winkelman at the Oliver Ditson Co. has more than "made good" the past month, since it was opened. A big jump has been made in the volume of business within the past three weeks, and Mr. Winkelman's perpetual smile has visibly broadened. "I honestly believe," said he this week, "that the Victor machines and records are the greatest things that ever happened. I only wish I could get enough of them from the factory to supply all the people who want them. It shows what judicious and original advertising will do, when combined with the merits of the goods that are advertised."

At the C. E. Osgood Co. the jobbing department has made good progress and the retail room is doing good business. The plan adopted by the firm of giving the talking machine department the whole of one of its enormous windows for a display once in a while has worked to the vantage of the department in many ways. The window is so big that a fine display can be made.

At Read & Read's store business is reported as "seasonable." This firm make quite a feature of the Zonophone and do a big business on the medium-priced machines.

The Victor department of M. Steinert & Sons Co. is making the most of its limited space, and doing an excellent business. Doc. O'Neill, of the Victor force, was a caller at the store this week and carried off a big order for Victrolas.

OPEN MANY BRANCH STORES.

The Regina Co. Now Control Three Retail Establishments in New York in Addition to Their Headquarters at Broadway and Seventeenth Street—Divide $8,000 in Cash Among Their Employes as a Mark of Appreciation.

Progress is the watchword of the Regina Co., as is indicated by their recent expansion in the retail department. In addition to their headquarters at Broadway and 17th street, branch retail stores have been opened within the last month at 3 West Forty-second street, 21 and 23 West Thirty-fourth street, and at 213 West 125th street, in the heart of the Harlem shopping district. The new stores were opened at a most opportune time to capture a large share of the holiday trade, and being under perfectly competent managers, should add greatly to the success of the company's business.

In order to show their appreciation to their employes of the share they had in building up the business of the company during the past year, the Regina Co., on November 23, distributed over $8,000 cash among the various employes according to their position and length of service. The occasion of the distribution was a memorable one in the history of the company. A large room in the factory was decorated and arranged as a banquet hall, and upward of 225 people sat down to a bountiful repast as the guests of the company. After the dinner each employe was presented with a bank book showing to his credit his share of the profits. It was stated that the employes received about 50 per cent. of the amount the directors had reserved for themselves, a magnificent expression of appreciation.

The Lewis Hearing Tube Sound Controller

[PATENTS PENDING]

For all Disc and Cylinder Machines

Simple, Useful and Ornamental

Sells at Sight With Big Profit to You

By its use a person can enjoy absolute privacy without being disturbed or annoying others. It improves the tone. Controls it. The sound at all times retains its natural timbre, as it does not produce any false noises. It will shunt the sound in the horn or hearing tubes or both at the same time, and can be used for recording as well as reproducing.

A Strictly New Device—Nothing Similar to it Ever Placed on the Market

Jobbers and Dealers will find this article for their own use for demonstrating records, superior to the so-called Sound Proof Rooms. No outfit complete without one. Be up-to-date and send in your trial order now.

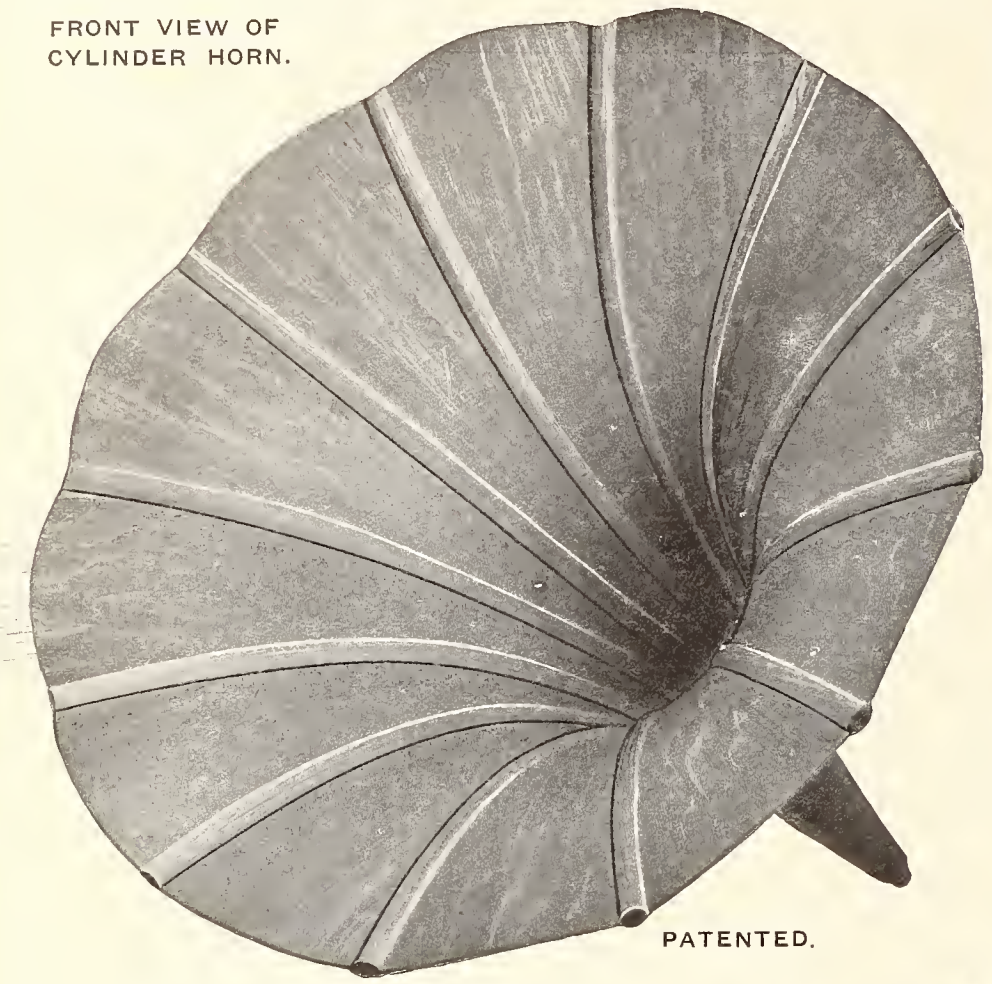
Retail Price, complete with 6 feet of tubing and one V, and two ear tubes, $5.00.

For further particulars address

NATHAN L. LEWIS (Mfg.) 149 East 117th St. NEW YORK

GENERAL PHONO

FRONT VIEW OF CYLINDER HORN.



PATENTED.

MADE ENTIRELY OF WOOD

Acoustically Perfect.
Construction and Design
Unequalled.
Tone and Volume Supreme.

It is conceded
that a Wooden Horn is the
Proper Means for
Amplifying Sound Reproduction.

A Comparative Test Will
Confirm this Opinion of Experts.

Structural Difficulties and
Prohibitive Cost Have
Been Overcome.

MEDIUM SIZE,
19 inch Bell,

Price, $6.00

For Cylinder or Disc
Machines.

Tru-tone
TRADE MARK
AMPLIFYING
HORN

LARGE SIZE,
23 inch Bell,

Price, $7.50

For Cylinder or Disc
Machines.

MADE ENTIRELY OF WOOD

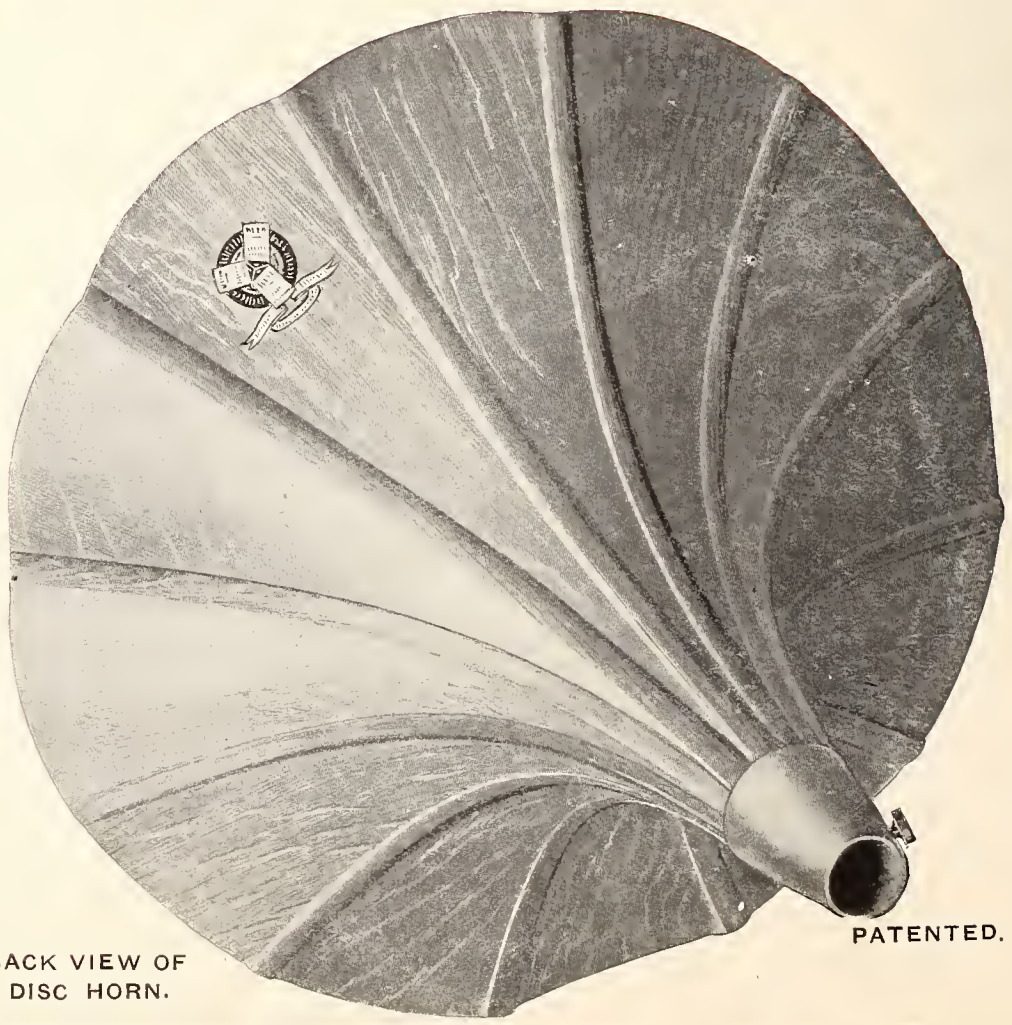
No Rattling or Foreign
Vibration Possible.

Finished

Genuine Quarter Sawed Golden Oak and Genuine Mahogany to Match Prevailing Finish of Machine Cabinets.

**General
Phonograph Supply
Company,**

57 Warren Street,
NEW YORK CITY.



BACK VIEW OF
DISC HORN.

PATENTED.

GRAPH SUPPLY CO.

Patent Applied for

STYLE No. 111, OPEN.

Eureka TRADE MARK

Patent Applied for

Carton Cabinet

FOR

Cylinder Phonograph Records

A Perfect and Practical Method for Storing and Cataloging Cylinder Records

Protection and Accessibility Combined

The Merit of the Flannel Lined Cartons in which Records are sold, cannot be contradicted

They protect the delicate sound waves from damage and from the accumulation of foreign matter and reduce possibility of breakage to a minimum.

The Eureka Carton Cabinet is constructed to permit the use of these cartons for the precise purpose for which they are intended, viz.:

The Perfect Protection of Cylinder Phonograph Records

Moderate in Price
Honest in Construction

Capacity 150—210—252—294 Records

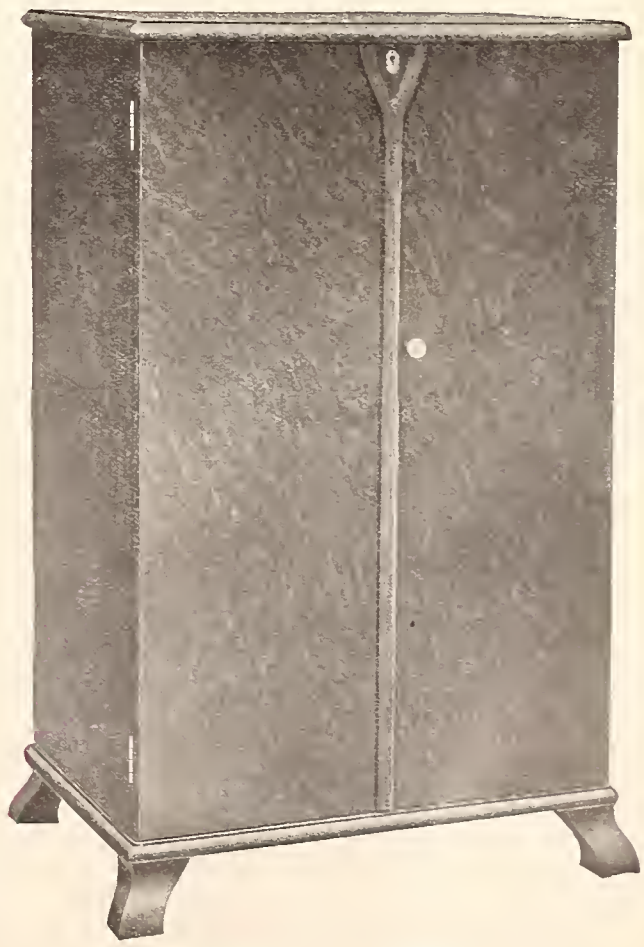
$15.00 to $25.00, Oak and Mahogany

Ready for Immediate Delivery

Liberal Discounts to Dealers and Jobbers

Send for Descriptive Literature

EUREKA ALPHABETICAL INDEXES
FURNISHED WITH ALL CABINETS



STYLE No. 121, CLOSED

GENERAL PHONOGRAPH SUPPLY CO.

57 Warren Street - - NEW YORK CITY

IMPORTANCE OF DRESS.

One of the Essentials That Never Fail to Help in the Talking Machine Business—This Does Not Mean Extravagance or Loud Dressing But Rather Neat, Attractive Apparel.

The old proverb that "clothes do not make the man" might have been all right in its original sense but it cannot be properly applied in the present-day business world. Clothes, good clothes, have carried many men to success who would long ago have fallen by the wayside had they not been saved by their neat appearance.

Good clothes are as great a necessity to the talking machine salesman as to men in any other line of business. With the growing appreciation of the talker by the better classes the matter of dress is becoming still more important, for while people in the lower social scale are impressed by a neatly attired salesman those of the higher class demand refinement in appearance of those with whom they deal.

Good dressing does not mean the wearing of waistcoats, cravats or hosiery of such loud hue that they drown the music of the records when demonstrating, nor yet a suit of lavender hue containing six-inch checks. As quietness and dignity of demeanor bespeak refinement so do the same qualities apply to clothes. The traveling men as a class are good dressers, for they have learned that by close attention to that detail they may obtain entre to presence of their prospective customers where no amount of smooth talking could have accomplished the result had their appearance not been impressive. And being impressed with the quiet dignity of the salesman the merchant is much more willing to listen to his little business talk. Why shouldn't this rule hold good in the retail end? It's worth while for it does not take long for small sales to grow into large totals, and a pleased customer helps boom the business by praising it to his friends. Be as comfortably shabby as you please out of sight, but when you're doing business look your best, for when you are looking smart and successful, why, you're doing business all the time. You don't see it? Why should you wear your new suit to sell records in? Hasn't it struck you that customers prefer to be served by a smartly dressed person, and that they unconsciously gravitate towards the shop in which they are to be found? The old-fashioned tradesman may have had time to attract customers by his inherent qualities of mind, etc., but you've got no time for that sort of thing. You don't want a few customers to appreciate you for what you are. There's not a sufficient turnover in that direction. You've got to be too busy to know all your customers. Don't you think it better to have six hundred customers who judge you on your appearance than sixty who value you for your goodness of heart. So look smart and prosperous for the benefit of the six hundred. And a good heart isn't any the worse for beating against a new waistcoat.

LEGEND OF THE "LUCKY BUG" OR BRAZILIAN BEETLE.

In a far-off country, reached only by a long sea voyage from here, there has existed among its inhabitants (who were mostly Portuguese) since long before the time of their first emperor —Don Pedro—a superstition that in the years that a certain bug or beetle, which inhabited the dense forests along the shores of the Amazon river and its tributaries, and extending back to and up the sides of the mountains, are plentiful, the times will be good and its people healthy, prosperous and happy; but in the years that frequently happen when there are none of these bugs or beetles to be found in the forests, then these superstitious people predict all kinds of disasters, including "wars, pestileuce and famine," is it at all strange that these beetles should be called "lucky bugs"?

Regarding superstitiou among the inhabitants of all nations, it is said none are free from the belief in certain charms, or hoodoos. Many of our own people believe that seeing the new moon over their right shoulder, or carrying in their pocket the left hind foot of a rabbit, will bring them "good luck." On the other hand the sailors of all ports believe that the commencement of a voyage on Friday will bring disaster of some kind to the ship before it reaches its destination.

In this country (Brazil) the young man's first gift to his inamorata is a Brazilian beetle or "Lucky Bug," mounted in some form of jewelry or ornament, as a charm, which is believed to bring "good luck" to the wearer.

A TRUE TALE TERSELY TOLD.

Dull store,
Dim light;
Deserted floor
Day and night.

Business bad,
Debts oppress,
Boss sad,
Awful mess.

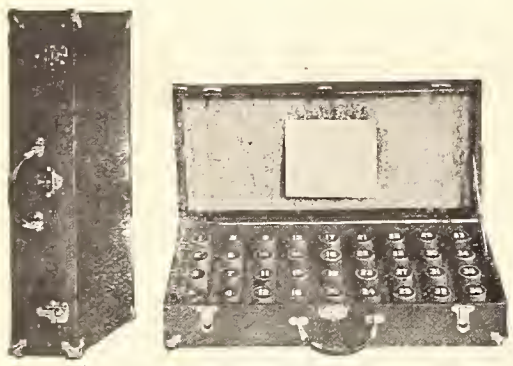
New lights
Various names,
Store bright,
Business gains.

Buyers come,
Busy store,
Things hum,
More and more.

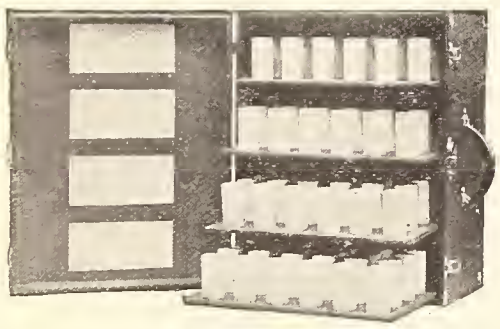
Delighted boss,
Success in sight,
Lays it to
The better light.

THE GOSPEL WITH MOVING PICTURES.

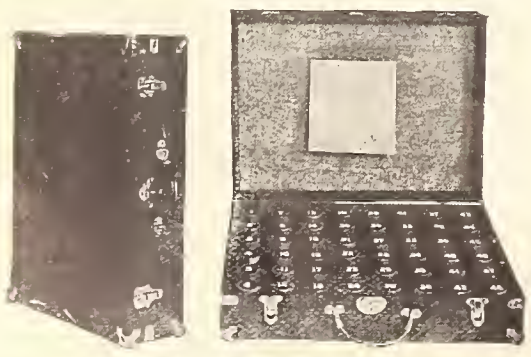
The Rev. E. G. Zellars, pastor of the Spencer First Congregatioual Church, Worcester, Mass., has announced that the church had bought a costly moving picture machine and that he will use it at all the Sunday night services to illustrate his sermons.



For 36 Records



For 96 Records
Something New and Exclusive With Us



For 48 Records

TOPHAM'S CASES

are the original and standard. Build up your trade by carrying the standard rather than the imitation.

These are a few styles only. Write for complete catalogue and price list.

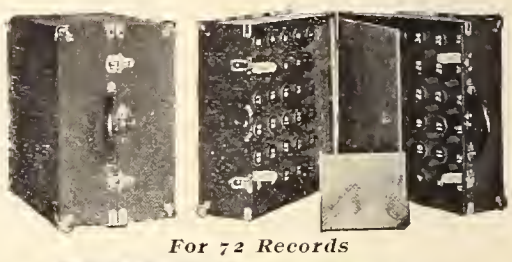
A Few of Our Distributors:

M. STEINERT & SONS CO. - - - - - Boston, Mass.
BLACKMAN TALKING MACHINE CO. - - New York City
R. S. WILLIAMS & SONS CO., Ltd., Toronto and Winnipeg, Can.
J. W. JENKINS SONS CO. - - - - - Kansas City, Mo.
McGREAL BROTHERS - - - Cincinnati, Milwaukee, Wis.
H. J. DYER & BROS. - - - - - - - St. Paul, Minn.
SHERMAN, CLAY & CO. - - - - - San Francisco, Cal.
W. D. ANDREWS - - - - - - - - Syracuse, N. Y.
NEBRASKA CYCLE CO. - - - - - - - Omaha, Neb.
ECLIPSE MUSIC CO. - - - - - - - Cleveland, Ohio
EDISONIA CO. - - - - - - - - - - Newark, N. J.
E. F. DROOP & SONS Washington, D. C. and Baltimore, Md.
PERRY B. WHITSIT CO. - - - - - - Columbus, Ohio
METROPOLITAN TALKING MACHINE CO. Jacksonville, Fla.
J. V. SCHMILL, - - - - - - - - Mexico City, Mexico
BERGSTROM MUSIC CO. - - - - - - Honolulu, Hawaii

1855—1906

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

JAMES S. TOPHAM
WASHINGTON, D. C.



For 72 Records

Made for Any Make and Number Machines

10 and 12 inch

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Distinct Indications of Trade Progress the Past Month—Settlement of Railway Strike a Decided Help to Business—Great Demand for Ninepenny Records—Disc Record Trade Grows Larger—Christmas Titles Quite Numerous—New Volume on Thomas A. Edison in Great Demand—Poulsen, the Inventor of the Telegraphone, Now Working on Wireless Telegraphy—The World Complimented—Austria Increases Duty on Phonograph Records—Star Machines Selling Well—Visit of Swazi Chiefs Much Discussed—The Trade Situation Analyzed by the Governor of the National Bank of London—First Batch of Greek Records Received by Constantine Craies & Co.—The Possibilities of the Cinematograph Discussed—What a Run Around the Provincial Trade Reveals to the World Correspondent—Other Trade Notes.

(Special to The Talking Machine World.)

London, Eng., Dec. 5, 1907.

The past month has shown distinct indications of trade progress in the face of many drawbacks. And although it must be admitted that the season so far has not developed to the extent of even time last year, in view of the very unsettled conditions prevailing in quite a number of trades and professions throughout the country, our present prospects are particularly encouraging for December. Fortunately the threatened crisis in the cotton and railway industries, thanks to the mediation of the board of trade, have both terminated satisfactorily. Had this been otherwise—with all its consequences, it is not too much to say the talking machine industry would have suffered to quite a considerable extent. At the present moment, it is true, money is somewhat tight, but now that America has about swallowed all the gold it can conveniently handle, satiety is the outcome, and the world's money markets will soon return to more settled and normal conditions.

And now Mr. Dealer, you are preparing to make a good and attractive show for Christmas? Many dealers have already set out their windows in a manner well calculated to catch the Christmas buyers—to bring them right in, and to clinch a substantial sale. At this time a little extra outlay in publicity matter and local advertising is usually profitably spent if an average amount of care is displayed in getting up something striking, and dealers who do this will of a surety be well satisfied with the result.

From conversations with the various London cylinder record companies I am of opinion that the ninepenny record will quite outbalance sales of higher priced products even though lists are not perhaps of equal merit. I should not care to venture an opinion as to whether or not a record showing such small profit to the manufacturer can weather the test of time, but I do say that the splendid quality offered is remarkable at the price.

Some good publicity in the daily press has lately emanated from the Edison Bell Co., and we should like to see a little more in this direction from other companies. The Columbia and Edison companies are well to the fore, but with other firms this sort of advertising does not seem so popular.

With the disc record firms business appears to be on a much sounder basis than is noticeable with tube records. And it becomes more apparent each day that the disc is the record of the future. This, of course, is not to imply that cylinders will gradually cease to be manufactured, but suggests that with nine out of ten converts to the talking machine, the disc will have preference. One factor to this end may be found in the fact that discs are more widely advertised than cylinders. The Imperial record, for instance, has been the center of some smart publicity schemes of late, and as a consequence Messrs. Gilbert Kimpton have the satisfaction of knowing that the popularity of their record will forever after be on the increase. By judicious advertising in the future they will maintain and strengthen this happy condition by reaching a wider circle of friends all the time.

Generally speaking it is noticeable that the various December lists in point of the quantity of Christmas titles are not quite up to last season's standard. Still some excellently appropriate selections are offered, and dealers should make the most of these at the right time. Other good titles should not be forgotten, as otherwise the retailer will find he is at a loss to rid his shelves of these during the after Christmas temporary quietness of business.

Premier Co. List Thirty New Selections.

The Premier Manufacturing Co., makers of the now famous Clarion cylinder record at ninepence, have listed over thirty excellent selections for the months of November and December. Many comprise special adaptations of a pleasing variety for Christmas enjoyment, from which it is manifest the company intend to build up a repertoire of exceptional merit. The Clarion record is proving remarkably popular among phonographists, as apart from the price, the quality is A1. Two most striking showcards have just been issued by the Premier Co. From an artistic point of view we should say these stand more than equal to the best, while the illustrations themselves are musically appropriate. Dealers would find these showcards an attractive addition to their showrooms.

Specially Designed Price Tickets.

Specially designed price-tickets are being put out by the Columbia Phonograph Co. for their popular Regal, Regent, Jewel and Trump graphophones. The name and price of the respective instruments are strikingly presented, a distinctive color-effect being utilized for each type. These tickets will help to set off an artistic store or window display, and should, therefore, be secured by all dealers who are handling these selling lines.

Thomas A. Edison Much Discussed.

It has been estimated that if everything that has ever been written aud published about Thomas Alva Edison were collected and republished in book form it would make a library of—possibly a thousand or more volumes. But there is always room for another book about Mr. Edison if it is good, and the latest, "Thomas Alva Edison; Sixty Years of an Inventor's Life," by F. B. Jones (Hodder & Stoughton, London), 6s. net, is perhaps the best. It is by no means an exhaustive "Life," but all the most striking facts of Mr. Edison's wonderful career are put before us with a wealth of anecdote and a conscientious striving after reality not easy of achievement in this case, where so many apocryphal stories had crept into being, and must be recognized and scotched before the author could give us a faithful presentment of the man as he is. It is a most fascinating book, and will undoubtedly be very much in demand.

Milan Branch's Proud Display.

The Milan branch of the Columbia Phonograph Co., General, has recently received a bronze shield in certification of the grand prize secured by the graphophone and Columbia records at the Milan International Exposition of last year. It is now displayed in the window of the Milan shop, where it is attracting much atention. The shield is a fine specimen of Italian art, and will serve as a gratifying record of the award. It represents an improvement on the diploma usually presented by exhibition authorities; we understand, indeed, that in this case, the shield is given in addition to a diploma.

Wireless Telephone.

From Copenhagen comes a report that Valdemar Poulsen is engaged in the completion of a wireless telephone station. In consequence of improved microphones and other apparatus telephoning without wires has already proved successful—even over quite long distances. Mr. Poulsen states that while every day brings further progress and experience he does not wish to begin wireless telegraphy and telephoning between Denmark and England or America until they are quite able to compete with the present cables. Mr. Poulsen claims that by his systems of using "undamped" waves, he can forward at least seven times as many words as Marconi's system of sparks. When Mr. Poulsen lectured

WE WANT YOU TO KNOW that

FAVORITE DISC RECORDS are "Right on Top"

For Quality, Material, Tone, Finish and Price. NOTHING BETTER

FAVORITE CONCERT Discs 10 in. Double-Sided 75 cents Retail **ROYAL FAVORITE Discs** 12 in. Single-Sided $1.00 each

Great List of Latest Titles, Best Bands, Artistes of high repute. **MAGNIFICENT SOLOS, VIOLIN, CLARINETTE, PICCOLO, CORNET, BELLS, ETC.** *FAVORITE* Records are handled by **EVERY UP-TO-DATE DEALER** throughout Great Britain and the Continent, besides the Colonies.

THE RECORD OF ILL REPUTE — FAVORITE RECORD

We Want Every Dealer in the States to get in touch with us right away. With **FAVORITE** Records we do not ask ridiculous or exorbitant prices, but **GOOD GOODS AT LOW PRICES**

First Class Jobbers (Wholesale only) are requested to **apply for vacant territory at once.** (Lists free.)

The International Favorite Record Co., Ltd.

45 City Road, LONDON, E. C., ENGLAND (Wires: Vischerite, London)
and 213 Deansgate, MANCHESTER, ENGLAND

IT IS

No Exaggeration

TO SAY THAT

Its BEAUTY

is the latest SUN in the PHONO FIRMAMENT.

Its brilliant rays will illumine the darkness of Winter, and bring light and pleasure into thousands of Homes.

Gold-moulded, played with SAPPHIRE or NEEDLE, 11 inch, double-sided

3/= retail THE GENERAL PHONOGRAPH Co Ld 3/= retail

1, Worship Street, Finsbury Square E.C.

POWER

WILL ASTONISH YOU

FROM OUR LONDON HEADQUARTERS—(Continued.)

in London last November he showed that his undamped waves produce vibrations so rapid as to compare with those of a tuning fork, as contrasted with the "explosion" of the ordinary wireless system.

Activity With the Columbia Co.

Notwithstanding the complaints from some quarters that the talking machine business is dull the experience of the Columbia people tells a very different story. The sales of this company during the last few months have far excelled all previous "bests," and the tide of prosperity continues to run strong. So great is the popularity of their new improved types of graphophones that orders come in as fast as the instruments can be turned out. The demand for Columbia records is on the same gratifying scale. Especially are the new double-face discs in great and growing favor.

Exports Into Canada.

United Kingdom imports into Canada increased by £2,300,000 in the first five months of the Canadian fiscal year. Dominion exports to the British Isles falling to £300,000.

United States imports into Canada increased by £3,150,000 and exports to the United States decreased by £250,000.

New Label Displayed.

A new label has been designed for the double-face disc series recently put on the market with such success by the Columbia Phonograph Co. The label is distinctive in character aud readily recognizable by intending purchasers by its rich chocolate-colored ground, upon which the lettering in gilt shows up particularly well.

"Pinafore" Records Popular.

The Pinafore series of Sterling records appear to have reached a most successful sale. "It is very gratifying to us," said Mr. Manson, "to note the exceptional praise and welcome accorded to this issue, and I may say, orders from the colonies are particularly heavy, while every day brings repeats from the home trade." The twentieth of December list of Sterling specials is full of choice pieces, including about a dozen special Christmas titles, which will no doubt be well sought after. The Russell Hunting Co. are always alert to any useful improvements to embody in their recording, and in this connection they claim, a distinct advance in volume production has been reached by a little invention of Mr. Hunting's, which by increasing the power of the recorder, produces records of much greater volume, clear and full, without detriment to the musical quality. This is in evidence with the December selections, and dealers would do well in bringing these welcome items to the notice of their customers.

American Talking Machine Co. Busy.

Among the busy factors may be mentioned the American Talking Machine Co., of Tabernacle street, who are in the happy position of being satisfied with all things except perhaps the amount of statements ready for receipt. But then, money is scarce and collections slow in consequence. So reports Mr. Nottingham, who was too busy to say more. But does he want to?

Talkers for Christmas Trade.

Readers who would welcome hints for making the most of their talking machines this Christmas season—and that surely means practically all our readers—should not fail to apply to the Columbia Co. for the special list of Christmas programs they are issuing. The choicest seasonable selections are gathered into six happily arranged programs, three for disc users and three for cylinder users, the whole being presented in a neat folder, containing a few words of appropriate introduction, with a charming cover design suggestive of the same "good cheer" as are the varied contents of this Christmas publication.

Columbia Co. Honor the Kaiser.

On the occasion of the Kaiser's recent state visit to the city, the Columbia Co.'s premises in Oxford street, lay of course on the direct line of route of the procession. Their display of flags contributed to the general gaiety of the thoroughfare, and the packed mass of sightseers in the neighborhood were regaled as they awaited the arrival of the procession with selections on a Columbia sound-magnifying graphophone, played from one of the upper windows, while appropriate national martial music from the same effective source greeted the approach of the Imperial carriage.

Well Satisfied With Results.

W. Lionel Sturdy, Esq., London, E. C.

Dear Sir—We have the pleasure to inform you that we think very highly of the results of our advertisement in your paper—The Talking Machine World. We have had several enquiries from many parts of the United States and the Dominion of Canada. Again expressing our satisfaction, we are, dear sir, faithfully yours,

THE INTERNATIONAL FAVORITE RECORD CO., LTD.,
ALBERT F. VISCHER.

Tariffs on Talking Machines.

In certain foreign countries our manufacturers' products are practically excluded from the market owing to the very high protective tariff which those countries have built up in support of home industries. While any and all classes of foreign cylinder or disc record manufacturers have free entry into the English markets owing to a non-existent duty, English record manufacturers besides having to put up with this competition on their own ground, either have to export at a ridiculously small profit on the two half-pennies for a penny basis or lay out capital in establishing suitable factories in those particular countries. Obviously this is a condition of affairs which needs remedying, and in this direction it behooves all talking machine men to plump for tariff reform whenever and wherever the opportunity arises to register a vote. Apropos of the foregoing it is interesting to learn that in view of the duty on phonograph records entering Austria having been increased from 24 to 124 kronens, the General Phonograph Co., of

The "KLINGSOR" Cabinet Disc Machine

No. 250.

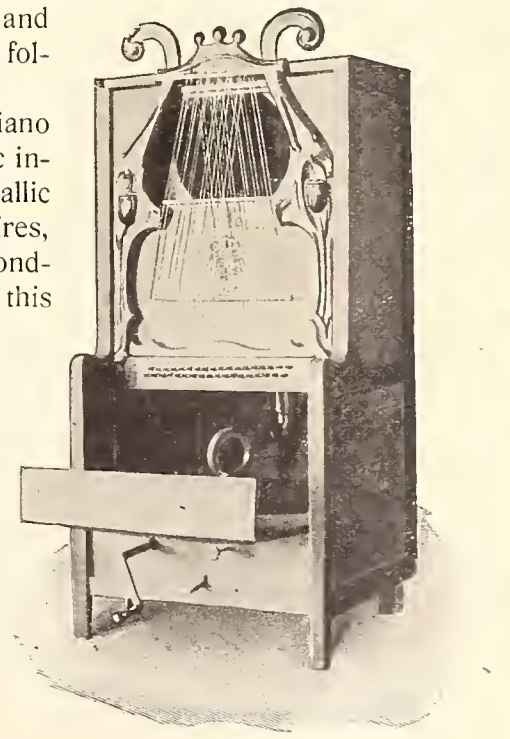
The novelty and advantage over all other Talking Machines lies in the following points in construction: (1) No unsightly Horns; (2) a handsome upright Cabine and Machine combined; (3) perfect running, and complete lack of scrape and noise, as well as the following principal features:

The combination and use of the stringed piano wires and double sound board. By this scientific invention the instrument loses all harsh and metallic tone, and the sound waves being thrown on the wires, the volume is doubled without the usual corresponding harshness. There can be no doubt that this "KLINGSOR" Machine will be as great a commercial as it is a scientific success.

The Cabinet can be delivered in any wood and made to any size or design, to fit any spacc.

PRICES

No. 90	-	-	-	£6	6 0
135	-	-	-	10	10 0
165	-	-	-	12	12 0
250	-	-	-	18	18 0
340	-	-	-	29	8 0
450	-	-	-	42	0 0



No. 135.

H. LANGE'S SUCCESSORS

21, LITTLE PORTLAND STREET — OXFORD CIRCUS, W.

Telephone No.: 1239 CENTRAL — *Established 1854* — *Telegraphic Address: "LANGIUS, LONDON"*

FROM OUR LONDON HEADQUARTERS—(Continued).

London, have lost no time in raising negotiations with their trade friends with a view to the erection of a manufacturing plant in Vienna. Mr. White further stated that their German factory has now been working nearly two months, and is giving the utmost satisfaction all around. The whole of the product from this plant is sold for a year to come, and the record, made on the same principle as the White gold-moulded record, will be sold on the continent under the title of the Echo, at the price of one mark. Questioned as to the agency which his company holds for the Hawthorne & Sheble Star machines, Mr. White spoke of a consignment of over two hundred machines which had already been sold, and in this direction prospects were distinctly encouraging. The last list of White gold-moulded cyindler records covers over a dozen titles by well-known artists, and their general good quality is well maintained.

Universal Co. Open Up.

The Universal Talking Machine Co. are a new firm established in this city. They factor Columbia, Favorite and Pathè machines and records, besides which they will issue All-British disc machines of superior quality, ranging from two to twelve guineas.

Swazi Chiefs Visit Gramophone.

The Swazi chiefs who are at present visiting London were not so surprised with what they saw as one would suppose. They like music. Soon after their arrival in England they bought a gramophone and a quantity of records and at every spare moment since they have brought it out and set it going. Last week they went to the Gramophone Co.'s offices to make a record themselves. Standing in a circle, with Chief J. Vilakazi in the center, they recorded a message to the King, which was first recited in the soft and sibilant Swazi language, then translated as follows: "Hail, your Majesty! We, the members of the Swazi deputation, have come here to put before your Majesty protestations of our loyalty and affection from the whole Swazi nation and the Queen Regent." To complete the record they all together gave a Swazi cheer, "Bayete!" with a stamp of the foot.

Light from the Comic Journal.

Bacon—Are you doing anything to relieve the sufferings of your neighbors?

Egbert—Yes; I've just sold my phonograph!

Burglars at a Music Shop.

Francis, Day & Hunter, the music publishers, are the victims of the latest London burglary. Their premises in Charing Cross road were broken into recently in a daring manner, and a sum of £100 in gold was taken from a safe, the back of which was ripped open. The thieves, who broke in through the roof, also ransacked the letter box which it is estimated contained between 300 and 400 letters, and it is impossible to say how many contained cheques or postal orders.

Possibilities of the Cinematograph!

Lecturing before the Royal Photographic Society, F. Martin Duncan said that before long it might be possible to secure cinematograph records of the changes undergone by the parasites in malarial fever. We can only express the hope that the records will not breathe too much of the reality of the thing!

New Discodeon Welcomed.

The introduction of a reasonably priced instrument which will give the correct speeds of the records has been justified by the welcome accorded to the new discodeon at £5 10s. The Odeon Co. report remarkable sales of this really fine instrument, and have received most glowing testimonials as to eminently satisfactory results which it gives. The speed indicator apparently was just what was required by those taking an intelligent interest in the talking machine.

McCormack and Caruso.

One of the organs of the music trade last month referred at some length to a criticism passed by a writer upon the fact that the young Irish tenor at Covent Garden, John McCormack, had been styled the "British Caruso." This critic took exception to the fact that anybody should associate Mr. McCormack with Caruso, and the musical journal gently but firmly points out that in at least five journals the names of Caruso and McCormack have been linked together, and therein by "five musical critics of repute." As the Odeon Co. have starred Mr. McCormack heavily as the "British Caruso," the foregoing is interesting to all as showing this claim to be well justified.

The Favorite Record Co.

Mr. Vischer, of the Favorite Record Co., says, and rightly too, that his product is gaining in popularity all the time. He denies that there is anything of a "boom" on and yet is sure the Favorite will be found a "boon" to all those dealers who have not yet written for terms of trading. The latest lists include special operatic selections (double-sided 3s.), for which already large orders have been placed. This list will also include a double pianoforte solo (really a duet played on separate instruments) which is perhaps a novelty of its kind. I have not the slightest hesitation in saying that the tone-quality of Favorite records is absolutely perfect, and to those who have not yet heard them, a revelation is in store. Dealers and the trade everywhere are invited to get into touch with the Favorite Co., 45 City Road, London, E. C.

New Cunarders and Mails.

In connection with the greatly increased speeds of the new Cunard liners Lusitania and Mauretania, representations have been made to the postal authorities with a view to re-arranging the despatch of the American mails so that letters may be posted at a later hour in this country and still reach America at the same time as now. It is pointed out that the Lusitania has been obliged to wait off Sandy Hook for several hours on Thursday night before proceeding into New York harbor at daylight on Friday. The suggestion is that some way should be devised of utilizing this delay by a later despatch of mails upon this side.

The postal authorities promise their close consideration of the matter, and it is to be trusted that some arrangement may be come to by which an "extension of time" in the despatch of the mails may be accomplished.

Homophone Double Sided Records.

Bernard Andres & Co. have just issued the December list of homophone ten-inch double-sided records, and I note several good Christmas titles are listed.

First Batch of Greek Records.

The first batch of Greek records have been received at the offices of Messrs. Constantine

JUST ISSUED

A MOST comprehensive trade price list of all the best Talking Machine Goods on the British market.

¶ We are up-to-date factors handling all makes of Records, Machines, Parts and Accessories, and are in a position to supply reasonably to any extent.

Write Us To-day.

American Talking Machine Co.
31 Tabernacle St. LONDON, ENGLAND

"There's Money in Them"

$TERLING RECORD$

"STERLING" "SPECIAL" Records are the only records you can obtain which enable you to say to your customers: "These are the greatest value in cylinder records in the world." You can say this because the "STERLING" "SPECIAL" is

"THE RECORD THAT'S HALF AN INCH LONGER"

No other cylinder offers such good value, no other cylinder has ever caused such a sensation by its sheer merit as well as its increased length. No other record will sell so freely among your customers. No other record needs so little introduction. "STERLING" "SPECIAL" RECORDS will fit any standard make of Phonographs.

Price 1s. (25 Cents) Liberal Discount for Export

The Russell Hunting Record Co., Ltd.
13, 15 and 17 City Road, London, E. C., England
Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N. S. W.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W.
Talking Machines of every description repaired. Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

Craies & Co., and supplies are now ready for delivery to the trade. Substantial orders are already in hand. Maintaining that these records represent the finest voice-reproduction on the market, the company expect they will create an exceptionally good demand. In machines and records, Sidney Aldridge reports good business, and is well satisfied with the reception accorded their new line of Sheraton styles in disc machines, which style, by the way, is very much in vogue just now.

Fire at Cinematograph Factory.

The Hepworth cinematograph factory at Walton-on-Thames was the scene of a very disastrous fire last week. Very considerable damage was done, and worst of all one of the employes, a lad named Lane, through a reason unknown, was unable to escape with the result that he was burned to death.

Sir Felix Schuster Discusses Trade.

Sir Felix Schuster, governor of the Union Bank of London, in his presidential address to the Institute of Bankers, gave a grave warning of the signs of reaction in trade. Reviewing recent events in the money world, he claimed that our market had stood the test well. Apart from the crisis in America, the condition of affairs appeared to offer every ground for satisfaction. But the remarkable activity in trade and high prices for commodities such as have prevailed all over the world, he said, "cannot be without their effect. Working expenses have so increased that many were compelled to put all available profits into their business, or to sell investments, or to borrow heavily." We bankers on both sides of the Atlantic will do well to bear in mind that the too easy granting of credit to institutions and firms without sufficient working resources of their own is not rendering those institutions a good service. Continuing Sir Felix said: "Indications point to restriction rather than to expansion, not only in this country, but all over the world. A period of extraordinary activity is invariably followed by a reaction, and signs are not wanting that such a reaction is at hand. The development of trade has proceeded at somewhat too rapid a pace, and in consequence available capital has not been adequate to meet the demands made simultaneously from so many quarters."

Some Handsome Show Cards.

Some very effective showcards have been prepared by the Columbia Phonograph Co., General, for advertising their special repertoire of 12-inch disc records. The general design of the cards is an enlarged facsimile of that of the attractive cover of the company's catalog of 12-inch records. All who have seen this striking cover will remember that it presents the portrait of the famous Columbia artist, Miss Ruth Vincent, in a particularly striking setting secured by fine shading effects. In the window cards, however, a series arrangement is followed in regard to the portraits presented. Thus, on some of them, the portrait of Miss Vincent is featured; on others, that of David Bispham, and so on through the list of principal contributors to the Columbia 12-inch repertoire. Dealers may secure these showcards, which are of artistic as well as advertising value, by applying to the Columbia people.

CHEAP BUT GOOD
SELF MANUFACTURED "S" LINES

SCREWS made to order for all patterns sent in.
SOUND BOX SCREWS for any make.
SOUND ARMS (Cheap.)
SOUND BOXES (Cheap).

STYLUS BARS.
SAPPHIRES for all types.
SAPPHIRES in steel holder (needle sapphires), and other extra good "S" Lines.

APPLY TO
FR. RAUTH, MANUFACTURER FOR EXPORT London, E.C.
Lloyd's Chambers, 27-29 Worship Street
NOTE NEW ADDRESS

Records by Godfrey James.

The fine Columbia disc records made by Godfrey James, the "Singing Collier," should have a big sale, especially as particular interest will be aroused in town after town as Mr. James visits the local music hall in course of his engagements. To enable dealers to secure this good trade the Columbia people have issued a striking window bill, showing the full-length figure of the miner vocalist in his working clothes, with the pit shaft forming an appropriate background. Dealers will appreciate this attraction for their windows.

Mme. Thornton's Record.

Day after day, in the newspaper notices of the Royal Opera season, at Covent Garden, one sees the name of Madame Edna Thornton, the famous contralto, referred to as a fine artist. As many already know she has been secured by the makers of Odeon records to record exclusively for them, and this month sees the issue of her first record. One of the two selections is the sacred song, "God that Madest Earth and Heaven." This record (with "When All was Young," on the reverse—also a model of artistic treatment) is one that will be prized by all who possess it, and if Madame Thornton's future work even touches this standard, few will complain.

A Few Columbia Notes.

The Columbia people are making strong advertising use of two of the distinctive features of their disc graphophones—the needle-holding clip and the sound-regulating "Dolcer."

"The Host of Christmas Fare" is the happy motto which adorns the illustrated cover of the December supplement of Columbia records, and the figure of the snug family butler bearing on his tray the Columbia graphophone gives a most taking pictorial presentation of the idea.

An enterprising Wisbech dealer, Mr. Rouse, of Lynn Road, recently rendered very acceptable help to a local church organ fund by furnishing an excellent musical program on a Columbia graphophone at a whist drive.

The Columbia "Regal" disc graphophone proved its acceptability as a versatile public entertainer at a grand concert held at the Aintree Institute on the ninth of November. The instrument was lent by the Manchester branch of the Columbia Co. A choice selection of records was rendered, and the graphophone shared the honors of the evening with such distinguished musical combinations as the Volkslied Quartet and the Liverpool Pageant Choir.

A "Stering" Acrostic.

In a recent number of the Sterling Recorder, issued by the Russell Hunting Co., of London, England, some live hints on salesmanship appear under the heading of "The Art of Selling," and a suggestive acrostic, reading as follows:

See that you have what your customers want
Talk to your customers with the confidence of one who knows.
Educate them to regard you as their dealer.
Remember that tastes differ and
Look to your records to see that they embrace all tastes.
Introduce new records as soon as they are issued.
Never let a customer go away dissatisfied, and
Go out after customers with steady advertising.

What He Called Him.

"Dad!"

"Yes, my son."

"A man that manages a balloon is called an aeronaut?"

"Yes, my boy."

"And a man who drives an automobile is called a chauffeur?"

"Yes, my boy."

"Well, what would you call a man who runs a phonograph?"

The Finest Example of Phonographic Art Yet Produced!

The New Process Long

"CLARION"

Gold Moulded Cylinder Record

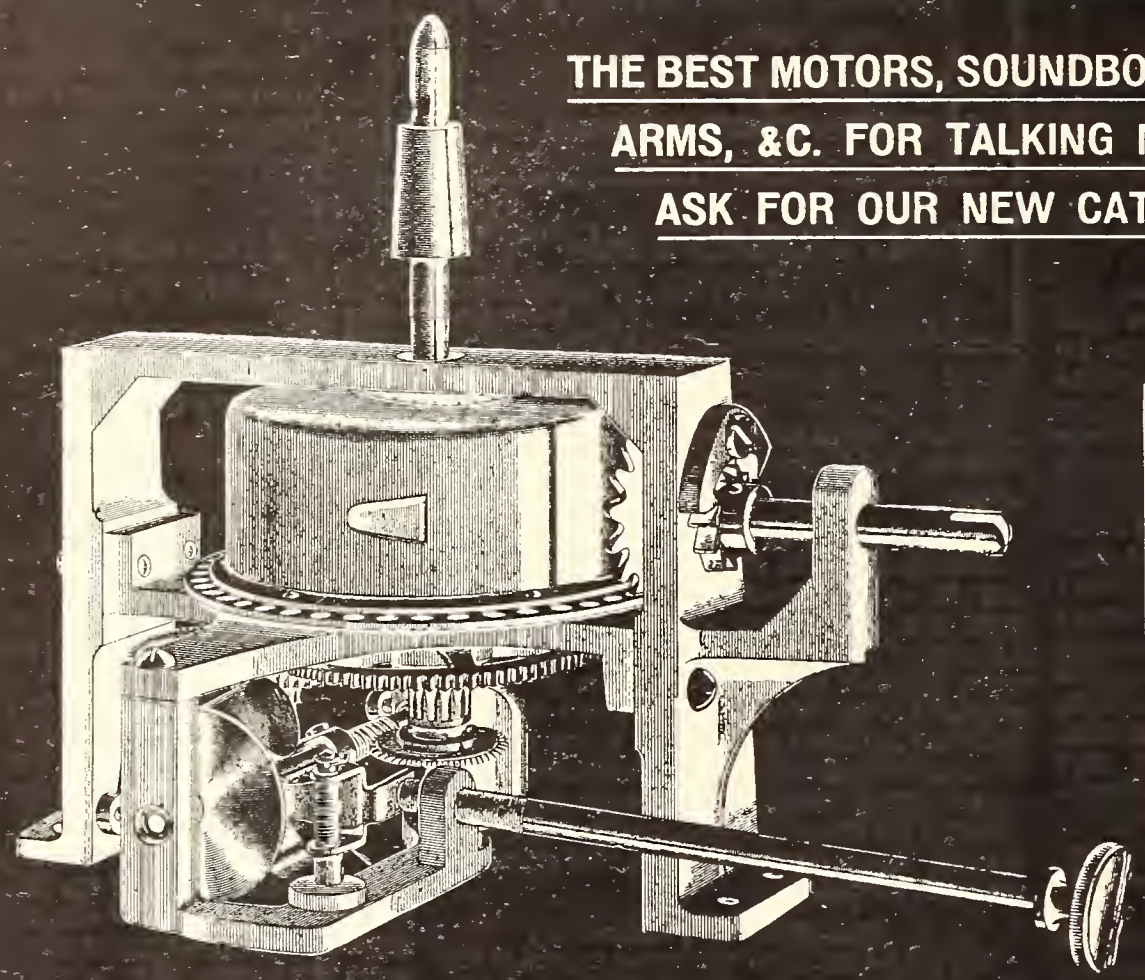
Sufficient testimony is the TREMENDOUS ORDERS we have received. A good opportunity for a smart commercial house to do real business in U. S. A. with these records. Write us, the manufacturers.

THE PREMIER MANUFACTURING CO., Ltd., 81 City Road, London, E. C., England

UNEQUALLED MANUFACTURE

THE BEST MOTORS, SOUNDBOXES, SOUND-ARMS, &C. FOR TALKING MACHINES.

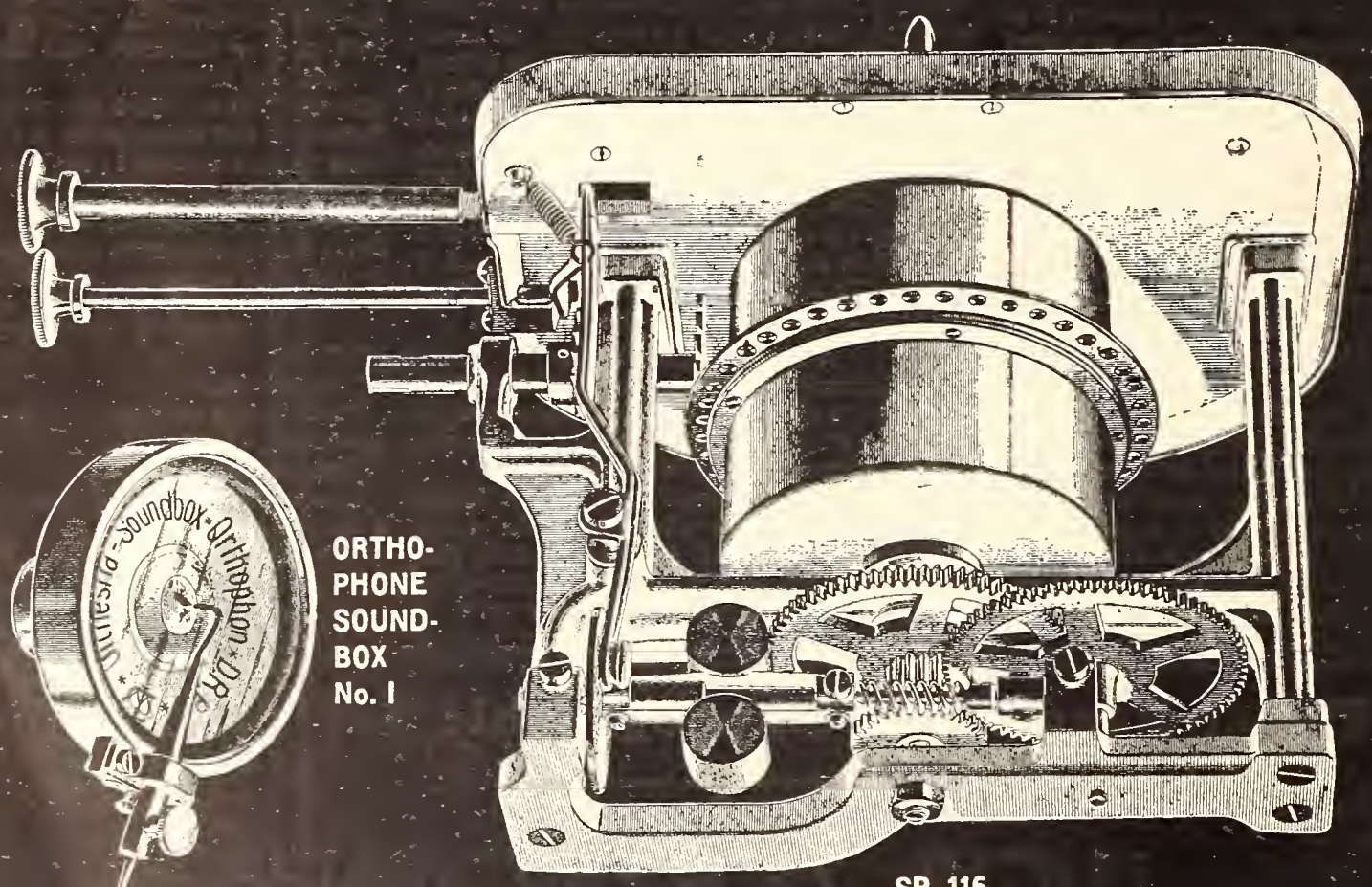
ASK FOR OUR NEW CATALOGUE



REGISTERED

TRADE-MARK

SP. 112



ORTHO-PHONE SOUND-BOX No. I

SP. 116

DEUTSCHE TELEPHONWERKE, LTD.

DEPT.: TALKING MACHINES BERLIN SO.33

TRADE REPORTS FROM THE PROVINCES.

SOME LIVERPOOL NOTES.

Liverpool, Eng., Dec. 2, 1907.

Trade, generally speaking, has been pretty good since our last letter. The merchants aud dealers here have exceptioually good shows, and report that the more expensive machines are now beginning to sell freely. As foretold in The Talking Machine World for October, overstocking in many cases has caused, and is causing, severe price cutting. The price cutters are not generally the respected music depots, but some firms of cycle agents, who handle talking machine and phono goods as a side line for a few months only. To show to what extent this is carried on, one of the firms here are advertising 10,000 titles of Edison, Edison-Bell, Sterling, Columbia and Pathe gold-molded cylinders at 7½d. (15 cents) each, as well as genuine gramophone needles at 6½d. (13 cents) per box of 200. Disc records are also being advertised at 10½d. (21 cents) each. The harm that this does to genuine talking machine dealers is irreparable, for it leads people to believe that fancy profits are the order of the day, whereas they are not.

Notwithstanding the various agreements in force in this country, it is evident that they are not strictly adhered to, or supplies are being obtained from sources that are not legitimate. We very much regret that this has commenced so early in the season, for it augurs bad for the later trade. We respectfully desire to call attention of the various manufacturers to this class of business, which should be stopped as speedily as possible.

Firms who handle talking machine and phono accessories, such as bicycle agents, and others whose interest in the trade only lasts two or three months, are in many cases giving up the phono business entirely. Many houses, who last season stocked these goods in considerable quantities, have this year decided not to handle them, and in their place have taken up footballs, airguns, and other articles of a like nature, which, in our opinion, is more suitable than phono and talking machine goods.

We were pleased to learn during a chat with Mr. Ellis, of the Melograph Disc Co., of this city, that they were doing exceptionally well, and that they had not been able to keep pace with the orders for their disc records. Altogether, the Melograph Co. are booming their goods here very well.

LANCASHIRE, YORKSHIRE, AND CHESHIRE NOTES.

In the smaller towns, although largely populated, we hear exceptionally good news.

Messrs. Noble & Sons, of Altrincham, Cheshire, are the leading house in this district for talking machine and phono goods. They handle nearly every good record on the market, both disc and cylinder, but make a special point of pushing Pathe discs principally, getting through an enormous quantity. Under the able guidance of Frank B. Noble their special talking machine department is making great strides. Very progressive and right up-to-date, this firm report exceptionally good business up to the preseut time, and anticipate the future with the greatest satisfaction.

In Warrington, Tom Boothroyd, the well-kuown musical agent, states busiuess is waking up very well. Handling the best class of goods only, he has recently taken up "Favorite" records, and considers that there will be exceptionally large sales for these in the future in his neighborhood.

In Colne, Mr. Bradford does a nice business in talking machines, etc. He also complains severely of price-cutting by cycle agents and others in the town; otherwise, he has every reason to believe that the present season will be a good one.

In Manchester, the cry is, geuerally speaking, shortness of supplies. At all the leading houses buyers are waiting either for one thing or another. The factors who handle Pathe goods here caunot get sufficient, by auy means.

The Columbia Co., we are informed, have been short of machines for two months past; otherwise, with them their trade has increased this last season to double that of 1906. Discs are still selling very well, and the trade appears to be generally dropping cylinders, with the exception of genuine Edisons. Owing to the reduced price, 1s., the other makers do not appear to be holding their own, by any means. Export trade is better altogether this month.

We understand the Manchester Corporation will, iu all probability, give next season a continuauce of gramophone recitals, as rendered lately by Mr. Gray, of this town, the latter ones being very successful.

At the recent gramophone concert here, given in the Free Trade Hall, the proceeds of which were to be given to the Lord Mayor of London's Cripple Fund, a sum of £94 was realized and handed over to this beneficent charity.

In Sheffield, phonographs and talking machines are handled in a variety of ways. In one instance a chemist is showing them by the side of proprietary articles, such as tooth powder, soaps, etc. In another case, phono and disc machines were shown in the same window as second-hand clothes. It is very much to be regretted that window dressing in this town is so exceptionally backward. With one or two exceptions Sheffield is, without doubt, the worst town in the north with regard to window dressing.

Mr. Hebden, of 125 Pinstone street, has practically the best show in the town. Clean, smart and up-to-date, he specializes upon gramophones and disc machines principally, as well as gramophone, Odeon, Zonophone and other disc records. He reports business as very good so far, but expects to do a much larger trade, in the next six months, than he did last year.

Messrs. Shingler & Co., of London road, are catering for disc and cylinder cabinets for the trade generally. From what we saw they are apparently very serviceable articles, selling at a reasonable price, and may be had in either oak, walnut or mahogany.

The Sheffield Phonograph Co., Cambridge Arcade, report business as very good both in discs and cylinders. D. P. Primrose also stated that he had a large number of inqulries for his record reviver. Handling a fairly comprehensive range of goods, this firm appear to be doing very well.

Looking in upon G. Gilbert & Co., the well-known horn manufacturers, we were informed that business, generally speaking, was good. They are wholesale agents for Edison, Columbia and Clarion cylinders, with a good range of machines, and concentrate their disc trade upon Columbias solely. The special line that Mr. Gilbert caters for is metal horns of various shapes and designs, for both cylinder and disc machines, the sizes ranging from 12 to 56 inches, with which they do a good trade.

FROM THE EMERALD ISLE.

Gramophone Co.'s Concert a Great Success—Bijou Grand Pleases—Disc Machines Gain in Popularity—Auxeto-Gramophone Heard in Public Recitals—Free Talker Concerts Help Trade in Belfast—Room for Larger and Louder Phonograph.

(Special to The Talking Machine World.)

Belfast, Ireland, Nov. 30, 1907.

The action of the Gramophone Co. in organizing a most successful concert at Albert Hall, London, in aid of the Lord Mayor's Cripples' Fund, is beyond all praise. More than 9,000 people attended the function, with the result that over £500 was raised for the fund. The traders of Belfast, and indeed all users of gramophones in the city aud district, were delighted that such a substantial sum had been thus acquired for a most deserving charity. The Gramophone Co.'s most artistic souvenir of the concert has been mailed to your editor by Mr. Osborne, who feels sure he will be charmed with such a genuine work of art—a production of the printer's handicraft which has called forth the encomiums of many pressmen on this side of the Atlantic.

A new model of gramophone designated the "Bijou Grand," arrived in Belfast about the middle of November, and was sold by Edens Osborne within twenty-four hours at £35. It constitutes a charming piece of furniture capable of gracing the drawing-room of a palace. Its appearance

Apollo

Disc Machines and Sundries

Catalogue Sent on Application by the Manufacturers

Constantine Craies & Co.

101 Bunhill Row, London, Eng.

¶ We are the sole selling agents for the world for The International Record Publishing Co., Ltd., and are open to make special discs by arrangement in any part of the two hemispheres.

¶ We are the largest factors of the new Pathe 8½ inch disc record in the world. This record retails at 1/6, and is the talk of the trade in England.

¶ We have one of the largest export houses in London, so know how to deal with your orders.

¶ Catalogues of all makes of machines and records sent on application.

¶ Apollo disc machines are the only machines that play both the phonograph cut and the gramophone discs to perfection.

¶ Types of Apollo machines range in price from £2.10.0 to £6.6.0.

FROM OUR EUROPEAN HEADQUARTERS—(Continued.)

is most attractive, but what is even more important it is the machine par excellence for home use.

His opinion of this new type of gramophone bears out the view expressed in his last notes to The Talking Machine World, namely, that disc instruments seem to be rapidly evolving whilst cylinder machines are—not exactly in statu quo—but in a como state. There is no disputing the fact that disc machines are gaining in popularity, and are more in demand than cylinder types; this state of affairs only intensifies the foregoiug opinion as to the marked improvement in reproduction, etc., of the former.

The Auxeto-Gramophone still continues very much in evidence in Belfast, especially at the Saturday evening Ulster Hall organ recitals. During a recent visit of the Chief Secretary for Ireland to Belfast this world-famed instrument rendered twenty-eight items during the one and one-half hours which preceded the public meeting held to welcome him, and was accorded most enthusiastic applause by au audience numbering over 3,500.

At a couversazione held immediately after the new palatial Municipal Technical Institute was opened by the Lord Lieutenant of Ireland early iu November, both gramophone and phonograph (lent for the occasion hy Mr. Osborne) were used to demonstrate their suitability as teachers of modern languages, and it can he confidently stated that the machines excited the keenest interest, on account of the clear rendition of French lesson records, heard hy crowds of visitors, who were loud in their eulogy of the perfect articulation of every word and syllable of the lessons.

As an example of the up-to-date nature of the Gramophone Co.'s advertising methods two free concerts were organized by them iu Belfast, and were held on November 18. Applications for admision tickets amounted to treble the seating capacity of the Ulster Hall (one of the largest in Ireland). These functions were eminently successful, and as was intended by the said company, helped their Belfast dealers considerably to popularize their products.

Business in Edison machines has not been as extensive during present month as was anticipated, and though the sale of records has been satisfactory, it is somewhat disappointing to traders who were looking forward to an abnormally large output. It is hoped that December will be a record month, though your humble scribe does not feel very sanguine in this matter, geueral business being somewhat dull owing to a phenomenally high hauk rate.

When will there be put on the market a phonograph as loud and clear in the reproduction of songs, etc., as the Auxetophone? The latter instrument popularizes disc machines, and a mammoth phonograph would be equally efficacious in reviviug the demand for cylinder talkers.

THOMAS EDENS OSBORNE.

TRADE CONDITIONS IN GERMANY.

The Talking Machine Trade as a Whole Is Prosperous—Manufacturers Are Rushing Their Plants to Keep Up With the Demands—Beka Records Made in Almost Every Conceivable Language—The List an Endless One—Deutsche Telephonwerke Issue New Catalog Describing Their Complete List of Specialties—International Zonophon Co. Novelties—Talking Machine Trade Society Formed to Combat Price Cutting—Phonographic Fountain the Latest—Interesting Literature on the History of the Talking Machine—A Talk on Exports.

(Special to The Talking Machine World.)

Berlin, Germany, Nov. 30, 1907.

The talking machine trade throughout the country is at present in a most prosperous condition and the prospects are that it will remain so for an indefinite period. The various manufacturers are rushing their plants at capacity to keep up with the demand and several have found it necessary to build additions to their factories.

The Beka Record, G. m. b. H. of Berliu, who have what is said to be the largest catalog of international records ever compiled, are continually adding to their catalog and at the present time have records in nearly every known language now in use. The completeness of their list is illustrated in the fact that in Chinese alone they have records in six different dialects and in Hindustanee nine dialects. This company have branch houses in the principal cities in both Europe and Asia of both their recording and sales departments.

The products of the Deutsche Telephonwerke, Ltd., Berlin, are also in great demand, as their merits are appreciated by the trade. This concern are devoted to the manufacture of motors, soundboxes, soundarms, etc., for talking machines and have recently issued a new catalog illustrating aud describing their complete line, including all the late additions. The motors made by this company are possessed of many exclusive features that strongly appeal to everyone in the trade who tries them.

The International Zonophon Co., M. b. H., are busily engaged in prepariug their Christmas repertoire, which is now practically ready for the trade. One of the novelties offered in the new list is "Die Herzen von Berlin," which is one of the reigning successes at the Metropol Theatre.

A meeting of the Talking Machine Trade Society was held last month in order to discuss the best method for combating price cutting and other unfair forms of competition during the coming season. Several remedies were suggested, but the meeting adjourned without any of them being adopted.

Ernst Holzweissig Nachfolger, the well-known Leipzic firm, recently attracted the attention of the trade and the public with what might be described as a phonographic fountain. The contrivance was practically a combination of a talking machine, a fountain and an aquarium and was between seven and eight feet high. The contrivance attracted a great deal of attention especially from the younger element and a number of the machines were purchased by many of the leading restaurateurs as drawing cards.

At a meeting of the German Association of Mechanics and Optics, recently held in Frankfort, Germany, a most interesting lecture was delivered upon the history of the talking machine from 1887 up to the present day. The lecturer said that last year one international gramophone company alone produced 15,000,000 plates and 200,000 instruments, aggregating 65,000,000 marks (mark = 23.8 cents) in value. Adding the output of the other smaller works manufacturing these articles in Germany, the total value of the production in 1906 would amount to 80,000,000 marks. "This branch of industry employs about 15,000 people," the lecturer continued. "The demands made on the capacity are sometimes heavy and pressing; thus, in one single week 10,000 plates representing popular airs of one new operetta were turned out and delivered. There are very few mechanics able to transfer the airs and melodies from the cylinders, and the artists whose rendition of the songs are thus mechanically fixed received high compensation."

The latest joke going the rounds in German talking machine circles is told as follows: "What's the difference between a phonograph

ROBINSON'S Reliabilities

Are The "REPROPHONE" Disc Talking Machines, "FAVORITE," "BEKA," "ZONO" and "ODEON" Discs

(All good numbers kept in stock)

The "MASTER" Ball Bearing SOUND BOX to suit all makes of Disc Machines. **"Real Good"**

NOTE.—I import direct via ship canal, buying the very best goods on cash lines. I sell to the dealers wholesale, but, *in addition*, do a large retail and export trade, packing and shipping to all parts of the world, with increasing trade and satisfactory results to buyer and seller alike.

I am prepared to consider

any propositions from manufacturers who desire a share of the business in the UNITED KINGDOM upon mutually advantageous lines, whereby

24 Years' Traveling Experience

on the road, with a large clientele, combined with

Brains, Bustle and Business Ability

will bring grist to the mill on both sides.

If this interests YOU, just write fully

(Don't be afraid of an extra line or page)

YOU MAY RELY UPON

Promptness, Energy and Straight Dealing. Best references I concentrate upon DISC and PHONO. GOODS entirely

"ROBINSON'S" The Talkeries
213 Deansgate
Established 1904 MANCHESTER, ENG.

The "World's" Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

R. PRIEUR 68 Basinghall St., London, E.C., Eng.

EVERY WHOLESALE JOBBER should get my export prices for Best French PHONO REPROS., RECORDERS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE write us at once and submit samples and prices. Highest Bank References. Correspondence invited—English or French.

For Profitable and SOUND Business handle the

IMPERIAL DISC RECORDS

Supplied by

GILBERT KIMPTON & CO.

Peninsular House, Monument Street, London, England

It tells you all the best ways of increasing your business and of many novel plans to advertise. Last year it gave over two hundred of the smartest and most novel schemes.

Send 1s. by International Money Order for Sample Copy or $2 per year.

"ADVERTISING"

The Smartest Magazine in Britain

Write to-day and get into touch with its fund of ideas. Publisher: "ADVERTISING," 101 Fleet St., London, Eng.

record and a Dutch simpleton?" "One's a hollow cylinder and the other a silly Hollander." How does that sound to you Americans?

Alb. Schön, the prominent Berlin house, who made extensive additions to their plant about a year ago, have had their business increase to such an extent since that time that further additions have been found necessary and the extra buildings will soon be in course of erection.

Herr Grosse (Charlottenburg) was fortunate enough to obtain records from Caruso, and arranged a Caruso evening, held in the Blüthner-saal last month. The program attracted a large and enthusiastic audience.

The various German talking machine houses doing an export business are equally interested with those in other industries, in the work of the commercial experts attached to the various consulates-general. With reference to the duties of such commercial experts, it is stated that it is intended that they should supplement the functions of consuls-general in a practical way. It is especially their duty to assist commercial agents sent abroad from Germany by practical advice, and to show them the proper way whereby to find a market for the products of German industries. They will also call attention to dangers which threaten German trade either through omissions of its own or through foreign competition, and to noteworthy innovations—as, for instance, the use of new raw materials and processes of working them, new inventions, improved working methods, and other valuable economical phases which exist in the district of the consulate-general. It is furthermore their duty to report on everything which might prove of interest to German industries or trade.

They have also to call the attention of foreign consumers to the products of German industries, the usual terms of sale, and the favorable transportation facilities. It is therefore the duty of these commercial experts to study all questions of a commercial technical nature and others of practical value for the promotion and extension of the exports of German manufacturers. It will be readily noted that these experts could render very valuable services to the German exporters. So far, however, it appears that the interested circles have not availed themselves of their services in a desirable degree, which is stated to be due to the fact that their existence is not yet sufficiently known.

The Phillips-Buttorff Mfg. Co., Nashville, Tenn., have recently taken on a line of talking machines. This department is under the management of C. H. D'Zevalos.

FREE SAMPLES
Of Needles That Prove

Playrite
TRADE MARK

NEEDLES

'THE NAME TELLS WHAT THEY DO'

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

Melotone
TRADE MARK

"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

TEXAS A BUSY TRADE CENTER.

Interesting Budget of News from Houston—Jobbers and Dealers Hustling and Getting Results—Not Concerned About the Financial Upheaval in the North.

(Special to The Talking Machine World.)

Houston, Tex., Dec. 9, 1907.

The talking machine trade of Texas is making good progress despite the financial tightness which has just recently struck this section. Three out of five dealers approached stated that there was no perceptible decrease in sales and that in comparison with last year, same period, the sales were 25 per cent. ahead for 1907. The other two dealers consulted claimed that cash sales had decreased among their customers, which were of the higher class.

Alkemeyer's department store has added a line of phonographs and talking machines.

C. I. Hudson & Co., the big furniture instalment house, have become Victor dealers. During their third week's sales it is said that they placed thirty-one machines.

Taylor Bros. have inaugurated the "dollar down, dollar a week" plan on Victors, but are holding the Edison at their old terms. Competition caused the change of attitude on Victors, but the Edison dealers are all standing pat for larger payments down and as yet not a single one has been known to accept less payment than $5. Manager Baldwin, himself a former resident of Orange, N. J., is enthusiastic over the business.

Wilton & Co., who have been large dealers in Edison and Victor goods, have recently become jobbers of the Star machine. Their large holiday stock has just arrived.

C. N. Fisher, the oldest talking machine dealer in Houston, has made a snug fortune from the business and is about to retire and merely collect the revenue he gets from the large number of coin slot machines he has in operation.

Goggan Bros., Victor dealers here, have adopted the "dollar down" selling scheme.

General Manager Beekman has just made a thorough tour of Texas and established two jobbers and a large number of dealers for the Zonophone. Beginning January 1, the Universal will put a regular traveling salesman in Texas.

I. M. Bame, formerly of Denver, but not representing the Victor Talking Machine Co., has been here for the past week, having completed a successful tour of the State, and reports accession of several new dealers to the Victor ranks. He is now going over the territory again, his house having cut out all except Texas and will keep him constantly in this field.

Houston's big jobbing house, the Texas Phonograph Co., the general manager states has not laid off a single employe or cut any salaries, although business is not quite as brisk as they had anticipated. Machine sales have fallen off, but record sales have increased. The gross sales for November were ahead of November, 1906. This company job Edison and Zonophone lines, and handle Victor as dealers. The corporate name is Texas Piano & Phonograph Co. H. M. Holleman is president; J. G. Tod, vice-president; W. G. Burchfield, treasurer and general manager. Four years ago, when this company was started by Holleman and Burchfield, neither of them knew much of the talking machine business, but they proved apt scholars and now know every feature of it. After a year's service, Mr. Burchfield gave up active work in the store, but retained an investment in the company. This threw all the detail work on Mr. Holleman for the ensuing two years. A few months ago Mr. Burchfield resumed his active work and has since been in charge. Mr. Holleman says he has just found the true meaning of being "president," by being able to take a long vacation in August and September, attend the jobbers' meeting in Buffalo, and a banquet, and have a good time generally, and never get a line or word of inquiry from the home office until he returned home greatly invigorated and refreshed.

General Manager Burchfield has employed C. M. Bryant, of Terre Haute, Ind., as manager of the piano department.

Wanted

Lists of Talking Machine Dealers here and abroad. Describe fully, giving number of names and addresses, States and Countries in which they are located. Name lowest spot cash price.

Address in Confidence

Talking Machine Accessories Co., Ltd.,
108 Leonard Street
NEW YORK

TRADE MARK.

Remember 100 per cent. Value with every Shipment is Guaranteed

Remarkable success in the sale of these Records and great satisfaction expressed by all dealers who have handled *Indestructible* Records is the result.

¶ Read over our December List and send us a trial order of sufficient quantity to find out for yourselves that you are not up to date unless you carry a stock of these WONDERFUL RECORDS.

DECEMBER LIST

NUMBER

641 Collins—Much Obliged to You.
663 Bohemian Orchestra Pearla (Intermezzo).
664 Bohemian Orchestra, Waltz from "The Merry Widow."
665 Band—Stars and Stripes.
666 Band—Anvil Chorus.
667 Collins—Somebody's Been Around Here Since I've Been Gone.
668 Collins—Brigeta.
669 Harlan—Don't Worry.
670 Harlan—When She Loves You, and You Love Her.
671 Collins and Harlan—In Monkey Land.
672 Collins and Harlan—If the World Don't Treat You Right Come Home.
673 Porter—Thim Were the Happy Days.
674 Stanley—Asleep in the Deep.
675 Stanley—From Your Dear Heart to Mine.
676 Henry Burr—Holy City.
677 Henry Burr—Some Day When Dreams Come True.
678 Stanley and Burr—She's the Fairest Little Flower Dear Old Dixie Ever Grew.
679 Stanley and Burr The Flowers Outside the Cafe.
680 Trio—Three Rubes Seeing New York in an Automobile.
681 Jones and Murray, Duett—Smile, Smile, Smile.
682 Murray, Song—What's the Use.
683 Song, Jones—She Forgot to Bring Him Back.

The Verdict Is in Our Favor

Jobbers and Dealers both agree Indestructible Records have not an Equal

Have You Our November and December Lists?

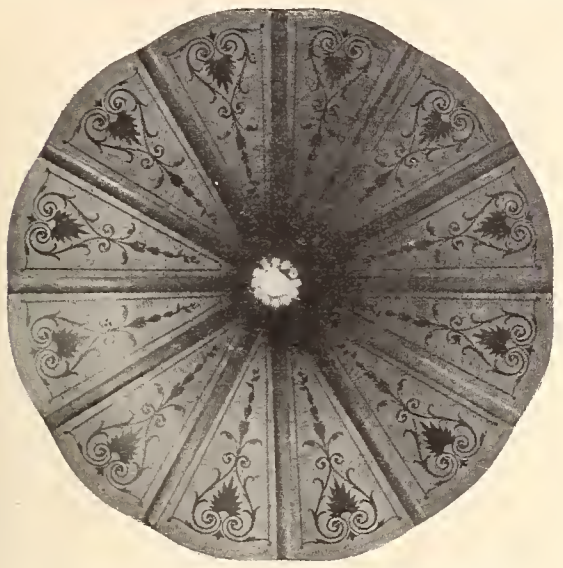
Will Never Wear Out.

The Indestructible Phonographic Record Co. 226-236 Hamilton St., Albany, New York

SPECIALTIES MUCH IN FAVOR

Are Those Being Placed on the Market by the General Phonograph Supply Co. of New York —Their De Luxe "Truetone" Horn and Carton Cabinet Win a High Degree of Favor.

The formal announcement in last month's World of the General Phonograph Supply Co., 57 Warren street, New York City, has been followed by the receipt of many orders from every section of the country, and abroad, likewise, for their "Truetone" amplifying horns. In other

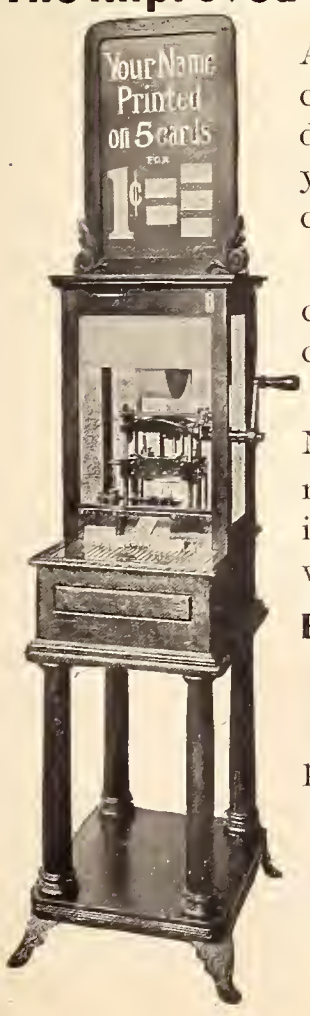


BELL OF DE LUXE "TRUETONE" AMPLIFYING HORN.

words, a quick appreciation has been shown this excellent line of goods in the most practical manner. The company have now added to their line a De Luxe "Truetone" horn, both patterns shown having mahogany backs, with the bells decorated in genuine marquetry, as depicted in the accompanying illustration. The designs are handsome and appropriate, and the effect elegant. One is marquetry mahogany and the other marquetry maple. They list at $15, with the usual discount to the trade.

The carton cabinet is also a winner without a doubt. The company expected to have a full line out for the holiday season, but unavoidable delays have interfered with this consummation so devoutly wished. They are prepared, however, to fill orders promptly for cabinets and horns. The carton cabinet is only made so far in lower price goods, but they will soon have a higher grade in designs. Besides the General Phonograph Supply Co. are to have a number of other specialties that will stimulate trade, goods that are to be restricted as to price and protected so as to guarantee a fixed profit to the jobber and dealer.

The Improved Card Printer



An automatic coin controlled device that prints your name on a card.

Two styles—5 cards 1c. 12 cards 5c.

Not an Uutried Novelty but a machine supplying a public want.

Pays for itself in 3 months.

Send for full particulars.

THE CARD PRINTER CO.

79 East 130th Street

NEW YORK

CREDITS WELL SCRUTINIZED

Says General Manager Lyle in Forecasting Business Conditions—Excellent Reports from Columbia Branches—Good Christmas Trade Predicted.

George W. Lyle, general manager of the Columbia Phonograph Co., in a chat this week regarding business conditions in the talking machine industry, referred enthusiastically to an editorial which appeared in The Music Trade Review of December 7, in which manufacturers, jobbers and dealers were advised to seek quality rather than quantity sales just now.

Speaking for the Columbia company, he said that reports from all the offices showed a large increase in the amount of cash business done, and that he felt sure the financial flurry which had so upset conditions for a short time and threatened business in general was not an unmixed evil, but was likely to direct attention to the subject of credits more closely than ever before with a beneficial result all around.

Mr. Lyle said the prospects were excellent for a fine Christmas business. There was nothing to prompt the belief that there would be a marked shrinkage in trade next year except to the extent that the manufacturers and dealers would curtail it in a more careful scrutiny of credits, and as this could only result in placing the whole industry on a sounder basis we can face the new year with a feeling of thankfulness and renewed hope and belief in the permanence of a healthy demand for talking machines and records and continued growth of the industry.

VICTOR CO. BRING SUIT.

Suits have been instituted by the Victor Talking Machine Co. against the Hawthorne & Sheble Manufacturing Co., claiming infringement on the Berliner patent 534,543 relating to disc machines. Other patents alleged to be infringed cover hollow arm machines. Hawthorne & Sheble Co. in their answer to the bill of complaint deny the allegations set forth.

MUCH IN DEMAND DURING HOLIDAYS.

In a chat last week with J. Charles Groshut, sales manager and secretary of the Edwin A. Denham Co., New York, he spoke in a particularly enthusiastic way of their line of Premier talking machines, which are proving great sellers these holiday times. "The reports from dealers handling them," said Mr. Groshut, "are to the effect that the prospects are that there will be larger sales this Christmas than for many previous years. This may be due to the fact that the hard times have made people desire a cheaper machine; anyway I may safely say that they are getting a tremendous value, for the reproductive qualities of our instruments have come in for the highest praise from both dealers and purchasers."

Mr. Groshut also stated that in the recent action which they brought against the Ball-Finze Co., of Newark, O., for a bill of goods which they refused to pay for, has resulted after a jury trial, in a verdict in their favor.

The Sonora News Co., City of Mexico, Mexico, is managed by an American on the hustling Yankee plan. In addition to handling talking machines in a large way, they also act as general distributors for periodicals, newspapers, books, toys, etc., and occupy relatively the same position in the ancient Mexican capital as the American News Co. does in the United States.

An alleged new invention of Pittsburg, Pa., celebrity is the Marsoniphone, which is said to give the record "a more natural and less metallic tone." This title is dangerously near that of Marconi.

LEEDS & CATLIN NEWS.

E. F. Leeds, president of the Leeds & Catlin Co., New York, is divided as to whether he should go south with his family for the winter or spend the severe weather at Lakewood, N. J. Loring F. Leeds, general sales manager for the East, may go to Chicago before Christmas, and then the trip may be deferred until after the first of the year. Charles E. Brown, western sales manager, is now on the Pacific coast, where he will remain indefinitely.

STEVE PORTER AN INVENTOR.

In addition to cutting something of a figure as a monologist and quartet singer for the records, Steve Porter is also of an inventive turn of mind. His latest is totally outside of the trade, being a spiral hairpin, which Steve declares has "see that hump" skinned a mile. The application is now in the Patent Office, and the broad claims for this origination is said to place the inventor on the ground floor of potential wealth.

On Guard

DON'T carry your Records in a haphazard manner. The right system of carrying and displaying them means a big profit to you.

"The Heise System" of

Wire Record Racks

solves the proper handling and selling of every kind of records.

Our new catalog shows a wide variety of styles and sizes carried in stock ready for immediate shipment.

Are you properly equipped to take advantage of the big holiday trade?

Take up the matter with your Jobber TO-DAY. He can supply you.

Syracuse Wire Works

Syracuse, New York, U. S. A.

Canadian Representatives

The R. S. WILLIAMS & SONS CO.

TORONTO AND WINNIPEG

TRADE NOTES FROM COLUMBUS.

Dealers Enjoying a Nice Business—Collections Poor—Other News.

(Special to The Talking Machine World.)

Columbus, O., Dec. 12, 1907.

Talking machine dealers in this vicinity are enjoying a very nice business, although it is not quite up to expectations. Merchants in other lines are complaining, however, and are all hoping for the "holiday shopping season" to open up as in former years. They figure that the rush is sure to come very soon.

Perry B. Whitsit Co., through Perry B. Whitsit, state that business was brisk during November. Mr. Whitsit also took occasion to say that he never knew of collections being harder than at the present time.

J. F. Bowers, of Lyon & Healy, Chicago, and president of the National Talking Machine Jobbers' Association, spent November 24 in Columbus, the guest of Perry B. Whitsit, secretary of the association. A great many matters of importance to the trade were talked over.

W. H. Snyder, Edison and Victor dealer, reports a number of sales the past month. Like other dealers, though, he is expecting things to brighten up considerably during the next two weeks.

Among the talking machine men who spent Thanksgiving at their homes in this city were F. L. Fritchey, representative of the National Phonograph Co., in Michigan and Indiana, and S. Shirley, with Powers & Henry, Pittsburg.

The Buckeye Talking Machine Co., who operate stores in five cities in Ohio, Columbus being one of them, are well pleased with the business done so far, and are anticipating an increase in the next month.

Henry Goldsmith, piano dealer, probably the first man who ever handled the Edison line in this city, and who sold out his entire talking machine business in June, 1902, is certainly to be numbered among those who now believe the business is in its infancy. He placed his order this week with the Perry B. Whitsit Co. for full lines of Edison and Victor goods. Mr. Goldsmith is frank enough to admit that he made a mistake in ever disposing of his stock of "talkers."

The Columbus Piano Co. are doing a nice business with talking machines. They are jobbers of Columbia goods and dealers in Edison and Victor.

PREPARING EFFECTIVE COPY.

Some Pointers for Dealers Who Prepare Advertisements for the Local Papers.

Many talking machine dealers who are writing the advertising copy for the first time, and in fact a number of those who have had considerable experience in that line, are frequently at a loss as to the proper way to proceed in order to get the best results or how to lay the matter in the most attractive way. A partial solution of the adwriting problem was found in an article recently contributed by a practical advertising to "Brains." The subject was, "How to Write a Headline," and read in part as follows:

"Why don't you give the writing of introductory lines more consideration? You consider carefully every point that you are to bring out in each item. Then why not spend more time on the introduction? The introduction is really the key to the advertisement, and should give the motive and purpose of each advertisement. If any sort of a special sale is being conducted, it should give the reason for this sale and tell it in an interesting manner. If it's a regular daily announcement, the introductory gives the ad. writer an opportunity of saying something about the store's every-day life; about its policy, its methods of doing business, etc. The introduction is often the turning point. Many times a casual perusal persuades the reader to investigate further. Many times the introduction secures the confidence of a reader. And confidence has much to do with making sales.

"If you can build your introduction to include some of the following principles, it cannot fail to develop the business of your store and make your publicity campaign more successful. First, make it interesting. Develop a style that will catch and hold the reader's attention. Second, make it creative of confidence in your store. Give it a tone of good-will. Third, make it brief. Don't try to give the entire history of your store in one announcement. Don't tire out the reader with long-winded statements. Cut out all superfluous "hot air." Don't use big words. Fourth, have these lines set so that they can be easily read. Imagine yourself trying to read twelve or fifteen lines of 10 point type set the entire width of two pages. Imagine a reader's state of mind on arriving at the end of the fifth line while hunting around for the beginning of the next one.

"There is just one method of reading such an introduction: to put the paper on a take and take a yard-stick to follow the lines. Most people don't happen to have a yard-stick handy, so your ad. doesn't get read. Try shortening up the lines considerably. Experiment on an introduction four or five columns wide, and see how much better you like the effect. Set the lines in larger type. To sum up the whole matter, make it easy for people to comprehend. A whole lot of matters in this world depend upon how easily they are settled. Whether you are a man or a woman, consider how many times a day you adopt one plan in preference to another because it is easier, although the other may offer equal advantages. An ad writer has accomplished considerable when he has persuaded people to read his announcements. He certainly hasn't accomplished anything if people do not read them. Therefore make it easy and they'll read."

PRACTICAL MAN WANTS POSITION

Can you use the services of a practical man who understands the mixing of a composition as good as any in the market, and the pressing of disc records? Can erect up-to-date pressing plant and take charge. No objection to leaving for foreign country, if required. Address "EXPERT," care The Talking Machine World, 1 Madison Avenue, New York.

J. J. WILLIAMS MARRIED.

John J. Williams, one of the hustlers in selling commercial graphophones in New York City, was married on November 24 to Lottie Mabel Purvis, of the same place. A brief wedding journey to Atlantic City, N. J., was taken by Mr. and Mrs. Williams. They will reside in apartments on West 144th street. The World offers congratulations.

The talking machine department of Chas. H. Ditson & Co., exclusive distributors, New York, has been increasing its wholesale business rapidly. Their sales to dealers are growing.

CREATION OF PRESTIGE.

One of the Aims in Advertising Which the Adman Should Never Overlook.

Selling goods, through the primary, should not be the sole aim of advertising. Equally important is the establishment of prestige. In one sense, indeed, it is more important, seeing that, if prestige be gained and maintained, sales will follow.

Realizing this, there are those whose aims in advertising are very simple—"elemental," some would say. One of these is to familiarize the public with a name; the other, to make it one to conjure with.

But is it true that such aims are crude? Should enhancement of prestige be considered secondary and subsidiary to making sales? Or should a general and prospective good be sacrificed to a specific and immediate gain?

With prestige, what, within the pale of possibility, cannot be accomplished? Without it, how rough the road and hard the sledding!

To the writer it's an open question whether one-half the newspaper space monopolized these days by leading departmentists in our large cities would be necessary, even warranted, were it not for dubious character or entire absence of prestige.

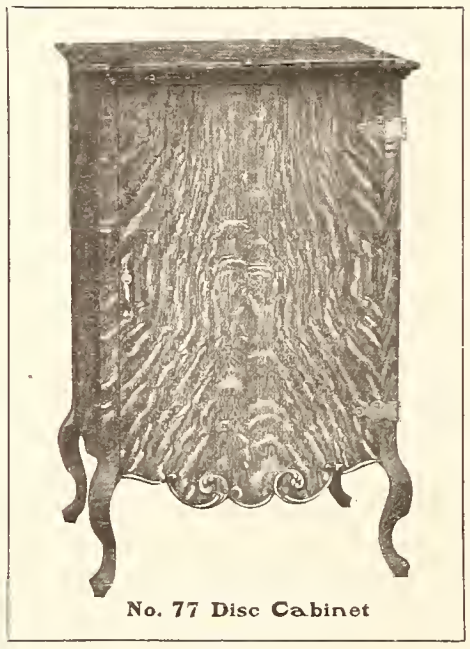
Yet examine the ads. in any of our large cities and what do you find? Self-presented bouquets as to bigness of stores, completeness of stocks, superlativeness of qualities and up-to-dateness of methods.

These boasts are true or not true. If true, the alleged conditions are apparent, thereby rendering iteration and reiteration unnecessary; if not true, the public—for the most part observant and discriminating—will detect the overdrafts and, thereafter, be inclined to deduct from subsequent statements from the same source a liberal discount.

Prestige is not to be gained by protestation—but by performance. No firm's fair name and fame were ever built up by words, however well chosen or cleverly combined, but by deeds, and deeds of the right kind.

VICTOR RAPKE'S LUCKY THIRTEEN.

On Friday, December 13, at thirteen minutes of ten o'clock a. m., Victor H. Rapke, who lacks one of having thirteen letters in his name, called up The World to say he discovered he had received thirteen checks—"all from good people in the trade"—for depositing. Victor also calculated on meeting thirteen dealers and jobbers before the day became history.



No. 77 Disc Cabinet

MR. JOBBER

Place your orders for Record Cabinets for next year where you will get the *prices* and *prompt shipments*. We keep a large stock on hand at all times and will give you the service you have been looking for.

REMEMBER—Not How Cheap—But How Good.

See Our Exhibits in January

NEW YORK:
FURNITURE EXPOSITION BUILDING

CHICAGO: Manufacturers' Exhibition Building, 1319 Michigan Avenue

The Cady Cabinet Company

No. Lansing, Mich.

TIMELY TALKS ON TIMELY TOPICS.

A question of more than ordinary moment is the accumulation of records in the hands of jobbers and dealers. The latter claim they have been compelled in times past, where a state of congestion on orders existed at the factories, to "go it blind" in buying. Naturally this claim has been something of a haphazard proceeding, and instead of having an active, quick-moving stock, they found themselves possessed of a quantity of "dead ones." Now, how to reduce this trouble to the smallest proportions is a problem engaging the attention of the trade, and of which no practical solution has yet been offered. Opinions and so-called "views" are plentiful, no two being alike. It is to be expected that differences must necessarily exist, and probably the record manufacturers and representative jobbers of the country will get together on this subject, as they have on other matters in dispute, settling them to the entire satisfaction of both.

The manufacturers argue that in offering the exchange proposition the evil of a surplusage of records is lessened. It is contended that when this product is bought it should stay sold, and not be turned back on their hands. For example, the National Phonograph Co.'s latest exchange has resulted in having 2,500,000 records sent back to the factory, valued at about $300,000. This is no small amount, and goes to prove that the question of this accumulation of records is deserving of more than cursory attention. Elsewhere is published an interview with Edward N. Burns, vice-president of the American Graphophone Co., well worth careful reading. He believes the list of monthly selections is altogether too long, but also makes a strong point of the dealers neglecting to push the sale of any but the latest records. He points out that a real, live, progressive dealer should not overlook the excellent numbers in the regular catalogs of the manufacturers, especially when these titles, if properly exploited, would keep the entire stock in a state of activity, rather than in one of comparative dormancy. The blame for slow sales may be ascribed in no small measure to a lack of energy and enterprise on the part of not a few dealers. The manufacturers may yet establish a yearly exchange, which would always be a relief, but so far no official announcement from any of the companies has been made.

Naturally with the aggressive trade inseparable from the talking machine business, novel propositions inevitably appear. Among others is the idea that dealers should look after the uses to which the machines are applied. Not in a public way, of course, but with private owners. It has been suggested that dealers should follow up each machine sold, and in the event of its neglectful use, so to speak, whether from lack of repair, proper adjustment, or indifference, some investigation should follow to remedy the seeming falling off on sales of records. The executive committee of the National Association of Talking Machine Jobbers at their meeting in Pittsburg, Pa., on the 8th inst., proposed a novel way to surmount the difficulty of accumulating dead stock. In the first place it is proposed that owners of machines who possibly may have gotten weary of their machine, so to speak, for reasons that repairing or adjustment were necessary, should be looked after. Secondly, machines in a home may be improperly placed and therefore the full pleasure of the outfit cannot be enjoyed. Thirdly, the records are not properly filed or looked after in a way that would make them easy of access. In other words, 70 per cent. of the talking machines distributed are said to be dormant, and what remains to have them placed in an active state is a little more attention on the part of the dealers who have sold machines and then forgotten all about the transaction. The excuse offered is that this means "a big job," but its probable benefit should be readily realized. More detail work, to be sure, but the sale of records would be measurably increased.

When a receiver was recently appointed to take charge of a financially embarrassed concern of some importance, his name was apparently unknown to the public. To satisfy the doubting Thomases of his ability and to reveal his identity as a fit person to manage the affairs of the company in trouble, he announced that in "1901 I acted as receiver for the National Gramophone Co." This is one of the defunct bodies whose name has been almost forgotten, and belongs in the limbo of litigation; but that reference was sufficient, it seems, and the court handed over the "soft snap" without a moment's hesitation.

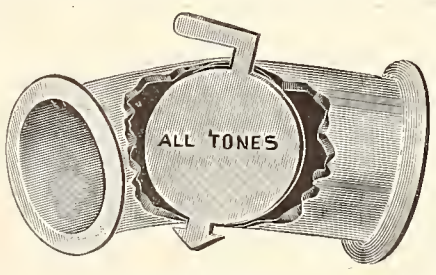
Contrary to expectations the Hon. Frank D. Currier, of Vermont, chairman of the Patents Committee of the House of Representatives, a position he will retain in the present Congress, introduced a copyright bill on the day of the first session, namely, Dec. 2. Over 10,000 bills, dealing with every subject under the sun, almost, were handed in by their presumably proud authors, or "by request," and in this vast grist the proposed new copyright act appeared. Chairman Currier reiterates the position he occupied in the last Congress on the exemption of talking machine records and matrices from the prohibitive sections of the bill, only he is more specific now, and distinctly provides that the reproduction of sound waves of a musical composition shall not be included in copyright ownership.

The bitterness displayed in foreign quarters when operations, or rather intentions to invade the American market with infringing devices are summarily checked by the patent laws of the United States, is not to be wondered at. The owners of the inventions that have made the American talking machine admired and sought after in all parts of the civilized globe would naturally lead to the manufacturing of base imitations. Such goods sell readily enough abroad, unless they run up against the real article, and then their career is of subsequent brevity. Now and then a European maker essays to market a product here which is so clearly an infringement of patent rights that it is a wonder the attempt was ever made. So long as the patent is interpreted by the courts and its measure of protection is defined under the law, for that period the restrictions can be none other than binding and prohibitive. Certainly the reaping of a golden harvest in the way of a profitable business will continue to arouse the cupidity and envy of many men. That is human nature. Until the patents in question expire by limitation or are declared invalid by judicial decree, hands must be kept off of other people's property or there will be trouble and vexation of spirit. This truth should be so well known as not to need repetition in The World.

Liberal advertising in the best magazines and newspapers of the country has characterized the publicity campaign during the past year on the part of the great machine and record manufacturers. Not only has the appropriation for this purpose been materially augmented, but the quality, tone, appearance and strength of these published announcements have been likewise improved. The letter press is pleasing and convincing, while the illustrations tell their own story, and in such a way as to be of vast service to jobbers and dealers throughout the country. Apart from the force and effect of what is really magnificent advertising, the trade proper should supplement and support this broad and telling service by local work. One helps the other, and only a little ingenuity and cleverness is needed on the part of the dealer to make effective use of the general campaign carried on by the companies to his own personal benefit and profit.

The story goes that Thomas A. Edison, the inventor of the phonograph, has always refused to have a record made of his own voice, and none is in existence. The World was therefore surprised to hear a gentleman, whose name is pretty generally known throughout the trade, say that he actually had in his possession a record made by Mr. Edison years ago in the early stages of the business, when the talking machine was emerging from its nebulous existence as a scientific wonder, a laboratory marvel, with only a glimmering indication of its great commercial possibilities.

According to this account, vouched for as absolutely correct by the narrator, Mr. Edison made the record—the old white record, "antedating the war"—of his voice for the President of France at the time of the first Paris exposition, in which he related his personal experience in



Patent Pending.

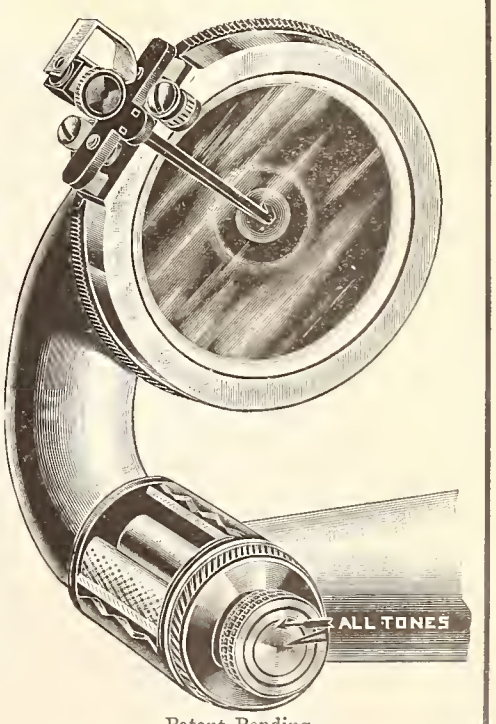
All-Tones for all cylinder machines. A combination rubber connection and perfect modifier. $4.75 per hundred by mail, *on receipt of price.*

MR. DEALER

"ALL-TONES"

Gets the Money

Every owner of a *machine buys* **All Tones for the Victor;** the most wonderful attachment that was ever put on a talking machine. Retails, nickel plated, 50c.; Gold Plated, $1.00; packed eleven Nickel Plate and one Gold Plate in box. Price to you, Mr. Dealer, $3.60 per box, through your jobber; or if your jobber does not handle them, *send us the price* and we will send them prepaid by mail or express.



Patent Pending.

"Oliver's All-Tones"

Newark, N. J., U. S. A.

visiting first the leading American cities and then those in Europe. In giving these facts The World's informant said: "I have this Edison record, and money could not buy it at the present day, as I prize it as among my most precious possessions. Mr. Edison recorded it himself, and even now I will not put it on the machine for fear it may be injured in some way. He made it for the French president, and first he briefly described his impressions of the prominent American cities, and it is amusing to hear the wizard's voice again when the record, in reproducing, says: 'New York, known for its tall buildings; Baltimore for its pretty girls; Philadelphia is very quiet; Pittsburg, the smoky city, where you want to wash your face.' And so he went on to say something of Chicago, Cincinnati, St. Louis, San Francisco, etc. Then he takes up the European cities, and speaks of them in a similar half-humorous, semi-serious strain.

"Some day, if you are around," continued the party, who seemed pleased he could boast of having something that no one else is supposed to have, "I will be happy to show you—The World—this record and perhaps put it on the machine again to show that I have the real goods and no fake." Possibly some other veteran in the business may shed further light on this interesting relic of the trade's troublous early days, when money was poured out in a steady stream to perfect the talking machine, not a few men going "broke" in the process, but none losing their enthusiasm or their abounding faith in the ultimate success of sound reproduction. Many of them have disappeared from the stage of activity, but Thomas A. Edison still remains as fond of his great discovery as at the first time when he finally succeeded in reproducing the first intelligible sound of the human voice.

OMIT JANUARY SUPPLEMENT.

No record bulletin will be issued for January by the Columbia Phonograph Co., General. Relating to this, and giving the reasons for the omission, the company, on Saturday last, through Walter L. Eckhardt, manager of the wholesale department, sent their jobbers the following letter:

"After careful consideration we have decided in our mutual interests to omit the January supplement to our general record catalog. Therefore no selections covering the month in question will be distributed, notwithstanding the fact that we have been to considerable expense in the preparation of the masters and matrices for selections that appear in our confidential advance list mailed you under date of November 5. We feel that the trade will welcome this decision, owing to the fact that January is one of the best record selling months, and in the absence of a special January list many standard records, which have lain dormant on your shelves, should be readily disposed of, especially as the holiday buyer first desires the old familiar selections, standard operas, etc., which are listed in the general catalog."

GET THE BEST

IT HAS STOOD THE TEST

RECORD FOOD

Improves, preserves and cleans records.
Sells on sight and gives satisfaction.
Unlike anything you have seen, heard of or tried.

Every *Jobber* should carry *Record Food*
As every *Dealer* wants it
For his *Customers* will buy it
Because their *Records* need it

If you haven't got it, get it—Do Business

Dealers—If your Jobber does not handle it send your order to us and we will refer it to one near you who does.

A Steady, Sure Seller
It Sells Itself and Records Too
Others Sell It, Do You?

Large opal (white) screw top jars—neat package.
Retails for $1.00; small jars, 50c. Write for booklet and terms.

RECORD FOOD

DAVEGA CASE RECENTLY APPEALED.

The appeal of the National Phonograph Co., et al., against the New York Phonograph Co., involving the so-called Davega case, from the decision of Judge Keogh, Supreme Court of Westchester County, was recently argued in the Appellate Division of the Supreme Court, second department, in Brooklyn, N. Y. This brings the matter, in which S. B. Davega, an Edison jobber and dealer, New York City, is the nominal defendant in a suit, instituted against every other Edison jobber and dealer in the State, for alleged invasion of the complainant's alleged territorial selling rights with damages, before a tribunal of five judges for review. The case has been in and out of the Federal courts for a number of years, and a string of lawyers has appeared from time to time on both sides. Judge Keogh, in his very brief opinion of a half dozen lines, sustained the rulings of the United States courts and gave judgment, so an appeal could be taken for a definite settlement of the question at issue. After the hearing and the filing of briefs decision was reserved. No matter what the outcome may be in the appellate division, a motion for a review by the New York Court of Appeals, the court of last resort, will follow. The issues at stake in no wise concern or affect the trade, as it is a legal scrap of purest ray serene.

A CLEVER INVENTOR.

One of the clever members of the talking machine trade is Louis Devineau, of Cleveland, O., whose picture is shown herewith. He is the inventor of the biophone, an attachment to play

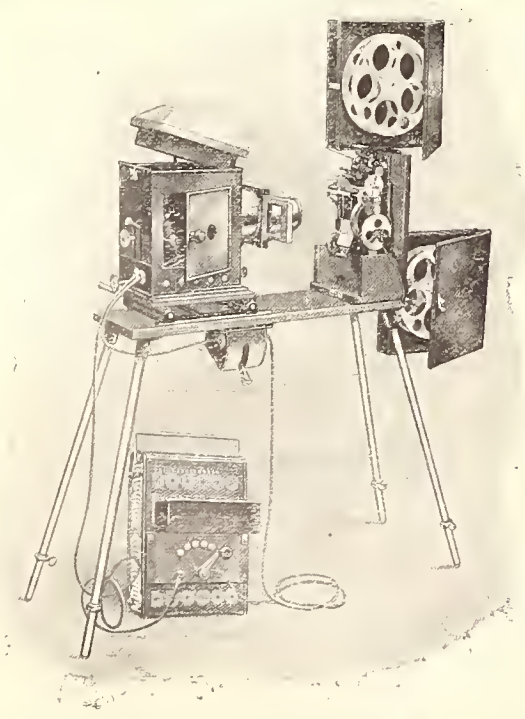
LOUIS DEVINEAU.

disc records on any cabinet cylinder machine, which has won high praise in the trade. He is now working on many new devices which are destined to keep his name before the public in a larger way in the near future.

DECORATED FOR HOLIDAYS.

Christmas greens and holiday decorations were placed in the store of the Douglas Phonograph Co., New York, on Monday. Long, graceful festoons of holly are hung the entire length of the spacious floor, being caught up at intervals along the sides, and from the center of each circle of vivid green depends a bell of brilliant red, the largest, 2 feet across, being hung near the Chambers street entrance. A large banner, 12 by 15 feet, was also thrown to the breeze on Monday in front of the Douglas Co.'s store. It is of deep blue with white lettering and attracts much attention.

The Chattanooga Phonograph Co., Chattanooga, Tenn., had an exceedingly clever window display during Thanksgiving week, advertising the song "Turkey in the Straw," a Victor record made by "Billy" Golden.



DEALERS!

Are you selling the Kinetoscopes and Moving Picture Machines which are being used in your town? If not, you are losing money which belongs to you. We furnish you the machines and everything necessary to make a complete outfit.

Write to-day. Easy money.

Jobbers of Everything in { EDISON VICTOR COLUMBIA

Powers & Henry Co.
101 Sixth St., cor. Duquesne Way, PITTSBURG, P

ACROSS THE CONTINENT.

Theodore F. Bentel Tells the World of Some of His Interesting Experiences of a Trans-Continental Jaunt—Trade Conditions on the Pacific Coast—Across the Desert Country—Scenic Wonders of the Far West—Finds the Talking Machine World Looked Upon as the Bible of the Trade.

Readers of The World will be interested in the following story related by Theodore F. Bentel, formerly a well-known Pittsburg jobber. Mr. Bentel, who is now secretary of the Hawthorne

ON A MOUNTAIN JOURNEY IN COLORADO.

& Sheble Mfg. Co., Philadelphia, returned not long ago from a transcontinental trip, and when asked by The World to relate some of his experiences together with views formed upon the various localities which he visited, said:

"After twelve strenuous years of talking machine experience in Pittsburg, and having disposed of my business and cleaned up as it were, I decided to take what I felt was a much needed rest, and concluded that there was no trip that was more inviting than a trip to Sunny California, and therefore I accordingly on the first of May purchased round trip tickets for myself and party, and left on the Pennsylvania Special for Chicago, where I made close connections with the Golden State Limited on Rock Island via Kansas City, Denver, etc., stopping off at Kansas City, where I called on the leading talking machine jobbers and formed some very pleasant acquaintances, and by the way, while at Kansas City I had a very amusing experience. One of the members of my party had some friends living some thirty-five miles south in the interior of Kansas, in a small town of some 700 or 800 inhabitants, and we decided to run down and make a day's visit, which we accordingly did, arriving there in the afternoon.

"The next day while walking up Main street I happened to glance in the window of a general store and saw a talking machine, which, of course, attracted my attention at once. I decided to go in and investigate, as I could not resist the temptation. I accordingly did so and found therein a representative from a large Chicago house soliciting an order from the merchant. I waited an opportunity and made myself acquainted with the salesman and learned the house he represented, the heads of whom are personal friends of mine. I accordingly felt that here was an opportunity for me to help the salesman out, who assured me he was in trouble, accordingly we got the merchant between us and the story briefly told is this: we sold him twelve machines and over three hundred records as an initial order; the salesman was duly thankful to me and left that night.

"The next morning on my way to the depot I was stopped by the merchant who had a serious look on his face, which at first glance led me to believe that he had had a disturbed dream, and of course I was expecting him to say almost anything, but to my surprise his first question was when was I going to leave town. I told him I was then on my way to the depot to return to Kansas City, and asked him why. His reply was if you will allow me I will go to Kansas City with you, as I have decided from the talk I had with you yesterday, and your telling me of your past experience as one of the pioneers in the talk-

CAR IN WHICH CALIFORNIA, ARIZONA AND NEVADA WAS TOURED.

ing machine business to put in a complete line, and therefore if you will allow me I will, as above stated, go with you to Kansas City, and ask you to make a further selection of goods for me, as I want to become a full-fledged talking machine dealer." It is needless to say that I was very glad to have him go with me, and I assisted him in purchasing a bill of some $700 worth more. I have had numerous letters from him since my return home, in each one of which he speaks in glowing terms of the success he is having in the talking machine business, and that he feels sure in a little while he will be one of the largest talking machine dealers in the State of Kansas.

"From Kansas City I took the Limited to Denver and spent three days in Denver, a part of which time I called on the trade. I also renewed some old acquaintances. I found the talking machine business in Denver in a very healthy condition indeed, and I was especially interested to note the high-priced machines that they were

Repair Parts

and

Needles

Are our specialty; we devote all our time in making these right.

You are taking no chances in sending us your orders.

Send for our catalog and save money.

Talking Machine Supply Co.

400 FIFTH AVENUE - NEW YORK

A. P. PETIT, General Manager

Reparaciones

Y

Agujas

Estas son nuestras especialidades; dedicamos todo nuestro tiempo á hacer estos trabajos á satisfacción.

No corre Ud. riesgo alguno al encomendarnos sus ordenes.

Envie por nuestro catalogo y ahorrará dinero.

Talking Machine Supply Co.

400 FIFTH AVENUE - NEW YORK

A. P. PETIT, Gerente

selling; also the complete stock of all the up-to-date machines and supplies. The same was also true of the dealers at Colorado Springs and Pueblo.

"From Pueblo I took the Denver and Rio Grande Railroad passing through the Grand Canon in Colorado, which is noted for its grand scenery, reaching Salt Lake City (our next stop) the next day. Salt Lake City was indeed a surprise to me, as it was my first visit to Salt Lake, and of course I had formed my own peculiar ideas as to the kind of a city it was, and the surprise was indeed an agreeable one. I found it a strictly up-to-date city in every respect. The same was also true of the talking machine dealers, who were quite numerous, and all spoke encouragingly of the business, and from the class of goods that they handled and the enthusiasm displayed I feel quite sure they are finding the line a profitable one.

"From Salt Lake City we took the San Pedro line direct to Los Angeles. This line passes through the Great Deserts of Nevada, and for miles aud miles, and hours and hours we passed through nothing but barren desert. It was extremely hot weather and our party suffered considerably therefrom. However, we arrived in due time the second morning after leaving Salt Lake, in beautiful Los Angeles, which is certainly one of the garden spots of California. We arrived just one week after the Shriners' meeting at Los Angeles, and of course found the city still decorated with Nature's most beautiful garb, namely, flowers; which, as you know, grow in profusion there. We found the street crossings, arches, lamp posts and buildings—in fact, everything, decorated with flowers in greatest profusion. We also found the talking machine business very prosperous. The Southern California Music Co., the largest jobbers in the city, had two very large windows entirely devoted to talking machines, although they are a large music house, handling all the leading pianos and other musical instruments. I also noted the fact that the other talking machiue dealers made exceptionally fine displays in their windows, not only in the quality of the goods displayed, but also the attractive manner in which they displayed them. In fact, I found this also true of dealers in numerous other small towns which I visited through Southern California.

"We spent some six weeks in and about Los Angeles taking numerous automobile tours ranging from two to eight and ten-day trips, going as far east as Arizona, south in Mexico, and north into Nevada. While on one of these trips I had the pleasure of visiting a number of gold, silver and copper mines, among the latter was the great Hecla Consolidated Mines, located near Youma, Ariz., and within a few miles of the Mexico line, where I saw mountains of copper ore just ready to be taken out and marketed, and in a personal talk with the superintendent he assured me that there was more ore exposed than they would be able to market during the present generation. I did not doubt this statement from the amount that was exposed to my view.

"Arizona is certainly a remarkable State in a number of ways. At sunrise, about four o'clock in the morning, the thermometer registers 80; at ten o'clock 120, and at three in the afternoon, which is the hottest part of the day, it registers 135, and even with this high temperature we positively did not suffer from the heat on account of the dryness of the air. As you know in this country meat can be kept for an indefinite time without becoming putrid. It was also very interesting to note that no man is allowed to leave camp without first shouldering a canteen of water and arming himself with a long stick; the water to quench his thirst, and the stick to be used for defensive purposes, as rattlesnakes and gila monsters inhabit this section of the country in profusion. It was nothing unusual to find a four-foot rattlesnake coiled up ready to challenge you any moment. This section of the country is also inhabited by another specie of snake, known as the side-winder, whose sting is equally as poisonous as the rattlesnake, and more to be feared than the rattlesnake, because they give you no advance warning such as the rattler does. This country is also frequented with mountain sheep and coyotes. There are also a few bears and antelopes.

SNAPPED AMID ARIZONA CACTUS.

"On our return trip we passed through Frisco and we were there just at the time when the street-car strike was at its height, and this fact, together with the desolate condition of affairs, made beautiful Frisco anything but attractive. It was not only dangerous to travel afoot but likewise in cabs or any other kind of conveyance, to say nothing of the street cars. I found the talking machine jobbers and dealers at Frisco, while they were located in most cases in hastily put up buildings, yet they were all doing business just the same as if they had not been visited only a few months previous by the terrible earthquake, and they are certainly to be admired for their pluck and enterprise.

"From Frisco to Portland is twenty-eight hours' ride through a very beautiful country. The natural scenery, particularly as one passes through the Shasta Mountains, and views the numerous natural geyzers and the snow-capped mountains, is a sight long to be remembered.

"The city of Portland is certainly beautifully located. The same is also true of the location of the various talking machine jobbers and dealers, who are all as busy as nailers, and here too I found the stock strictly up-to-date and complete in every detail.

"The same was also true of Tacoma, Seattle, Spokane, Butte, St. Paul and Minneapolis.

"We arrived in Chicago the morning of July 3, and reached Pittsburg the morning of July 4, very much improved in health, and likewise in knowledge and impressions of the talking machine business, and while I have, as above stated, handled talking machines for the past twelve years, and during that time have been asked by numerous people as to whether I did not fear that the talking machine would meet the same fate that the bicycle did, yet I never lost faith and always maintained that the talking machine business is still in its infancy, and while this claim was true five years ago, it is equally so today, and I have no hesitancy in saying that the talking machine is like the piano, a household necessity, the sale of which is only in its infancy."

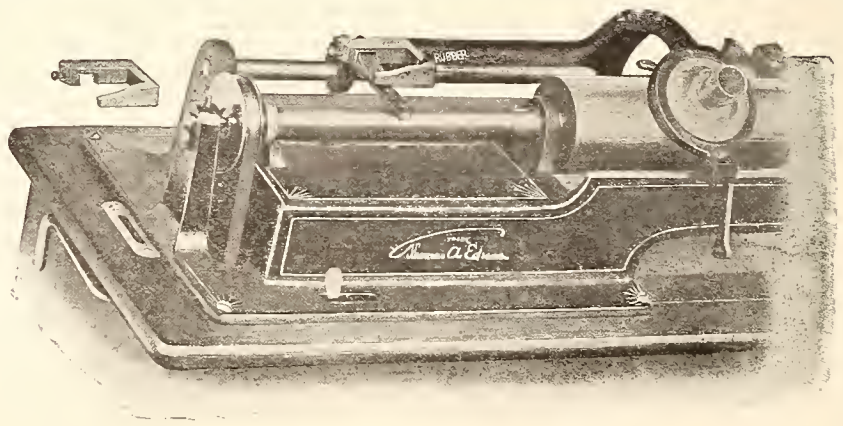
Continuing Mr. Bentel said: "Here are photographs illustrating some of the scenes along the way which may interest the readers of your very valuable paper, and with respect to the latter, permit me to say that I found all the talking machine dealers that I visited had copies of The Talking Machine World, and in a number of instances they admitted, that it has become, like the Bible, a household fixture."

"SHADOWGRAPH" WINDOWS.

Window displays can be made attractive by adding shadow pictures to your display. This is easily accomplished in the following manner: The drawing of "shadowgraphs" is done upon squares of wrapping paper pinned to the wall, a person is seated in front of the paper and betweeu that and a light, and the profile of the face is then easily outlined upon paper with a pencil, after which it can either be cut out in the ordinary manner and pasted on a black paper-muslin background, or the effect reversed by filling in the center with a jet black marking ink, care being taken not to overrun the outlines, nor to apply so freely as to moisten the paper to such an extent that it will pucker up, and thus spoil the general effect. Puckering of paper can be avoided by pressing brush dry as possible on side of ink receptacle before applying to paper,

THE UTICA AUTOMATIC STOPPER

¶ This splendid device is for the Edison Home Phonograph. It stops the machine when the record is finished. The Automatic Stopper is sure to be in large demand among users of the Edison. The retail price is 25 cents. ¶ Place your order through your jobber; if unable to get them of your jobber, write us. We will furnish a sample to any dealer in the United States or Canada on receipt of 15 cents, if the name of your jobber accompanies the order.



UTICA CRANE CO., Makers = = = = = = Utica, N. Y.

following the interior of the outlines first and then filling in slowly, only trying to cover a small surface at a time, with a comparatively dry brush. Talking machines, records, horns, all kinds of supplies and novelties may thus be drawn and pasted up and down the side edges of window. The silhouette of clerks can thus be taken and placed in window under which may be placed an announcement card asking patrons of the store to see if they can guess which clerk, waiting on customers, is the one who has cast such a shadow in your window. The writer only makes these few suggestions to start your window dresser thinking upon the subject, as no end of ideas can be worked out in this way and space forbids my elaborating further aside from the foregoing remarks.

CLEVER VICTOR LITERATURE.

Some Illustrated Booklets Just Issued to Stimulate Holiday Trade.

"The Victor for Every Day in the Week," an illustrated booklet of eight pages and cover, intended to stimulate holiday sales with the public, was sent the trade recently by the Victor Talking Machine Co., Camden, N. J. Primarily this clever and original bit of literature is intended for the boys and girls, but the "children of a larger growth" will also find much to amuse and instruct them relative to the Victor line. Each day has a special illustration in colors and a separate story, both snappy and spirited. The appended preface indicates the happy character of this little work:

"To Mothers:—In presenting this little book, the Victor Co. hope to instill a love of wholesome entertainment in every child. Experience has proven the refining influence of good music, and there is no way in which such a variety of music, by the leading artists of the world, can be so readily and economically brought into every home as through a Victor. To make 'Home' the dearest and best place on earth to boys and girls, is every mother's foremost thought. The Victor will lend more help, and do more towards accomplishing this, than any other one thing, next to mother love."

Publicity Manager Brown is as full of helpful advertising ideas—all in forceful form and attractive appearance—as an egg is of the proverbial "meat."

NATIONAL PHONOGRAPH CO. NOTES.

A special price list on horns and cranes apart from the regular equipment on all models of machines has been made by the National Phonograph Co. This in no wise affects any prices heretofore coupled with the company's new agreement that went into effect on October 1. Their horn output is not yet up with the demand, though the factories are running capacity in order to reach this desired end.

The Edison Ideal phonograph, the $125 machine, with solid mahogany cabinet and cover, and oxidized bronze metal fittings, has proven a great seller. The National Co. are exerting every effort to fill orders, which have multiplied rapidly since the Ideal was placed on the market.

The past few weeks the following jobbers were visitors at the New York offices of the National Phonograph Co.: E. F. Taft, of the Eastern Talking Machine Co., Boston, Mass.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; S. T. Francis and C. L. Harvey, with the Iver Johnson Sporting Goods Co., Boston, Mass.; J. Foster Davis, I. C. S., Scranton, Pa.; Louis Buehn, of Buehn & Bro., Philadelphia, Pa.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; Thomas Wells (dealer), Calumet, Mich.; Lewis J. Gerson, of the Musical Echo Co., Philadelphia, Pa.; C. Carroll, of the Utica Cycle Co., Utica; J. N. Gladstone, London, Eng.; Theo. Bentel, Pittsburg, Pa.; H. Wunderlich, with J. Samuels, Providence, R. I.; F. A. H. Silliman, with Pardee-Ellenberger Co., New Haven, Conn.; J. A. Reichkard, of J. A. Reichkard & Co., Schenectady, N. Y.

During Hard Times Inexpensive Phonographs Sell Very Well

FACTS ABOUT OUR NEW PREMIER TALKING MACHINE, 1908 MODEL:

POWERFUL MOTOR—Guaranteed to play more than one record.

NEW ANTI-SLIPPING DEVICE—To prevent reproducer from sliding on record.

REINFORCED BASE—Preventing breakage in Transit.

NEW GRAND OPERA REPRODUCER FREE—Twice the size of the ordinary—with curved neck and indestructible cap. Supplied in addition to ordinary reproducer.

LARGE FLOWER HORN—In gold and other beautiful colorings. Seamless horn of pure aluminum furnished if desired.

Two Reproducers With Each Machine.

Our Latest Phonograph **FREE**

New Grand Opera Reproducer

$2 **$2**

PREMIER MODEL (1908 TYPE)

Sample Premier Phonograph, $2.00 Cash With Order.

EXCHANGE SYSTEM—Full credit allowed for all old model phonographs returned to us, whether originally purchased from us or not.

WIRE RACKS for cylinder records: 8 feet high, 4 feet wide and 16 inches deep. Each rack accommodates 1,224 records. Each compartment holds six records standing up in cardboard box. $12.00 each.

The Edwin A. Denham Company, Incorporated

IMPORTERS, MANUFACTURERS, COMMISSION MERCHANTS

Main Offices, 498-500 Broadway, New York

BERLIN SAN FRANCISCO

SATISFACTORY REPORTS FROM SOUTHERN CALIFORNIA.

Every Man Has Put His Shoulder to the Wheel and Confidence Has Supplanted Any Temporary Feeling of Pessimism That Prevailed—Holiday Trade Outlook Satisfying—Birkel's Display of Red Seal Records—Columbia Co.'s Good Report—Call for Victrolas at Sherman, Clay & Co.'s—Campbell Goes to San Francisco—Southern California Music Co.'s Recitals Attract—Edison Co.'s Good Report—Some Recent Visitors to the City—Talking Machine Used by Treble Clef Club—Mrs. Spooner One of the Optimists from San Diego.

(Special to The Talking Machine World.)

Los Angeles, Cal., Nov. 29, 1907.

Trade reports for the month are very satisfactory, echoes of the recent money stringency being faintly heard by some of the dealers. Every man has his shoulder to the wheel and is as confident as if nothing had happened. It took the people a few days to get used to "bank scrip," which is now used very freely, especially for cash purchases, which seem to be the greatest part of business, outnumbering credit and iustalment sales greatly. The pleasant weather helps business a great deal. The near-by mountains are still free from snow and the sun is always shining.

The outlook for holiday trade is brilliant and satisfying. Fiske & Co.'s store is filled with Edison customers. They have taken the jobbing agency of the Indestructible Record Co.'s product, of which they have just received samples. They are planning a campaign for wholesale business in these new records, which seem to be winners.

The Bartlett Music Co.'s "closing-out sale" is in full blast; they are retiring from the small goods, sheet music and talking machine lines to make room for pianos and players.

The Geo. J. Birkel Music Co. are making a splendid display of Red Seal records in their show windows, choosing a very attractive style, the windows being draped and backed in red with circular cards of white around each record, with the name of the selection and rendering artist thereon, making a catching contrast.

The Columbia Phonograph Co. report wholesale trade quiet, but retail going ahead very fast. Manager Stidham says the company have enough stock on this coast to run them for some time to come, and has no fear of not being able to supply the demand either for wholesale or retail. Their cylinder business doesn't seem to be as good as it should, while the disc end makes up for it.

Sherman, Clay & Co. are preparing to fill all back orders for Victrolas, which is the best kind of news to the dealers, all of whom have been greatly handicapped by not being able to get enough to supply the great demand for them. William Campbell, who has been with them for a long time, has gone to San Francisco to join their forces in that city.

The new Victor Red Seal records of the voice of Ellen Beach Yaw are receiving great welcome, owing to the fact that Miss Yaw is a native of this city and has a great circle of friends here. Dealers contemplate a great sale of them.

The weekly recitals of the Southern California Music Co. are being held in the smaller hall on the second floor of their building, while a large Aeolian pipe organ is being installed in "Chickering Hall," which is being remodeled and refinished, after which they will resume the regular concerts of before. Carl R. Haemsch, who has been cashier in their talking machine department, was suddenly called to his home in Knoxville, Tenn., by the news of his sister's illness. He has already expressed a longing for Los Angeles, and it is hoped he will return to his old post. The Southern California Music Co. have received a number of valuable orders through Juan Fuente, who has just returned from a short trip to Ensenada, Lower California. This little Mexican city is a great field for anything musical and is sending a great many orders to both San Diego and Los Angeles. Mr. Winship is making his first trip south for Kohler & Chase, of San Francisco. He says the "Star" line is receiving lots of attention all along the coast, from new dealers.

The Edisonia Co. are doing a good volume of credit business and have recently sold a Twentieth Century graphophone to a moving picture theatre for illustrated song work. W. C. Hauser, of Dinuba, Cal., is making some changes in his store to accommodate his fast-growing business for Edison goods. N. L. A. Cody has paid a visit to this city and left behind an order for Edison goods. Robt. C. Avery, of Redlands, and C. H. Short, of Pomona, both Edison men, were also here for a few hours last week. They report trade as being generally good and getting better. The arrangement of prices on Edison horns and cranes by the National Co. has greatly pleased some dealers, who didn't favor the first system and could not see it in a satisfactory light.

At a recent meeting of the Treble Clef Club at Choral Hall, in the Auditorium of this city, a talking machine played an important part, being used to reproduce voices of great stars in the leading arias of the opera. This means that some of the greatest critics and leading musicians have taken earnest interest in the talking machine as a musical instrument, while heretofore they have pushed it aside for lovers of ragtime and comedy.

Mrs. E. J. Spooner, in charge of the talking machine department of the Southern California Music Co.'s San Diego branch, made a visit to this city of a few days in the interests of her department. She says the people of the southern city have not felt the slightest change from the financial slump and wouldn't know it had happened but for outside reports. That store has just come forth from a general remodeling, and has now a much better appearance and accommodates a complete line of Edison machines and records, aside from the regular stock of Victor and Zonophone goods.

FACTORS THAT LED TO SUCCESS.

Talking Machine Employe Tells the Secret of His Progress to the World and It Is Goodly Reading.

A talking machine employe who has won a large measure of success, when asked by The World during a recent chat, what especial factor led to his success, he said:

"Take as much interest in your employer's business as if it were your own.

"Do not expect to get all you can and give nothing. Do a little more work than is demanded.

"Be prompt. Show that you have an interest in your work above the desire for an extra half hour in bed in the morning. You can't come down half hour late every morning and impress your employer with the idea that you are a wideawake, active man or woman with an interest in your work.

"Do your work well to-day—you won't have to do any of it over again to-morrow.

"Be cheerful and willing. A sullen countenance is not pleasant to look upon by either an employer or a customer. Remember, your pulling power with a customer is one of your assets. The reverse will be your loss. Be courteous. Do not thrust your troubles and inharmony upon those around you. It is a poor investment.

"Be conscientious. Don't take too much interest in ball games, theatres, parties, etc., or you may find that you have not much time left to give to your work. Don't have a relation die too often. Funerals sometimes grow monotonous to an employer during the baseball season or on matinee afternoons.

"Do not make the same mistake twice.

"Do not let your thoughts be always woolgathering if you expect to earn an increase of salary on pay day.

"Do not shirk your work and be always thinking of the money side of the proposition. Give good value for the money you receive, and you will be sure to succeed.

"Put yourself in your employer's place and figure out what kind of an employe you would hire to get the most out of our business. Then set ourself to try to be that employe.

"There is no short, easy road to success."

RESUME EVENING CONCERTS.

(Special to The Talking Machine World.)

Cincinnati, O., Dec. 7, 1907.

The Rudolph Wurlitzer Co. recently resumed the series of Saturday night talking machine concerts that proved so successful last winter, with the interesting feature that the Ikonograph or home moving picture machine is demonstrated at the concerts. As a rule, about 50 Victor records are played over, and many of those played are ordered by members of the audience after the concert is over. A large room is especially devoted to the concerts, and it is crowded on every occasion.

ALLENS PAPER PHONOGRAPH LACQUER HORN

PAT. JAN. 9TH 1906. No. 1022.

明治三十九年壹月九日
實用新案登錄第壹〇弐弐號

MANUFACTURED BY
WM. J. SCHROTH
KOBE, JAPAN.

None Genuine Without This Trade Mark

THE ALLEN FIBER TALKING MACHINE HORN

HERETOFORE there has been a certain amount of prejudice, especially by those musically trained, against the Talking Machine on account of a peculiarly unpleasant "blast" or metallic sound foreign to the record.

This rasping sound is due principally to the horn, which in the first place, is manufactured of metal, and secondly is generally not constructed upon scientific principles.

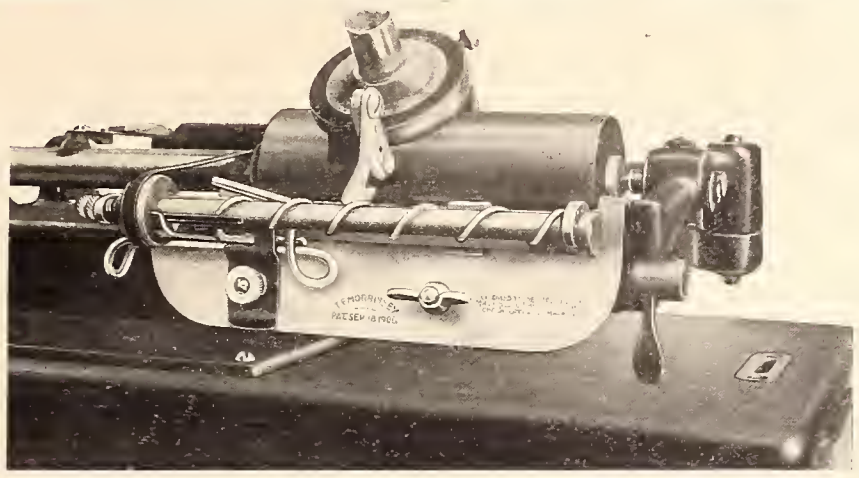
This fault is corrected by using the ALLEN FIBER HORN, made by hand, of a Japanese rice fiber material, finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color.

Beautifully Decorated by Talented Japanese Artists

CAN BE USED ON ALL TALKING MACHINES

BYRON MAUZY
Sole Distributor for the United States
Byron Mauzy Music Building, 1175 O'Farrell Street
SAN FRANCISCO, CAL.

WRITE US REGARDING THE EXCLUSIVE SALE IN YOUR TERRITORY



JOBBERS AND DEALERS IN EDISON PHONOGRAPHS

YOUR CHRISTMAS TRADE will be largely increased if you are handling the "MORRISSEY REPEATING ATTACHMENT," the only perfect return attachment ever invented. Returns in 3 seconds, and apparently consumes no power of the phonograph. Is simply attached. Retail price: For Home, $5.00; for Triumph, $6.00. Regular discounts to Jobbers and Dealers.

Order now, from

THOMAS F. MORRISSEY - West Orange, N. J.

A HUMOROUS DISCUSSION

Overheard Recently in Which the Merits of the Talking Machine, Automatic Piano and Similar Contrivances Were Brought to Light in a Manner Most Interesting.

An apt illustration of the old adage that "Every crow is the blackest," as applied to the talking machine and mechanical piano, was given in a recent issue of a Portland, Ore., daily. Quite a little lively discussion has been created among the owners of talking machines, automatic pianos and similar contrivances by a city ordinance just put in force forbidding the use of such contrivances between the hours of 10 p. m. and 7 a. m. As an indication of the manner in which the general run of suburbanites received the ordinance the following discussion was reported as having taken place upon a suburban car on the way to the city one morning right after the ordinance had gone into effect:

"I see by the papers," began the man with the religious air, "that the city fathers have placed phonographs, electric pianos and other noise-makers under the ban. It is a wise step, for every evening, when we hold services at our church, there is a man on the next block who strikes up some profane tune, such as 'The Congregation Will Please Keep Their Seats,' 'For Dat There Chicken Am Mine,' 'There Was I a-Waiting at the Church.' The other evening he played 'Snuggle Up Closer,' and when one of the deacons went over and requested him to desist he changed the disc and played 'Everybody's Picking on Me.' It was an outrage."

"Yes," said the commuter with an electric piano in his house, "them talking machines are fierce. Sousa was right when he called it canned music, and I'm glad the council is going to can it some more. There's a fellow lives four blocks from me and he rips off his talker concert from the time he eats supper until the milkman comes."

"And there's a duffer lives four blocks from me," sneered a straphanger, "who has an electric ivory pounder that has about as much melody as a circus calliope. I've got a talking machine, but that electric contrivance makes so much racket, despite the distance, that I can't hear my own music until after he has gone to bed."

"Neither talking machines nor electric pianos can play music," said the religious man.

"And the people who lead in the singing at church don't know music," asserted the talking machine owner.

"And from what I've observed," added the electric piano proprietor, "the people who have the worst voices are those who persist in going to church. They sing so bad at home that they go to church and join in the crowd, knowing there is safety in numbers."

"Talking machines aren't as discordant as concert singing at church," chipped in the talker enthusiast.

"But," interrupted the religious man, "think of the cause in which the congregation sings."

"Huh!" grunted the electric piano player, "charity covers a multitude of sins, but congregational singing is beyond redemption."

The little man with hair down to his shoulders had squirmed in his seat during this dialogue. Even a country constable would have spotted him for a music teacher.

"Music, pah!" he exclaimed. "None of you know what music is. What music is there in a talking machine? None, nothing but noise and squeaks. What music is there in an electric piano? It sounds like a riot. Mechanical pianos! Pooh! Pooh!"

"Say, you!" cried the passenger with a bundle of pianola rolls in his lap, "I'll bet I can beat you playing anything from 'William Tell' to 'So Long, Mary,' and with one foot. There's no blue notes when I pump a tune. You're sore because the first aid to the man that likes music, but doesn't know one key from another, is knocking you out of pupils."

"It's rank discrimination on the part of the council," declared the talking machine owner.

"Anyway," observed the man with the motor music, "I can't see why there should be discrimination. They want the manufactured music shut off at 10, but they will let some girl, who mistakenly imagines she has a voice, or some dub who plays by hand, bellow and pound all night."

"It's unconstitutional," chimed in Mr. Lawyer. "A man's house is his castle." Then addressing the pianola expert, the talker man and the electric piano passenger, "Here's my card. If you wish to test——"

"Transfer for North and South Portland," shouted the conductor.

The ordinance is in effect and down to date no arrests have been made for its infringement.

A DISTINGUISHED VISITOR.

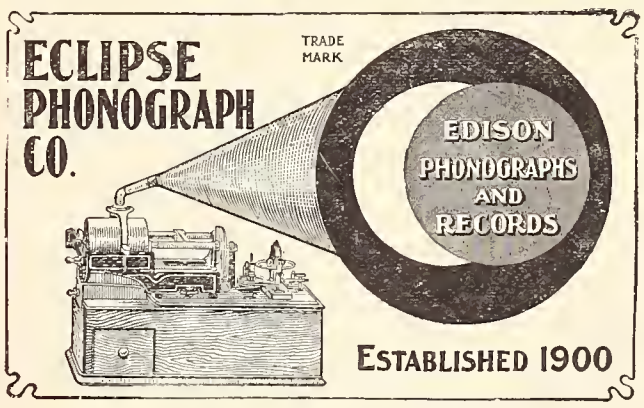
A distinguished visitor to the metropolis is J. Victor Castran, of Castran Hermanos, one of the leading talking machine jobbers in South America, of Buenos Ayres, A. R. He has been here a fortnight, coming up the coast, on a trip of which he speaks in anything but complimentary terms. He will avoid the harassing features of this lame and inadequate service by returning home via Europe. Mr. Castran, who acquired his commercial education in New York, is a hustler after the approved Yankee pattern, at once looked up his old friends, Edward N. Burns, manager of the Columbia Phonograph Co.'s export department, and Henry J. Hagan, manager of the Universal Talking Machine Manufacturing Co.'s recording laboratory, both of whom he had met in Buenos Ayres, and appreciated their high qualities in a business and a social way.

The offering last week of the "Nassau" 10-inch record, a stencil, of course, for 39 cents, by R. Macy & Co., the New York department store caused something of a sensation in the trade. The wise ones judged a legal scrap on patent grounds was invited by this bold step into the boasted territory of prohibited prices. But "we shall see what we shall see."

SPECIAL NOTICE TO DEALERS

We have just added a complete line of

ZONOPHONE MACHINES AND RECORDS



and will devote our whole attention to meeting the demands of the trade for these and

Edison GOODS

If you desire anything in **Horns, Cranes, Cabinets, Needles, Disc Record Envelopes** and **Small Supplies,** don't fail to write us.

We carry a large, fresh stock of goods, and our facilities enable us to make all shipments on time.

ECLIPSE PHONOGRAPH CO. 203 Washington Street HOBOKEN, N. J.

DISTRIBUTORS FOR IKONOGRAPHS AND FILMS

PRACTICAL SUGGESTIONS AND COMMENTS.

CAUSES FOR POOR RESULTS IN TONE.

The Victor Talking Machine Co. have just issued seven booklets giving "instructions for the assembling, operation and care of the Victor talking machine," covering the various styles of machines which they manufacture. These booklets are issued for the benefit of Victor purchasers, and it is safe to say that in no way will they derive so much satisfaction and pleasure from their Victor as by following closely these instructions for its operation and care. They are superbly printed; the text matter is written in a most illuminative way, while the illustrations help to make plaiu any technical difficulties. At the close of the volume they give the following causes for poor results in tone reproduction which are really worth printing for general consideration: 1. Needle Not Tight in Sound Box.—Should the needle-clamp screw on the sound box not to be tightened sufficiently, the sound box will fail to give full reproduction and a clattering sound will be heard. 2.—Using Needle More Than once.—A steel point under weight moving over the hard composition of the record must either wear itself or tear down the walls of the sound-wave groove; hence our advice to use only Victor quality needles at all times. 3. Loose Sound Box.—If the sound box is not firmly locked into the horn a rattling sound may be emitted on certain records. 4. Sound Box Out of Adjustment.—The effect produced by a sound box out of adjustment is very similar to that caused by a loose needle. 5. Insufficient Oil.—Bearings.—Dry bearings may cause a grinding noise and prevent machine from playing records through to completion. Friction Leathers.—Dry friction leathers will cause the governor to run irregularly, thus preventing uniform speed of turntable. Springs.—Should springs release with a jerk or a jump it indicates that they need lubricating with graphite. 6. Record Covered with Gritty Dust.—Gritty dust on records will not only grind out the record rapidly, but will cause a harsh or rasping reproduction. 7. Incorrect Speed.—Should the turntable be revolving too rapidly or too slowly the reproduction will be faulty. Test machine occasionally for 76 revolutions per minute.

THE PIANO AND REPRODUCING.

An inquiry of rather general interest is that which appeared in the New Phonogram recently, and is as follows: "Does it injure a record or reproducer to accompany a record on the piano? Several friends of mine who own phonographs say that it does." Answer.—"Your question raises a very interesting point. Usually a record cannot be harmed by the ordinary noises which occur during the times it is being played, noises such as talking voices, etc. But an instrument of such enormous range as the piano which goes an octave below the lowest instrument in an orchestra—the double bass—and a third above the highest—the flute—does set up vibrations to which the reproducer is forced to respond. This results in the making of certain secondary sounds which are apparent only to the trained ear of a musician and tend in a measure to affect the record."

SHOWS VIBRATIONS OF LIGHT.

The acoustic oscillograph is the name of an instrument designed by G. Bowron, of London, which is arranged to show vibrations of light corresponding to the sound waves generated by a talking machine. The sound waves impinge on a thin diaphragm, which forms one side of a small gas chamber. The gas flowing through the chamber issues through a small orifice and burns vertically as a long, narrow flame. Every variation in the sound waves from the machine produces a corresponding alteration in the height of the flame, notes of 1,000 vibrations per second producing a ready response. Such rapid vibrations cannot be perceived by looking directly at a mirror revolving on a vertical axis and placed a short distance away. Normally, the reflected flame is seen as a band of light across the mirror, but immediately the music begins it is cut up into numerous tongues of flame, the size and appearance of each flame depending on the pitch and amplitude of the note producing it, its shape being also affected by the timber of the note—that is, by the number of harmonics present. The general appearance in the mirror resembles that of a row of saw teeth, which are arranged in groups varying in size and shape. The gas jet described above is known as Koenig's manometric flame. Considerable difficulty has been found in arranging the apparatus in conjunction with a disc talking machine, but these difficulties have been overcome, and the apparatus now works with sufficient sensitiveness without perceptible reduction in the volume of sound produced.

THE MATTER OF HORNS DISCUSSED.

"The flower horn is now the popular variety for both disc and cylinder machines without a doubt, but from a tonal point of view it is not nearly so good as the ordinary seamed brass (not to mention the seamless) trumpets, says The Sound Wave. It has been conclusively proved—in fact, any user can prove this for himself—that the tendency to blasting and 'trumpetyness' of high notes is more pronounced with a seamed trumpet than with the brazed join variety, and the flower horn has any number of seams, whereas the ordinary brass horn has but two. Metal is a conductor of sound, and the vibrations of the diaphragm are not only rendered audible by the air which the trumpet encloses, but the whole area of the horn itself vibrates. The powerful agitation caused by very loud sounds makes the seams rattle together, which tends to spoil the reproduction. One of the objections to the use of brass as a material for sound amplifying is the fact that it 'colors' the tone—i. e., renders it 'brassy.' This can be obviated by giving the horn a heavy coating of enamel, as it deadens the vibratory power of the metal. Much of the rattling of seamed trumpets can also be reduced by the same means, and it is not too much to say that this is the reason why the majority are so treated by the manufacturers. A new silk-covered horn is being placed on the market shortly, and it is certainly a great improvement on anything of the kind now obtainable. Silk is a non-conductor of sound and a most efficient reducer of sound vibration. Horns so covered practically do not vibrate at all, and the reproduction with the new invention thus only consists of the vibration of the air, which further reduces the admittedly small mechanical effect of present-day reproductions, and marks a further step toward the ideal of all talking machine manufacturers—absolute naturalness of tone."

It should be understood that the foregoing views are not in any way the opinions of the manager of this department, inasmuch as the likes and dislikes of horn users are innumerable.

INVENTS SOUND PRODUCING HEAD.

A resident of Elgin, Ill., is said to have invented a sound producing head for disc talking machines and to have received letters patent therefor. It is a small appliance which is fastened to the needle and greatly intensifies the sound; has been given a thorough trial and is reported to have been very satisfactory. The same man has also invented a tone modifier, which has been on the market for several years. He is now at work on a fourth improvement for the talking machine.

CLEANING DISC RECORDS.

In reply to an inquiry, we may say it is true there is nothing so annoying as disc records in which the dust collects in the tracks. But this trouble can easily be obviated by the use of a brush which is patented and sold by the Blackman Talking Machine Co. It is a splendid contrivance, and will relieve the trouble of which our correspondent complains.

Success is the outcome of direct effort. The success that is dependent solely upon the result of others is not success, but luck, fate of Providence. Success is perseverance—the keeping one object, one aim, one thought constantly in view—the bending of every energy to gain the goal in sight—the continuous drop of water that wears away the hardest stone. This is success. The shortest road to success is to strike right at the heart of the matter and not be sidetracked into some other road. Business success depends upon striking at the heart or the mind of the people, not once, but many times, with a story convincingly and well told.

FLOWER HORNS THAT SELL AT SIGHT

Back of every horn we sell is a guarantee of high quality. They are the handsomest and most attractive line manufactured to-day. All we ask is that you compare them with any others on the market as to construction, color or decorations. We are willing to abide by your decision.

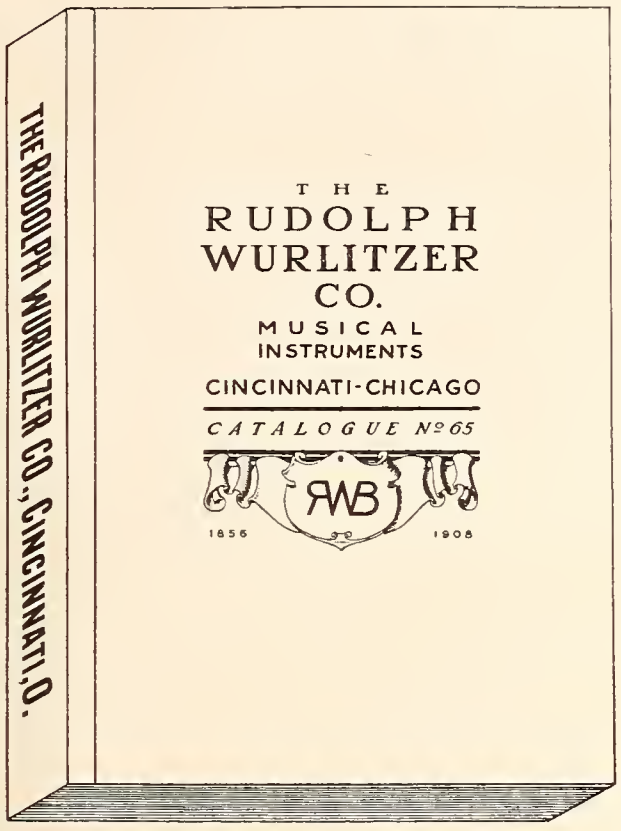
EVERY TALKING MACHINE JOBBER AND DEALER

should have a stock on hand for the Holiday Trade. We have endeavored to anticipate every possible emergency, and are prepared to take care of eleventh-hour orders.

We have made many customers on prompt shipments and efficient service. Try us.

NEWARK TINWARE & METAL WORKS, 28-30 Division Place **NEWARK, NEW JERSEY**

Our New 1908 Catalog



IN issuing this, our 65th Edition Catalog, it has been our intention to make this the most complete catalog of Musical Instruments and Musical Merchandise in existence.

How well we have succeeded we are willing to leave to the good judgment of every dealer, who is fortunate enough to secure a copy. This catalog will be appreciated by every dealer, not only as a ready reference and guide to everything musical, but as a money-saver and guide for correct prices.

In looking over the Catalog you will find that we have added many new lines; particularly worthy of mention are the following, for which we have secured the sole American Agency:

The world renowned Spaethe Accordeons, the incomparable Moenning Flutes, the celebrated "Farny" Clarionets and Violins.

Aside from the above we have added hundreds of new items throughout the Catalog. Our stock has been most carefully selected and will be found the largest and most varied in the United States, enabling us to fill all orders with promptness and satisfaction.

This Catalog is for the exclusive use of the dealer, and if you have not received a copy, notify us at once and we will forward same immediately. Thanking our many friends for their liberal patronage in the past, we hope that this Catalog with its many new items will enable you to give us a larger share of your business in the future.

THE RUDOLPH WURLITZER CO. Cincinnati :: Chicago

Now Ready! If you have not received a copy, Write for It!

"Trutone" Gut Strings

The only Gut Strings made in America that are equal, if not superior, to the Genuine Italian Strings.

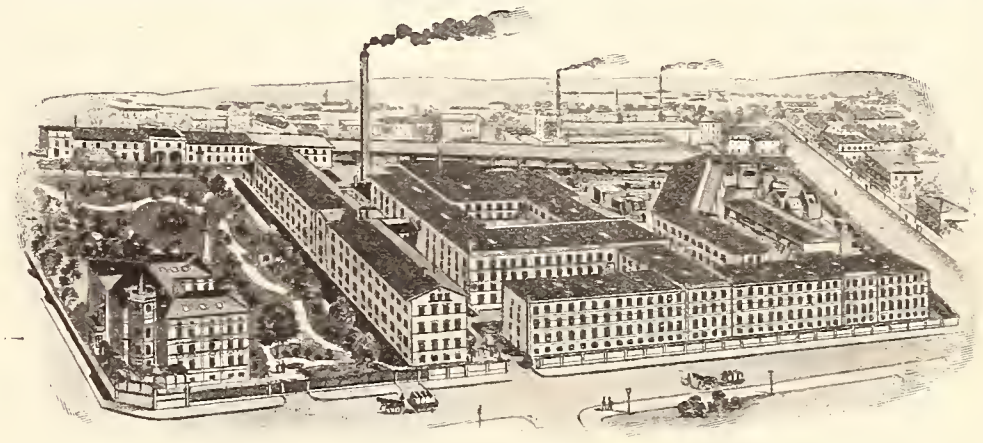
¶ It has often been tried to make a string in America that would give perfect satisfaction, but not until the introduction of the "Trutone," has this been accomplished. The Italian Solo Brand is perfect in every respect. The size is of even thickness throughout, the material the best obtainable. Besides these strings are positively guaranteed. The prepared "Damp Proof" is especially adapted to Solo Playing in the open, as it will withstand any moisture or prespiration, and like the "Italian Solo" String has all the features of the highest priced Italian Strings made.

¶ The Banjo and Guitar Strings are made with the same care as the Violin Strings, and can be furnished in both brands.

¶ Each string is furnished in separate envelope, plainly marked with both number and letter, also with name of instrument and brand. A Bundle consists of 30 strings in fancy pasteboard box. Remember, every String is Guaranteed.

We are Sole Distributors of these Celebrated Strings. Dealers should not overlook the "Trutone" Strings, and put in a full line.

For a Complete Line See Our Catalog



LARGEST FACTORY OF ACCORDEONS IN THE WORLD.

Spaethe Accordeons

THE Spaethe Accordeons which are recognized the standard of the world, have many valuable improvements. The reeds which form a special feature are the best made. They differ from any other make inasmuch as each single reed constitutes a plate in itself; each single plate can be easily removed with its reed attached and replaced by the owner of the instrument himself without having to send it to the repair shop, thereby saving a great deal of time and expense. The reeds can be bought singly and will correspond with the balance, each reed being marked at the factory with the note it represents.

Recognizing the Merit of these Accordeons, we have secured the Sole American Agency. For a Full Line See Our New 1908 Catalog.

Would advise dealers to order at least a few samples.

THE RUDOLPH WURLITZER CO. CINCINNATI CHICAGO

TALKING MACHINE MEN OPTIMISTIC.

Careful Inquiry Among Manufacturers and Jobbers Reveals the Fact That Holiday Trade Will Not Fall So Far Behind Last Year as Expected—It Has Been Later in Starting, but Will Continue Later in the New Year.

Careful inquiry among jobbers and manufacturers reveals the comforting fact that the holiday trade will not fall behind last year's high mark to any appreciable extent. While it has been late in starting—due to the monetary disorgauization—rather was under way when it was checked, it again bloomed out last week and is certain to be maintained until the close of the regular season. Jobbers in the East are sanguine sales will go much beyond the record before the close of the year, and the western trade cannot see it in any other light.

F. K. Dolbeer, general manager of sales, National Phonograph Co., said: "For a few days I must confess to feeling a trifle disturbed over the financial situation, but now I am extremely optimistic regarding trade for the remainder of the year. Our road salesmen were instructed to report conditions exactly as they found them in their respective territory, so we could get a line on business. These statements are very encouraging. In the far West the outlook is especially bright; so much so that jobbers are anticipating payments. Collections are equal to a year ago, as I find in going over the accounts. The company have had a few cancellations and some shipments are deferred, but a number of orders are accompanied by instructions to rush the goods. The factory is up on the delivery of machines, but slightly behind on records, owing to the exchange proposition. There is not the slightest doubt in my mind that trade will be brisk and strong."

J. T. Williams, general mauager of the Victor Distributing & Export Co., said: "Business has improved very much during the past week, and our holiday trade promises to be heavy. Our reports from the West are of an excelleut tenor, but to my way of thinking the South is the coming section for business development."

C. V. Henkel, president and general manager of the General Phonograph Supply Co., said: "Undoubtedly business has assumed a brighter aspect. Our inquiries for goods have increased, and the holiday trade, now getting into swing, looks very promising. The financial strain is disappearing and collections are improving."

J. Newcomb Blackman, of the Blackman Talking Machine Co., said: "Yes, business has picked up this past week.. October's sales went ahead of the same month last year, and November will certainly equal November, 1906. Under the circumstances I call this very satisfactory. Collections might be better. Many of our dealers who are tied up in the suspended banks must be treated with leniency; or even if they are running behind some on their accounts, that is, those who have had previous good records. I find other jobbers are pursuing the same course, and to me this seems the only policy to follow. On the whole, however, with underlying conditions sound, the talking machine business cannot help but regain whatever it may have lost during the financial flurry, and perhaps a little bit more. The accumulation of record stock that cannot be moved, excepting possibly with an axe, is the live question of the day. Its avoidance or minimizing is a problem the manufacturers should do their best to aid in solving."

A. P. Petit, general manager of the Talking Machine Supply Co., said: "During the last ten days business has been simply fine—new trade. Let me tell you the holiday sales at retail will be surprisingly large. The live dealer should not be caught short of stock in any line. I have been keeping close watch on this part of the trade, and know what I am talking about."

OUR FOREIGN CUSTOMERS.

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

(Special to The Talking Machine World.)

Washington, D. C., Dec. 6, 1907.

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

NOV. 11.

Berlin, 181 pkgs., $1,460; Colon, 1 pkg., $100; Glasgow, 8 pkgs., $452; Guayaquil, 4 pkgs., $179; Havana, 14 pkgs., $273; 27 pkgs., $120; 11 pkgs., $399; Kingston, 5 pkgs., $275; Liverpool, 1 pkg., $79; London, 9 pkgs., $441; 452 pkgs., $11,148; Rio de Janeiro, 46 pkgs., $1,240; St. Petersburg, 20 pkgs., $832; Savanilla, 8 pkgs., $555; Southampton, 2 pkgs., $75.

NOV. 18.

Antwerp, 1 pkg., $1,100; Asuncion, 6 pkgs., $206; Berlin, 10 pkgs., $445; 174 pkgs., $1,137; Belfast, 32 pkgs., $579; Buenos Ayres, 216 pkgs., $1,526; Bradford, 65 pkgs., $405; Cardiff, 66 pkgs., $624; Dublin, 27 pkgs., $200; Glasgow, 12 pkgs., $960; Gothenburg 5 pkgs., $270; Havana, 13 pkgs., $666; Havre, 10 pkgs., $225; Hamburg, 1 pkg., $100; La Guayra, 3 pkgs., $104; Leeds, 11 pkgs., $460; Liverpool, 15 pkgs., $2,735; 13 pkgs., $754; London, 24 pkgs., $1,428; 963 pkgs., $11,561; Manchester, 9 pkgs., $366; Milan, 22 pkgs., $365; Montevideo, 5 pkgs., $500; Paramaribo, 3 pkgs., $174; Para, 13 pkgs., $546; Pernambuco, 3 pkgs., $380; Progreso, 10 pkgs., $287; St. Petersburg, 16 pkgs., $472; Vera Cruz., 21 pkgs., $685; Vienna, 8 pkgs., $205; Wellington, 4 pkgs., $158.

November 25.

Alexandria, 9 pkgs., $486; Berlin, 182 pkgs., $1,505; Bombay, 6 pkgs., $225; Bradford, 34 pkgs., $230; Buenos Ayres, 2 pkgs., $144; Cardiff, 55 pkgs., $352; Colon, 15 pkgs., $551; Guayaquil, 6 pkgs., $116; Fremantle, 1,734 pkgs., $26,873; Hamburg, 18 pkgs., $423; Havre, 23 pkgs., $1,236; Leeds, 65 pkgs., $388; Liverpool, 3 pkgs., $125; London, 2 pkgs., $100; Mauila, 3 pkgs., $127; Manchester, 63 pkgs., $408; Melbourne, 6 pkgs., $122; Natal, 10 pkgs., $148; Newcastle, 56 pkgs., $415; Sheffield, 41 pkgs., $300; Sydney, 46 pkgs., $1,070; St. Petersburg, 36 pkgs., $3,384; Trinidad, 10 pkgs., $331; Wellington, 13 pkgs., $265.

December 2.

Bristol, 12 pkgs., $556; Cardiff, 58 pkgs., $514; Havana, 10 pkgs., $167; 8 pkgs., $1,131; Havre, 5 pkgs., $154; Iquique, 2 pkgs., $135; Leeds, 65 pkgs., $388; La Guayra, 5 pkgs., $112; Liverpool, 38 pkgs., $251; London, 4 pkgs., $131; 580 pkgs., $8,231; 666 pkgs., $9,433; 18 pkgs., $1,203; Manchester, 59 pkgs., $375; Milan, 6 pkgs., $365; Montevideo, 10 pkgs., $188; Newcastle, 56 pkgs., $406; Progreso, 12 pkgs., $429; Rio de Janeiro, 107 pkgs., $3,128; Sheffield, 40 pkgs., $264; Yokohama, 43 pkgs., $1,627.

THE BITER BIT.

The quack medicine vendor entered Antonio's residence just in time to see that gentleman hand a crisp twenty dollar bill over to a talking machine salesman in conclusion of a deal.

He made a very poor canvass on top of this—without success—as he expected. Feeling riled, the medicine man said somewhat sharply to the Italian:

"Can you tell me where to find some place?"

"What place you want?" answered Antonio.

"I want a place," said the other, with all the sarcasm he could conjure up, "where there are none of these darned talking machines!"

"Sure," quickly answered the swarthy one, showing his white teeth in a broad smile, "you tak Marriucia steamboat to H——, no talka machina there!"

ERNEST WERNINCK.

PRODUCING THE "S" SOUND.

A writer in The New York Commercial says that for a long time Edison's phonograph refused to say "specia"—it dropped the "s" and said "pecia." To produce that single sound he needed something delicate enough to receive impressions not more than a millionth part of an inch in depth, and yet rigid enough to carry the needle up and down, exactly reproducing the vibrations which had made the impressions. The scientists told him there was no such substance in existence.

"Then we must produce it," insisted Edison. They declared it could not be done, because the qualities which he demanded were inconsistent and exclusive of each other. He declared it could be done, because it must be done, and he did it—but Edison worked eighteen hours a day for seven months to secure that single sound. That is the story of success since the world began. Difficulties yield to enthusiasm.

ARCARO PHONOGRAPH CO. INCORPORATED

The Arcaro Phonograph Co., Pittsburg, Pa., have been incorporated with a capital stock of $5,000. Directors: A. G. Arcaro, Nicholas Arcaro and Mrs. Philomena Arcaro.

Harry L. Marker, who has been abroad, principally in the Far East and India, on recording work for the Columbia Co., returned to the United States recently via Europe.

Talking Machine Record Cabinets

OUR SPECIALTY

No. 1194

So—we offer you good value in a variety of established sellers. You can sell from our catalog. It is required in every popular store. More goods sold with less effort is the result of catering Cadillac character.

Cadillac Cabinet Co.

T. M. R. C. Dept. DETROIT, MICH.

RECORD BULLETINS FOR JANUARY, 1908.

VICTOR RECORDS FOR JANUARY.

No.		Size.
	ARTHUR PRYOR'S BAND.	
5298	Gesundheit Waltz (To Your Health)...Helf	10
5300	Radetzky March.....Strauss	10
5301	King of Rags (A Two-Step Oddity)..Swisher	10
31683	Impassioned Dream Waltz (Ensueno Seductor).....Rosas	12
31684	Jubel Overture.....Weber	12
	VICTOR ORCHESTRA, WALTER B. ROGERS, CONDUCTOR.	
5304	Autumn—Intermezzo.....Moret	10
	POLICE BAND OF MEXICO CITY, VELINO M. PRESA, DIR.	
5318	Felicity Mazurka.....Martinez	10
31685	Moraima—Caprice.....Espinoza	12
	FLUTE SOLO BY MARIUS LYONS, WITH ORCH.	
5305	Rondo.....Donjon	
	ACCORDION SOLO BY JOHN J. KIMMEL.	
5307	Medley of Popular Reels (including Buck and Wing Dance).....	10
	FLUTE AND OBOE DUET BY LYONS AND TREPTE, WITH ORCH.	
5308	Happy Days.....Strelezki	10
	TROMBONE SOLO BY ARTHUR PRYOR, WITH BAND ACCOMP.	
5309	Love Me and the World Is Mine.....Ball	10
	TENOR SOLO BY BYRON G. HARLAN, WITH ORCH.	
5310	Two Blue Eyes.....Morse	10
	YODEL SONGS BY AL. H. (METZ) WILSON, WITH ORCH.	
5322	Whispering Breezes.....	10
31687	Songs of Old Fatherland (Medley)..Wilson	12
	BASS SOLO BY FRANK C. STANLEY, WITH ORCH.	
4323	Dream On, Dear Heart, Dream On...Morse	10
	MACDONOUGH AND BELMONT, WITH ORCH.	
5314	Robin Redbreast.....De Koven	10
	SOPRANO SOLO BY HELENE NOLDI, WITH ORCH.	
31688	Vilia Song (from "Merry Widow").....Franz Lehar	12
	SONG BY BILLY MURRAY, WITH ORCH.	
5311	So What's the Use.....Montagu	10
	HYMN BY HAYDN QUARTET.	
5313	Let the Saviour In.....Excell	10
	DUET BY STANLEY AND MACDONOUGH, WITH ORCH.	
31686	Guide Me, O Thou Great Jehovah..Flotow	12
	HARRY MACDONOUGH AND HAYDN QUARTET, WITH ORCH.	
5319	'Neath the Old Acorn Tree, Sweet Estelle.....Helf	10
	BILLY MURRAY AND HAYDN QUARTET, WITH ORCH.	
5320	Budweiser's a Friend of Mine.....Furth	10
	COMIC SONG BY MISS ADA JONES, WITH ORCH.	
5316	Don't Get Married Any More, Ma.....Leigh-Pether	10
	DUET BY MISS JONES AND MR. MURRAY, WITH ORCH.	
5317	Make Believe.....Morse	10
	DUET BY COLLINS AND HARLAN, WITH ORCH.	
5312	Come on and Kiss Yo' Baby.....	10
	ARTHUR PRYOR'S BAND.	
5275	Victorious Eagle March.....Rosey	8
	TENOR SOLO BY BILLY MURRAY, WITH ORCH.	
5294	Way Down in Colon Town.....Hoffman	8
	COMIC SONG BY ARTHUR COLLINS, WITH ORCH.	
5285	Dixie Dan (from "The Gay White Way").....Furth	8
	SPECIALTY BY MISS JONES AND MR. SPENCER, WITH ORCH.	
5286	Broncho Bob and His Little Cheyenne....	8
	LEN SPENCER WITH IMITATIONS BY GILBERT GIRARD.	
5284	Roger and I (The Vagabonds)..Trowbridge	8
	HYMN BY THE HAYDN QUARTET, WITH ORCH.	
5321	Happy Day.....Rimbault	8
	MARCELLA SEMBRICH, SOPRANO.	
88102	Martha—Last Rose of Summer.....Moore	12
88098	Mignon—Connais tu (Knowest Thou the Land).....	12
88103	Nightingale's Song.....Ababieff	12
88104	Norma—Casta diva (Queen of Heaven).....	12
	Bellini	
88105	Puritani—Qui la voce (In Sweetest Accents).....Bellini	12
88100	Maiden's Wish (Madchen's Wunsch) (with piano accomp. by Mme. Sembrich).....	12
	Chopin	
	MATTIA BATTISTINI, BARITONE.	
92004	Zampa—Perché tremar (Why Dost Thou Tremble).....Herold	12
92005	Martha—Il mio Lionel (My Unhappy Lionel).....	12
92006	Don Sebastiano—O Lisbona.....Donizetti	12
	MATTIA BATTISTINI—ARISTODEMO SILLICH.	
92007	Ernani—La vedremo o veglio andace..Verdi	12
	BATTISTINI, CORSI AND CHORUS.	
92008	Ernani—Vieni meco sol di rose.....Verdi	12
	CARLO ALBANI, TENOR.	
74095	Forza del Destino—Oh tu che segno agl' angeli (Thou Heavenly One).....Verdi	12
74096	Lolita—Spanish Serenade.....Buzzi Peccia	12
74097	Pagliacci—Vesti la giubba (On with the Play).....Leoncavallo	12
74098	Lucrezia Borgia—Di pescatore ignoble (In a Fisher's Lowly Cot).....Donizetti	12
	EVAN WILLIAMS, TENOR.	
64080	Sweet Miss Mary.....Neidlinger	10
74093	Stabat Mater—Cujus animam.....Rossini	12
74094	Love Shall Be Lord.....Corbett	12

ZON-O-PHONE 10-INCH RECORDS.

	ZON-O-PHONE CONCERT BAND.	
926	Battallion Drill—Descriptive Selection.....	
927	Carissima Waltz.....	
928	Enquirer Club March.....	
929	Radium March.....	
930	Soko—A Moorish Intermezzo.....	
	ZON-O-PHONE ORCHESTRA.	
931	Bunch of Keys—Schottische.....	
932	Celebrated Caledonian—Waltz.....	
933	Chestnuts—March and Two-Step.....	
934	Lentement, Lentement—Valse Lente.....	
	WHISTLING SOLO BY JOE BELMONT, ORCH. ACCOMP.	
935	Snow Bird—Mazurka.....	
	VOCAL SELECTIONS, ORCH. ACCOMP.	
936	Asleep in Jesus (Sacred Duet)..... Frank C. Stanley and Henry Burr	
937	Broncho Bob—A Western Sketch..... Ada Jones and Len Spencer	
938	Brother Noah Gave Out Checks for Rain.... Arthur Collins	
939	Carry Me Back to Old Virginny..Peerless Quartet	
940	Eskimo Cradle Song.....Henry Burr	
941	Gee Whiz! Ain't It Tough to Be Poor.Billy Murray	
942	I'll Be Waiting Dearie When You Come Back Home.....Frank C. Stanley	
943	It's Nice to Have a Sweetheart..... Ada Jones and Billy Murray	
944	June Moon..... Frank C. Stanley and Alice C. Stevenson	
945	Little Black Lamb.....Ada Jones	
946	Love's Old Sweet Song.....Alan Turner	
947	My Yankee Doodle Indian Boy..Edward M. Favor	
948	Oh, Oh, Miss Lucy Ella.....Collins and Harlan	
949	She's the Fairest Little Flower Near Old Dixie Ever Grew..Frank C. Stanley and Henry Burr	
950	Softly Now the Light of Day..... Mendelssohn Mixed Quartet	

NEW EDISON GOLD MOLDED RECORDS.

9722	In the Clock Store.....Edison Concert Band
9723	Down in the Old Cherry Orchard...Frederic Rose
9724	Smile, Smile, Smile..Ada Jones and Billy Murray
9725	She's Such a Love.....Albert Benzler
9726	Dreaming.....Irving Gillette
9727	Who Do You Love?.....Collins and Harlan
9728	When It's Moonlight, Mary Darling, 'Neath the Old Grape Arbor Shade....Manuel Romain
9729	Don't Get Married Any More, Ma....Ada Jones
9730	Marintch.....James Brockman
9731	O Monument that I Bless..Mr. and Mrs. Waterous
9732	Every Ship Will Find a Harbor..Byron G. Harlan
9733	Punch and Judy.....Edison Military Band
9734	When the Hammer on the Anvil Rings.... Ada Jones
9735	Some Blessed Day.....Edison Mixed Quartet
9736	Just Because He Couldn't Sing "Love Me and the World Is Mine".....Arthur Collins
9737	The Rosary.....Hans Kronold
9738	What Will Your Answer Be?.....Reed Miller
9739	Wedding Bells.....Ada Jones and Len Spencer
9740	Dat Friend of Mine.....Bob Roberts
9741	Suwanee River, with Orchestra Variations.. Edison Symphony Orchestra
9742	Dixie Dan.....Billy Murray
9743	Rock Me to Sleep, Mother..Edison Male Quartet
9744	Tbim Were the Happy Days.....Steve Porter
9745	In Monkey Land Medley...Edison Military Band

SON'S JOKE ON KING GEORGE.

"Everybody Works But Father" Played by Talking Machine to Care-Hating King of Greece Causes Much Amusement.

Try to imagine the King of Greece being greeted by his son, Prince George, with "Everybody Works But Father," excruciatingly played and bellowed by a gramophone, says the Paris correspondent of the World. However, the tune and the words were singularly appropriate, for King George bears the cares of state as if they were a feather and has the happy faculty of amusing himself, especially in Paris, while his ministers "work" over puzzling state problems.

Those here who best know the King are vastly amused by a story, one of many which Prince George, who married Princess Marie Bonaparte, the other day let loose.

When some American warships were cruising in the Mediterranean Greece's "Sailor Prince" visited the flagship. The officers set going a gramophone which, among other tunes, played "Everybody Works But Father." Prince George, who, like his father, speaks English and half the other languages of Europe, perfectly, was highly delighted by the air and words and exclaimed: "By Jove! I must get that record and play it for my father. I know it will please him down to the ground."

The Prince had a long search for the record, but he never forgot his purpose. Recently in Athens the Prince gave a dinner to some of his closest friends, and invited his father, who arrived late. As the King entered the room the words and music of "Everybody Works But Father" assailed his ear, which is nicely critical musically. But he saw the joke instantly and nobody laughed more heartily.

TRADE BRISK IN FORT WAYNE, IND.

(Special to The Talking Machine World.)

Fort Wayne, Ind., Dec. 7, 1907.

Despite the poor business conditions reported in the various portions of the country, the talking machine trade in this city is in a very satisfactory condition, and in fact is on the increase.

The Fort Wayne Phonograph Co., for instance, have put in an extensive stock of Edison and Victor machines and records, and have expanded their business considerably.

The Columbia Phonograph Co. are carrying on an active advertising and sales campaign under the direction of Manager Bert Duseler. They find an excellent demand for their better grade of machines and are making a large percentage of cash sales.

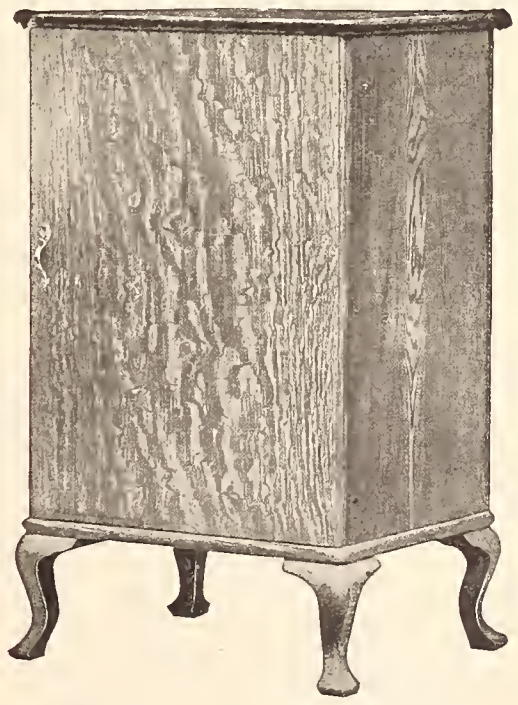
Among the other dealers who have largely increased their stocks for the holiday season is Guy Conklin, who has just added a large stock of Victor goods.

Every house is on the hustle for business, and all report that they are getting it in satisfactory quantities.

VICTOR CHRISTMAS POSTER.

A large and handsomely colored poster for Christmas window display has been sent out by the Victor Talking Machine Co., to their dealers. The central figure of the poster is old Santa Claus, who is seen entering the top of a chimney bearing on one arm a fine Victor machine. Above is printed, "A Victor, the perfect gift" and below, "The joy of one is the pleasure of all." The coloring effects of the poster are excellent and it is sure to form an attractive addition to holiday store decorations.

William E. Henry, of the Powers & Henry Co., Pittsburg, Pa., dropped into New York last week on special business, giving The World a call.



No. 426. DISC RECORD CABINET

Made in Golden Oak and Mahogany; holds 170 12-inch Disc Records.

Cabinets With a Reputation.

The

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wishes the Talking Machine Trade a fine Holiday business and a prosperous New Year. We have now in construction a line of Cabinets for Disc and Cylinder Records that will prove to be "Record Breakers" from the standpoint of sales to the wise dealer who writes now for illustrations and prices.

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)

Washington, D. C., Dec. 7, 1907.

APPARATUS FOR COATING DISCS AND SIMILAR ARTICLES. Thos. H. Macdouald and Frank L. Capps, Bridgeport, Coun., assiguors to American Graphophone Co., same place. Patent No. 870,569.

This apparatus is for use in the preparation of disc sound records, and comprises a hopper or sieve, a compound conveyer, a heating-box, a return conveyer, and suitable actuating mechanism. The object of the invention is to carry

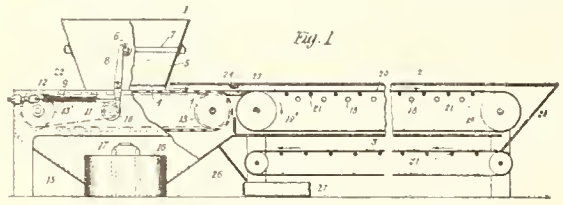
Fig. 1

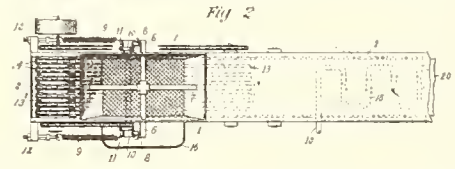
Fig. 2

forward the ideas suggested in the Hoyt & Gaven patents of January 2, 1906 (Nos. 808,842, 808,843, and 809,263), and as more particularly set forth in certain other pending applications. The particular purpose of this apparatus is to place upon suitable discs of paper or the like the proper quantity of "glaze" which is to constitute the surface of the disc sound records. In the drawings Fig. 1 is a side view partly broken away, and Fig. 2 a plan of a portion of the apparatus.

STYLUS FOR SOUND-REPRODUCING MACHINES. Samuel Levin, Highland Park, Ill. Patent No. 870,300.

This invention has reference to improvements in the reproducing point or stylus for sound-reproducing machines, and its object is to provide a stylus which will give a mellow and soft-toned reproduction, more particularly from flat or disc-shaped records wherein the sound record is represented by a sinuous groove of even depth. The

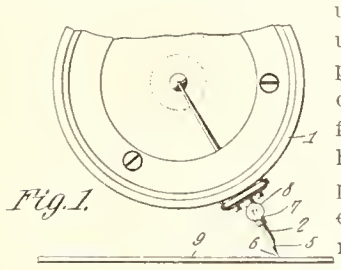
Fig. 1.

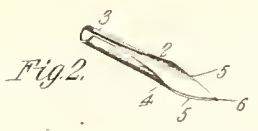
Fig. 2.

usual form of stylus used with sound-reproducing machines of the type wherein flat record tablets of hard, resistant composition are employed, is that of a steel needle having the point sufficiently sharp to follow the groove. Such needles not only wear away themselves but also wear away the walls of the sound-groove and in a comparatively short time the finer sound waves, representing the overtones, are either destroyed or distorted; and these delicate tones, which impart to the reproduced sound that characteristic known as "quality," having been destroyed, the reproduced tones become harsh and unnatural and disagreeable to the ear. Also, the improved stylus obliterates the harsh, disagreeable scratchiug or scraping noises which are found so obtrusive when the hard steel ueedles are employed for the reproduction of sound from the resisting tablets of hard material.

The invention cousists essentially in making a stylus of semi-elastic, non-resonant, homogeneous material with a cylindrical or nearly cylindrical portion adapted to fit into the stylus socket provided at the end of the stylus lever actuated by the diaphragm of the sound-reproducing sound box, and the other or free end of this stylus is preferably widened aud then narrowed to a point and suitably curved or beut to make this part cf the stylus elastic yet strong aud resisting, and more particularly resisting in the plane of travel of the stylus when under the impelling action of the sound waves.

Fig. 1 is a side elevation, upon an enlarged scale, of a portion of a sound-reproducing sound box with the improved stylus in place therein; aud Fig. 2 is a perspective view of the stylus upon a larger scale than is shown in Fig. 1.

FOLDABLE PHONOGRAPH HORN. Julius C. Stocker, Pittsburg, and Darrell A. Welsh, Mount Oliver, Pa. Patent No. 870,698.

This invention relates to horns and is particularly adaptable for talking machines and other musical instruments. An object of the invention is to provide a horn, capable of beiug collapsed, whereby the same may be carried in the pocket at the time of transporting the machine to which the horn is to be attached, or upon shipment or storage of such horn, where it will be seen that a large number may occupy a small floor space. A further object of the invention is to provide a collapsible horn, made up of telescopic sections, said sections having means whereby they may be securely locked to each other when in use, and to provide means for holding said parts from displacement when the horn is not in use.

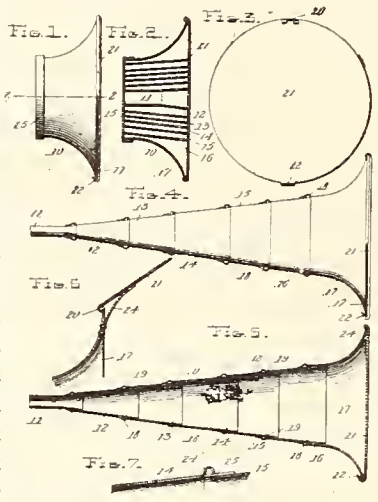
Fig. 1. Fig. 2. Fig. 3. Fig. 4. Fig. 5. Fig. 6. Fig. 7.

In the drawings: Fig. 1 is a side elevation of the horn collapsed. Fig. 2 is a section therethrough on the line 2—2 in Fig. 1. Fig. 3 is an eud view. Fig. 4 is a side elevation of the horn exteuded. Fig. 5 is a vertical longitudinal section therethrough. Fig. 6 is a detail section. Fig. 7 is a modified form.

TALKING MACHINE NEEDLE. Frederick D. Hall, Chicago, Ill. Patent No. 870,723.

This invention relates to improvements in talking machines, and has for its object the production of a device by means of which the quality of the tone produced is greatly improved. A further object is the production of a device for reproducing the sound from the record disc without materially injuring the disc itself. A further object is the production of a practical and inexpensive device for reproducing the sound from the record disc.

Fig. 1 represents a perspective view of a talking machine showing the device in position.

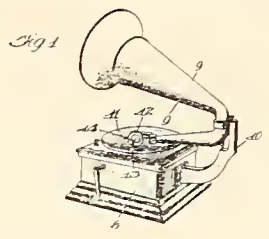
Fig. 1

Fig. 2 represents an enlarged view of the reproducer showing the reproducing needle in place. Fig. 3 is a cross-section on line 3—3 of Fig. 2, looking in the direction indicated by the arrows. Fig. 4 is a bottom view of the improved needle. Fig. 5 is a side elevation of the improved needle. Fig. 6 is a cross-section on line 6—6 of Fig. 5, looking in the direction indicated by the arrows.

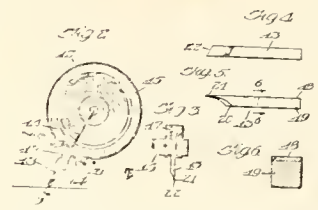
Fig. 2. Fig. 3. Fig. 4. Fig. 5. Fig. 6.

TELEGRAPHONE SYSTEM. George Morin, Havana, Cuba. Patent No. 871,726.

This invention relates to telegraphone systems, the more particular object being to so connect the telegraphone with line wires as to enable the instrument to be easily controlled from a distance. The invention further relates to provision for preventing undue waste of the available record space upon the movable member bearing the record.

This invention further relates to means whereby a person may leave a telegraphone in such condition that during absence of the person the telegraphone will automatically receive a message intended for the person and will, under proper conditions, reproduce this message carefully. The invention further relates to certain details of construction whereby the general efficiency of the telegraphone and parts associated therewith are generally improved.

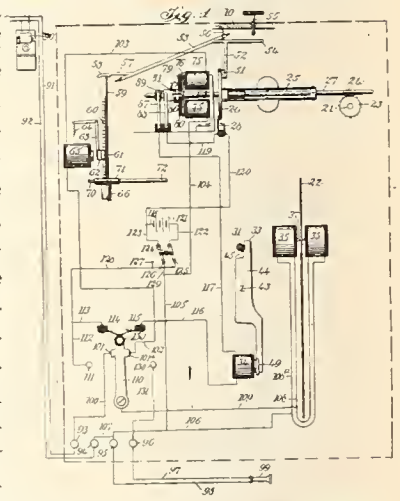
Fig. 1

Fig. 1 is a diagram showing the wiring of the system, a delicate relay connected with this wiring and adapted to be actuated by the human

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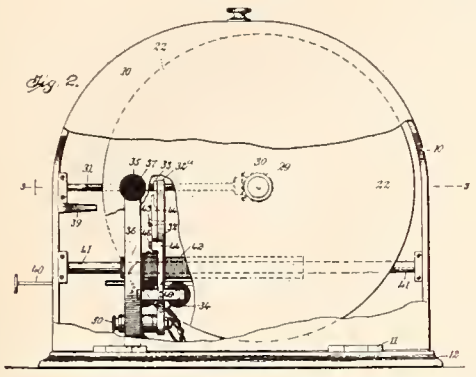
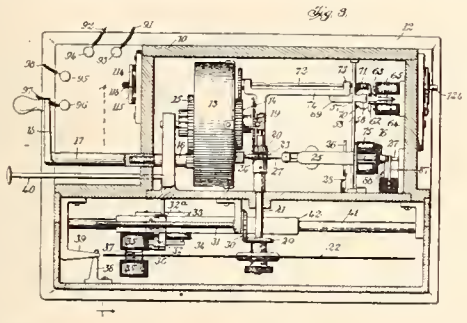
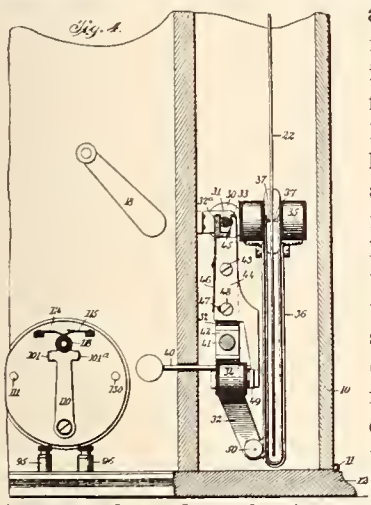
voice for the purpose of controlling certain movable parts and thereby preventing undue waste of the souud record of the telegraphone, this view also showing meaus operated electrically from a distance for starting the telegraphone



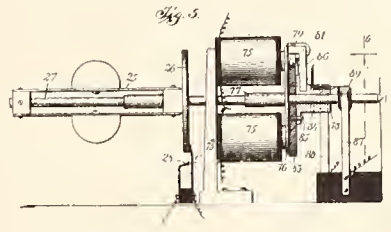
into action and for stopping its action upon the expiration of a predetermined time limit. Fig. 2 is a side elevation showing a part of the telegraphone mechanism and casing containing the same, certain parts being broken away. Fig. 3 is

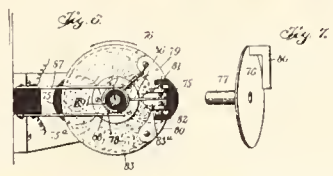


a horizontal section through the casing showing the telegraphone mechanism, including a revoluble disc sound record, means for controlling a traveling carriage, and traveling magnetic mechanism co-acting with this record; this view further shows the relay above mentioned, aud also a part of the means for starting and stopping the telegraphone; Fig. 4 is an enlarged fragmentary section upou the line 4—4 of Fig. 3, looking in the direction of the arrow and showing the record disc, the magnetic mechanism co-acting therewith for recording and reproducing sounds and mechanism controllable from a distance for stopping and starting the travel of this magnetic mechanism. Fig. 5 is a plan partly

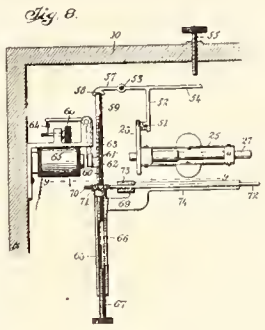


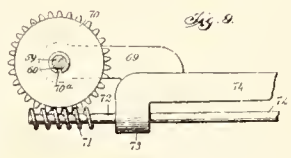
in section, showing the relay controllable by the human voice for governing the motion of the magnets 35 relatively to the center of the disc 22. Fig. 6 is a vertical section upon the line 6—6 of Fig. 5, looking iu the direction of the arrow and showing the coutact forming a part of the relay 75, this coutact being opened and





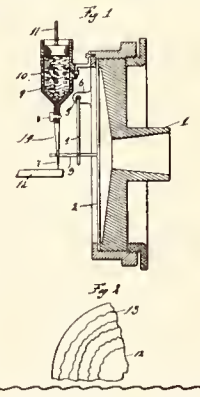
closed by sound-controlled agency from a distance; Fig. 7 is a perspective of the armature of the relay 75, this armature being controllable by so-called "magnetic drag." Fig. 8 is an enlarged fragmentary elevation of the mechanism operated electrically from a distance for stopping and starting the spring motor of the telegraphone, the casing 10 in this view being shown in section; and Fig. 9 is an enlarged fragmentary plan of the worm 71 and worm gear 70 used for turning the screw 59 (see Fig. 8), incidental to stopping aud startiug the spring motor of the telegraphone.





PRODUCTION OF SOUND RECORDS. Isidore Kitsie, Philadelphia, Pa. Patent No. 871,511.

This invention relates to the production of sound records. Most of the sound records are to-day produced by what is called the "cutting-stylus," and the systems now employed differ from each other in that one reproduces the sound-waves by the depth of the cut and the others reproduce these sound-waves by removing an etch-resisting film on a solid plate. In all these cases a resistance is offered to the move-

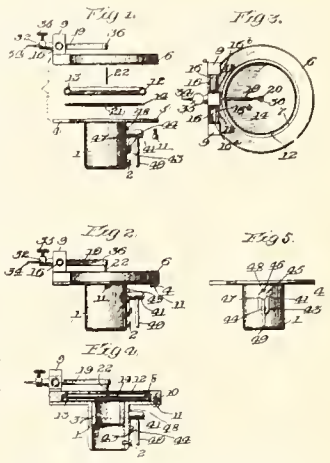


ments of the stylus, and through this resistance these movements are greatly retarded. The records therefore cannot reproduce the voice in its natural amplitude. It is the aim of the inveution to obviate these difficulties.

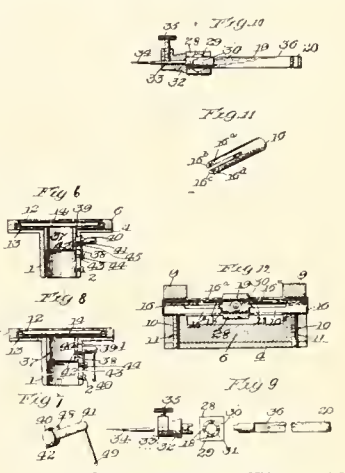
In the drawing, Fig. 1 is a cross-section of a recording mechanism attached to the vibrating diaphragm. Fig. 2 is a plan view of part of a record. In Fig. 1, 1 is the mouthpiece, and 2 the vibrating diaphragm connected to the guide 3. This guide is yieldingly guided by the lever 4 supported at 5 by the projection 6; 10 is a reservoir containing the fluid 9; 8 a valve to open or close the orifice of said reservoir; 11 are the means to force the fluid out of said reservoir; 14 is a flexible connection conuecting the orifice 7 with the reservoir 10; 12 is the material adapted to have deposited thereon the opaque line; and 13 are the recording lines.

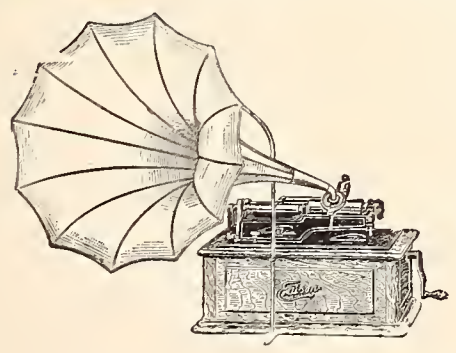
SOUND-REPRODUCING HEAD. Curtis A. Smith, Elgin, Ill. Patent No. 871,000.

The present iuvention relates to improvements iu sound reproducing heads for sound reproducing machines, aud has for its object the production of a head wherein there are means for controlling the volume of sound delivered to the audieuce. A further object of the invention is the production of a simplified means for providing a fulcrum for said stylus arm.



In the drawings: Fig. 1 is a side elevation of the various parts of the sound head separated but in position for assembly. Fig. 2 is an elevation of the assembled sound head. Fig. 3 is a top plan view of the sound head. Fig. 4 is a sectional view of the assembled sound head, taken on liue X X of Fig. 3. Figs. 5, 6, 7 and 8 are detail views showiug the constructiou of the new muting device. Fig. 9 shows the various parts going into the construction of the new lever or stylus arm. Fig. 10 is a sectional view showiug the various parts in Fig. 9 assembled to form the





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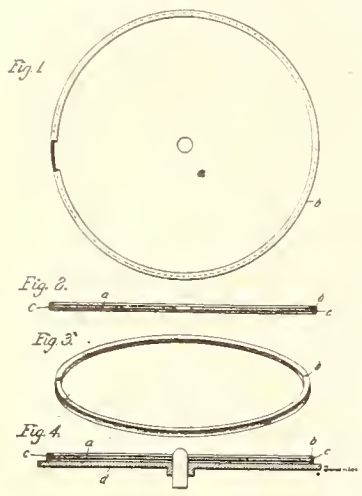
stylus arm or lever. Fig. 11 is an enlarged perspective view of one of the members forming the bearing or fulcrum for the stylus arm or lever. Fig. 12 is a vertical sectional view through the stylus arm aud its bearing assembled with the head.

Sound-Reproducing Record-Disc. William I. Sherwood, New York, N. Y., assiguor to Phonographic Music Co., Brooklyn, N. Y. Patent No. 871,370.

This invention relates to improvements in sound reproducing record discs of talking machines, whether separate from or combined with the turn table of the machiue; and the objects of the invention are mainly to provide a serviceable, reliable, and characteristic record disc, and to improve the effects intended to be produced.

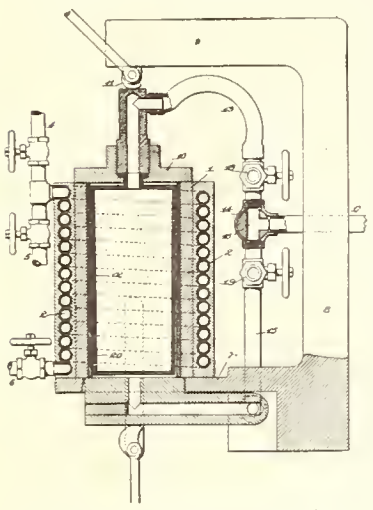


With these main ends in view, this invention consists of certain features of construction and combinations of parts, as shown in the accompanying drawings.

Fig. 1 is a plan view of the improved record disc, part broken away. Fig. 2 is a diametrical transverse section thereof. Fig. 3 is a perspective view of the peripheral ring of the disc detached. Fig. 4 is a transverse section of a turn table of a talking machine showing the improved disc resting thereon.

Method of Duplicating Sound-Records. Jones W. Aylsworth, East Orange, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 871,554.

This invention relates to an improved method for duplicating sound records from matrices or molds by the expansion of a blank, and is adapted particularly for the making of records from relatively hard material, such as hard rubber, celluloid and similar compositions, although the invention may be used for making records from wax-like compositions, such as those now employed iu the art of making duplicate phonograph records by a molding operation.



In order that the invention may be better understood, attention is directed to the accompanying drawing, forming part of this specification, and in which is illustrated a sectional view of an apparatus suitable for carrying out the inveution.

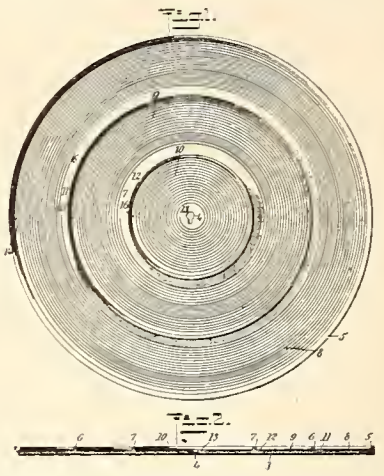
Multogram Record. August Hoffman, New York, N. Y. Patent No. 870,961.

This invention relates to records used for talking machines, the more particular object being to provide a record with a multiplicity of record tracks for the purpose of increasing the amplitude and volume of the sound vibrations. This invention further relates to means for separating the various record tracks from each other, so as to prevent a stylus from one of these record tracks moving into another.

This invention further relates to means for increasing the physical strength of the record and for protecting the record track against injury when the record is handled or shipped.

This invention further relates to providing the revoluble record member with improved meaus, whereby the operator is made aware of the proper portions of the revoluble member upon which to place the stylus needles in order to bring into registry the various record tracks.

Fig. 1 is a plan view of a disc-record embodying my improvements; and Fig. 2 is a central



cross-section through the same, showing the form and disposition of the annular beads used for strengthening the record and for protecting the record-tracks.

WORTH $ TO YOU

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RECEIVER FOR TALK-O-PHONE CO.

Harry H. Ensign, Manager of the Plant, Appointed Receiver by the Courts—The Move Not Unexpected by the Trade.

(Special to The Talking Machine World.)

Toledo, O., Nov. 30, 1907.

After the reorganization as the Atlantic Co., Talk-O-Phoue Co., of this city, and its successor, the Atlantic Phonograph Co., of New York, have gone into the hands of a receiver. Harry H. Ensign, the manager of the plant, was appointed to this office by Judge Morris, of the City Court, on Friday last, on the application of the Mica Mfg. Co., New York, and George A. Graydon. Graydon alleges that the Atlantic Phonograph Co. has paid nothing toward a judgment for $101.47 which he secured against it in the city court; that the assets of the company consist principally of the plant on Central avenue, which, he says, has been locked up for a considerable time and is depreciating for want of care. The Talk-O-Phone Co., it is said, has no assets except a large block of stock in the Atlantic Co., which is in the hands of trustees, and, the plaintiffs say, should be administered by the court for the benefit of the creditors.

The Atlantic Phonograph Co. was incorporated early in the year, under the laws of New York, with a capital of $2,000,000, and A. L. Irish was the president. He had also held the same office with the Talk-O-Phone Co. The former's office was first at 71 Nassau street, in the same building with their attorney, Louis Hicks, whose name stands high up on the roll in connection with talking machine litigation for the past ten years. Subsequently the Atlantic Co. removed to 1 Madison avenue, but they gave up their offices about six weeks ago, and since then their whereabouts have been unknown. It is learned that after the Atlantic Co. became successors to the Talk-O-Phone Co., which had been in a moribund condition for some time, they took over the latter's book accounts and indebtedness with the plant here, that has been spoken of as one of the best systematized equipments in the country. Later the Atlantic Co. negotiated an arrangement with the Columbia Phonograph Co., General, to operate the plant in supplying premium or stenciled machines. This agreement has evidently been abrogated, for after Mr. Ensign had qualified as receiver in the sum of $10,000 for each company it was proposed that he make some effort to revive the contract which the concern has with the Columbia Phonograph Co. for the disposition of its output.

After a more or less tempestuous career the National L. Gorton, a wealthy merchant, largely interested in the fishing business at Gloucester, Mass., became interested; but Mr. Irish has, it is understood, been always connected with the concern, and was looked upon as their intimate authority on its affairs when "high finance" was involved.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY
Are the largest Eastern Distributors of
Victor Talking Machines and Records
Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.
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If it's in the catalog we've got it.
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Largest and most complete stock of Talking Machines and Records in Western Pennsylvania.

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Largest Stock in the South

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NEAL, CLARK & NEAL CO.,
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Jobbers of Edison, Columbia, Zonophone and American machines and records.
Largest Talking Machine house between New York and Chicago.

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Mr. Dealer:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.

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REGINA MUSIC BOXES REGINAPIANOS
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Complete Stock. Prompt Deliveries.

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The New Indestructible Cylinder Records
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At Wholesale. Complete Stocks.
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PRICE PHONOGRAPH CO
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Send us your Order, you get the Goods
We don't retail. We take care of the Dealer.
Large Stock — Quick Service

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the January list.

TRADE NOTES FROM TWIN CITIES.

Despite the Scarcity of Currency Business Has Kept Up Fairly Satisfactory—New England Furniture Co. to Enlarge Their Talking Machine Department—A Chat With T. C. Howe the Veteran Dealer.

(Special to The Talking Machine World.)

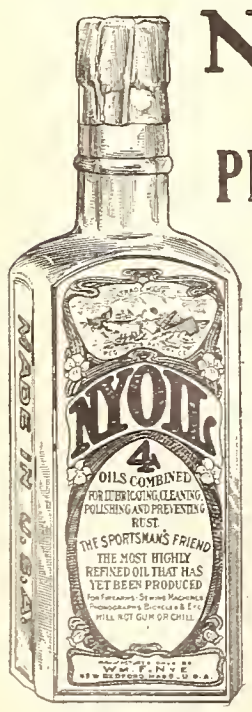
Minneapolis and St. Paul, Dec. 5, 1907.

Talking machine dealers in Minneapolis and St. Paul find little cause for complaint as yet, for they have not been seriously affected by the strain on the circulating medium.

The New England Furniture Co. will greatly enlarge their talking machine department, more than doubling the floor space. The new room which will be as fine as any in the city will be devoted exclusively to the Victor machines, while the Edisons will have the old room all to themselves.

"Our sales are greater than ever," says T. C. Hough, the veteran dealer of the twin cities and distributor for the Edison phonographs. "We have no difficulty whatever in disposing of our goods and our traveling men are still on the road. Collections are not as good as they were, that is to say our customers are slower in making payments. At the same time we know that they are all right and are assuming that the financial clouds will blow away in a month or two."

Of the other score or more dealers in the twin cities it is believed that the majority are doing fairly well under the existing conditions.



NYOIL FOR PHONOGRAPHS

We have for 40 years been producers of Delicate Oils for Watches, Clocks and Chronometers, and we offer NYOIL as the most delicate and effective article ever produced for the use of Phonographs.

W. F. NYE
New Bedford, Mass., U. S. A.

CREDIT MEANS CONFIDENCE.

Points of importance to be considered when passing on credit risks are, first, character, capacity, honesty and prompt attention to business. This may seem strange to some, but the last to be considered is capital. A dishonest man can do more harm with capital than he can do without it. The most important thing of all is character, which cannot be too closely scrutinized. A man's habits are an important factor. Lack of regularity and thriftiness, coupled with the absence of industry, will, in time, wreck any business despite of capital. With a good character and capacity capital, if not possessed, can be readily acquired. A man with good standing and capacity, with but small means, is in a better position to cope with the perils of a mercantile business than a man with a bad character, good ability and capital. A man with small means who pays his bills and meets his engagements promptly is a much more desirable customer than a man with large capital that is indifferent to meet his obligations and appointments. Never give nor accept an accommodation paper or put your name on it; it is a seducing fraud.

R. E. Bell.

BRADLEY WITH SONORA CO.

P. B. R. Bradley, more recently with the International Record Co., Auburn, N. Y., is now the sales manager of the Sonora Chime Co., New York, the latest to step into the limelight with a talking machine, for marketing which the Victor Talking Machine Co., Camden, N. J., has entered an infringement suit. Though called for a hearing in the United States Circuit Court, several adjournments have been taken. It is supposed to have been argued yesterday.

Talk-O-Phone PARTS

For Catalogue and Prices address

P. C. HAYES
357 W. Central Ave. TOLEDO, OHIO

OUR NOVELTY DEPARTMENT

PAYING SIDE LINES FOR THE TALKING MACHINE TRADE

Judging from the many communications which have reached the office of The Talking Machine World during the past three months there is an increasing demand among talking machine men for all kinds of novelties which may be handled as a side line in their business. They possess all the machinery—an attractive, well lighted store, a good display window, up-to-date advertising ideas and an alert selling staff, competent to cater to the requirements of all who may visit the store—provided of course they have the goods to supply the demand. Many of these dealers state that with the slacking up in the sales of talking machines there is a rare opportunity for manufacturers and jobbers of novelties to make new connections in a profitable field.

• • • •

There can be no question but that the talking machine field to-day offers the best opportunity for live manufacturers and jobbers of all kinds of novelties, inasmuch as the men composing this industry are progressive in the fullest sense of the word. The line of business they are in is especially attractive; it draws the people to the store and gives them a chance of selling side lines to good advantage. Moreover it is practically a virgin field inasmuch as the majority of these people have not heretofore handled specialties outside of the "talker" line to any great extent. Side lines of all kinds fit in most effectively with talking machines. As a matter of fact the talking machine store is the rendezvous for people desiring new thiugs and is usually conducted by men of new ideas. The business has been long enough established now to give its members a standing commercially and financially; therefore novelty manufacturers or jobbers are not dealing with an experimental or nondescript class, but merchants of the highest standing who have demonstrated their position in the community and have built up a great enterprise which is paying them well.

* * * *

It is safe to say that there are twenty thousand talking machine dealers in the United States whom The Talking Machine World reaches directly or indirectly. There are thousands more in the South American continent and Canada, while there is still a large constituency of talking machine men in England, France and Germany, where The World has undoubtedly one of the largest followings of any American trade paper, all of whom are anxious to become acquainted with American novelties. As a matter of fact nothing sells as well in Europe as really meritorious American novelties, and in England, particularly more than here, the talking machine dealers are great believers in side lines; hence it is safe to say that publicity in the novelty department of The World must bring a larger percentage of returns than any other medium extant, inasmuch as it is reaching a new field composed of men most anxious to get acquainted with quick selling and profitable novelties.

* * * *

Perhaps one of the best selling and most profitable side lines now before the trade is souvenir post cards. These are gotten out in all conceivable designs, some of them veritable works of art which are worthy of framing. Almost every conceivable subject is treated of, and they have, in many respects, proven a most educational and delightful pastime. Through their dissemination every part of the world has been brought closer together, and through the aid of recent inventions, such as the postal-graph and Mystic Reflector, we have mediums of entertainment somewhat like that of the moving picture machine. The extent of this business may be estimated when it is known that two million cards are mailed daily, which means an income to the Government in one cent stamps of twenty thousand dollars a day. Indeed, the income from this source is helping to wipe out the deficit in the post office department, inasmuch as the average cost of the Government to trausport the mail is about eight cents a pound, while the Government receives $1.20 for every pound weight of post cards mailed, thus the Government nets $1.12 a pound, almost double the profit derived from first class mail matter.

* * * *

Unquestionably the souvenir post card "fad" is the most far-reaching and all pervading the world has ever known. It is wrong, however, to use the word "fad," for the post card has come to stay. When we consider the sales of post cards we may form an idea of the extent of this industry from the fact that hundreds of thousands of men are employed making the paper, doing the engraving, designing and printing for these specialties. Then there are innumerable devices for displaying and selling cards, one of the cleverest and most recent being the new vacuum post card vending machine put out by Caille Bros. Co. In fact, the number of clever display cabinets and other means of showing these specialties are entirely in keepiug with the growth of the industry. American ingenuity is best revealed in this field for new ideas are ever foremost in anticipating trade needs.

Another line of novelties in which tremendous strides have been made is in the electrical field. The commercialization of electricity, and the greater diffusion of knowledge regarding it, is one of interest to millions of youngsters and grown-ups for that matter, and novelties have been produced which are amazing in their excellence as well as in the educational value back of them.

Musical instruments of all kinds, especially what are known as small goods—band instruments, violins, guitars, banjos, zithers, mandolins, harmonicas, accordeons, mouth organs, drums and other novelties in the musical line—are proving extremely profitable and never fail to attract and augment trade. Novelties in the stationery line are innumerable, and the latest productions are amazing in their extent and attractiveness. Some clever ideas where celluloid, metaloid and aluminum are employed have proven big sellers, and are destined to win some consideration from talking machine people. In smoking novelties and leather goods a wonderfully fine line is being produced. Indeed, one marvels at the clever specialties produced in this line. Of sporting goods novelties there is no end. They are all splendid sellers in season, and the line is a most extensive one. Popular priced jewelry and rustic wood novelties, stylographic pens, shaving outfits, rubber goods, are also proving to be quick sellers and worthy of consideration.

* * * *

The field of American novelties is a very large one and steadily growing, and it is one that appeals with especial emphasis to talking machine people for the reasons we have stated at the openiug of this talk. They have all the facilities, the ability and the progressiveness to enable them to win out, and moreover it is a well-known fact that there is a splendid profit in novelties—a profit that is equal to, if it does not surpass that received from selling talking machines.

ORIGIN OF PICTURE POST CARDS.

Stated That the Idea Originated in France During the Franco-Prussian War—Later Taken up by Germany and Austria and Now Has Captured America.

Who originated the idea of picture post cards is a matter of dispute. But meager information can be obtaiued on the subject. It is said that M. Leon Besnardeaux, a bookseller and stationer, conceived the idea in 1870 during the Franco-Prussian War.

There were forty thousand soldiers in camp in his vicinity. The supply of envelopes was limited at the time, being difficult to obtain, and this wideawake stationer thought that the men would appreciate having some way of letting their friends know of their euvironment and life in the camp without the necessity of writing long letters and the consequent hustle for envelopes.

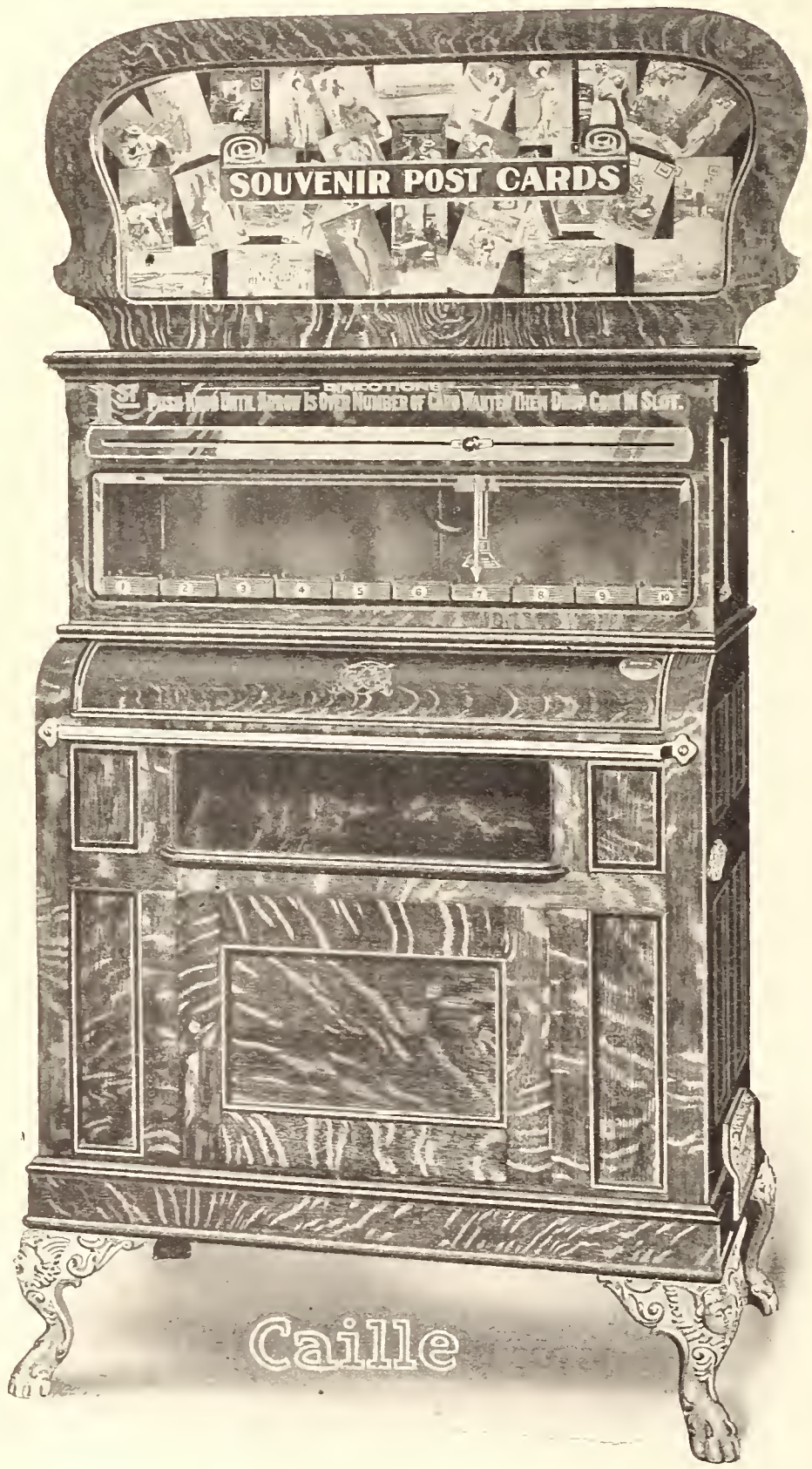
He tried the experiment of having cards engraved with cannon, tents and various things which might prove of iuterest to far away rela-

Burnt and Colored
LEATHER POST CARDS
OVER 250
Designs of Comics, Views, Flowers, College Colors and National Flags.
SPECIAL CASH PRICE
$2.50 per 100
23.00 per 1000
POSTPAID
Local Views on Leather a Specialty
Risley-Bird Mfg. Co.
94 FIFTH AVENUE, NEW YORK
Write for Catalogue of Leather Novelties

IT ALWAYS PAYS TO HAVE MORE THAN ONE IRON IN THE FIRE
This is especially true at the present time, and talking machine jobbers and dealers should not depend solely on their one line for holiday trade. Write us immediately and take advantage of our
GREAT LIQUIDATION SALE
OF
S. S. Stewart Banjos, Bauer Guitars and Mandolins, Accordions, Violins, Cases, Strings and Trimmings, also Brass Instruments.
A great opportunity for the TALKING MACHINE MAN to get into a Big Paying Business on the ground floor. Address
THE BAUER CO.
730 GIRARD AVE. PHILA., PA.

A SIDE LINE
THAT TALKS FOR ITSELF
"SILK-PO" Cards
You've Heard the Name
Get in the Game
The only Fabric post card that SELLS to the public for Pillow-tops and all kinds of Needlework.
SPECIAL SAMPLE PRICE TO THE TALKING MACHINE TRADE.
100 Designs and Colors $3.50
PROFIT $6.50.
THE FABRIC ART CO.
150 Fifth Avenue, NEW YORK

6000 Postal Cards Sold Daily!!!!



OUR NEW VACUUM POST CARD VENDING MACHINE has done it!

And Why?

Because it is the most wonderful and yet the simplest device ever seen or heard of.

IT WILL ATTRACT PEOPLE to Your Establishment.

Send us a postal card to-day and let us tell you all about it and the most complete line of PENNY ARCADE MACHINES and OUTFIT.

Our New Catalogue for 1908 is now ready!

Caille Machines are recognized to be ALWAYS THE BEST and AHEAD OF THE REST!

See our new

SCOPEOPHONE!!!

Simply a wonder!

OUR FACTORY is the HOME of the Famous Cailophone and the RENOWNED CAILOSCOPE, without which no Arcade is complete.

THE CAILLE BROS. CO.

DETROIT, MICH.

Eastern and Export Office
No. 32 UNION SQUARE
NEW YORK CITY

Western Office
REPUBLIC BUILDING
CORNER STATE AND ADAMS STREETS
CHICAGO, ILL.

tives and sweethearts. The soldiers promptly took them up. The first supply was soon exhausted, and he issued a second set. However, when the camp broke up the issue of cards was discontinued and forgotten at the time.

Some years later it was taken up by Germany and Austria, but attracted little attention at first. One story goes that a German was the first to print an object of interest on a card with a cordial greeting thereon and send it through the post, paying regular letter rates. Some say the industry developed from this simple beginning.

OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Novelty Department.]

The most potent factors in selling post cards to-day are variety and quality. Collectors have become more and more discriminating and the dealers who show a wide range of subjects well executed are increasing their sales and profits. Realizing this the Raphael Tuck & Sons Co., Ltd., are continually searching the field for new and striking designs, and to their already extensive line have just added several series which cannot fail to attract attention and be in great demand. They consist of the following subjects: "Cupid's Telephone," "U. S. Military," "Sea Side Tactics," "Life on the Plains," "Would You Like a Job Like This," "College Girls," "The Stork and Baby Series," "The Wild West," "Alligators," 'Cuba," "Porto Rico" and "Manila." The latter subjects are all in the famous "Oilette" series, and will be a valuable addition to this department, as it is most extensive and takes in all the places of any importance in the world. Exquisitely reproduced in local coloring with descriptive paragraphs on the address side these cards are having an enormous sale, especially among discriminating buyers, and dealers cannot afford to be without them.

In nine cases out of ten the storekeeper who is constantly giving you a tale of bad times or poor business is the man who fails to add new life to his stock. One of the most recent contributions to the list of new things on the market is a most timely and up-to-date assortment of clean, humorous post cards being introduced by W. S. Heal, 34-36 Cooper Square, this city. They are published on a fine grade of cardboard stock and in highly lithographed colorings and are as follows: "The Fraternal Series," "Lemon Family," "Owls," "Little Hayseed," "The Cupid Series," "The Candy Kid," etc. This company have also a complete line of leather post cards and novelties. Their illuminated match scratcher sells on sight. Samples will be sent free to the trade on application.

From photographs or other suitable copy the Gatchel & Manning Co., of Philadelphia, make engraving plates from which dealers or jobbers can have printed on an ordinary type printing press souvenir post cards. These local views always sell well, and by making their own the talking machine man can not only have something exclusive but can thereby double his profits. The G. & M. Co. also make a specialty of designs for advertising: letterheads, follow-up cards, etc. Don't fail to put your name on their mailing list. It will pay you.

Two of the greatest feats of science in the line of architecture were the construction of the new Singer and Metropolitan buildings (The World headquarters) in New York City, 41 and 48 stories high respectively. Post cards of these are in great demand and can be had from Arthur Livingston, 194 Broadway, New York.

The utility of "Silk Po" cards published by the Fabric Art Co. have caught the public fancy.

These cards instead of being lithographed or stamped on paper are, as the name implies, painted on silk or other cloth material. This is simply stuck on cardboard for mailing purposes and can easily be removed. They are a decidedly useful little novelty and can be made into very attractive pillows, pin cushions, patch quilts, etc. The range of subjects is very large and dealers will find them worthy of prompt attention.

A line of cards most artistic, of fine execution and beautifully colored, are the new glazed postals manufactured by Julius Bien & Co. They cover a wide range of subjects from the sublime to the ridiculous. It would be a crank indeed who could not find just what he wanted. Among others the following subjects are noteworthy: The Child's Journals or "Want Series," "Simple Life," "Affinity," "Country Life," "A Full Day," "Christy College Girl."

"Buy a post card of any scene you may desire; pay five cents for it and mail it to your nearest friend, sweetheart, wife or parents and at the same time receive a $500 accident insurance policy good for 24 hours and payable to the one to whom the card is sent in the event of accident or death within the time specified," is the scheme boiled down of a southern post card manufacturer. The idea being, of course, to boom this business, at the same time increasing the dividends of a certain well-known insurance corporation. At the time of purchasing the card a number is stamped upon it, corresponding with the number of the policy, which is signed by the purchaser, who thereby becomes entitled to insurance to the amount of $500 within 24 hours after the time canceled upon it at the post office. Further than this it is said that the post cards yield a profit of 100 per cent. to those selling them. Here is an idea that certainly has the element of novelty.

Not to be outdone by the times a post card manufacturer in this city has issued a very catchy line of "Affinity" cards. Each contains a reply card attached. He or she enters an opinion of you on it and returns same. Retail price 10 cents, with a big margin of profit for dealers.

The ideal post card rack manufactured by Ed D. Denss, of Sheboygan, Wis., is something decidedly new in this field. It is collapsible and will fold up into one piece about the size of an umbrella. It displays the cards to great advantage, the rack not being visible when cards are seen. It holds 1,000 cards + 48 displayed.

One of the handsomest and most complete catalogs that it has been our pleasure to see in many a day is the new one, with special discount sheets, of the Manhattan Electrical Supply Co., who are headquarters for all sorts of novelties or, as this catalog terms it, "something electrical for everybody."

Chas. Wolf, of Loessig & Co., who sailed for Europe an the S.S. "Augusta Victoria" on Oct. 24, is expected back about Dec. 15. Mr. Wolf has been making a careful selection of new novelties and post cards for next season's business, and will undoubtedly bring back his usual amount of big sellers.

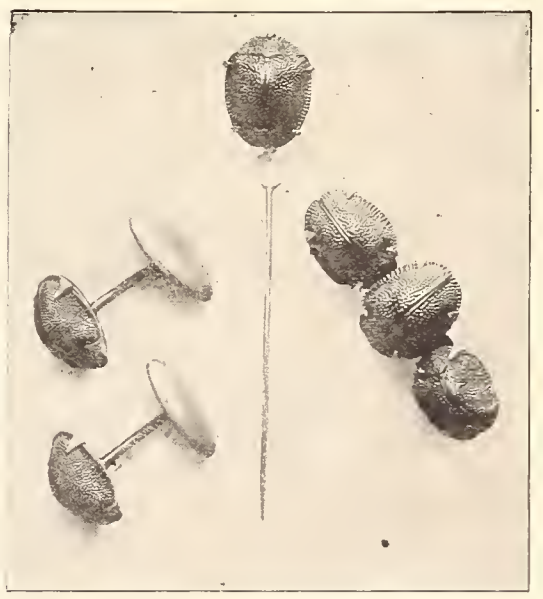
The European Commission Co. has just been incorporated under the laws of New York State. The members are J. B. Weinberg, Herman Strauss and James Sturgeon. They will act as foreign representatives in the United States, Canada and Mexico for a number of European manufacturers of post cards, booklets, calendars and novelties.

The Edwin A. Denham Co. have just issued their new talking machine and novelty catalog for 1908.

The new Bamford & Co.'s catalog is certainly

Be Your Own Manufacturer and
DOUBLE YOUR PROFITS!
We are specialists in making from Photographs and other suitable copy necessary plates for printing Souvenir Post Cards in one or more colors. Also Engravings to illustrate your store, offices and warerooms, as well as articles you sell. :: :: ::
WE SOLICIT YOUR ORDER for designs for Advertisement Displays, Catalogue Covers, Business Cards, Advance Cards, Letterheads, etc. We make the necessary printing press plates for this work and guarantee satisfaction. ::
GATCHEL & MANNING, 27 to 41 So. 6th St., PHILADELPHIA, PA.
Designers and Engravers for Catalogue and all other Advertising Purposes.

LATEST EXTRA
"Lucky Bug"
JEWELRY
JUST OUT
Genuine Brazilian Beetles
OR
"Lucky Bugs"
Very latest craze in Jewelry
BRINGS "GOOD LUCK"
TO THE WEARER
Why not to you?



The Lucky Bug jewelry is made from genuine Brazilian Beetles, handsomely mounted on gold.
They embrace gentlemen's scarf pins and cuff buttons, ladies' hat pins, breast pins, brooches, etc., in novel designs.
Very Handsome and Attractive
Quality High, Prices Low
Send $1.00 for Samples, Prices and Information to
AHTRAM MFG. CO. 221 East 53rd Street NEW YORK, N. Y.

a very interesting one, and dealers contemplating adding post cards to their line will find it valuable.

In accordance with a decision made by General Appraiser Fischer, post cards ornamented with feathers cannot be classed as lithographic prints or printed matter, therefore the duty on these goods is 50 per cent. Post card albums are dutiable at 85 per cent ad valorem.

The Automaphone Construction Co. have just been incorporated under the laws of New York State with a capital of $10,000. Directors: John M. Leavitt, 366 West 50th street, New York; Len Spencer, 44 West 28th street, New York; Jacob Greenblatt, 346 Chester street, Brooklyn, N. Y. The "automaphone," as it is called, is a combination of the talking machine and animated figures or automatons, thereby making it possible to give minstrels or vaudeville in its entirety, and though wholly mechanical, strikingly realistic. The factory, which is located in 43d street, is now working overtime on outfits ordered months ago by various theatres and nickelodeons, and the demand is steadily growing.

One of the big sellers of the season is the Affinity post card published by the F. L. Harding

Novelty Co., 318 Broadway, New York. This card comes with pink, blue, red and yellow bows attached, each bow having appropriate reading for the color. The recipient, whether man or woman, is supposed to take off the bow representing his or her sentiments and attach it to the reply card opposite the line which expresses those sentiments. The purchasing public has taken hold unexpectedly well and sales are much larger than the publisher had any reason to anticipate. The cards, really two in one, retail for 10 cents each and go to the dealer at $3.00 per 100. They are furnished assorted for men and women.

Of all the new post cards, "The Black Hand" series, drawn and published by Walter Wellman, stand alone for their unique originality. These cards are excruciatingly funny and are bound to be big sellers wherever shown. Mr. Wellman is one of our best known cartoonists, and his admirable work has won him a host of friends and followers. Write for his catalog, which shows his complete line.

The William Mann Co., of Philadelphia and New York, have secured the Philadelphia agency for the Roneo Copier. This is the dry copying machine which has made such a hit in England and is just being introduced in this country.

The A. & E. Post Card & Novelty Co. have just added a beautiful and highly artistic line of floral and birthday cards to their already extensive stock.

Martin Lowenberg, of the firm of E. J. Samson & Co., has just returned from Europe, where he obtained a number of new and catchy novelties for 1908.

The Globe Novelty Post Card Mfg. Co., of New York City, capitalized at $10,000, has been incorporated. Julius Grabenstein, of Brooklyn, is named as a director.

The Artistic Post Card Novelty Co. has been incorporated in New York; capital stock $1,000.

The Curt Teich & Co., Inc., manufacturers and wholesalers of post cards, albums and supplies, have just brought out their new dust and burglar proof post card display cabinet. This is made with a glass front, which prevents theft or handling, but shows every card clearly. A very neat case made from weathered oak, in either mahogany, golden oak, mission or gun metal; holds 1,800 cards, displays 68, and gives a substantial tone to a store.

SIDE LINE SUGGESTIONS.

On account of the prevalence of the collecting mania, dealers who are or intend laying in a supply of post cards should not neglect having a complete assortment of albums on hand. They are good sellers and at the same time something standard that does not go out of date, thereby leaving the retailer with a lot of dead stock on his shelves.

A great deal of the success of a post card dealer depends on how he displays and handles his stock. A clean-cut, neat store is a powerful if silent salesman. Dealers therefore should take especial pains in selecting cases, stands and other office fixtures and not get anything shoddy or cheap.

A good assortment of stationery, fountain and stylographic pens, pencils, crayons, rulers, etc., are always a good thing for dealers to have on hand, as they are all necessities and sell well. However, in this as in other lines, there are good, bad and indifferent articles, and on the selection depend whether or not they will prove a satisfactory side line. Playing cards and other games can easily be added and will ofttimes help materially toward meeting the landlord's bill.

Jobbers and dealers cannot lay too much stress on attractive window displays, one of the most important features of which is that of striking window cards or signs. Of these, those of the decalcomania type stand unexcelled for beauty, cheapness and adaptability. They keep the public in constant touch with your goods night and day, and are great trade instigators. If you are a manufacturer you owe it to your trade to investigate their virtues.

In connection with your album line leather specialties can be carried, such as pocket books, cigar and cigarette cases, match boxes, etc. Pyrographic outfits and other kindred novelties will make it a strong trade puller.

"Opposites attract" was never better demonstrated than in this trade. We have reference to the hundreds of dealers who are doing a thriving business combining jewelry and talking machines. Anyone looking for a side line that offers a chance for the small as well as the largest investor would do well to investigate the jewelry field. Big inducements are offered and there are many novelties in connection with the regular stock to offer—catches, rings, pins, medals, etc., are always in demand. Why not put yourself in a position to cater to it?

Postal cards bearing particles of glass, metal, mica, sand, tinsel or other similar substances, are unmailable, except when enclosed in envelopes with proper postage attached, or when treated in such manner as will prevent the objectionable substances from being rubbed off or injuring persons handling the mails. This ruling should be considered by both manufacturers, jobbers and dealers.

IMPORTANT POST OFFICE RULINGS.

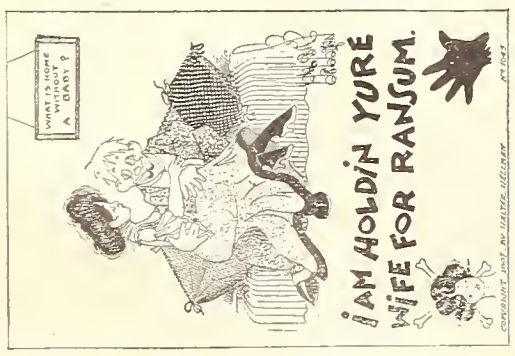
According to a new ruling of the post office post cards enclosed in a transparent envelope having a hole in the corner showing one cent stamp will not go through the mail at that rate. A two cent stamp must be affixed.

According to another recent ruling of the department, the attaching of sheets of paper, bearing either writing or printing to a post card is no longer forbidden. Illustrations, writing or advertisement may appear on the back of the card, and on the left third of the face.

EMPIRE POST CARD & NOVELTY CO.

The Empire Post Card and Novelty Co. of New York was incorporated last week with a capital of $6,000. Directors: Morris Levin, 403 Pennsylvania avenue; Morris Blumenfeld, 132 Floyd street, Brooklyn; Samuel Goldberg, New York.

JOBBERS



Show Wellman's "BLACK HAND" postals to your trade, and watch 'em fall for them.
CATALOGUE FREE
WALTER WELLMAN
The Cartoonist-Publisher
World Building, NEW YORK

HARD TIMES GOING FAST
We mean the
Hard Times Post Card
Sells for 5c. each and costs you $2 per 100.
Send $1 for 50 assorted new ones.
F. L. HARDING NOVELTY COMPANY
318 BROADWAY, NEW YORK
PUBLISHERS OF THE NOTORIOUS "AFFINITY" CARDS

TALKING MACHINE DEALERS
SHOULD BE FAMILIAR WITH THE BEST
DRUMS
MADE—WRITE TO-DAY FOR CATALOG
EXCELSIOR DRUM WORKS
A. G. SOISTMANN, Manager
1109-1111 Locust Street Philadelphia, Pa.

SPECIAL TO THE TRADE!
FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or $10.00 per hundred:
"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice
It will pay you to keep in touch with us. Write to-day!
THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

STEWART
You can handle banjos easily and add to your income. Talking machine men will find them big sellers.

THE BAUER CO., 726-730 Girard Avenue Philadelphia, Pa.

MOVING PICTURE AND AUTOMATIC MACHINES

SITUATION LOOKS BRIGHT

For Dealers in Automatic and Moving Picture Specialties Notwithstanding the Much Discussed Flurry in the Financial World—The Past Year Has Seen Great Strides in a Popular Moving Picture Machine—Some Comments in This Connection.

Notwithstanding the recent financial slump, things look exceedingly bright for dealers handling moving picture machines and films; in fact, this business has suffered but very little, and unless something unforeseen happens there will be a rich Christmas harvest for these enterprising retailers. Much of this steadiness has been due to the increased exertions on the part of the manufacturers. These men did not "rest by the wayside," but the minute they felt a relaxation on the part of the buyiug public, they began to double their advertising space, push work on new models, and in every way possible keep things stirred up.

The passing year wituessed the first serious effort to market a moving picture machine for the home in this country. In this short space of time the progress has beeu phenomenal. To-day there are at least four large manufacturers of these devices, and nearly a quarter of a million machines distributed about in the United States and Canada. One of the best proofs of the demand for these remarkable entertainers is found in the enormous amount of advertising space devoted to them by the mail order houses. You ask why is it that more of the manufacturers do uot bring their product to your attention? The answer is simply that they have nothing to sell you, their factories being kept working overtime to supply these somewhat despised mail order concerns. And again, but few dealers, and, in fact, some large jobbing houses, know but little about marketing a new product; they are too conservative to inaugurate a successful pioneer campaign. They often will be induced, through the glibness of the mauufacturer's agent, into placing an initial order, but there they stop, and instead of spreading the news broadcast, when the new line arrives, shove it into an out-of-the-way corner where it will not—so they term it—interfere with their regular business. In taking stock at the end of six months, low and behold! the manager finds himself loaded down with that ——— ——— line he took on—just the same stock, only a little rusty, shop-worn, etc. Does he mend his ways? If a man of brains, he does, and the poor abused merchandise does not follow the usual course of being consigned to the bargain counter or else promptly checked up to profit and loss, and sold for old junk.

Nineteen hundred and eight will witness many startling changes in this field. This industry, now, as it were, taking its first steps, will have developed strength and its already rapid progress be greatly accelerated. Competition will grow keener, and therefore in accordance with the laws of commerce, the product improved. Our readers will remember that we predicted some three months ago that it was only a matter of a short while before the moving picture camera would be ready for home use. This longed-for device has at last been perfected and will shortly be ready for the market at a price not prohibitive. This will open up a new and rich field for exploitation, and one that will throw the regular kodak in the shade. But while, of course, the sale of this new camera is bound to be large, it is impossible to estimate the incentive value it will have for the home moving picture industry at large. The moving picture camera can be operated by anyone who can operate an ordinary kodak, with but little practice. It will be especially suitable for taking animated photographs of surf, a fast-moving train, etc., the only difficulty being that of properly focusing and running the film through at the right speed. Consider the proposition a moment in its eutirety. Here you have the moving picture machine, constructed along the most approved lines aud at a price sufficiently low to suit the common purse, and at the same time high enough to afford you a handsome profit. Next in line are the films, an endless list from which can be chosen subjects to suit all classes and in the way of supplies—lamps, stands, rewinders, generators, illustrated song slides for use with the talking machiue, etc.

The animated camera is the last link in a chain that certaiuly is long enough and strong enough to hold your trade and gather in any stragglers in the crowd. Think it over, weigh it before deciding, and if you find it to your liking, go into it feet first, but keep your eyes open and don't let a single opportunity escape you in letting the public know that you are in the business first, last aud for all time.

SUCCESS IN ARCADE BUSINESS

Can Only be Achieved by Knowing the Public and Providing the Machines That Satisfy.

One of the most successful men in the arcade business in chatting with The World recently emphasized the necessity of knowledge in order to achieve success. He said:

"In the first place experience in catering to the public's taste is a most necessary factor to success in this business. You must study their humor and know all the machines ou the market, be able to tell each one's shortcomings, where and when to feature each and how. In the second place, the large cities are nearly all well supplied with these places of amusement, but they are cosmopolitan to a great extent and anything that is new will draw a crowd. Towns and villages are narrow and set in their views and reflect the characteristics of their citizens; introduce a jarring element in your enterprise and failure stares you iu the face. To harmonize perfectly with your surroundings is your only hope of success, and to do this is difficult, to say the least, for an outsider. If anyone desires to invest money in slot machines, I should most decidedly advise "operating," by that I mean the purchase of a number of good money makers such as automatic pianos, talking machines, mutoscopes, vending devices, etc. Get locations for them, these are innumerable, and is easily done by either paying so much for the location, or, better yet, on a percentage of the earning basis. This forces or rather instigates the owner of the place to push your machine into popularity for his own advantage. This is done by a system of slugs given to the proprietor who will start the ball rolling when a crowd is around, by their insertion. You have the key to the cash box and are therefore assured of a square deal."

WHAT YOU CAN DO WITH ONE CENT.

The Age of Automatics Has Made the One-Cent Piece More Valuable and Brought Many Joys to Those of Limited Means—Some Enlightening Facts in This Connection That Are Worth Reading.

Have you noted the growing importance of the one-cent piece?

A thousand schemes have been devised to lure it from your pocket. They ask for only one cent. No larger fortune is needed to make the purchase complete. You may be fed, you may be entertained, amused or instructed, you may be assisted in repairing your clothing.

But the real interest in these purchases for a penny is in the future—the near future—for the number and variety of them increase daily. Soon for a cent, or at most for a nickel, almost everything that is necessary to life, with a host of things that contribute to its enjoyment, will be offered and placed convenient to the purchaser.

In London, an enterprising dairy company has placed penny-in-slot machines outside its depots. A penny is put in and on turning a handle a half pint of milk comes out. An extension of this system is planned, so that bread and groceries can be obtained at all hours from slot machines on the streets.

In nearly all the railroad stations in and about New York now there are penny-in-the-slot machines that furnish soda water in glasses that are automatically cleaned.

If you look far enough in New York including the seashore resorts you will find an astonishing list of articles served from these slot machines. You will even see that the milk slot machine is not confined to London, but for a cent a small glass is served from a mechanical cow.

There are ladies who sustain their streugth iu shopping tours downtown long past the noon lunch hour—even being able to join in the conflicts of the bargain counters—with chocolate from one-cent slot machines.

There are machines that yield, in return for a penny in the slot, ice-cream sandwiches, salted peanuts, a cigarette, a drink of cider, an electric shock for your nerves or your rheumatism, your fortune told on a card, a box of matches, scent for your handkerchief or the original slot-machine product—chewing gum.

Then, of course, there is the penny arcade, with its long aisles of slot machines that produce music of an endless variety in phonographic reproduction and moving pictures of everything under the sun, from a prize fight to the Papal procession in St. Peter's or the battle of the Yalu River.

So the uses of the slot machine grow and multiply. The lone penny and the single nickel represent possible purchases in vast variety. At ten thousand street corners and store entrances and railway platforms are penny-in-the-slot weighing machines. There are almost as many outdoor penny-in-the-slot chocolate and chewing-gum servers. A small piece of chocolate sustained the Japanese soldier on a long march on which he was forced to travel swiftly and lightly. The slot machines are teachiug New Yorkers the economical value of the same rich aud concentrated food.

It is easy to foresee that tabloids of other

Everything in NEW and S. H.
Motion Picture Machines
Films, Stereopticons, Song Slides and Supplies. **Same Wanted.** Catalogues free.
Harbach & Co., 809 Filbert St., Phila., Pa.

OUR SUCCESS is the result of furnishing the best FILMS
in America. If you doubt this statement, try our new quality service and be convinced. As a money-getter it is unequaled. Everything for the moving picture show carried in stock at Main Exchange and Branches ready for prompt shipment.
WE GUARANTEE TO NEVER REPEAT
Special prices on opera chairs. Pathe's Life of Christ, 3,114 feet, hand-colored. Try it. Be surprised.
O. T. CRAWFORD FILM EXCHANGE CO., Gayety Theatre Bldg., ST. LOUIS, MO.

foods will be found in the one-cent automatic service—tabloids of groceries, of bread, of cheese, of compressed meat, of collar buttons, of self-adjusting "bachelor" buttons, of safety pins and shoe laces, ancient sheet music and unbound fiction.

From a combination of three or four penny-in-the-slot machiues soon it will be possible to get a luncheon. In the penny arcades there is evidence of progression to that point. Tabloids of medicine, especially tonics, are already offered.

From the nickel-in-the-slot machines you may now extract a handkerchief or a photograph of yourself on a postal card among the great variety of their offerings.

But the willingness with which the great moving public in the city parts with its one-cent pieces makes the interest of the dealers center in the evolution of the penny purchases. Their scope will be vastly extended.

EDUCATIONAL FEATURES

Of the Moving Pictures Are Not Always Recognized by the Critics of the Public Shows Where These Devices Are Used—They Also Afford Amusement and the Keenest Possible Pleasure to People of Limited Means.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 5, 1907.

The five-cent shows that exhibit moving pictures seem to have got into the limelight through the rumpus kicked over the noise made by the orchestras and talkiug machine horns in Philadelphia, yet the Quaker City has bigger nuisances than melodies of this sort and bears them without a grumble.

It has not been charged against any of the moving picture shows that the views shown are immoral or improper. There is a great deal of nonsense, but this is an age of funmaking and the comedies on the screen are often very much superior to some of the stuff that passes in high class theatres as vaudeville and lacks the vulgarity often found in large entertainment houses.

There is, however, a distinct educational feature to the moving pictures that their critics fail to recognize or admit. Many of the views are of scenery in this and other couutries and the audience is taken through some of the most striking sections of mountains and along lakes of marvelous beauty. The moving pictures have made us acquainted with a large section of the globe and they portray life in many aspects, solemn, ludicrous, as well as many features of activities.

There is relaxatiou in the nonsense of the scenes depicted in some of the films and many a weary man and tired woman have been led to forget their ills for the time by the merriment of these shows.

Again, the moving picture shows afford a very reasonable amusement offer at a low figure. Before the discovery of the process for depicting life upon the canvas, stereopticon lectures were often high-priced forms of entertainment, but many of these pictures now projected upon the screen are as good as those for which ten times the admission fee was asked in the old lecture days.

If there are objectionable features, it will be an easy matter to suppress such adjuncts, but the popularity of the moving pictures is attested by the crowds that attend the performances every day in every town in which they are exhibited.

ANENT MOVING PICTURE FILMS.

May be Sent Into Canada for Exhibition Purposes and Returned Free of Duty.

(Special to The Talking Machine World.)

Washington, D. C., Dec. 7, 1907.

Replying to a direct inquiry, the Treasury Department on Nov. 30, ruled that moving picture films may be sent into Canada for exhibition purposes aud returned free of duty. The text of the Secretary's letter follows:

"Moving picture films sent into Canada for use for a time and afterward returued to the United States, whether of domestic or foreign origin, may be exported aud returned under the provisions of Department circular 64 of Oct. 29, 1907."

The Board of General Appraisers, on Nov. 21, decided that flimsily constructed cinematographs were dutiable as toys under paragraph 416 of the tariff act.

On the same date the Treasury Department iuformed the collectors of customs throughout the country: "Commercial samples of drummers, whether of domestic or foreign origiu, may be sent into Canada and returned to the United States in the manner provided in paragraphs 7 and 8 of Department circular 64, of Oct. 22, 1907."

REGARDING SUNDAY CLOSING.

The radical decision of Judge O'Gorman, handed down the past week, whereby all places of amusement, including the theatres and opera houses, will be closed hereafter in New York on Sundays, necessarily affects those popular abiding places of the poorer people, the nickelodeons and other places where moving pictures are displayed. It is now expected, however, that this antiquated law will be repealed, and that New Yorkers will be given a chance to spend their Sunday afternoons in some other place besides the saloon, which is always open for business. New York is too cosmopolitan a city to be governed these days by laws that were passed when people held less liberal ideas about the observance of the Sabbath.

COLORADO MOVING PICTURES.

Mr. and Mrs. Edward H. Kemp, who are now visiting New York, are probably the best advertisers the state of Arizona has, and they do it by showing that wonderful country in their series of colored views and motion pictures.

Mr. Kemp is famous in the West as a student of the Hopi Indians. He has made many trips into their country, and in some cases has been successful in obtaining the motion pictures of the sacred dances of the tribes.

Last summer Mr. and Mrs. Kemp were most fortunate in securiug moving pictures of this weird ceremony, in which the priests carry in their mouths rattlesnakes and reptiles of various descriptions. This is a prayer for rain, and the Hopi Indians believe that the snakes, going back into the graves of the dead, communicate with the spirits.

COIN OPERATING MACHINES

Greatly Effected in Countries Which Voted "Dry."

The wave of reform which is sweeping this country has had a decided effect on reducing the demaud for coin operating machines in the districts which have voted to go "dry." A. W. Miller, of Kansas City, Mo., recently advertised his stock of coin operating machines for sale in The Music Trade Review.

He says "On account of the fanatic order of the Governor of this State ordering all music and musical instruments stopped in cafes where intoxicants are sold I cauot very well move these instruments into some one else's territory and as half of this State and the State of Kansas is totally temperance I want to get away from here by January 1st."

MACHINES MUST BE USED INSIDE

(Special to The Talking Machine World.)

Independence, Kan., Dec. 4, 1907.

The three 5-cent theatres in this city will have to draw in their horns. The city council last night instructed the city marshal to order the proprietors to keep the talking machines, used for advertising purposes, inside the buildings. It is the intention of the council to keep most of the noise inside, too. If enough of it gets out to annoy the marshal he is given permission to go inside and confiscate the machines on the ground that they are a nuisance.

RECENTLY INCORPORATED.

Blum & Rosenthal, of New York, was incorporated recently for the purpose of handling automatic pianos, with a capital of $1,000. Directors: Nathan B. Blum, Rockaway Park, L. I., and Albert Parks, of Boston, Mass.

The Buffalo Film Exchange, Buffalo, N. Y., have incorporated to manufacture moving picture films, talking machiues and records, with a capital of $20,000. Directors: J. A. Schuchert, F. A. Schuchert and E. W. McIntyre, all of Buffalo.

TYPE E

THE MUTOSCOPE

For Amusement Parlors, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

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AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street NEW YORK CITY

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SATISFACTION

ALL WAYS

WITH PEERLESS COIN OPERATED PIANOS

"DON'T"

Don't stop to think what you have lost by not handling PEERLESS before. There is still some open territory if you hurry. One dealer reports a net profit of $5,000 per month from his Peerless Department alone. There is business to be had in your locality, business to satisfied customers with large payments, because the Peerless will pay for itself in from seven to ten months.

Peerless quality always brings a high rate of profit, and there is no medium on earth to compare with these instruments as real money-getters for all those who handle or own them.

EVERY PEERLESS PIANO CAN BE OPERATED FROM AN UNLIMITED NUMBER OF COIN BOXES ON TABLES OR IN ROOMS

Extracts from Easy Money Catalog—Suggestions for Salesmen

THINK OF THE MONEY YOU WILL MAKE

One Peerless Piano took in $350 in 27 days. Whatever your business may be things will move faster if you have music. Our Peerless has been tried in cafes, billiard parlors, drug stores, hotels, candy stores, etc., and in every case has it proven a success. It does not matter what your business may be so long as it means dealing with the general public. You will find it profitable to have a Coin Operated Piano. It will attract customers, amuse them, and your satisfaction will come from the coin box, which will earn money for you that you would not otherwise get, as well as an increase in patronage.

Once more the PEERLESS coin operated PIANOS are classed by the nation's experts as the LEADERS.

They were awarded the Gold Medal and Highest Award at the Jamestown Exposition, 1907.

Get Our Easy Money Catalog

OTHER AWARDS:

Pan-American Exposition, Buffalo, 1901
St. Louis World's Fair, 1904
Lewis & Clark, Portland, 1905

ROTH & ENGELHARDT

(Props. PEERLESS PIANO PLAYER CO.)

Offices: WINDSOR ARCADE, FIFTH AVE., NEW YORK CITY Factory: ST. JOHNSVILLE, NEW YORK

"We announced the B Q as a "Columbia sensation."

And it was.

Just as we expected, only more so.

And getting still more so every day.

The combination in a cylinder machine of all the points of convenience and tone quality that have made so great a success of the Columbia Disc Graphophone was bound to create excitement, and it's bound to keep it up.

We are rushing work on the B Q model and intend to keep as close to our orders as possible, but the machines are being sold about as fast as they are being shipped, and that means just one thing: *Get your orders in!*

The compactness of the machine *alone* would sell it.

The aluminum tone-arm *alone* would sell it.

This B Q Columbia is one talking machine model that you *can't* lose on

—Unless you lose sales by not ordering soon enough.

Columbia Disc and Cylinder Records fit any talking machine and make it sound almost as good as the Columbia Graphophone—and the whole country is finding it out!

It's a message to *you*.

COLUMBIA PHONOGRAPH CO.
TRIBUNE BUILDING, NEW YORK

The Columbia "B Q"

the success of the year

A $30 Tone-Arm Cylinder Graphophone with Swivelling Flower Horn. No rubber tube, no horn crane, no horn stand.

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