

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.



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 <u>Salesroom, 89 Chambers Street</u> <small>Cable Address, Doughphone, N. Y.</small> New York Largest Exclusive Talking Machine Jobbers in the World.	DISTRIBUTORS VICTOR TALKING MACHINES RECORDS, ETC. GENERAL SUPPLIES FOR DISC MACHINES
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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 in 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 only 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 line we would want him to increase his insurance, and earnestly urged that he do so for his own protection, 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 insurance \$1,000, and intended, before the other policy expired in November, to increase still further. On the morning 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 singer." 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 leading 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 talking machines with success—he said informally:

"I take it that the qualities which should distinguish the successful man in the talking machine industry as in 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 branches 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 an 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 been touched and that it can be generous and benevolent. 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 again are the ablest, will gravitate to that firm and stay with it. Nothing pays so well in business as generous treatment. Indeed, the firm which sees that its men make the highest earnings is certain 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 telephone 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 talking machine business in the Central West. The location is excellent and the arrangement on the inside is superb. Special advantages are offered for showing goods to retail dealers. There are individual 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 Edison 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. Wur-

litzer 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

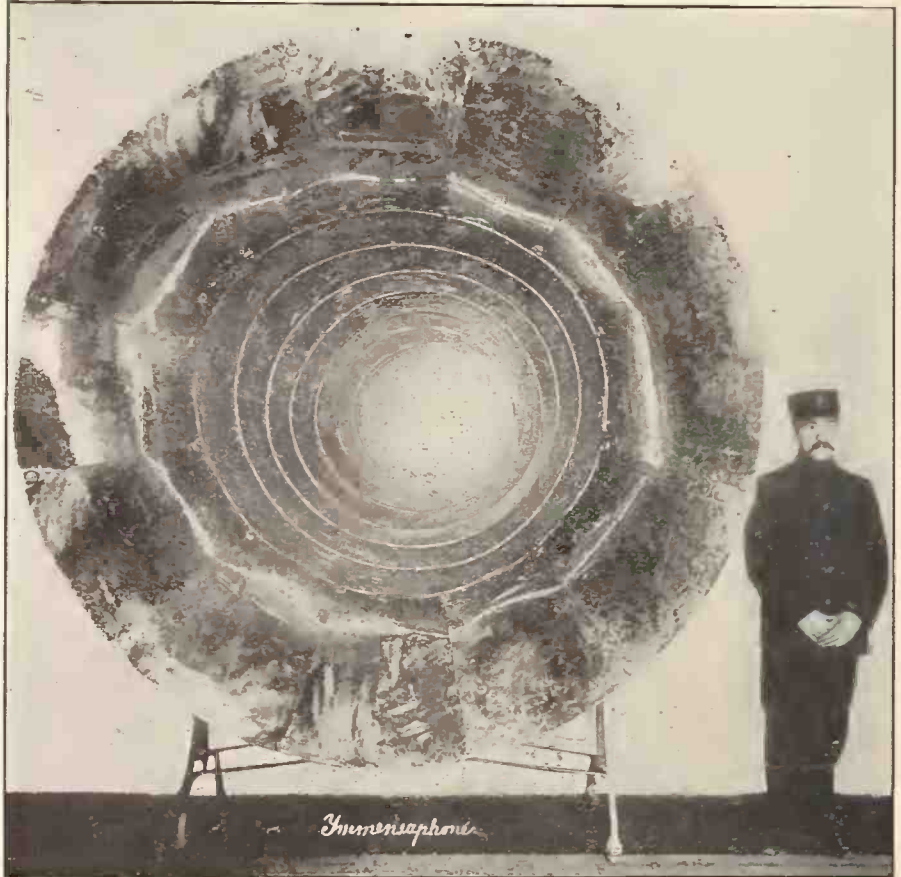
Is the Immensaphone, Made by the C. G. Conn Co., for Lasky, Rolfe & Co.

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

it was necessary to be built in sections to facilitate transportation.

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



THE IMMENSAPHONE.

and orchestral instrument factory of the C. G. Conn Co., Elkhart, Ind., for Lasky, Rolfe & Co., the vaudeville syndicate 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

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.
 American Talking Machine Co.
 Brooklyn, N. Y.....W. D. Andrews.
 Buffalo, N. Y.....Orton Brothers.
 Butte, Mont.....The Klein & Heffelman Co.
 Canton, O.....Stone & Barringer Co.
 Charlotte, N. C.....Lyon & Healy.
 Chicago, Ill.....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. Reynolds.
 Montreal, Canada...Berliner Gramophone Co., Ltd.
 Nashville, Tenn.....O. K. Houck Piano Co.
 Newark, N. J.....Price Phon. 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 Machl. 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 Employees 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 manly 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 LuciaKlein
 5231 I'd Rather Two-Step Than Waltz, Bill...Burt

March Song by Frank C. Stanley
 WITH ORCHESTRA.
 5235 Honey BoyVon 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 bugle.
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 Baby—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-inchVan Alstyne

Songs by Harry Tally
 WITH ORCHESTRA.

5213 Ballooning—10-inchHern
 5224 Broncho Buster—10-inchMadden

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-inchCohan

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-inchMorse

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 Mand Powell, the greatest of women violinists
 10-inch size, \$1 each.

64073 MenuettMozart
 64074 SouvenirFranz Drdla
 34075 MelodieGluck
 64076 (a) The BeeSchubert
 (b) Minute WaltzChopin

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 JohnClay
 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 Frühlingzeit (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 unequalled 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.

Inasmuch 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 business, 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. Mar-



ALBERT S. MARTEN.

ten retired from active duties, but a man of his temperament could not long remain out of the harness.

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 him-

self 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 industry.

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 outside 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 Club, the East Orange Historical Society, Municipal Art League, Philadelphia Trades League, Board of Trade of Newark, National Association of Manufacturers 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 Club 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 beautiful residence in East Orange, where with his charming wife and two daughters he enjoys the refining influence of an ideal home.

TO PLAY THE WEDDING MARCH.

So numerous 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 suggested 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

Three 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 } LINCOLN, NEBRASKA.
{ Bank of Commerce; First Trust and Savings Bank }

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 not 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 in 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 the men get better acquainted and have the benefit of each other's experience. The greatest gain 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 abomination of the earth and lawyers are the emissaries of the devil," drawled the 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.



- ☞ 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 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.



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. BRITAIN WILSON, A. J. NICKLIN.

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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 1745 and 1761 Gramercy. Cable Address: "Elhill," 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. The 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 in 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 been scanned more closely, and the business concerns 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 notwithstanding 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 pronouncements 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 super-sensitiveness 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 section.

THE parcels post question will be reopened at the coming session of Congress. The advocates of such an extension of Governmental conveyance to their business 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 an 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 kind of advertising they could have.

AT the copyright hearings in Washington last December many communications were read from music publishers in which they showed the strongest kind of interest in having the talking machine men put new compositions on talk-

ing 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 since 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 The 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 instalment 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' Association. 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 convention 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 hearing 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 Frères 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 Frères 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 Frères may render it necessary to erect factories on this side of the water to take care of the growing trade in Pathé specialties here.

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.

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 Frères 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."

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 1/2-horsepower motor.

WRITE
FOR
PRICES

Only a limited number of machines on hand.

For full description and particulars address

W. W. ROSENFELD
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

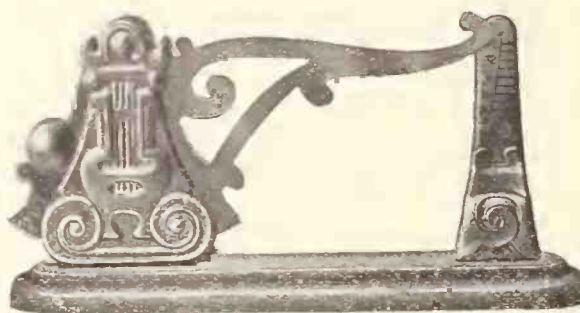
(PATENT APPLIED FOR)

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, accounting and purchasing departments; fourth, drafting and experimental work. The pressing 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 engine 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 mechanical turn. This structure is built in two sections with a broad areaway between and connected only by enclosed bridges at each floor. This, of course, 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 prominently 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 and 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 and 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 making of screws, spindles, winding 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 that 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.

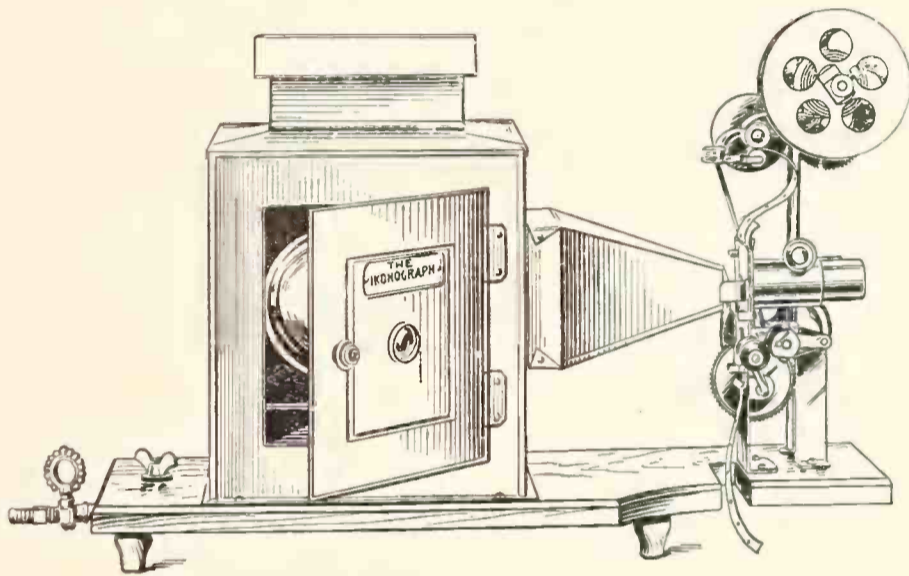
INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

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.	DUBUQUE, IOWA...HARGER & BLISH.	PITTSBURG, PA..... POWERS & HENRY Co.
BALTIMORE, MD... E. F. DROOP & SONS Co.	EASTON, PA. WILLIAM WERNER.	PROVIDENCE, R. I. J. A. FOSTER Co.
BOSTON, MASS..... BOSTON CYCLE AND SUNDRY Co. IVER JOHNSON SPORTING GOODS Co.	HOBOKEN, N. J..... ECLIPSE PHONOGRAPH Co.	ROCHESTER, N. Y. THE TALKING MACHINE Co.
BUFFALO, N. Y. THE TALKING MACHINE Co.	MINNEAPOLIS, MINN..... MINNESOTA PHONOGRAPH Co.	SCHENECTADY, N. Y. FINCH & HAHN.
CANTON, O. THE KLEIN & HEFFELMAN Co.	MILWAUKEE, WIS.. MCGREAL BROS.	SAN FRANCISCO, CAL..... CLARK, WISE & Co.
CHICAGO, ILL..... THE RUDOLPH WURLITZER Co.	NEWARK, N. J..... EDISONIA Co.	ST. PAUL, MINN. ... W. J. DYER & BRO., INC. MINNESOTA PHONO. Co.
CINCINNATI, O. THE RUDOLPH WURLITZER Co. MCGREAL BROS.	NEW HAVEN, CONN. THE PARDEE-ELLENBERGER Co.	TOLEDO, O. W. L. MILNER & Co.
CLEVELAND, O. FOWLER & SLATER.	NEW YORK, N. Y. ... DOUGLAS PHONOGRAPH Co. BENJ. SWITKY.	TROY, N. Y. FINCH & HAHN.
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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.

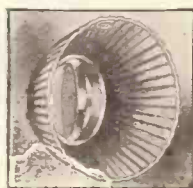
The failure of the Lewis Talking Machine Co., Columbia jobbers in this city (referred to elsewhere), has occasioned much regret, because through the closing of this establishment the trade loses, temporarily at least, one of its most genial members in the person of Herbert Lewis. He has connected himself 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 installs 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 Hallet & 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 carry 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 next 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 Heckerers 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



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. Retail 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.

IT HAS STOOD THE TEST

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.

851. **Arion Carnival March.**
An inspiring record of this old time favorite dedicated to the Arion Singing Society of New York City.
852. **Colonial Guard—March and Two-Step.**
A bright military quickstep with a tuba solo effectively introduced.
853. **Kings of Rags—Two-Step Oddity.**
A grotesque bundle of ragtime. The clever instrumentation of this number produces some odd ragtime effects.
854. **Sunbeam Dance—Schottische.**
A bright, sparkling dance number, with bells and clogs.
855. **Turkish Patrol.**
This renowned characteristic record is made indeed realistic by the use of the Turkish drum and cymbal throughout the number.

Hagers' Orchestra.

856. **Dill Pickles—Two-Step.**
A catchy pickled ragtime perfectly recorded for dancing.
857. **Jolly Widow—Waltz (Die Lustige Wittwe).**
A beautifully rendered waltz made up of the popular melodies from the immense European success, "The Jolly Widow."
858. **Spring Song (Mendelssohn).**
Undoubtedly the most artistic interpretation of this classic ever produced.
859. **"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."
860. **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.

861. **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.
862. **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.
863. **Ballooning—Harry Tally.**
Pleasing and attractive song from the musical comedy, "Fascinating Flora," in which Adele Ritchie has been starring.
864. **Blest Be the Tie—Sacred—Mr. Frank C. Stanley.**
An excellent rendition of this beloved denominational hymn of Christian fellowship sung to the tune "Dennis," with organ accompaniment.
865. **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.
866. **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.
867. **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.

868. Jack and Jill—Ada Jones.

- Dainty song from Geo. M. Cohan's "Fifty Miles From Boston." Clear, distinct and musical.
869. **On An Old Fashioned Huggy Ride—Billy Murray.**
Late song by Williams and Van Alstyne, depicting the advantages of the old fashioned horse and huggy, over the up-to-date auto, subway or trolley, for lovemaking.
870. **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.
871. **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.
872. **Scene at a Dogfight—Len Spencer and Alf Holt.**
One of the most realistic 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.
873. **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.
874. **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.
875. **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. D'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. 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, 181 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

Allegheny....H. A. Pecker, 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.

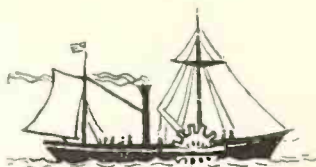
CANADA

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 concentrated 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 unimportant 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 been identified. 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 founded. 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 interferes 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 necessary 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 feather-weight 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 business. 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 advance in the art of recording 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, instrument or orchestra in all their beauty, with every suggestion of mechanical reproduction removed. An appropriate name 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 in 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 quite as easily as pedestrians on Broadway. The currents of air through Marconi's magic have been harnessed for the transmission of sound in such a way that new conditions have been created on land and sea, and now that this sound wizard has turned his attention toward sound development through the agency of the graphophone we may be prepared for many expansive 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.

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.

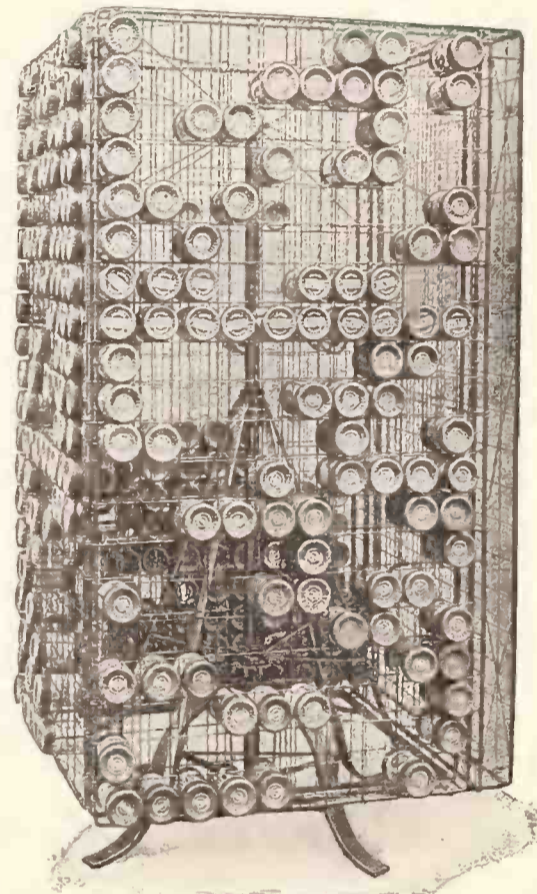
"Space-saving and time-saving are two of the world's great problems."

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

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.

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, he 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 isn'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 monthly 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, where 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 their 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. Steuer-

mannslied ("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, here!"), "Carmen," Bizet.

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, the 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.

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.



“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 inter-

ferre 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 Machine 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, and 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 and 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 maroon 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 manufacturer 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.

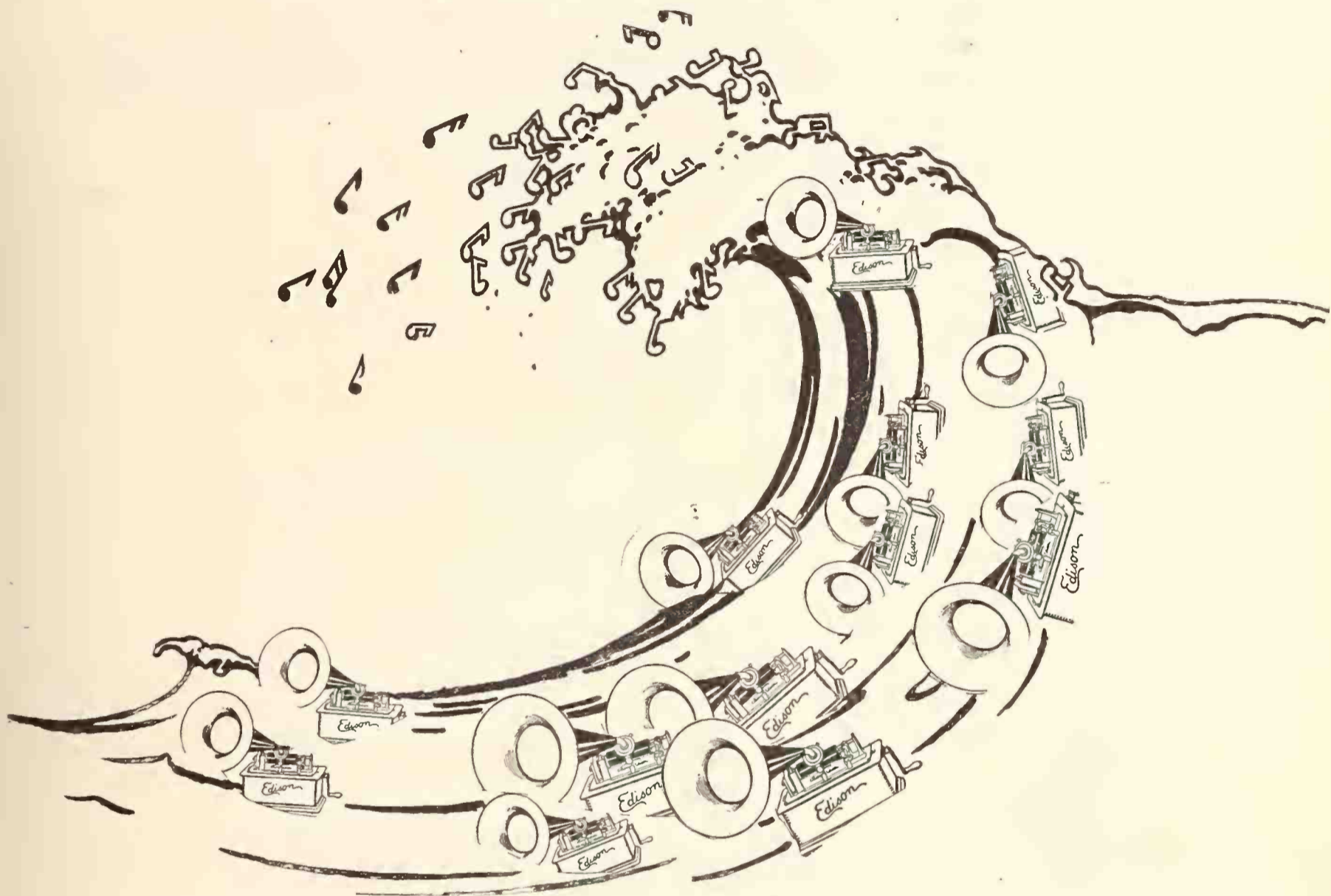
==== We solicit a trial order. ====

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
KIANGNESE
CANTONESE**

**ARABIAN
TURKISH
EGYPTIAN
SYRIAN
PERSIAN**

HINDUSTANEE :

**AFGHANISTAN
URDU
MARATHI
CUJARATHI
HINDI
TARSI
BENGALIE
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 undoubtedly 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, but 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. Manufacturers are specially busy 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 public 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 equal if not greater length of time. In conversation, a large manufacturer 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 Foldes, 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 young. "We have," said Mr. Kearton to The World's representative, "been engaged for the last three or four years upon these living picture studies. 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 accustom 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 countries.

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 issue. 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 38 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 elim-

inated. 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. Wolfe, 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 over-arm 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

FROM OUR LONDON HEADQUARTERS—(Continued).

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 moving 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 standard 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. Frank 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 now 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, defendant moved for the production of

the plaintiffs' 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, defendants are entitled 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 being dismissed. Lord Justice Kennedy said there ought not to be discovery which might be injurious except where the justice of the case required it. In 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 concerning 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 covering the complete issue of all records up to August this year. A special fea-

ture is the index, under which any style of record can be instantly found. The Odeon Co. draw special attention 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 not 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

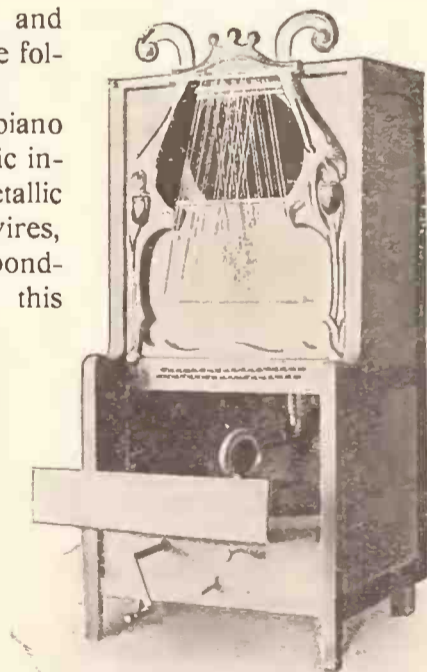


No. 165.

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.



No. 135.

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

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 **SAPPHIRE 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.)

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

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**

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."

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 exchange 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 "SONOGRAM"
Standard Machine

RETAIL PRICE, £5

SPECIFICATION.—Sound-tight Ball and Socket Joint, 10 in. Tunable, 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/-

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 **London, E. C.**
 Finsbury Square

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 'Linguaphone' 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, ravishing, 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.

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 generally 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.

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.

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 Job-

bers' 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.

bers' 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.

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 meetings, 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 in 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 considera-



J. F. BOWERS, PRESIDENT.

tion 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

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 following 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.

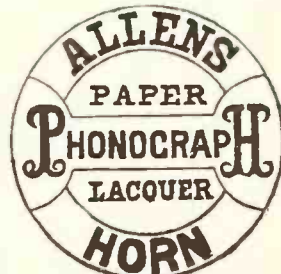
At about 1:30 a recess was taken until 3 o'clock, when the first meeting of the new organization, designated as "The Talking Machine Jobbers' National Association," assembled. During the interim there had been a meeting of the Eastern Jobbers' Association and the Central States' Association, at which 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.



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 offi-

cers. 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

try, 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.

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 coun-

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

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

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.



TALKING MACHINE JOBBERS IN CONVENTION AT BUFFALO.

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

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."

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

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 seri-

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.

ous 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,

they 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 PHONOGRAPH CO., G

ANNOUNCEMENT!



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



(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 pooh-poohed 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 willing 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!

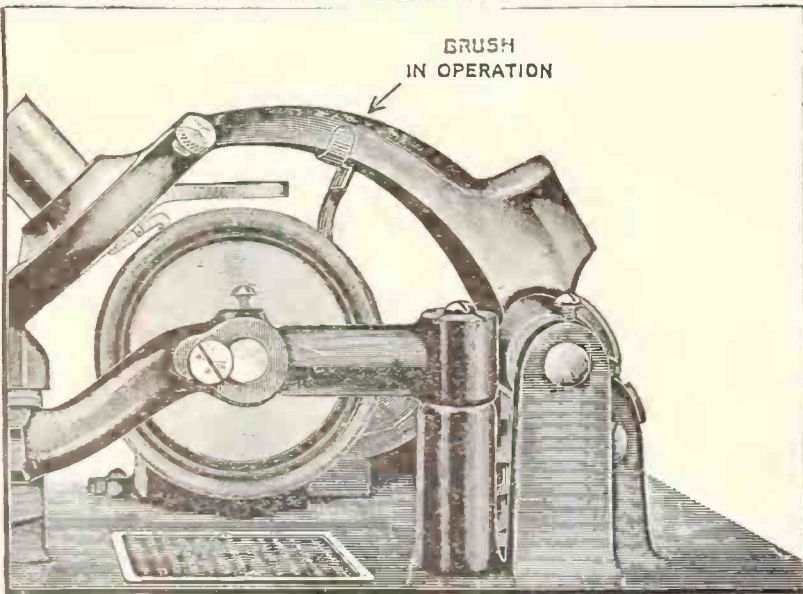
Now, gentlemen, to my subject, for I realize that you have spent two strenuous days, and long-winded speeches, whether delivered personally or through an intermediary, such as this, will be more welcome for their absence. Yet I hesitate to embark upon a subject which I realize has been thoroughly gone 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

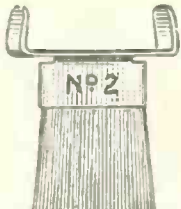
THE PLACE AUTOMATIC RECORD BRUSHES For EDISON PHONOGRAPHS and VICTOR TALKING MACHINES

Patented Sept. 25 and Oct. 2, 1906, and Sept. 10, 1907.



BRUSH
IN OPERATION

No. 1



No. 2



PLACE
No. 3

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

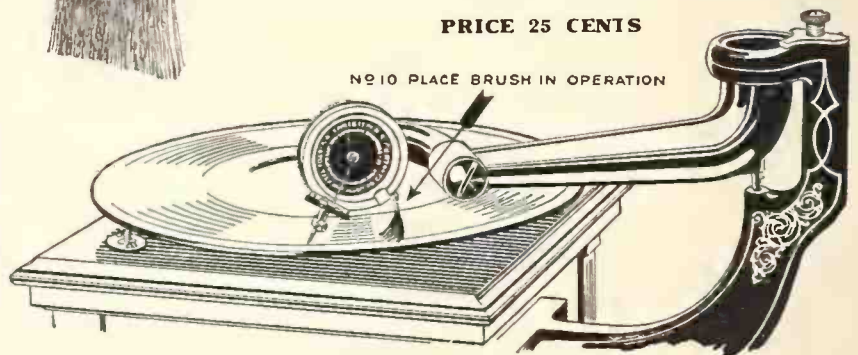


THE PLACE No. 10 DISC RECORD BRUSH

For

VICTOR EXHIBITION SOUND BOX

PRICE 25 CENTS



No. 10 PLACE BRUSH IN OPERATION

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 avenues 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 mind, 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 combined 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 condition and on the right side of the ledger, rather than have sold him in violation of your stock-to-it policy.

Again, very often the desire and ambition 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. Eowais; 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."

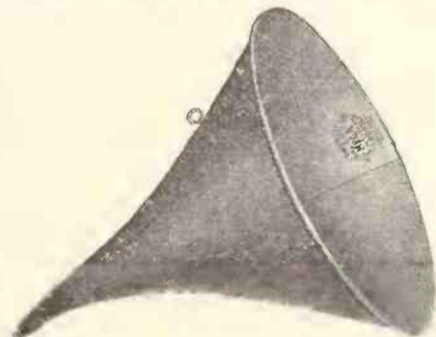
Edward Lyman Bill was then introduced and spoke in part as follows:

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 an 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 collect-

ed together on God's footstool. They were red-haired, 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 Veruses 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 opportunity 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 actions 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 long as it works for the advancement, the upbuilding of those things

(Continued on page 47.)



FIBRE

FIBRE

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



MAKERS

E. A. & A. G. SCHOETTEL

Broad Street

Maspeth, Queens Co., N. Y.

Will
Not
Break



TRADE-MARK

Will
Not
Wear Out



TRADE-MARK



TRADE-MARK



TRADE-MARK

35c. each

Will not scratch or become unmusical

35c. each

100 Per
Cent.
Value



TRADE-MARK

100 Per
Cent.
Value

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 foursquare 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!

THE KEEN Attachment

CAN BE USED ON ALL CYLINDER MACHINES



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.

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 providing 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 machines. 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 presumed 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 and 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 association 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, and to thank them in the name of the association for their splendid hospitality and for their kindness 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 stronger 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 drunk standing.)

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, Niehaus & 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.

JOBBER GET BUSY AND ORDER NOW SO AS TO AVOID THE RUSH

ALL ORDERS GIVEN PROMPT ATTENTION

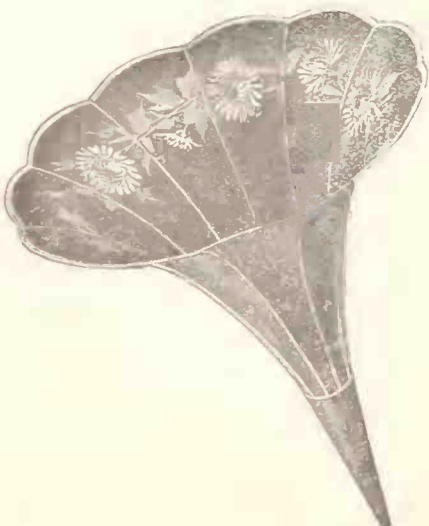
If you are looking for a line of artistically decorated

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

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

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.



THE BANQUET TO THE LADIES OF THE PARTY.

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.

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.

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

BLOOMINGDALE'S WINDOW DISPLAY.

Bloomington 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 Bloomington 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.

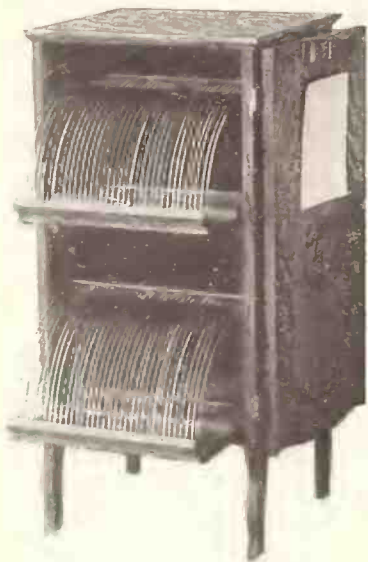
While speaking of Mr. Edison, it is gratifying to have the courts once more reiterate the opinion that a man's name and picture, when used as a trade-mark, is his own exclusive property.

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 reference 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 increase 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
Salaries officials, clerks, etc., number.....	537	144	272.9
Salaries.....	\$666,499	\$179,145	272.0
Wage-earners, average number.....	3,397	1,267	168.1
Total wages.....	\$1,683,993	\$608,499	176.7
Men 16 years and over.....	3,028	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	\$509	183.8
Miscellaneous expenses.....	\$1,633,762	\$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 in-

vested 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 manufacturing 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
Edison Records

Victor Talking Machines
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
Pocket and Flash Light Electrical Novelties

Gillette Razors and Blades
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 STUYVESANT NEW YORK CITY

PETMECKY MULTI-TONE



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.



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 falling off in the production of phonographs and graphophones, which increased largely during the five years, but to the far greater increase in the production of disc and cylinder records.

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

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."

BERLINER CO.'S PUBLICITY CAMPAIGN.

The Berliner Gram-o-phone Co., Toronto, Ont., have planned an extensive Victor advertising

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, and 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

TABLE 23.—PHONOGRAPHS AND GRAPHOPHONES—DETAILED SUMMARY, BY STATES: 1905.

	United States.	New Jersey.	All other states. ¹	United States.	New Jersey.	All other states.	
Number of establishments.....	14	4	10	Average number of wage-earners, including pieceworkers, employed during each month—Continued.			
Capital total.....	\$8,740,618	\$3,574,316	\$5,166,302	Women 16 years and over—Continued.			
Land.....	\$260,090	\$130,000	\$130,090	August.....	308	244	64
Buildings.....	\$363,770	\$345,264	\$218,513	September.....	343	255	88
Machinery, tools, and implements.....	\$1,361,543	\$755,784	\$605,761	October.....	413	258	155
Cash and sundries.....	\$6,555,294	\$2,343,268	\$4,212,026	November.....	412	262	150
Proprietors and firm members.....	6	6	6	December.....	355	264	91
Salaries of officials, clerks, etc.:.....				Children under 16 years—			
Total salaries.....	\$666,489	\$318,924	\$347,565	January.....	9	7	2
Officers of corporations—				February.....	10	8	2
Number.....	32	13	19	March.....	9	7	2
Salaries.....	\$218,329	\$68,818	\$129,511	April.....	9	7	2
General superintendents, managers, clerks, etc.—				May.....	8	6	2
Total number.....	545	270	275	June.....	7	5	2
Total salaries.....	\$448,160	\$230,106	\$218,054	July.....	7	5	2
Men—				August.....	7	5	2
Number.....	427	231	196	September.....	7	5	2
Salaries.....	\$411,216	\$212,308	\$198,508	October.....	7	5	2
Women—				November.....	8	6	2
Number.....	78	39	39	December.....	7	5	2
Salaries.....	\$36,944	\$17,798	\$19,146	Miscellaneous expenses, total.....			
Wage-earners, including pieceworkers, and total wages:				Taxes.....	\$1,659,762	\$1,302,426	\$351,337
Greatest number employed at any one time during the year.....	4,189	2,204	1,985	Rent of works.....	\$23,089	\$8,892	\$14,197
Least number employed at any one time during the year.....	2,547	1,601	946	Rent of office, interest, insurance, and all other sundry expenses not hitherto included.....	\$7,918	\$3,578	\$4,340
Average number.....	3,397	1,987	1,410	Contract work.....	\$1,614,485	\$1,289,365	\$325,120
Total wages.....	\$1,683,903	\$939,104	\$724,799	Materials used, aggregate cost.....	\$4,240	\$590	\$3,650
Men 16 years and over—				Principal materials, total cost.....	\$1,161,136	\$2,370,202	\$1,790,934
Average number.....	3,075	1,710	1,315	Purchased in raw state.....	\$2,788,433	\$1,169,735	\$1,618,698
Wages.....	\$1,564,023	\$676,183	\$488,440	Purchased in partially manufactured form.....	\$2,955	\$2,955	
Women 16 years and over—				Fuel.....	\$2,792,478	\$1,166,770	\$1,625,708
Average number.....	364	251	113	Rent of power and heat.....	\$20,520	\$16,461	\$13,039
Wages.....	\$117,539	\$82,050	\$35,893	Mill supplies.....	\$22,341	\$16,411	\$5,930
Children under 16 years—				Mill supplies.....	\$61,433	\$34,316	\$27,117
Average number.....	8	6	2	All other materials.....	\$1,143,379	\$1,015,560	\$127,819
Wages.....	\$1,419	\$869	\$550	Freight.....	\$110,030	\$57,719	\$52,311
Average number of wage-earners, including pieceworkers, employed during each month:				Value of products, including amount received for custom work and repairing.....	\$10,237,075	\$5,931,635	\$4,305,340
Men 16 years and over—				Power:			
January.....	3,180	1,754	1,426	Number of establishments reporting.....	13	4	9
February.....	3,354	1,735	1,617	Total horsepower.....	2,512	1,782	1,030
March.....	3,258	1,618	1,640	Owned—			
April.....	3,151	1,658	1,493	Engines—			
May.....	2,782	1,526	1,256	Steam—			
June.....	2,617	1,622	995	Number.....	9	7	2
July.....	2,617	1,654	964	Horsepower.....	1,905	1,075	830
August.....	2,746	1,721	1,025	Gas and gasoline—			
September.....	2,947	1,782	1,215	Number.....	2		2
October.....	3,208	1,879	1,379	Horsepower.....	9		9
November.....	3,229	1,824	1,445	Electric motors—			
December.....	3,161	1,795	1,366	Number.....	14	8	6
Women 16 years and over—				Horsepower.....	294	200	50
January.....	375	263	112	Other power, horsepower.....	2		2
February.....	441	269	172	Rented—			
March.....	421	244	177	Electric motors—			
April.....	365	240	125	Number.....	12	6	6
May.....	331	240	91	Horsepower.....	181	107	74
June.....	302	235	67	Other kind, horsepower.....	425	400	25
July.....	302	238	64	Furnished to other establishments, horsepower.....	10	10	

¹ Includes establishments distributed as follows: Connecticut, 4; Illinois, 1; New York, 2; Ohio, 1; Pennsylvania, 2.

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

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

PHONO - VITA



It's for Talking
Machines

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.

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

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, Ont., 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 planned, but nevertheless succeeded in making an excellent showing with their line, including the Victor talking machine and Auxetophone, the Berliner Co. having the Victor agency in 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 juncture of several passages, a great crowd thus continually passing 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 talking machines and accessories was very satisfactory and was of such a character and scope as to impress the

visitor with the immense 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 arranged for the Guernsey S. Brown Music House, Santa Barbara, Cal., on the occasion of a recent national celebration. The fact that the Santa Barbara Elks

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.



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 underneath, and tacked to the boat all along the bottom. The boat was hinged in the center and on front end back of the cloth was arranged an eccentric, which moved the boat up and down as if on the water.

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.

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



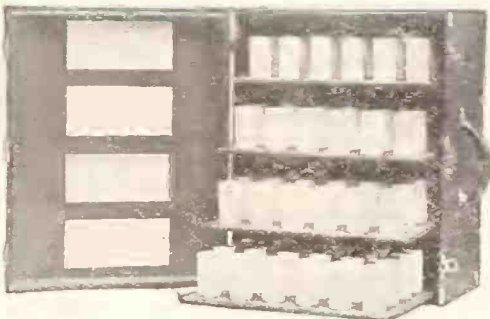
Made for Any Make and Number Machines



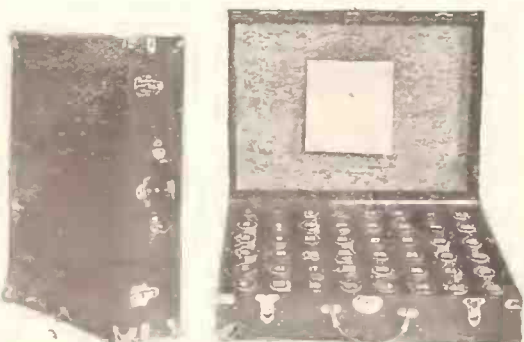
10 and 12 inch



For 36 Records



For 96 Records
Something New and Exclusive
With Us



For 48 Records

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

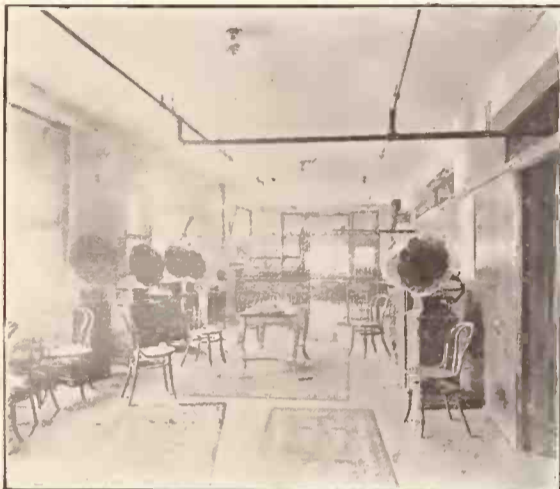
year. All are making preparations for a large fall and winter trade.

Manager C. W. Long, of the St. Louis Talking Machine Co., reports a very healthy increase



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



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.

John Magner, manager of the Commercial department of this company, states that their trade on this line of equipment is very good. He sold



MANAGER'S OFFICE.

QUICK SHIPMENTS FROM ST. LOUIS TO THE SOUTHWEST.

Edison Machines, Records

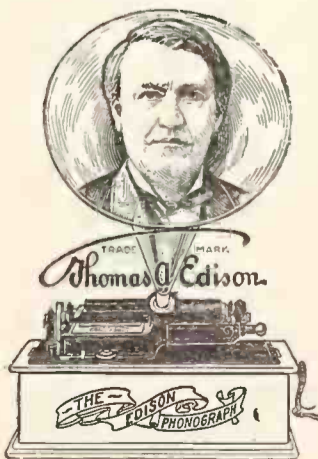
AND GENERAL TALKING MACHINE SUPPLIES

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.



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

SAINT LOUIS, MO.

7th and St. Charles Streets

The Only Exclusive Victor Distributors In Missouri



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 Oluey 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, Giuseppe 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 Giraltoni, Antonio Magini Coletti, Victor Mursi, Giuseppe 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, Clascanti, Maria de Macchi, Elesia Petri and Amelia Talaxio. 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 & Type-writer 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 had 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

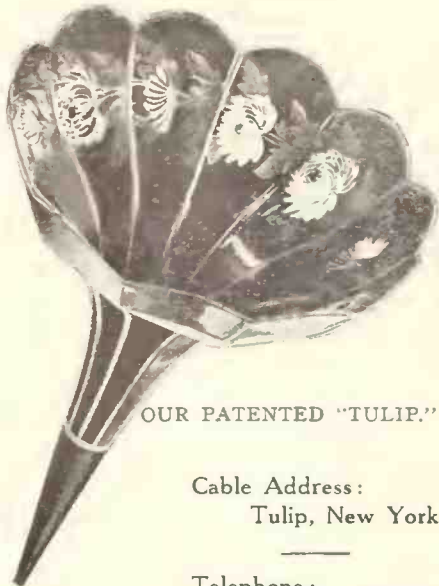
CINCINNATI

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



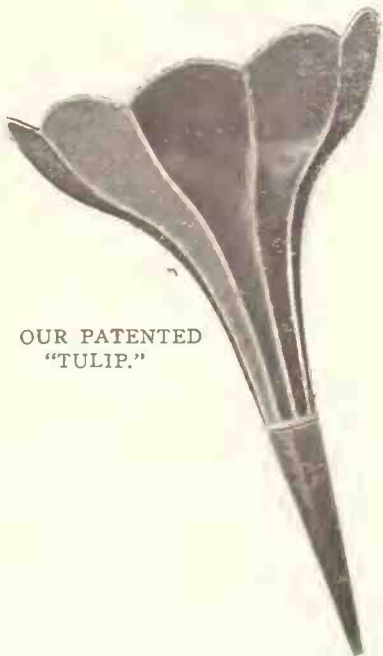
OUR PATENTED "TULIP."

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, post-paid, 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.

Business in the talking machine line in this city has been 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 reasonable 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 Edi-

son 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 summer 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-Phone Co., of San Francisco, also president of the Peerless Talking Machine Co., who are retailers of phonographs on the Pacific coast, has joined the ranks of the talking machine men 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 constantly 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 firm 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 com-

pany. 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.

On the 1st of July Charles Freese purchased an interest in the Peerless Talking Machine Co. and 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 reopen 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 business.

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.

				
<h2 style="margin: 0;">To You, Mr. Jobber</h2>				
<p>We will be ready complete line of Standard quality, standard and upheld, but improve that our product will the market. Our rep-horns is well known, to that by creating the located anywhere.</p>	<p>TRADE</p>  <p>MARK</p>			<p>for Fall trade with a ard Horns. The same finish will not only be ments will be made so be second to none on utation for reliable and we propose to add finest horns that can be</p>
<p>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.</p>				
<h3 style="margin: 0;">Standard Metal Mfg. Co.</h3>				
<p>FACTORY Jefferson and Chestnut Streets, NEWARK, N. J.</p>			<p>OFFICE AND SALESROOMS 10 Warren Street, NEW YORK, N. Y.</p>	
				

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?*

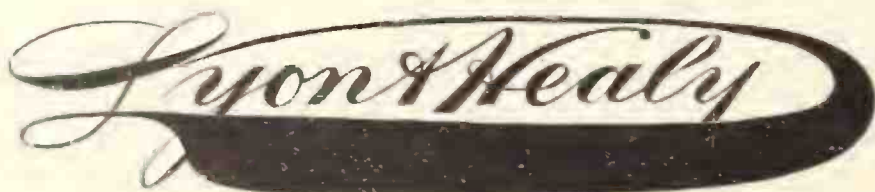
We think we are right in our stand for the *protection of the dealer* in these important matters. What do you think?

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.

The logo for Lyon & Healy is written in a cursive, script font and is enclosed within a dark, horizontally-oriented oval shape.

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.

enter the house in order to hear the music more clearly. After much persuasion she consented and a reconciliation was effected. Then, the story goes, the husband went downtown and bought a new record, "Home, Sweet Home."

Kreiling & Co., manufacturers of the "Tiz-It" all metal horn connection for cylinder machines, report a growing demand for their specialty, which is now handled extensively by jobbers throughout the country. Through the medium of their advertisement in *The World*, Mr. Kreiling has recently made shipments to Sydney, Australia; Cape Colony, South Africa; Mexico and Cuba, and inquiries have been received the past week from Bombay, India, and various European countries.

J. H. Harding, Western manager for the Kinetoscope department of the National Phonograph Co., is spending his vacation at the Jamestown Exposition. 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 Pennsylvania, enjoying the scenes of his former home and 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 furnishing 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 Western 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 not been obliged to wire for prompt shipment.

The superintendent of one of Chicago's greatest industries uses his dictation machine not 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 listened 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 under lock and key, without their contents reaching the ears or eyes of clerks or stenographers.

Among the recent visitors at the Talking Machine Co., were T. T. Bergh, of the Bergh Piano Co., LaCrosse, Wis.; G. W. French, Ionia, 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 in their advertisement recalls the large number of men prominent in the trade who have been connected with the concern since its inception, and among whom may be named Leon F. Douglass, Henry B. F. K., and Gus Babson, Mr. Dennison, now 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, manager of the commercial graphophone department of the Chicago office of the Columbia Phonograph 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 machine 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 (transparencies) are lighted up from behind with incandescent lights. Advertising matter furnished by the Red Mill management in the way of small cut-outs of the mill and large ones of Montgomery and 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 on large show cards on either side of the window. A suitable background is furnished by a large fan-shaped frame on which different colored ribbons 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, and brief stays at Seattle and Vancouver. The people on the coast are excellent talking machine buyers, and according 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 Western 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, manager 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 cabinet. The machine is set in the top of the cabinet and is covered when not in 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 opening 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, manager of the Chicago house of the Rudolph Wurlitzer Co., and J. F. Bowers and C. E. Goodwin, of Lyon & Healy, will attend the jobbers' convention at Buffalo.

The Chicago Stand Co., of this city, have ready for the market their new 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

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.

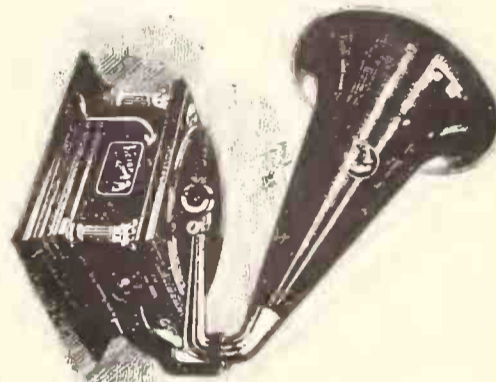
"It is perfectly natural that the jobbers should be divided in their opinions as to a proper re-adjustment. There is that class of people who have conducted their business on legitimate lines following a precedent of accepted custom, and there is that influential class, who, taking advantage of the fact 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. GEISLER
 General Manager

Chicago,

72-74 WABASH AVE.



Cable Address "TALKMACH"

Long Distance telephones: CHICAGO 1334
 AUTOMATIC 8052

If your name is not on our mailing list, write us now. You are missing new and interesting Talking Machine items.

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.

The Phon-Arm Attachment

(Patent Pending)

For Edison Standard, Home and Triumph Phonographs

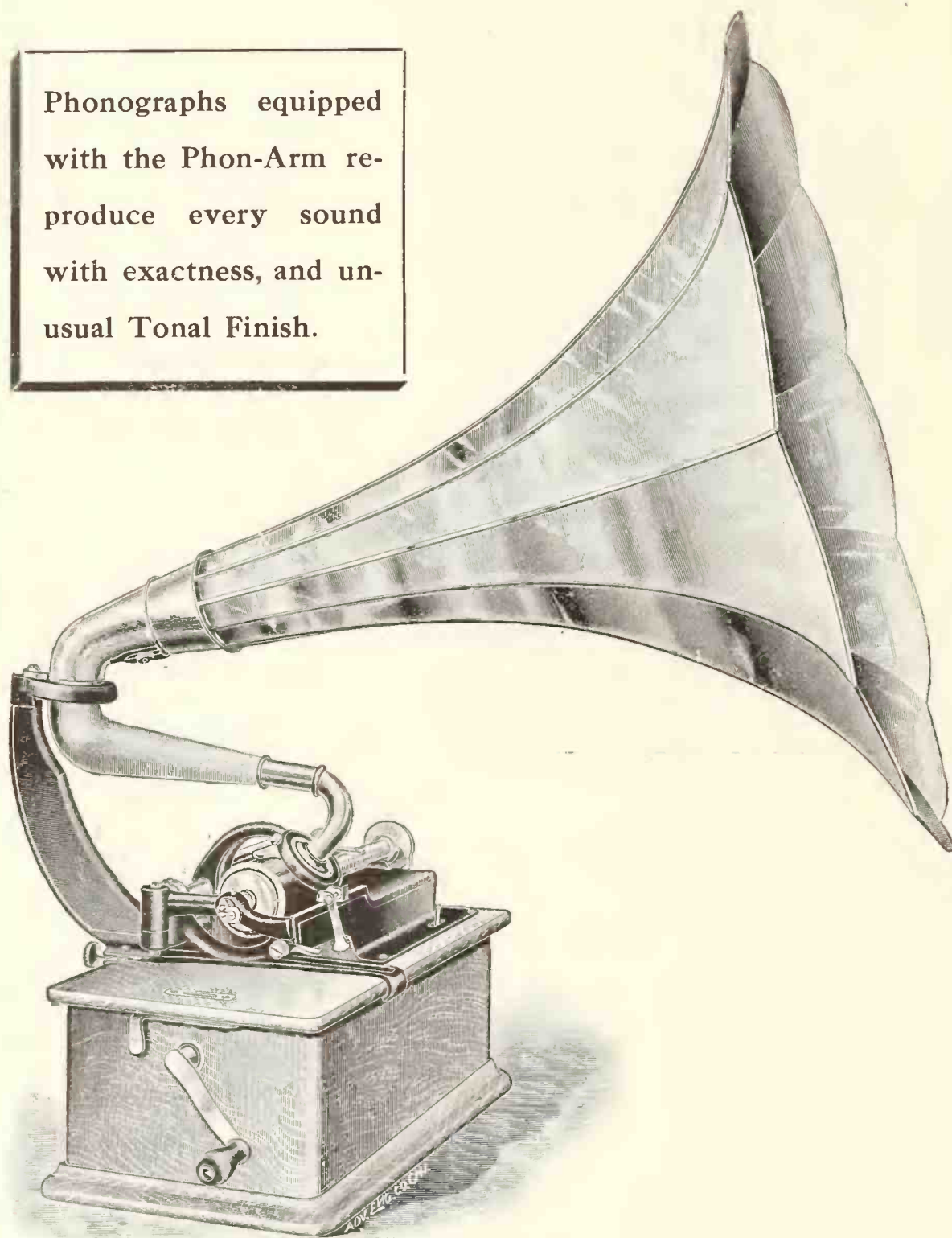
Phonographs equipped with the Phon-Arm reproduce every sound with exactness, and unusual Tonal Finish.

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 'interest' and make a flat rate amounting to about what the regular interest 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 country. 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 en-

trance 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 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 songs 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 attendance 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 second 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 deponent 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, hoodlers, 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 halves 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 way, 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.

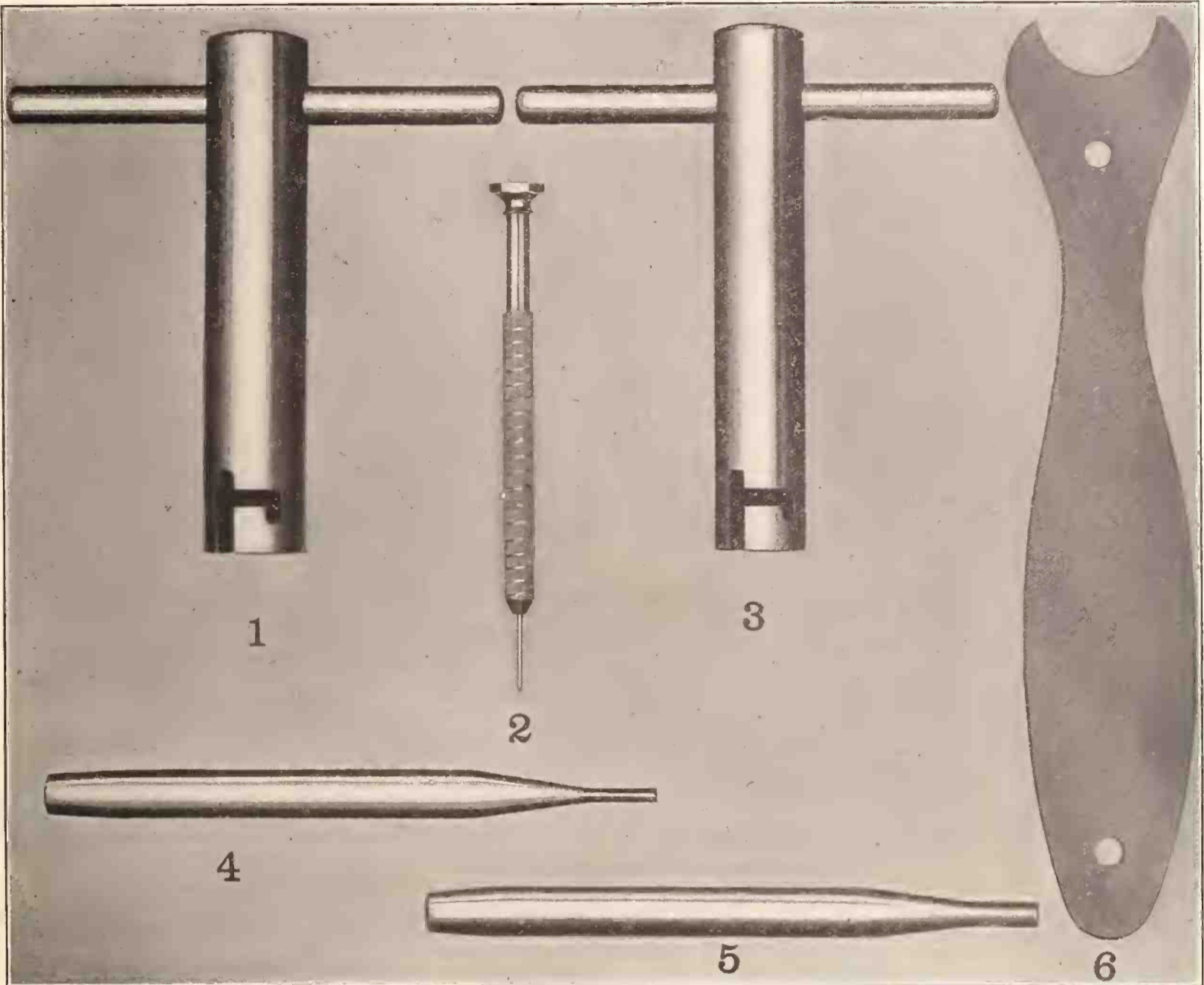
In the course of some remarks on sound boxes Die Spechmaschine gives the following rules for

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.

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 distributors at actual manufac-



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

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

turing 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, 3/8-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

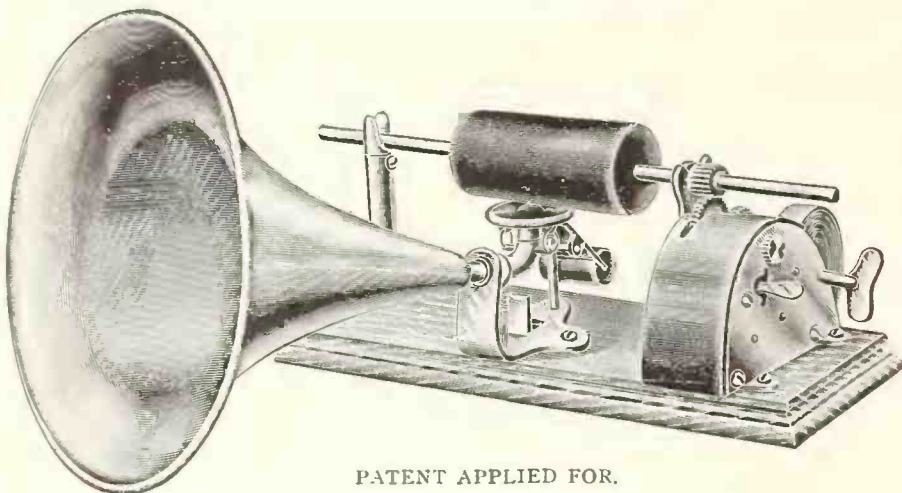
cone of foolscap by twisting it around the hand, as a grocer makes his tea and sugar papers, and pasted down the overlap. When it was dry I cut off the projecting lip at the broad end and the twist at the bottom. Thus was produced a hollow cone 5 inches diameter at the one end and an inch at the other. 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.

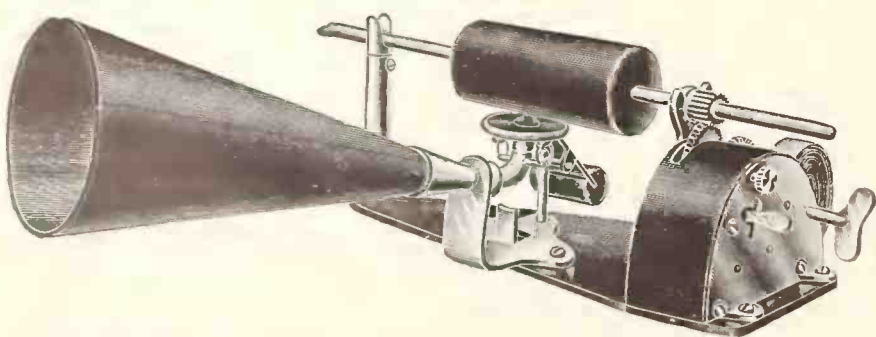
In an effort to rid the premises of fleas which had been making life unbearable for the salesmen, the manager of the Columbia Phonograph Co.'s store in the McVey Building, Wilmington, Del., recently was the means of having the local fire department answer a false alarm. The manager burned a quantity 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 on the action brought by Mr. Newman against the National Phonograph Co., Ltd., of London, for infringement of copyright, through 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 manufacturers of mechanical instruments and

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 method which even approaches in merit your

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 carrying 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 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 también, 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 ma-

chine 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 after-hustle."

"'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 one 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 re-



Standing, from left to right—H. A. Turner, Geo. A. Renner, M. G. Kreuzsch, J. W. Scott. Sitting, from left to right—A. V. Chandler, A. H. Kloehr, F. L. Fritchey, W. P. Hope.

quired 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 Giacomina Puccini, the world-famous composer of "Madam Butterfly," "La Boheme," etc., who has for a long time been greatly irritated because of the lib-

erties 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 jurists 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.

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 sales-

man, 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

JOBBER 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.

KNIGHT MERCANTILE CO.

Zonophone Jobbers

Try us for every record and we'll show you

211 No. 12th St. ST. LOUIS, MO.

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.

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 31th 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 G. M. NISBETT, Manager, Wholesale Department.

LARGEST STOCK OF EDISON PHONOGRAPHS AND RECORDS in the U. S.

EDISON VICTOR

JOBBERS 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 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

JOBBER 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

THE ECLIPSE MUSICAL COMPANY

T. H. TOWELL, Pres. & Treas.
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.
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 Talking Machines and Records. The Biggest Assortment of Hebrew Records.
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 Jobbers of Edison
Phonographs and Records
 100,000 Records
 Complete Stock Quick Service

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 SUPPLIES OF EVERY DESCRIPTION
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MR. DEALER:

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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., 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.



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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.

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Phonograph Record Cabinet

(CYLINDER)



FOLDING HORN HOLDER
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PLAIN OAK
 HOLDS 180
 RECORDS

Most Useful and Practical

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SPECIAL TO THE TRADE!

FOR 30 DAYS ONLY—These 1907 Song Hits at 10c. per copy, or \$10.00 per hundred:

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- "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.

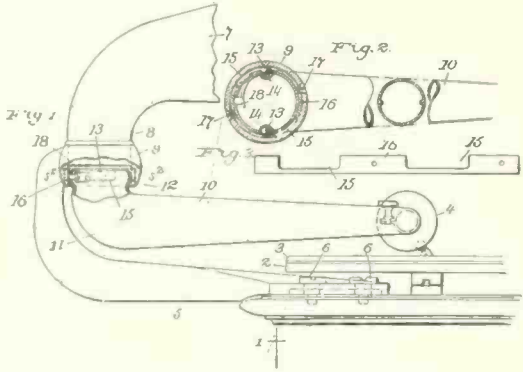
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Special to The Talking Machine World.)

Washington, D. C., Sept. 8, 1907.

TALKING MACHINE. Henry B. Babson and Andrew Haug, New York, N. Y., assignors to Universal Talking Machine Co., same place. Patent No. 863,135.

This invention relates generally to talking machines 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 movement thereof only in planes at right angles to each other. In the present embodiment of the invention the reproducer is preferably mounted upon ball bearings and is free to move vertically

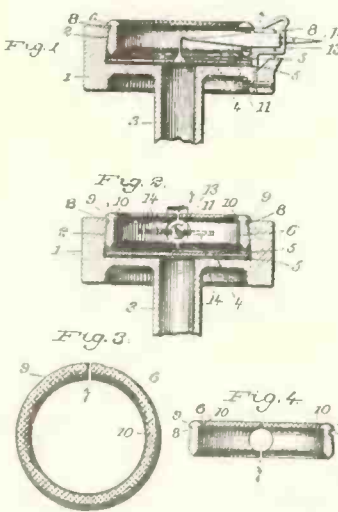


and horizontally in accordance with the requirements of the type of machine to which it is applied.

The accompanying 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 Machine 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 and convenient manner

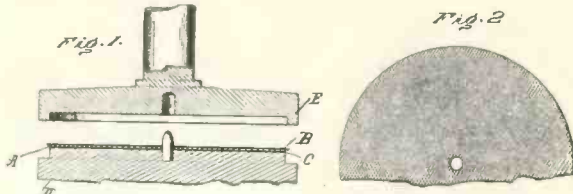
without requiring the aid of a skilled workman.

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 in 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.

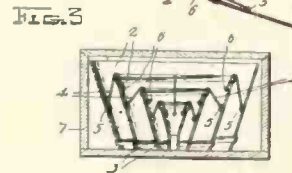
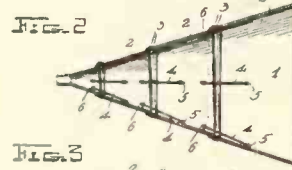
In carrying out the invention a sheet of cardboard is placed between two thin sheets of celluloid, one of these sheets being slightly larger in diameter than the other sheet and the cardboard disc. The three sheets are placed in the press and compressed between the heated matrix and die in the usual way, thereby impressing a sound-record in the surface of one 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 certain 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

The O. K. Crane.

Because—it fits *all* Cylinder Machines—
is *instantly adjusted*, is light and rigid,
highly finished.

The simplest Crane on the Market.

Wait for

THE IDEAL FOLDING HORN

the greatest novelty of the year.

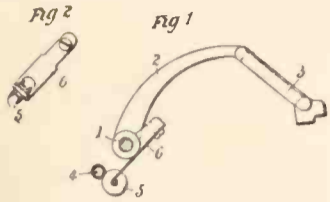
The Ideal Fastener Co.

143 Liberty Street,
New York City.

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.

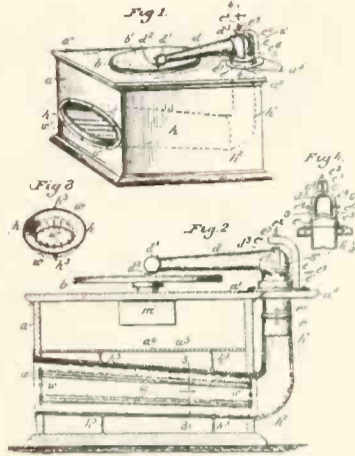
GRAMOPHONE. Hermann Schroder, Newark, N. J., assignor to H. Schroder Hornless Phonograph Manufacturing Co., New York. Patent No. 864,758.

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.

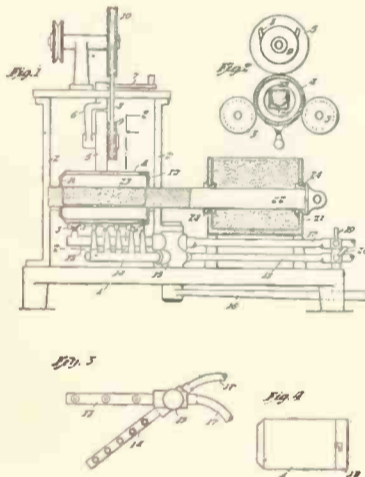
Fig. 1 is a perspective view of the improved gramophone; Fig. 2 is a vertical longitudinal



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 dupli-



cate 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 rap-

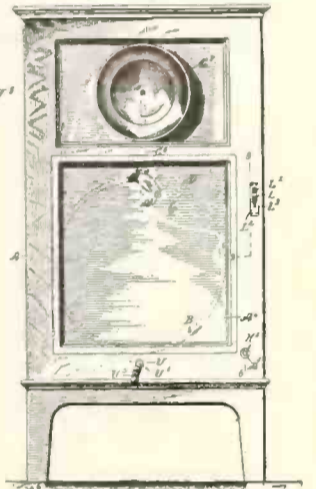
idly cooled while being still rotated so as to cause the material to set and harden.

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

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
- 2 1/2 dozen Assorted Harmonicas, to retail at 35c. each..... 10.50
- 2 dozen Assorted Harmonicas, to retail at 50c. each..... 12.00
- 1/2 dozen Assorted Harmonicas, to retail at 75c. each..... 4.50
- 1/2 dozen Assorted Harmonicas, to retail at \$1.00 each..... 6.00

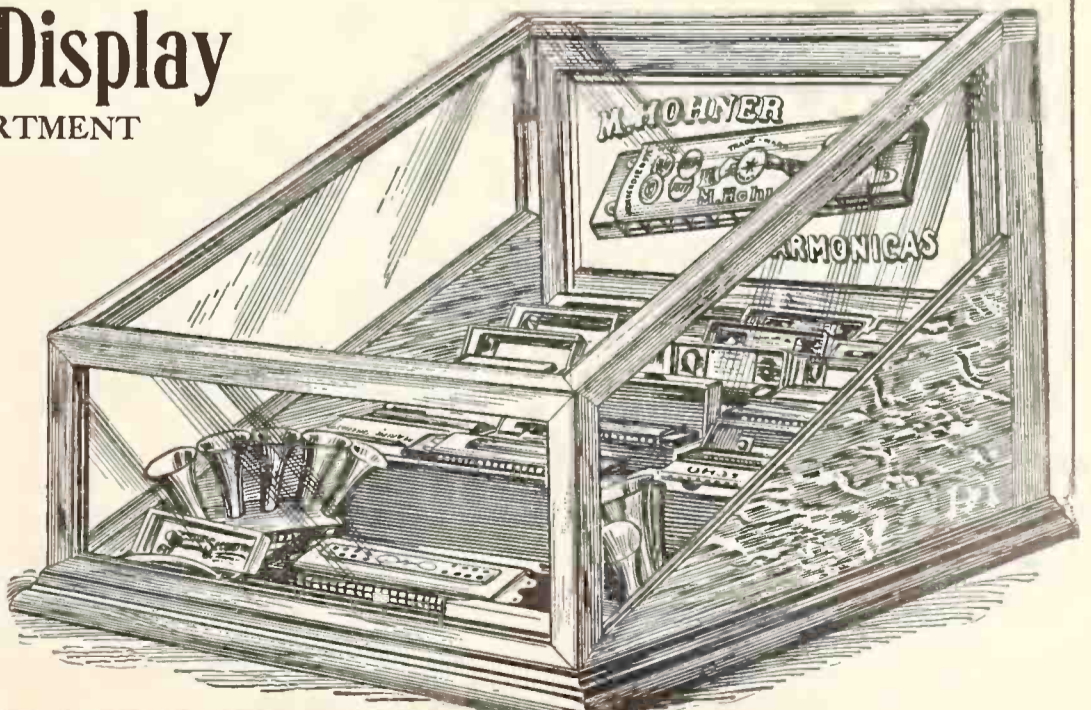
Total retail value of Harmonicas.....\$45.00
Value of Show Case, at least..... 12.00

Total Value\$57.00

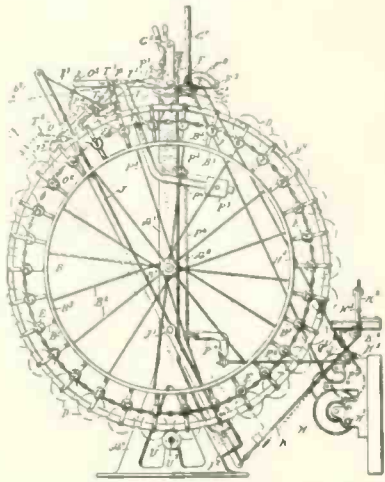
Your Gain A Show Case which will last indefinitely
50 per cent. Cash Profit on your investment.
Size of case: 20 1/4 inches wide, 24 1/4 inches long, 14 inches high.

Ask Your Jobber

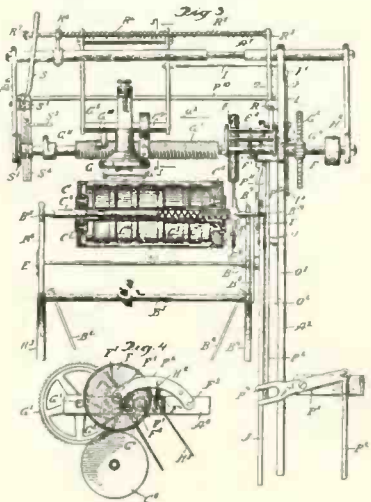
M. HOHNER 475 Broadway, NEW YORK
Canadian Office, 76 York St., Toronto



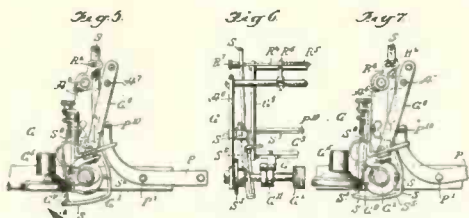
of the improvement, on the line 8—8 of Fig. 1, showing more particularly the motor and a coin-controlled mechanism employed in connection with the improvement; Fig. 9 is an enlarged plan



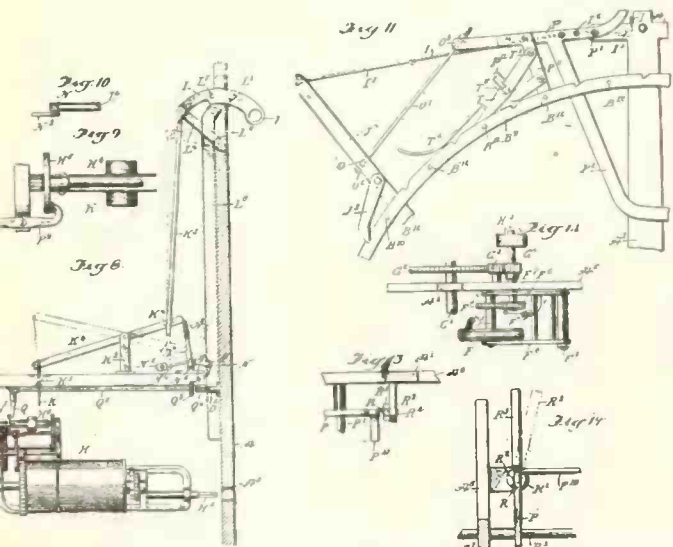
view of the stopping mechanism for the motor; Fig. 10 is an enlarged sectional plan view of the coin-controlled mechanism, the section being on the line 10—10 of Fig. 8; Fig. 11 is an enlarged side



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 'pecia'—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.



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**

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. Jaharopoulo).....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 Silvery Colorado Winds 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 Amozeg in gewaschen.....Fran I'epi 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
 3687 Homage to Merlido (Two-Step) (Homenaje a Merlido—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
 5710 "Mignon" Overture (A. Thomas).....Banda Espanola, Senor C. A. Prince, Director
 5721 "I Priritani" 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 Every 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 Pacheco).....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 Inna" (Paul Lineke).....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 Sauced—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 Searf Dance (Las des Echarpes).....Chaminade 12
 31659 Blissful Dream—Intermezzo.....Helmund 12
 VICTOR DANCE ORCHESTRA.
 31665 Ambrosia Waltz.....Tfacy 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
 NYLOPHONE 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 You 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 BARON 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-kootch.....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 Radlant Moon.....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. STENCER, WITH ORCH.
 31663 Jimmie and Maggie in N'kel-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 Brilla 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).....Herbert Witherspoon, Bass. 12
 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 fare senza Eurydice) (I Have Lost My Eurydice).....Gluck 12
 88092 Rheingold—Weiche, Wotan, 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

WHY

not write us for Booklets and Prices of Cabinets to hold Victor and Edison Records? Simply because we say our Cabinets are the best does not make it true. But a sample order from us will convince the most skeptical that

THE UDELL WORKS
 INDIANAPOLIS, INDIANA

has got them

"All In, Down and Out."



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.....	Reinold 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

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

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 numerous, 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 and 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 litigation, 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 on 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, in which they get the better of those they should honor 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 business 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 been 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 Everest by looking at it." Ask these teachers what they think is the only way to get any accurate knowledge of the subject and 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 many 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 imagine 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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The largest and only exclusive store of its kind in the city.

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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

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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.

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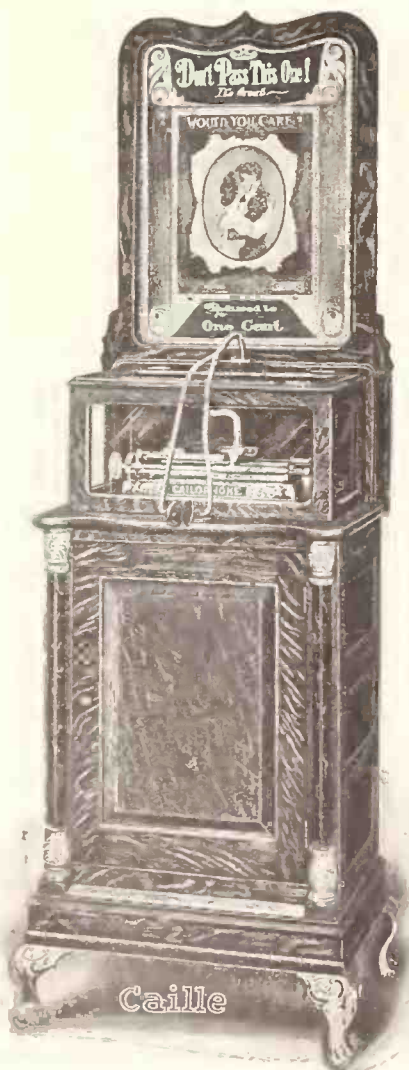
But we also make the famous CAILOSCOPE and have recently patented the CAILOPHONE, both of which machines outdistance anything on the market.

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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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 those 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 orchestrons 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 amuse-

ment 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 orchestrons 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 and the intervals are spent in winding our films and preparing for the next show."

Were the proofs not forthcoming in every instance stories of the wonderful profit-winning properties of the Peerless coin-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 Independence, 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 piano 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.)

Cleveland, 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-reaching 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 and 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 Tuto-many Aldoza" and other minor attractions, all for one admission 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.

Dreamland Amusement 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, Washington 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.

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

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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.



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.