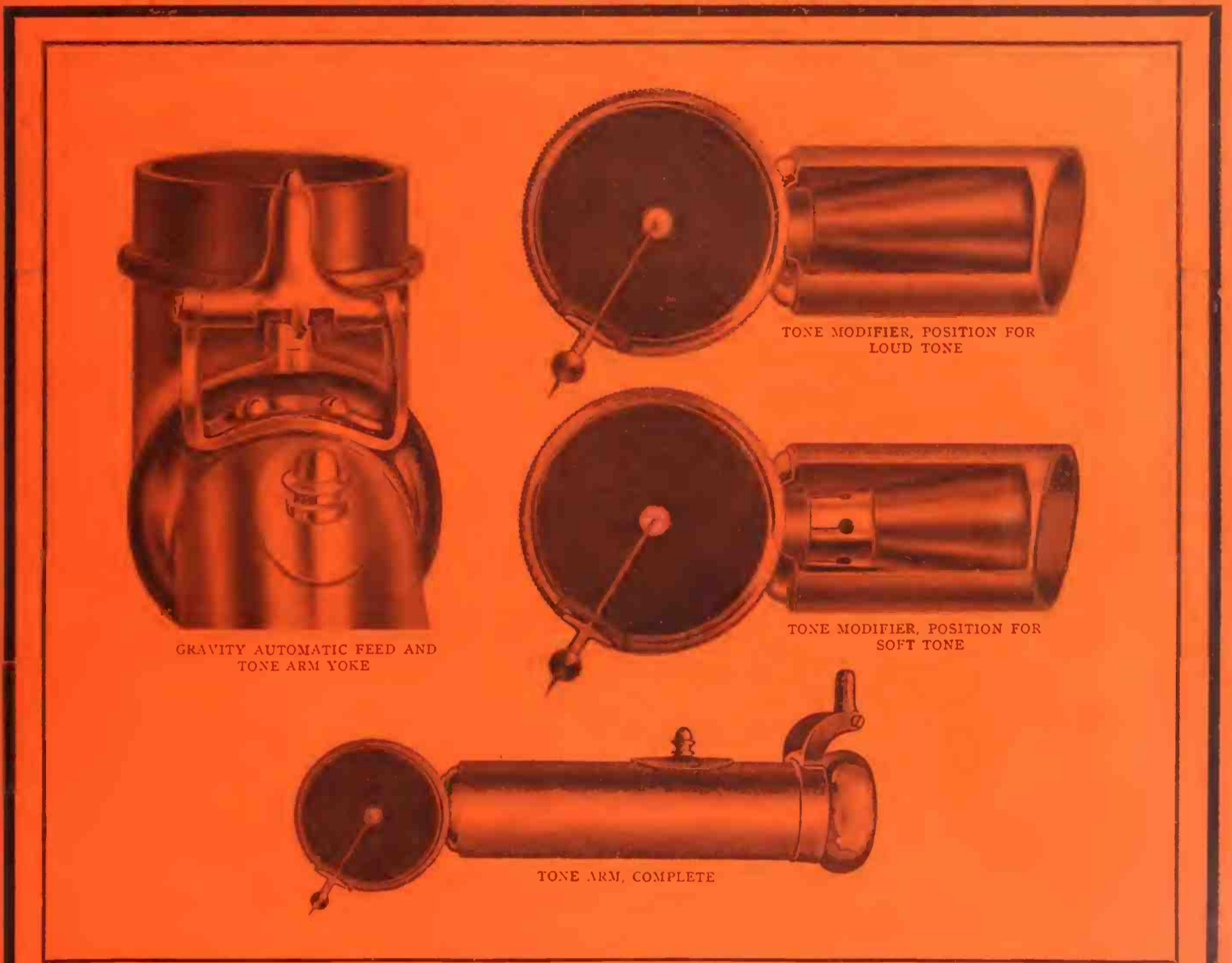


The **TALKING**
MACHINE
WORLD

AND
 NOVELTY
 NEWS

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



The Star Talking Machine

is the only machine to achieve real tone modulation, gradating from a full, ringing sound to a delicate effect suggestive of distance.

The Automatic Yielding-Pressure Feed keeps the needle against the inner wall of the record groove,

minimizes friction and scratch, and prolongs the life of the record.

Individuality of tone catches the attention of the hearer—opens his mind to selling arguments.

The Star machine is taking hold everywhere.

HAWTHORNE & SHEBLE MANUFACTURING CO.
PHILADELPHIA

100,000 RECORDS ALWAYS IN STOCK

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

Douglas Phonograph Company

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

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

Record Cabinet Bargains



Nos. 100 201-210

If you know what the value of a Cabinet is, you will place your order for these offerings at once. To those dealers who don't know we guarantee that they can make no mistake in taking advantage of this opportunity.

No. 100 } Golden Quarter Sawed Oak Only.
Cylinder } Finished and polished on all sides.
\$11.50 } Capacity 120 Records—4 shelves, 30 pegs each.
Height 32 in., width 18 in., depth 20 in.

No. 201 } Genuine Mahogany Only.
Disc } Finished and polished on all sides.
\$11.50 } Capacity 150 Records, 75-10 in. and 75-12 in. Records.
Height 32 in., width 18 in., depth 16 in.

No. 210 } Golden Quarter Sawed Oak Only.
Disc } Finished and polished on all sides.
\$13.50 } Capacity 150 Records. 2 Rows 10 or 12 inch.
Height 34 in., width 18 in., depth 16 in.

No. 221 } Genuine Mahogany Only.
Disc } Finished and polished on all sides.
\$16.50 } Capacity 225 Records, 150-10 in. and 75-12 in.
Height 39 in., width 17 in., depth 16 in.

No. 260 } Mission Quartered Oak Only.
Disc } Finished and polished on all sides.
\$25.00 } Capacity 225 Records, 150-10 in. and 75-12 in.
Height 46 in., extra height for motor.

This is a Combination Cabinet. The Machine and Record Cabinet in one Design, Mission Style. A desirable cabinet for a Den, Living or other room finished or furnished in Mission Style.

The above Cabinets are all New Regular Stock Goods. We are enabled to offer these extremely low prices due to our having large quantities made during the Summer when our manufacturer wanted work.

These low prices are merely temporary, as we shall advance them when the Fall Season opens.

Regular Discounts From Above Prices to Dealers Only

We have other Cabinet Bargains.

Send for our Illustrated Price Sheet



Nos. 221 and 260

The Talking Machine World

Vol. 3. No. 11.

New York, November 15, 1907.

Price Ten Cents

TALKING WITHOUT WIRES.

Wonderful Developments in Carrying on Conversations—Human System a Great Dynamo.

The human voice can carry fifteen hundred miles, and human ears at that far distance hear the spoken words.

This, according to Dr. Andrew McConnell, of Birmingham, Ala., is the future and perfected wireless telegraphy.

Dr. McConnell declares that he has proved the truth of his assertion by holding such long-distance conversations, through developing his own and another's receptivity to electric waves.

The claim sounds extravagant, but Dr. McConnell has an accumulation of facts in years of experimentation to prove his theories, and these are embodied in a book recently published.

In this book the author rehearses the achievements of electric science. He cites the fact that a few weeks ago the process of sending photographs by wire was demonstrated by Prof. Korn, of Germany. Thomas J. Clark, of Detroit, has made a full success of a wireless telephone through the earth, and says that he will soon be talking by wireless telephones with all parts of the world. Recently a telephone was made a success on a rapidly moving train, so a passenger could call up his office or home at any time and train despatchers locate a moving train. Paulson, "the Danish Edison," has invented a speaking telephone that will record on wire any conversation, so that when a business man is out one can call over the 'phone and say what he has to say, and when the man comes back he can turn on the conversation and even keep it as a court record.

Dr. McConnell follows all these discoveries with the assertion that there is a new electrical world outside of all this. "We must admit," he says, "that all these wonderful electrical discoveries are from dead, inorganic matter. There is another field more important. Is not the energy in a plant, in an animal, and in man of a higher order, more vital than the energy of a dead mineral?"

"Men have never understood what life is. I have made experiments which prove to me that human energy is electricity produced by chemical change in the cells, on the same basis as the electricity from a voltaic battery.

"In 1775, Galvani, by accident, found that the electrical current would make a dead frog's legs kick as if alive. In 1828, Nobili placed a live frog upon the circuit of a galvanometer, an instrument to detect the presence of an electrical current, and the frog deflected the needle thirty degrees. The first experiment proved that electricity will do the same work that animal energy will, and the second proved that a live animal has electricity, which is almost conclusive proof that animal energy is electricity.

"The voltaic battery is on the principle that an acid and alkali when united by a moist and porous subject will generate an electric current. The mucous membranes of the body are alkaline and the skin exudes an acid.

"All scientists agree that chemical action produces electricity. Shleiden found that the cell, the basis of life, is in a chemical change. Splanzani and Hunter found that breathing is a chemical change. Priestly found that digestion is a chemical change. Baxter found that all secretions produce electricity. So every process of life produced electricity.

"Emile Bachier can now turn electricity from the dynamo into a mild magnetism that will penetrate the pores of the person sitting between the poles and revitalize him in a few minutes like a night's sleep or will cure him of nervous prostration and make him feel young again. Two doctors in San Francisco, by having a man swallow the electrodes of a telephone, found enough

electricity in the human body to send a message over the telephone wire."

DON'TS FOR ADVERTISERS.

Still a Few More Hints Which Talking Machine Advertisers Will Find of Interest.

Don't expect the earth. Advertising will undoubtedly bring you a good slice of it, but you really can't bank on miracles in these enlightened times.

Don't indulge in falsehoods or exaggerations. Make good your promises.

Don't become too sure of your goods. It will only create suspicion.

Don't think a big advertisement is money wasted, and that a small one is just as good. You will realize your error when it is too late. Your advertisements must have breathing room or they will have a very short reach. Also they must ring true.

Don't try to show off when the solicitor calls. He may be in the show business himself. If he gets fresh, make good with him by returning



DON'T NEGLECT ILLUSTRATING YOUR ADS.

courtesy for insolence, and his freshness will evaporate and a great respect for you will take its place.

Don't neglect illustrating your advertisements as profusely as is consistent with good taste, as your prospective patrons will be drawn toward you fastest by the picture route.

Don't use cheap stationery. It stamps your whole business as shoddy. First-class stationery is a criterion of a first-class business.

Don't forget that some people whom you desire to reach may not know you at No. 23 Broad street. Make it more clear to them by saying: "Just 'round the corner from the Aldine Hotel," or "across the street from the Grand Central Depot." They will be able to locate you at once if some prominent place is mentioned as being near you.

Don't be a haggler, a skin-flint, a knocker or a bluffer. Members of the above fraternity may flourish for a time, but their Waterloo is just ahead; you can bank on that with your last sou.

Don't roast the publisher when he makes a mistake in your copy. The man who does not make mistakes is as yet unborn. Just allow an error or two to go by without comment, and watch his appreciation of your leniency and his frantic endeavors to give good service in the future.

Don't stop advertising. Change your talk frequently and keep moving.

Don't forget that the other fellow is entitled to the same fair show you demand for yourself.

HOWARD TAYLOR MIDDLETON.

UNIVERSITY TAKES UP MAIL STUDY.

The State University at Madison, Proposes to Teach Foreigners the English Language by Correspondence.

The latest thing planned by the Correspondence-Study Department of the State University at Madison is practical home study work in the English language for persons of foreign birth who have recently arrived in this country.

There is a large foreign born population in Wisconsin. Many who have been in this country for a period of years, because they live and work in communities in which little or no English is spoken, lack the opportunity of learning English.

This teaching will be carried on wholly through the mails. Instruction is given at first in the foreign language where necessary. This is supplemented by the use of a phonograph by which pronunciation may be perfected. The whole instruction is made so simple and plain that anyone who can read and write may learn. Either individuals or groups may be taught by this method.

This plan has been proven a success by the International School of Correspondence. It is elementary and practical, like much of the correspondence work given by the university, and designed to be helpful to the men and women who seek a better education but cannot go to school.

DEVELOPING PROSPECTS.

How W. D. Wilmot Has Built Up a Large Instalment Business May Interest Readers.

W. D. Wilmot, proprietor of the Wilmot store, Fall River, Mass., and who in addition to sporting goods, musical novelties and toys, carries a very complete line of Edison, Columbia and Victor talking machines and records, has built up a flourishing instalment business along original lines. He informs The World that he is very careful to whom he sells on a time contract and consequently has few repossessions. A slip is furnished salesman taking an order, upon which he enters the facts of the case as he finds them in the course of conversation. Instead of directly asking the prospect for references he is asked to name his friends who own talking machines and his reliability may readily be judged by making judicious inquiries among them. By taking this course many sales are made to men who would resent a salesman asking them point blank for references. The names of the talking machine owners acquired in this manner are also profitable additions to the regular mailing list and excellent prospects for record sales.

USED THE WRONG RECORD IN CHURCH.

Church circles in Oklahoma are still agog over an incident which happened at Faxon, O. T. At the close of the sermon in Red Rock district, Sunday morning, the Rev. J. A. Ballinger, a Baptist minister, announced to the congregation that inasmuch as those who had promised to provide special music had not appeared, a brother had been prevailed upon to bring his phonograph and introduce a religious specialty therefrom. The Edison was placed upon the pulpit Bible, a nice new record set on the cylinder and the lever started. In a few seconds the minister and his congregation were startled into hilarity when the machine began the reproduction of "Waltz Me Around Again Willie." The lever was closed, the music stopped, and it was with difficulty that the minister swayed his congregation into a state of mind receptive of a pious benediction.

The Indestructible Record Co., of Oil City, Pa., a Pennsylvania corporation, with a capital of \$1,000,000, has been chartered in West Virginia.

NEWS FROM SOUTHERN CALIFORNIA.

Dealers Making Great Preparations for Holiday Trade—Many Visitors from Out of Town at Warerooms of Los Angeles Jobbers—Good Business Being Transacted in Spanish Records with Mexico—Active Campaign Being Carried on by Leading Jobbers with Decided Success—Business Steadily Expanding in This Growing Section of the Pacific Coast.

(Special to The Talking Machine World.)

Los Angeles, Cal., Oct. 31, 1907.

Out-of-town dealers are making great preparations for the holidays, orders are coming in from all parts, and so are the dealers. Mr. and Mrs. G. L. Robins, of Porterville, are making a short visit for pleasure and business combined. George L. Snider, of Kern City, while in this city added the Zonophone to his line of Edison goods and will carry a complete line of Zonophone records. Miss M. E. Sullivan, of San Diego, who has charge of the talking machine department of Theale & Co.'s store in that city, has paid a visit to Los Angeles, placing a nice order for Victors and records, with Sherman, Clay & Co. E. M. Clark, an Edison dealer of Hemet, Cal., has spent several days in this city, leaving an order with Southern California Music Co. for Edison phonographs of the new equipment. The Santa Barbara branch of the Southern California Music Co. has just opened its talking machine department after a general remodeling, under its new manager, W. J. Reynard, who has charge of that department, while the Riverside store of the same firm is undergoing a similar treatment. J. B. Brown Music Co., of Los Angeles, are advertising their instalment plan extensively and are making a big gain with it. Charles Ruggles, manager of Sherman, Clay & Co.'s wholesale Victor branch, has just returned from a trip around the "Kite," visiting the dealers of Redlands, Riverside, San Bernardino and other important towns where he has enthused the dealers with the new Victor instalment plan. He has also put in a full line of Victors with The Wiley B. Allen Co., of San Diego, where all dealers seem to be as busy as bees. The new Spanish catalogs of Victor records have been welcomed by the dealers, as they add a great deal of ease to handling the trade for these goods for which there is a great demand in this section, owing to the fact that there are a great many Spanish and Mexican residents in and about Los Angeles. The trade from the sister country (Mexico) is remarkably good and has proved to be a great field for dealers in this city for both wholesale and retail. Some dealers have devoted separate departments to this class of trade, with clerks and correspondents to take charge of it. Juan de la Fuente, of the Southern California Music Company, reports a number of recent sales to visiting residents of Old Mexico. The Exton Music Co. have been selling a number of new "Star" machines, for which they are agents, and their recently added Edison department has been a great success.

Manager Stidham, of the Columbia Phonograph Co.'s branch, is much pleased with the business in the new location on Broadway. The increase in business has been great over last year and with the new Symphony Grand and new type B. Q. Cylinder Graphophone (the latest Columbia improvements recently received). He expects to do the biggest business that company has seen in this city. The new "Marconi" disc records have added a great deal to their business and are proving a great success. The select catalog of these records will please any owner of a talking machine.

The Talking Machine Co. are just putting the last finishing touches on their new Edison department, which is complete in every detail, carrying in stock all sizes of machines and a full catalog of records, both foreign and domestic.

Mr. Geissler, of The Geo. J. Birkel Music Co., is very much pleased with the results of their Victor department. Since being enlarged it has taken most all his attention. He is very proud of his system of keeping the stock and says it can't be beat for convenience and accuracy.

A. J. Caldwell is in this city with the view of opening a new store in the near future. He formally owned an Edison and Zonophone business, which he sold to Avery & Co., of Redlands, Cal.

Robert Ingersoll, Pacific Coast agent for the Regina Co., and Mr. "Wurlitzer" Gerlich, have both been making a stay in this vicinity calling on the dealers and gathering orders.

RECORDS FOR THE SPIRIT WORLD.

Ah Wing Tong, Deceased, the Bearer of Some Extraordinary Records, Addressed to the Ancestors of Countrymen in the Great Beyond.

Every little while a story goes the rounds of a new use for the talking machine and Chinatown in New York has furnished its full quota of these stories. The latest from that section, however, takes the palm and sheds still further light on the wisdom of the Celestial.

Ah Wing Tong, a Chinaman with much pedigree but very few material possessions, after a few years' struggle to win success in this country, got discouraged and gave up the ghost very suddenly. His friends kept the death secret until a wandering settlement worker discovered it and reported the matter to the police. When an officer visited the single room which had been occupied by the deceased he found a large gathering of friends, but no casket. There was a big packing case in the corner, however, and upon inquiring regarding the whereabouts of the corpse the Chinamen present pointed to the case and informed the policeman that the body had been placed in it for shipment to China, where it was to be buried among the acres of graves occupied by the ancestors of the deceased.

The matter was reported to the Board of Health who sent an officer to investigate the case. Upon the box being opened the corpse was discovered, tightly packed therein, while all the remaining space was taken up by a talking machine and numerous records. In order to get at the bottom of the matter the officer had his interpreter try the records on the machine. The first contained a sort of introduction from Ah Wing Tong to his ancestors in the Great Beyond, as follows:

"From your humble and obedient servant, Ah Wing Tong, man-born child of Ah Wong Tong and his gracious mother, Yakamo, whose lovable spirits now sit with Confucius.

"Greeting: My lowly and unworthy spirit will shortly join those of my exalted ancestors, and from those countrymen who have honored my de-

spicable home by mourning my sudden departure, I have the great pleasure of bearing a message to their honorable ancestors who have also gone before. They desire in this devil land the protection of their ancestors, and give their honorable promise that much incense will they burn at the little temple in the big city, should much wash work prove that their honorable prayer is answered.

"To the Great One who sees everything and knows not injustice, Confucius."

The other records tried by the officer were very ingenious considering that they came from Ah after he was dead and were mostly addressed to spirits gone before, asking various favors. From the size of the collection each mourner must have sent a message to nearly every one of his ancestors and Ah, who was to be the bearer, had unselfishly failed to include for himself a single favor.

After the proper regulations had been filled and a leaden casket—bought by subscription from the mourners—had been filled with the corpse and as many records as it would hold, the messages were sent on their way, consigned to a point in Southern Manchuria.

IT DRAWS COMPOUND INTEREST.

The trouble with most advertisers is that they expect immediate returns from their ads. One advertiser illustrates the principle of advertising in this way: "The money expended for advertising is the same as if placed at compound interest." The profits from the advertising are virtually the interest on the investment. The sums spent for advertising are properly chargeable to capital account because the resulting good will is something that has value, which if the advertising has been properly done can usually be sold for the face value of the investment. The rate of interest is determined by the skill with which the investment is made. Just as the quickest way to increase invested wealth is by compounding the interest, so the quickest way to realize results from advertising is to compound the returns.

PHILIP T. DODGE ELECTED DIRECTOR.

Philip T. Dodge, president of the Mergenthaler Linotype Co., and one of the distinguished figures in the financial world, has been elected a member of the executive committee of the American Graphophone Co., succeeding the late Wm. E. Bond. This adds another illustrious name to the many composing the executive board of this great organization.

ATTENTION!

NEW ENGLAND DEALERS

If you handle both EDISON and VICTOR, we can offer you an advantage no other New England jobbing house can—One Source of Supply for both

**EDISON PHONOGRAPHS
AND VICTOR MACHINES**

ONE SHIPMENT—ONE EXPRESSAGE

THERE'S AN ADVANTAGE! Try the Eastern's Policy of Service.

THE EASTERN TALKING MACHINE CO.

177 TREMONT ST., BOSTON, MASS.

Distributors of EDISON and VICTOR MACHINES, Records and all Supplies

Eastern Agents for HERZOG DISK and CYLINDER RECORD CABINETS



Big profits in "grand opera" for Victor dealers

Oscar Hammerstein, the famous impresario, has startled the musical world by his bold and colossal project to extend grand opera to six principal cities of the United States.

Long before Hammerstein's plans took shape, the *Victor* had made grand opera a permanent institution in every city, town and village in the land.

The *Victor* has been a tremendous force in creating the popular demand for grand opera. And Hammerstein has simply sized up the situation and taken advantage of it.

The great public is ready and eager for fine classic music, especially grand opera. *Victor* dealers everywhere are pushing *grand opera*, and selling an increasing number of *Victor* Red Seal records.

Why don't you do the same?—and get your share of the rich profits by satisfying this great and growing demand for Red Seal records in your territory.

Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company of Montreal, Canadian Distributors.

MR. DEALER: Our special newspaper advertising has increased the demand for records tremendously. If you have not already done so, we suggest that you place a standing order with your distributor for all the new records every month, and you will then be able to satisfy your customers' wants.

Full information can be obtained from the following Victor dealers:

- | | | |
|---|--|--|
| <p>Albany, N. Y. Finch & Hahn.
 Altoona, Pa. W. H. & L. C. Wolfe.
 Atlanta, Ga. Alexander-Elyea Co.
 Phillips & Crew Co.
 Baltimore, Md. Cohen & Hughes.
 E. F. Droop & Sons Co.
 H. R. Eisenbrandt Sons.
 Wm. McCallister.
 Bangor, Me. M. H. Andrews.
 Birmingham, Ala. E. E. Forbes Piano Co.
 Oliver Ditson Co.
 Boston, Mass. Eastern Talking Machine Co.
 M. Steinert & Sons Co.
 Brooklyn, N. Y. American Talking Machine Co.
 Buffalo, N. Y. W. D. Andrews.
 Burlington, Vt. American Phonograph Co.
 Butte, Mont. Orton Brothers.
 Canton, O. The Klein & Heffelman Co.
 Charlotte, N. C. Stone & Barringer Co.
 Chicago, Ill. Lyon & Healy.
 The Talking Machine Co.
 The Rudolph Wurlitzer Co.
 Cincinnati, O. The Rudolph Wurlitzer Co.
 Cleveland, O. W. H. Buescher & Sons.
 Collister & Sayle.
 Eclipse Musical Co.
 Columbus, O. The Perry B. Whitsit Co.
 Dallas, Tex. Thos. Goggan & Bro.
 Dayton, O. The Fetterly Piano Mfg. Co.
 Denver, Colo. Knight-Campbell Music Co.
 Hext Music Co.
 Des Moines, Iowa. Edward H. Jones & Son.
 Detroit, Mich. Grinnell Bros.
 Dubuque, Iowa. Harger & Blish.
 Duluth, Minn. French & Bassett.
 El Paso, Tex. W. G. Walz Co.
 Galveston, Tex. Thos. Goggan & Bro.
 Grand Rapids, Mich. J. A. J. Friedrich.
 Harrisburg, Pa. S. A. Floyd.
 Honolulu, I. 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.</p> | <p>Lincoln, Neb. Ross P. Curtice Co.
 Los Angeles, Cal. Sherman, Clay & Co.
 Memphis, Tenn. O. K. Houck Piano Co.
 E. E. Forbes Piano Co.
 Milwaukee, Wis. McGreal Bros.
 Minneapolis, Minn. Minnesota Phonograph Co.
 Mobile, Ala. Wm. H. Reynolds.
 Montreal, Canada. Berliner Gramophone Co., Ltd.
 Nashville, Tenn. O. K. Houck Piano Co.
 Newark, N. J. Price Phono. Co.
 Newark, O. Ball-Fintze Co.
 New Haven, Conn. Henry Horton.
 New Orleans, La. Nat'l Auto. Fire Alarm Co.
 Philip Werlein, Ltd.
 New York, N. Y. Bettini Phonograph Co., Ltd.
 Blackman Talking Machine Co.
 Sol. Bloom.
 C. Bruno & Son.
 I. Davega, Jr.
 S. B. Davega.
 Chas. H. Ditson & Co.
 The Jacot Music Box Co.
 Landay Brothers.
 The Regina Music Box Co.
 Stanley & Pearsall.
 Benj. Switky.
 Victor Distributing & Export Co.
 Omaha, Neb. A. Hospe Co.
 Nehraska Cycle Co.
 Piano Player Co.
 Peoria, Ill. Chas. C. Adams & Co.
 Philadelphia, Pa. C. J. Hepe & Son.
 Musical Echo Company.
 Penn Phonograph Co., Inc.
 Louis Buehn & Brother.
 Western Talking Machine Co.
 H. A. Weymann & Son.
 J. E. Ditson & Co.
 Pittsburg, Pa. Pittsburg Phonograph Co.
 Powers & Henry Co.
 Standard Talking Machine Co.
 Portland, Me. Cressey & Allen.
 Portland Talking Machine Co.
 Portland, Ore. Sherman, Clay & Co.</p> | <p>Richmond, Va. The Cable Co.
 W. D. Moses & Co.
 Rochester, N. Y. The Talking Machine Co.
 Rock Island, Ill. Totten's Music House.
 Salt Lake City, Utah. Carstensen & Anson Music Co.
 San Antonio, Tex. Thos. Goggan & Bro.
 San Francisco, Cal. Sherman, Clay & Co.
 Savannah, Ga. Youmans & Leete.
 Seattle, Wash. Sherman, Clay & Co.
 Sioux Falls, S. D. Sioux Falls Talking Mach. Exchange.
 Spokane, Wash. Eiler's Piano House.
 Sherman-Clay & Co.
 St. Louis, Mo. Koerber-Brenner Music Co.
 St. Louis Talking Machine Co.
 St. Paul, Minn. W. J. Dyer & Bro.
 Koehler & Hinrichs.
 Syracuse, N. Y. W. D. Andrews.
 The Hayes Music Co.
 Toledo, O. A. J. Rummel Arms Co.
 Whitney & Currier Co.
 Washington, D. C. John F. Ellis & Co.</p> |
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Fill out, cut off, and mail this Coupon to-day.

CUT ALONG THIS LINE.
 Victor Talking Machine Company, Camden, N. J.
 Please send book, "How to Sell Victors on instalments."

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

NEW USE FOR TALKING MACHINE.

To be Utilized in Dolls and Other Expensive Toys—Conversation Can be Carried on or Stories Told Just as Desired.

One of the latest developments in the talking machine line, which is destined to create quite a furore, is the use of a miniature talker with indestructible record, in the body of a doll or any other form of toy desired—even the much-talked-about Teddy bear.

That there are immense possibilities in this direction goes without saying, for the sale of expensive toys of all kinds in the United States reaches into millions of dollars. For many years all our inventors and improvers have been struggling over the problem of getting a lilliputian talking machine. Many things have retarded their progress; first, it was the machine, then the record, but now it is claimed that an American firm have mastered all the difficulties. Therefore in due course we will find a new line of talking dolls and other specialties in the toy line winning no small share of attention and consideration. Records can be used which will run for about two or three minutes, and the dolls can carry on a conversation or tell a story just as the occasion may demand. There are also possibilities in this line through the application of the principle to advertising figures. It is a big field, and we shall have more to say about it in due course.

MUSIC FROM THE GROUND.

Electric Music Goes Astray and Crowds Enjoy a Free Concert.

Every now and then the police had to "shoo" a crowd from the middle of Broadway, at Twenty-sixth street, one evening recently, so that the cars and cabs could keep running. The crowds were enjoying a free concert. Through the holes in the iron cover of an electric conduit man-hole, sweet strains arose and quivered on the chill air.

Persons in the crowd offered varying explanations as to the source of the music. "A little German band is practising in the sewer so that the usual bricks won't hit them," said a hard-faced man who had walked down from Forty-second street. At the moment "Lohengrin" was being filtered through the iron cover. Then was heard "Kiss Me Good-Bye and Go," with a flute obligato.

"Some sentimental composer who is not appreciated has buried himself alive," murmured a lovely girl who was going to supper with another girl's brother. "He is playing his swan song."

Generous persons dropped nickles and dimes

through the holes of the cover to reward the hidden musicians. A very small fortune awaited the return of employes of the New York Electric Music Co. in the morning. This company send music over wires, make arc lights sing, and will give you a shock in B flat if you order it. One of their wires was leaking, that was all.

The experts had discovered that there was a leak in the wires, but it was after 5 o'clock when the electricians sent out discovered the exact spot, Broadway, at Twenty-sixth street, whose music, heavenly made, was going ballooning, so to say. It was then too late to repair the leak; the plant was closed. So the electricians left attached to the leaky wire their testing apparatus, which is a receiver and transformer in miniature, put the cover on the manhole and went home to await the morning. Hence the mystery.

VALUE OF COMPETITION.

A Trade Stimulator and a Friend When Needed Ofttimes—Helps to Force on Us a Realization of Our Weaknesses and to Inaugurate Reforms—Accomplishes Many Results.

Truly, our competitor is a better guide and adviser than our friends! He sees our weaknesses, to which our friends, in their nearness, are blind. He sneers openly at our faults when our friends preserve a well meant but unjust silence.

Even while the shallow praises of our friends fill our ears, we hear the chortle of competition.

And when headlong impulse threatens to drag us into entanglements, it is the thought of competition that keeps us careful and saves us from foolishness.

Does personal vanity tempt us to erect an extravagant and needless plant? Competition cautions us to go slowly—we may need our reserve capital to meet its onslaught.

Are we stubborn with our trade, are we pig-headed in pursuing policies that provoke our customers? Competition brings us to a realization of our weakness, and forces us to wreathe our souring correspondence with good-natured welcome.

Are we dozing off into the slumberland of "letting well enough alone?" Competition will wake us up and enable us to shake off the sleep of business death.

Are we losing interest in our daily work? Has its monotony made us listless? Competition will add spice and spirit to the task.

Are we lagging behind the requirements of an exacting market? Competition will spur us on to lead and not to follow—to initiate, not to imitate.

Are we content in the thought that we are holding our own? Competition will give us a spirit of spunk and hustle that will make the days too short for our purposes.

Competition is greater than greed, as an incentive; more powerful than ambition as an energizer; more lasting as a stimulant than high purpose.

It cannot hurt us unless we run from it. We can make it a blessing instead of a curse. We can make it help us rather than retard us.

JOHN J. ROBERTS.

McARDLE'S CLEVER ADVERTISING.

One of the best advertising schemes ever inaugurated by a talking machine dealer was successfully carried out not long ago by Frank J. McArdle, proprietor of the Piano Player Co., Omaha, Neb. After the close of the summer season of band concerts at Hanscom Park, the largest and most popular public park in the city, he received permission to place one of the talking machines on the veranda of the refectory where the musicians were formerly located, and on each afternoon the thousands of people lolling about the park sat about in the vicinity of the stand listening to the music from the horn.

The novel manner of providing music free to park patrons was given publicity by the local press and the attendance was always good. Meanwhile, Mr. McArdle grasped the opportunity to spread information regarding the machine that was playing. He also took advantage of the Ak-Sar-Ben festivities held in that city to advertise the machine, and day after day, when thousands of visitors from the surrounding country and States were in the city, enormous crowds, completely filling the street in front of his store for an entire block, would stand listening to the program from the mouth of the horn on the second floor.

ALPHABETICAL LIST OF RECORDS.

The Victor Talking Machine Co. have just sent out an advance copy of their "Alphabetical List of Records," domestic edition, which contains the following Victor records: All instrumental records made in America; all vocal records made in English; Red Seal and German records.

Records in other languages and instrumental records made in other countries, especially for foreign trade, will be found in the Foreign Alphabetical Catalog to be issued shortly.

Beginning Feb. 1, 1908, alphabetical and numerical catalogs will be issued every four months, to wit: February 1, June 1 and October 1, 30 days after each complete record catalog. These catalogs are not issued for general distribution—they are for the use of Victor dealers only.

NORTHWESTERN DEALERS

TRY US

WE ARE

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.



December list of new Victor Records

8-inch 35 cents

Arthur Pryor's Band

- 5271 Slavery Days March.....Zeta
- 4165 Over the Waves Waltz (Sobre las Olas).....Rosas

Clarinet and Flute Duet by Christie and Lyons

- 5289 Ecstasy Waltz

Bell Solo by Chris Chapman

- 5290 Forget Me Not—IntermezzoMacbeth

Whistling Solo by Edward Ables

- 5287 I'm Happy When the Band Plays DixieVanderveer

Coon Song by Miss Ada Jones

- 5226 If the Man in the Moon Were a CoonFischer

Duet by Collins and Harlan

- 5227 Who? Me?Snyder

Yankee Talk by Cal Stewart

- 5248 Uncle Josh Joins the Grangers.....

10-inch 60 cents; 12-inch \$1.00

Arthur Pryor's Band

- 5275 Victorious Eagle March, 10-inch....Rosey
- 5292 "Spring Chicken" Melodies, 10-inch.....Carle

- 31682 Variations from Ballet Symphonique 12-inch.....Chaminade

- 5276 Southern Roses Waltz, 10-in.....Strauss
- 31681 Southern Roses Waltz, 12-inch.....Strauss

German Cavalry Band

- 5257 Prayer after Tattoo, 10-inch.....

Police Band of Mexico City

VELINO M. PRESA, DIRECTOR.

- 5273 "Fourth Power" March. 10-inch....Presa
- 31678 Cascade of Roses Waltz, 12-inch....Presa
- 31679 Alda—Fantasia, 12-inch.....Verdi
- 31680 Love's Departure Waltz, 12-inch..Cremieux

Bell Solo by Chris Chapman

- 5277 Southern Girl Gavotte, 10-inch....Kremer

Victor Drum, Fife and Bugle Corps

- 5259 American History March, 10-inch..Rogers

Tenor Solos by Harry Macdonough

- 5293 My Dear, 10-inch.....Ernest Ball
- 5279 Holy Night, 10-inch.....Adam

Tenor Solo by William T. Evans

- 5291 Love Me and the World is Mine, 10-inch Ball

Tenor Solo by Frederick C. Freemantel

- 5261 Shall You? Shall I? 10-in...McGranahan

Songs by Billy Murray

- 5294 Way Down in Colon Towu, 10-inch.....Hoffman

- 5296 Always Leave them Laughing when You Say Good-bye, 10-inch.....Cohan

Comie Song by Clarice Vance

- 5278 Handle Me With Care, 10-inch...Schwartz

Comie Song by Vesta Victoria

- 5250 He Calls Me His Own Grace Darling. 10-inch.Gifford

Coon Song by Eddie Morton

- 5281 Just a Friend of the Family, 10-inch.....Smith

Yodel Song by George P. Watson

- 5280 Santa Claus Song, 10-inch.....

Songs by Arthur Collins

- 5285 Dixie Dan (from "The Gay White Way"), 10-inch.Furth

- 5295 Every Little Bit, Added to What You've Got, Makes Just a Little Bit More, 10-inch.Dillon Bros.

Duet by Collins and Harlan

- 5288 Who Do You Love? 10-inch.....Johnson

Yankee Talk by Cal Stewart

- 5282 Uncle Josh at the Dentist's. 10-inch....

Recitation by Len Spencer with Imitations by Gilbert Girard

- 5284 Roger and I (The Vagabouds), 10-inch.Trowbridge

Laughing Specialty by Henry Klauser

- 52004 Laughing Specialty, 10-inch.....

Male Quartet by the Haydn Quartet

- 5283 The Water-mill, 10-inch.....Macy

Descriptive Specialty by Miss Jones and Mr. Spencer

- 5286 Broncho Bob and His Little Cheyenne, 10-inchSpencer

New Red Seal Records

Marcella Sembrich, Soprano

12-inch size, with orchestra—\$3.00 each.

- 88096 The Lass with the Delicate Air (In English)Dr. Arne

- 88097 Barbieri—Una voce poco fa (A Little Voice I Hear) (In Italian) Rossini

- 88101 Halka—Polish Song.Moniuszka

- 88099 Love Me—Mazurka (piano accomp. by Mme. Sembrich) (In Polish) Chopin

Marcella Sembrich and Emilio de Gogorza

12-inch size, with orchestra—\$4.00.

- 89010 Hamlet—Doute de la Miere (In French).....Thomas

Ernestine Schumann-Heink, Contralto

12-inch size, with orchestra—\$3 each—In French.

- 88094 Prophete—Prison Scene—Part I..
- 88095 Prophete—Prison Scene—Part II..Meyerbeer

Evan Williams, Tenor

10-inch size, with orchestra—\$1.00.

- 64078 A DreamBartlett

12-inch size, with orchestra—\$1.50 each.

- 74089 Love AbidingJordan
- 74088 Elijah—If With All Your Hearts..Mendelssohn

Ellen Beach Yaw, Soprano

10-inch size, with orchestra—\$1.00—In English.

- 64079 Swiss Echo Song.....Eckert

12-in. size, with orchestra—\$1.50 each—In French.

- 74090 Lakme—Ou va la jeune Hindoue (Bell Song)Dellbes
- 74091 Il Re Pastore—Ario (In Italian) Mozart
- 74092 Marriage of Jeannette—Nightingale's SongMassenet

Will the people in your locality be able to get every one of these records at your store? They're going to know about them all on November 29th—the simultaneous opening day throughout America for the sale of December *Victor Records*; the day we advertise the complete list in leading daily newspapers all over the country.

You know how sales have increased since we began this newspaper campaign. You know how it has added to your profits. You know how important it is to have all the records so that you won't miss a sale. You know that there are no records like *Victor Records*—and the people know it, too.

They buy month after month, not simply because the records are new, but because they are perfect musically as well as mechanically, and have that sweet, clear tone that is ever a delight.

Victor Talking Machine Company

Camden, N. J., U. S. A.

Berliner Gramophone Company, of Montreal, Canadian Distributors.

H. C. FABER'S CRITICISMS

On Store Methods as "Discovered" by Him on a Recent Visit to Pittsburg—Places Himself in the Purchaser's Place and Utters Some Pertinent Comments Worth Noting.

Monongah, W. Va., Oct. 21, 1907.

Editor Talking Machine World, New York:

Dear Sir—The old saying, "Every dog has its day," fits the writer all over. I had several of them all in a bunch, lasting eight days. Got it into my head to hear Brother Sousa while he was in Pittsburg about the middle of last month, so on the "kears" we got. When we arrived I was both "dry and thirsty," and worst of all I was among strangers. Being among strangers did not have a bad effect on me, for I knew that I would be welcomed (or I thought I would) at any of the big stores where talking machines were handled, but I found that this was all a myth.

In the first place, I made up my mind that I would not make myself known to any of them, or even hint that I was interested in the talker line, but walk in or stand on the outside and appear interested in their displays, and see what kind of treatment a stranger received, thereby getting some pointers for my own business. In all I made four visits—that is, initial or first visits, and here they are as I made them:

Without getting too personal, will state that the first place I dug into kind of "upsot" my bearings. We (my wife and I) stood out in the drizzling rain in front of No. 1, peeped in and saw a lady and a man. Both of them saw us, as they looked at us several times. They could not help knowing that we were interested in the goods they had in the windows, but, outside of the lady winding up a machine and the man looking over an alphabetical catalog, they paid no attention to us. I called this a "wet" reception and passed on for the time to the next place.

Then we walked up Liberty street and went into a dark-looking place, and a young man

asked us what we wanted. I replied that we were just looking around, so he bowed politely and went back to a desk and resumed his duties. While I got wet in the first place, I got kind of hot in No. 2, and was for making a run out of the city, as we were near the station, but my courage returned, and, with my hand on my pocketbook, we made a bee-line for the hotel and had dinner and then rested for the balance of the day.

Getting our bearings next morning, we tried a place upstairs on Wood street. While we did see a few machines and some records, we felt sort of chilly sensations all about us, and, as I am subject to them (chills, I mean), we got down them stairs as quickly as we could and into the sunshine (the sun was shining, which is unusual for Pittsburg), and we felt much improved, so I came to the conclusion that No. 3 was not for my business, and said that we would quit "rubbering" and look elsewhere for satisfaction and courtesy.

Baseball was in session then, so we asked a bluecoat to tell us the way, etc. We concluded that we would walk and see the sights as we went along. He directed us to go to Sixth street, follow Sixth street to the bridge, cross the bridge, etc., so we started. We had no idea of seeing any more talkers, but what was our surprise when we had nearly reached the bridge to see some of those flower horns and that dog-gone dog looking right square into one of those horns, innocent like and real cute, too. A circular sign stated that it was Powers & Henry Co., and that kind of got me, as my front name is Henry and I had a "hankering" to see what kind of power was in there. I saw a man making for the door, and "Come in" was said by him so invitingly that we accepted. Well here it was entirely different. He asked us to have a chair, and then tried to make us feel at home. He did not know who we were or what our business was. I must say that politeness and good behavior rule here, as I saw a number of people come in and all were treated alike, whether the toiler with his dinner-pail or the party who had

just left his auto on the outside. This, in my estimation, is the key to their success, as all were accorded the same treatment. After noting the way that people were received and treated, I presented my Victor identification card, and then all was plain sailing. Mr. Shirley seemed to have everything pertaining to the business at his finger ends, and if their business all the time is as large as they did in the few days that the writer was there, this firm must indeed be a power in the trade.

Mr. Levin, of this same house, is pleasant-mannered and seems to have a level head on his shoulders. The head of the house, Mr. Henry, was out of town, and consequently I did not get a chance to meet him. His business was in safe hands, though, and from all appearances, politeness and good manners are the drawing cards, sure.

Both the Victor and Edison lines were pleasingly displayed. The firm had an excellent exhibit at the Exposition, all enclosed in glass, probably 15 x 18 feet. Sousa was at the "Expo" in all his glory, and he surely made a "Hit" with a capital "H". This old band master is doing lots of advertising for the records that reproduce his compositions. I know this to be a fact, as the Dutchman said, "It worked both coming and going." I mean by this that Sousa has a drawing power that is never failing. For instance, in the past month there have gone from here 123 people solely to hear Sousa. Not one of this bunch would have gone had it not been for Sousa. They were all from this neighborhood, and went for the sole purpose stated above. A good percentage of them have machines, and, of course, nothing will do but they must have records of the selections Sousa played while in Pittsburg. There are, of course, some who do not have machines, but will have them now as soon as pay day comes around, so as they can make the first payment.

In closing this letter, I wish to add some advice, and this is that all beings who work in "talker" departments or stores surely ought to memorize "Rules for sales force" on page 6 of

**PERFECT
MEDIUM
QUIET**

NEEDLES

THE NAME OF THE NEEDLE DENOTES THE TONE IT WILL PLAY

The **BEST NEEDLE** made is the **ONE YOU WANT** to use. **WE** do not **HANDLE** anything but **FIRST CLASS GOODS** and **YOU CAN DEPEND UPON** the quality of **EACH STYLE** of **NEEDLE** to be **AI**.

SPECIAL OFFER TO DEALERS
ANY OF OUR NEEDLES WILL COST YOU

25c. per 1,000 in 100,000 Lots

26c. per 1,000 in 100,000 Lots

If Name and Address is Imprinted.

PUT UP IN { 100 to an Envelope
300 to a Box
1,000 to a Box

A SAMPLE 1,000 WILL BE FURNISHED FOR 30c.



**HOW ABOUT
"VICTOR"**

TALKING MACHINES AND RECORDS

WE JOB "VICTORS" ONLY

Is it necessary to state that being in **ONE LINE ONLY WE** can **GIVE YOUR WANTS** in that line **BETTER ATTENTION** than if we handled other style goods?

TRY US FOR GOOD SERVICE

Our **STOCK** is **LARGE** and complete and our **FACILITIES** for filling orders are of the **BEST**.

SIGN A "VICTOR" CONTRACT WITH US AND FOLLOW IT UP WITH YOUR ORDER. DO IT TO-DAY.

WRITE FOR CIRCULAR AND FULL INFORMATION.

AMERICAN TALKING MACHINE CO.
586 FULTON STREET, BROOKLYN-N. Y. CITY

September World, then perhaps they won't turn would-be customers away unknowingly. Will state that had I been treated civilly in all the places I visited, perhaps I would have more places to deal, but as the matter stands I am satisfied, want no apologies, and the Powers & Henry Co. suit me. I pay as I go, and therefore ask no favors of anyone, especially after having gone through the process of a wet, a hot, and a chilly spell all in one town. Very truly yours,
H. C. FABER.

THE PHONOGRAPH GIVES EVIDENCE.

A resident of Portland, Me., told of a case that was tried recently before one of the civil courts of his city and in which a phonograph played the principal part.

"It was a little matter of a debt that brought the parties before the judge," he said, "and the man sued stoutly denied ever having borrowed a cent. It was alleged by the plaintiff that the transaction took place in his rooms, and that the defendant had given a verbal promise to pay inside a month.

"After the defendant had sworn solemnly that the whole thing was a fabrication, the plaintiff's lawyer quietly produced the phonograph, which his client had in his rooms on the day the debt was claimed to have been contracted, and set it in motion.

"Immediately the conversation in question was repeated, both the defendant's and the plaintiff's voices being clearly recognizable. The defendant had to pay up.

"I was in court at the time, and I never saw any man appear so devilishly embarrassed as the accused when he was compelled to admit that he had deliberately lied."

DON'T USE DEAD PHRASES.

"Chestnuts," says the reader, "I've heard that before!" when his eye bumps into the following phrases:

"Come early and avoid the rush."

"We defy competition."

"Give us a trial and be convinced."

"We beg to inform you."

"Below cost."

"Square dealing."

"We aim to please."

"If you don't see what you want, ask for it."

"Buy here and save money."

Properly blend the new and the old. "Be not the first by whom the new is tried, nor be the last to throw the old aside."

Be plain, pungent, pointed.

Fixed rules cannot be laid down for advertising. A method that may be desirable for one line of goods may be a failure in another. Men study, observe results and adapt themselves to situations.

SAN FRANCISCO'S GREAT PROGRESS.

All Branches of Talking Machine Business Report Increasing Activity—Looks as if Approaching Holiday Season Will Mark New Era in Sales of Talking Machines and Records—People Getting Settled in Their Homes and Need Musical Solace—Allen Fibre Horns Are in Good Demand—Their Especial Merits Defined—Sherman, Clay & Co.'s New Quarters—Talking Machine Concerts Well Supported.

(Special to The Talking Machine World.)

San Francisco, Cal., Nov. 7, 1907.

In spite of the fact that other branches of the music trade are inclined to be a little slow in San Francisco, the talking machine departments everywhere seem to be coming ahead very satisfactorily. With the approach of the holiday season, more inquiry is heard for machines, and the record trade is on the increase.

The Columbia Phonograph Co. report a considerably better business than last month. W. S. Gray, the Coast manager, is now in Portland, where he met George W. Lyle, general manager of the company, a few days ago. They will proceed together down the Coast, and are expected here about next Wednesday. They received the first Symphony Grand Graphophone a few days ago, and began using it in the daily concerts on Thursday afternoon. Mr. Clancy, of the Oakland branch, received an instrument of this type over a week ago. The men in that office are keeping up their customary activity, and have a good deal of trouble in keeping supplied with popular styles, such as the Type BQ.

A ginger-meeting was held Thursday night of last week, but Mr. Gray was not present, as he had to be in Sacramento. C. J. Moore, formerly of the San Francisco office, is now in charge there, assisted by H. A. Marehand, who has for some time been in the Oakland branch. There has been a rapid improvement there for the past few weeks. Mr. Gray is now getting out a "Columbia Bulletin," a sort of official publication of the company on this coast, designed to keep the various branches in touch with each other. This paper includes the reports of "ginger-meetings," the standing of the different departments, and lists of the most successful salesmen.

Clark Wise has again resumed his evening talking machine concerts, which are a greater success than ever, as the Auxetophone makes the concerts more attractive than they were before. As the holiday season approaches, the evening crowd grows to larger proportions, and last Wednesday evening Mr. Wise had a well-filled hall.

Peter Bacigalupi & Sons were short of stock for a long time, but they have been ordering for the holiday trade, and belated shipments now

coming in are crowding them for room. To accommodate what is now arriving, they have secured an additional room, which is now well filled up.

C. D. Blaine, formerly of Arroyo Grande, Cal., has opened a store in San Luis Obispo, Cal.

Alfred Widdop, before the fire with Byron Mauzy, has opened with a large stock of talking machines in Fort Bragg, Cal.

The Allen Fiber Horn, made in Japan, and for which Byron Mauzy, of San Francisco, is sole distributor for the United States, is claimed by the maker to possess numerous points of excellence which commend themselves to the general public. Mr. Mauzy states that "the tone reproduction is absolutely natural, and does away entirely with all metallic vibrations. It is the lightest horn manufactured, and is also the most durable and the cheapest. Not being of metal it does not rust or tarnish and it will fit any machine. The Allen Fiber Horns are made by hand, of a Japanese rice fiber material. It is finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color. They come plain and decorated, the inside of the bell of the decorated horns are hand painted by talented Japanese artists, in the style peculiar to the Flowery Kingdom. Various scenes in Japan are depicted, as well as many of the native flowers. Japanese artists as well as artisans are not paid any more in proportion for their talent than a Japanese laborer, consequently this Fiber Horn could not be manufactured in any other country at five times the cost."

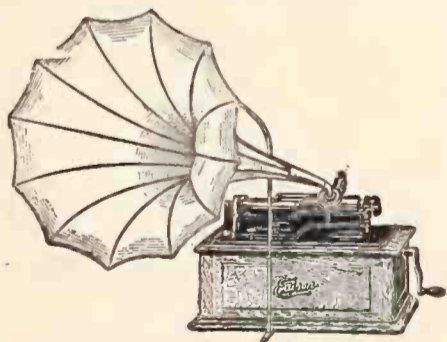
P. Bacigalupi, Jr., is out of the city this week on a quail hunt.

Sherman, Clay & Co. have now about completed their stock of talking machines at the new store, and are resuming the wholesale business, which has been interrupted for the last ten days on account of moving. The retail stock is not quite in order, but this part of the business is expected to open up Monday. Mr. McCarthy believes the downtown trade will be as large as ever, and it will be conducted in far more convenient surroundings.

The Southern California Music Co.'s store in Riverside, Cal., have been refitting their phonograph department, and opened again for business at the beginning of the week.

The Eilers Piano House of Portland, Ore., attracted a large crowd last week at the opening of its new talking machine parlors, which are said to be as handsome and up-to-date as any in that city. The trial and demonstration rooms are enclosed with double sound-proof glass walls, windows and doors, and are fitted up in individual color schemes.

Byron Mauzy's new talking machine catalog has now gone to press, and will be out in about a week.



LAWRENCE MCGREAL

Milwaukee
172-174 Third St.
Edison and Victor
Jobber

SUPPLIES
If it's practical
and salable I've
got it.

Cincinnati
29 East Fifth St.
Edison
Jobber

SERVICE

Two big jobbing houses carrying immense stock and prepared for instant delivery, with an absolute minimum of "outs" and a maximum of perfect service. Try me with a trial order now.

ASSISTANCE

I am interested in the success of every dealer buying through me, and refer every outside inquiry to the nearest dealer, and will further their business with practical ideas born of my long experience first as a road salesman, later as a successful jobber. Let me help plan your winter's campaign.

Yours for business,

LAWRENCE MCGREAL





EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

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Philadelphia Office: Minneapolis and St. Paul: H. F. THOMPSON, ADOLF EDSTEN.

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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, Breitestr. 5.

Published the 15th of every month at 1 Madison Ave. N.Y.

SUBSCRIPTION (including postage), United States, Mexico, One Dollar per year; all other countries, \$1.25. England and her colonies, five shillings.

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

REMITTANCES should be made payable to Edward Lyman Bill. Currency received at sender's risk.

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

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

NEW YORK, NOVEMBER 15, 1907.

REPORTS from World correspondents in every section of the country show a decided activity in trade during the first half of this month. In fact the talking machine situation as we view it broadly insures a holiday trade of unusual proportions. There are some lines, of course, which have been hit heavily. The horn situation has not been fully cleared up, but the demand for special horns is growing steadily, and there will also be a number of other talking machine specialties announced in the columns of The World within the very near future, which will interest talking machine men everywhere.

SINCE the appearance of the last World we have had quite a shake-up in financial affairs in this city, but happily the shake-up did not affect points outside of New York and here but temporarily. It is well to remember that for some months past we have been going downstairs and are so much nearer the ground that no great fall is possible, particularly a fall from the roof, and the little tumble which we had recently is now practically cleared away and all the obstacles which have blocked recuperation have been also removed. In such times business men must not lose their heads. They should not be misled in the slightest by the cry of the pessimist. Our great financiers managed the local situation admirably and the attitude of the Government, through the Secretary of the Treasury, immediately restored confidence and with the greater number of millions of gold which is coming from Europe, the financial foundation is secure. It does not pay to look on the dark side of things, because if one persists in doing that too long the result is an absorption of an amount of pessimism which must of necessity injure one's chances in the battle for trade.

WE have a splendid yield of crops and large foreign requirements and no necessity of expending the profits in paying debts. The

farmers will spend their seven billions or more for goods and the demand will quicken industry as nothing else can do. The mines, too, are adding to the wealth of the country and nearly a half billion of gold mined promises a new basis for credit. In fact the one great trouble which faces the great shipping and transportation companies is how to find cars to get the ripening crops to the seaboard and to bring back wealth from other nations who have no option but to purchase supplies from us.

IT is well to remember, too, that our last flurry in financial circles was promptly succeeded by a year better than the preceding year—a year of prosperity. If we compare our wealth with the condition of the country not longer ago than 1903 the figures will be stimulating. Between the two estimates of our total wealth in 1900 and 1904, 1903 intervened, and yet the total raised from 88 billion to 107 billion. When we talk of loss we must remember that nothing can reduce our coal area perhaps seven times all Europe's. When Wall Street is depressed we must remember that the sun is still shining and we should do better to think more of realities. We should devote more time to developing business along legitimate lines than to sitting down and crying pessimism. The talking machine industry is capable of big things and the men in it are not to be diverted in the slightest from great accomplishments by any little temporary flutter in the financial world, and the quicker this truth sinks into the hearts of the readers of The World, the better it will be for them.

THE officers of the National Jobbers' Association are already doing good work and it should be understood that the moves of this organization are made with the welfare of the entire industry at heart. No hasty action will be taken on any important subject, and it is believed by those whose interests are large in the industry that much good may be accomplished by concerted action.

WE have received a number of communications from readers bearing directly on the editorial appearing in last month's World anent the record situation. Dealers should lose no opportunity to keep all record stock moving and there are plenty of good sellers that are permitted to remain in stock without being properly pushed by salesmen. Profits from the record end of the business are substantial and every effort should be put forth to increase the sale of records. Every bit of advertising which is put out exploiting new records or old ones has been helpful to the trade and we should recollect that it is by constantly keeping wares of every kind before the public that a demand is accentuated for same.

THIS publication reaches not only exclusive talking machine dealers in all parts of the world but it is read by many thousands of men in other departments of trade who carry talking machines as a special line. Probably there is no paper published which has such an extensive circulation outside of the regular trade as The Talking Machine World. The following letter received from D. M. Rodgers, a dealer in furniture, carpets, hardware and lumber, in Corning, O., will show advertisers how The World is regarded by outsiders and the advantage of carrying business announcements in its columns.

"I receive several splendid furniture and hard-

ware trade journals, but The Talking Machine World, a copy of which you recently sent me, is one of the most interesting trade papers I have ever read. From the copy mailed me I have already ordered goods for my talking machine department and am corresponding with other advertisers for supplies required. I have been selling talking machines for several years but I found many new things in your journal that will be of great benefit to me in this part of my business. I am obliged to you for the sample copy and gladly enclose my check for \$1.00 for The Talking Machine World for one year. It would be cheap at double the price and every talking machine dealer ought to have it. I wish you continued success."

WE have had an opportunity recently to study the trade situation in the Central West and have discussed business conditions with prominent jobbers and retailers all through that vast country. It is gratifying to note that they view the business condition with great optimism. In fact they are looking forward to a splendid fall and holiday business. It should be understood that the great agricultural section of America is but little affected by Wall street conditions. While stock speculation in a way may be indulged in in every part of the country yet not to the extent that it is in New York and the East. Therefore as we view the business outlook the great Central West will absorb more talking machines for the next few months than any other similar period since the industry was established. This opinion is formed after a close analysis of the conditions in the various western cities. The South, too, is going to give a good account of itself. The Pacific Coast while perhaps not up to the average will continue to be a good point for the distribution of talking machine products.

IT would be an excellent plan for the managers of talking machine establishments throughout the country to have a family meeting of their employes at least once a month. At such times matters which directly relate to the talking machine business can be broadly discussed and there will be an interchange of ideas which will benefit all. Points will be brought out regarding the selling of talking machines which will materially assist the younger salesmen and again we have never known any salesman too old to learn. The higher the ability in the selling end of the business the more sales and the better sales. Talking machines will not sell themselves by any means, and when we consider that we have outfits which retail for as high as \$500 it will at once be seen that the field affords opportunities for good salesmanship qualities.

FREQUENT cabinet meetings composed of the selling staff will result in increased profits in the business department. No doubt of that. We have studied the effect of these meetings in other lines and have found them to be extremely beneficial, and we know that the talking machine industry would profit by occasional open discussions of the problems of the trade.

The entire force may be welded together in a more harmonic whole through a better understanding of actual conditions. And through this knowledge a better presentation of the talking machine may be made to the purchasing public. No points should be overlooked which make for business success to-day.

THE SEARCHLIGHT FOLDING HORN



Patent No. 771441
Oct. 4, 1904
Patent No. 12442
Jan. 30, 1906

THE ONLY PRACTICAL,
COLLAPSIBLE HORN IN THE WORLD

Style—Blue (Baked Japan)—Gold Striped.

For all Edison and Victor Machines except Victor 1.—For all Columbia Machines
Size, 23 x 28 Cylinder; 23 x 21 Disc. Boxed, 3½ x 7 x 20 Inches.

ARE YOU "ONE"?

DO not be ONE of the shouters that the horn trade is dead.

You havn't the right horn, that's the trouble.

Put in a line of our horns and use our printed matter.

Your customers will do the rest.

Samples in your window will advertise your business.

Send to your jobber. If your nearest jobber does not have our full line, write or telegraph to us.

SEARCHLIGHT HORN CO., 755 Lexington Ave., Brooklyn, N. Y.

CHEERY TRADE REPORTS FROM MILWAUKEE.

All Branches of Business Make Favorable Reports Despite Financial Flurry—People of Foreign Birth Large Purchasers of High Class Records—Talking Machine Men Remodeling and Enlarging All Along Line—Lawrence McGreal to Occupy New Store Around Dec. 1st—Flanner Installs Talking Machine Department—What a Run Around the Trade Reveals.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 8, 1907.

Despite financial stringency, with its dulness in all lines of commercialism, the talking machine business in Milwaukee during the past four weeks has been gratifying. Wholesalers and jobbers report business even rushing. Retailers, on the other hand, declare that things are not that rosy, although the business they are doing is above the average and payments in most cases are cash.

The usual dull months of 1907, July and August, brought exceptional trade to local jobbers, and the months of September and October were even better.

Milwaukee and other Wisconsin cities have been taking hold of talking machines in a new

in the weird and fanciful folklore of Greece. Thus it is with other races and peoples.

The accompanying picture is an interior view of the Columbia Phonograph Co.'s store, and shows the main salesroom and office. But one third of the store is shown in the view. Another room containing the stock of Columbia records is directly in the rear of the room shown. The company's repair shop is on the second floor.

"Business is almost too good," said A. E. Thomas, speaking of trade conditions to The Talking Machine World. "We are doing more business than we can really attend to, and our agents throughout the State are enjoying the same prosperous business. The demand for talking machines is steadily increasing, and the month just past has been the best in our history. Collections are excellent and we are more than satisfied with the results."

About the best indication of good business is the enlarging and remodeling of talking machine stores, and more improvements are being made by dealers this year than ever before.

Lawrence McGreal, State agent for the Edison and Victor talking machines, is making preparations to entirely occupy the new building on Third street, recently leased from George W. Ogden & Co., by December 1. Alterations are now being made and Lawrence McGreal, who will conduct the business under his own name after entering the new store, will have about the finest phonograph store in the country. The salesrooms and exhibition parlors in the new location will be double the present rooms in size. Eight sales booths are being installed, and the entire building will be remodeled into an up-to-date store. The McGreal house has a large storehouse at 317-319 Milwaukee street, where they have their surplus stock of goods.

Joseph Flanner has just installed a talking machine department in his large music house on Broadway. In speaking of the business, Charles H. Iddings, manager of the department, said: "The Victor Victrola promises to be the leader, among high-priced machines, in Milwaukee. I have just sold two of these instruments and our order for more Victorias has been sent. There is considerable call for them."

Retail talking machine dealers say that the wholesale dealers and jobbers have painted business far brighter than it really is. While business may be as good with them as they say, the retailers for the most part report business fair, while some of them say it is quiet.

Mr. Huseby, of The Huseby Co., 312 Grand avenue, said: "Some may tell you business is rushing, but it has been far from what it should be." The Huseby Co. deal in Edison and Victor machines.

George Eicholz, 1340 Fond du Lac avenue, says that while business has been rather quiet he cau-

not complain. Fall prospects are bright and he anticipates a good Christmas business.

Goerke & Krienitz, 839 Third street, reports business somewhat slower than last year at this time.

Max Schucht, 1509 Vliet street, says: "Business is not what it should be at this time. The wholesalers may be doing the business, but among the dealers a greater demand would be welcomed."

Joseph Schostak, 481 Third street, is enjoying a fairly good trade in the talking machine business. Oscar Bach, who has a large store at 2202 Vliet street, is having a big run on records, with good purchases of new machines.

OLIVER'S PECULIAR EXPERIENCE.

Story That Could Well Form Plot for Novel.

A. C. Oliver, a farmer located near Ypsilanti, Mich., had a peculiar experience with a talking machine not long ago, during which he lost and later recovered the machine in rather a round-about manner. The "talker," however, appears to be the hero of the story. Not long ago Oliver and his wife drove to Ypsilanti, leaving the farm in charge of their hired man, T. M. Dixon. When Farmer Oliver returned that night he found his farm, but the hired man had flown. With Farmhand Dixon had gone Mr. Oliver's talking machine and the accompanying records.

The curtain rises on the next scene set in Jackson, Mich., during Oddfellow week, and finds Dixon no longer a plowboy, but traveling musician. He exhibited in saloons. While glasses clinked merrily and voices rambled on in conversation, Dixon dispersed tunes with the disconsolate phonograph. Then the hat went around. Many who failed to contribute nickels "set 'em up" for the musician. In an unguarded moment and under the warming effect of too many shupers, Dixon confided that he was an Oddfellow. The men of the links sought in vain for the mystic passwords and grip from the musical "Oddfellow," and falling upon the prevaricator, threw him out.

Dixon, disgruntled, went straightway to police headquarters to complain and to recover his beloved phonograph. The police told him he was drunk, and he was locked up.

Farmer Oliver had occasion to visit Jackson, and while sauntering along a street heard the strains of a familiar song floating out from a second-hand store. Now Oliver's phonograph had a reproducing apparatus, and the song he heard was from a record into which his daughter had sung.

Dixon had sold the phonograph to pay his fine. The machine is back in its accustomed place on the Oliver farm.

To claim a better plan of work and withhold it, may lose friendly criticism, build a doubtful reputation and gain resentment. On the other hand, an explanation and a few whacks from the knocker's hammer might prove the plan to be mere punk and so clear away the cherished rubbish for better things.



THE COLUMBIA CO.'S WAREHOUSES.

phase, which is, of course, not new in other sections. It is the commercial machine. Many business houses are introducing the talking machine for correspondence work, and stenographers as a rule like the method. It has opened a way for young women who have not learned or who have not had an opportunity to learn shorthand.

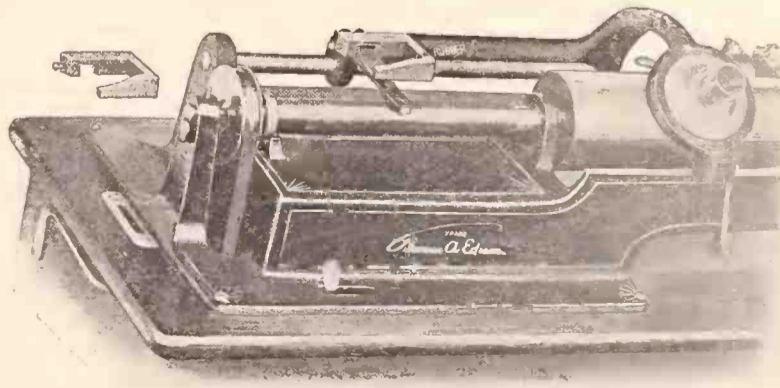
Another feature that impressed The World's representatives is the change in opinion of people of Milwaukee. A year ago the talking machine was regarded as a luxury beyond the ordinary person's means. To-day even the poorest classes enjoy it. They are substituting the costly pianos in the homes of the middle classes.

Nevertheless, the middle and wealthy classes are users of talking machines. This accounts for the numerous sales of the higher priced cabinet machines reported by Milwaukee jobbers.

The entrance of the foreign element into Milwaukee trade is gratifying to dealers. Only the other day a number of Greeks walked into the Columbia branch here with a dozen records in their native tongue, and found much enjoyment

THE UTICA AUTOMATIC STOPPER

¶ This splendid device is for the Edison Home Phonograph. It stops the machine when the record is finished. The Automatic Stopper is sure to be in large demand among users of the Edison. The retail price is 25 cents. ¶ Place your order through your jobber; if unable to get them of your jobber, write us. We will furnish a sample to any dealer in the United States or Canada on receipt of 15 cents, if the name of your jobber accompanies the order.



UTICA CRANE CO., Makers = = = = = Utica, N. Y.



TRADE-MARK



Mr. Dealer:

Can You Afford to be without a Stock of Indestructible Records? Our Extensive Advertising is creating the demand. Do you want to Supply the Goods?

**We
Guarantee**

No Breakage

That You Can Show the Goods without Risk of Damage to Them.

When Shown to a Customer the

Superiority of Our Records is Noted.
Quality of Our Records is Seen.
Volume of Our Records is Heard.
Purity of Tone is Enjoyed.

No Announcement

But on the End of Our Record is { The Number
The Name of Artist
The Name of Selection

The Indestructible Phonographic Record Co.

226-236 Hamilton Street, Albany, N. Y., U. S. A.

POINTS IN CATALOG MAKING.

Some Plain Facts Which Will Interest Those Living Consideration to Talking Machine Literature—The Views of an Expert.

Of the making of catalogs there seems to be no end. Manufacturers', and jobbers', as well as retailers' catalogs, of machine records and sundries, issued to increase the patronage of the store, reach our desk. While some of them demand commendation, others exhibit not a few flaws that surely must detract from their utility and efficiency. The making up of a catalog is no easy task, and the following hints may prove an aid:

The first consideration is the paper to be used. For half-tone illustrations this should be coated stock, but for ordinary printing sized and super-calendered stock will answer. The first costs about seventy-five per cent. more than the latter. As to the number of pages in a catalog we will have nothing to say. This depends on the length of the line to be shown, though of course it is not necessary nor practical to illustrate the whole line. We have seen comparatively small catalogs that carried more weight than elaborate and bulky ones.

Half-tones show to the best advantage on pure white stock. To select a tint or allow one to be forced upon you by the paper dealer is a mistake. White stock is difficult to make. It shows imperfections more plainly than does tinted. Hence, the paper dealer's anxiety to show the superiority of the tinted stock.

But do not forget that owing to the whiteness of the paper, opaqueness is an essential. You must strive for a perfect sheet in a light weight that is as nearly opaque as possible. If your cuts show through from the other side it is an imperfection that will be a great detriment to your book.

An attractive cover is as much an essential as any other feature of the catalog. Covers are being made in half-tones, zinc etchings and by lithography. The first named, though lately come into use, is accomplishing best results. A first-class cover printed in three colors from half-tones will accomplish more at a less cost than either of the other methods.

Next comes the question of engravings. In considering your expenditure for half-tones, bear in mind that the individual cost of each plate is but a small item in the total amount. The mistake that most catalog compilers make is to "save at the spigot and lose at the bung." They give way to the temptation to save a dollar or two on individual cuts, with the result that their

finished book is below the standard of their up-to-date competitors.

As a matter of fact, this is the poorest sort of economy. The more attractive the book the better the advertisement, and if your merchandise and prices are right the more liable you are to have the best results: The better the cut the better the impression upon the prospective customer, and the clearer the details the more likely the sale.

Having secured the paper stock and having arranged for the illustrations, do not try to crowd too much into a given space. It is a greater fault to crowd a catalog than to crowd a newspaper or magazine advertisement. One of the most successful catalogs of the past season was that in which a smaller number of cuts than usual was placed on a page and the size of the illustrations was greater. Therefore, they had as much advantage over the others as a department store has over the little notion store around the corner.

It is better to cut your line if you have not the space; show fewer articles and display them better. If you have never tried this you can afford the experiment. You need not be afraid of the results. Actual experience has proved that the returns are better from a page of this kind than from one that is overcrowded.

Another precaution is this. Do not drive hard bargains and expect unexcelled results. You should get your paper maker, engraver and printer personally interested in your work. You cannot do this by driving a sharp bargain. They are constructed on the same lines as yourself. You would not take any special interest in work from which you felt the profits had been cut. You would simply handle it in the ordinary manner and get rid of it with the greatest possible dispatch.

So it is with the men who furnish paper, printing and engraving. They will not watch with special care that you get a perfect sheet of paper; that the plates are carefully etched and finished; that only the good grade of ink is used; that the press is not speeded too high; that the sheets are not turned and run again while wet nor bound before they are dry; in fact, that in every particular, from start to finish, as much care is taken as though the work were for their own use.

If you flatter yourself that you can hoodwink any of these men into doing something special for you without paying properly for it, you are simply robbing yourself of possible business.

The foregoing points will prove valuable if borne in mind by any members of the talking machine trade who contemplate getting out some special holiday literature, or in fact any form of catalog.

RECORDING LABORATORIES TAKE NOTE.

Those in charge of the recording laboratories of the various talking machine companies might use to advantage the new system to be used in arranging the orchestra of the New Theatre to be built in New York and which will have the support of many wealthy men. According to Heinrich Conried, who will be the director of the new house, the orchestra will be so arranged that by pressing a button the various portions of the floor may be raised or lowered in order to increase or decrease the volume of tone of the different sections of the orchestra. Mr. Conried claims that the new scheme was adopted owing to the fact that in the majority of orchestras the brasses usually drowned the tones of the violins, when on the same level. By changing the levels at will, however, perfect proportion of volume may be maintained. Not a bad system for the talking machine man to investigate when it is considered what difficulty is often experienced in arranging bands in the proper position for recording.

The Emperor of Germany is manifesting the liveliest interest in the moving picture machine, and has ordered a most expensive outfit to be installed in his yacht, the Hohenzollern. He is particularly interested in the views taken of the recent naval and military maneuvers in Germany.



Get ready for Christmas

Better look over your stock right now and make up your mind what's needed for your holiday trade. Then place your order so that you won't be caught off your guard when the Christmas rush sets in.

We are ready to help you put your stock in shape now, and later on we can be of still greater help when it comes to filling the gaps.

No matter how complete your stock may be at first, you will more than likely find yourself running short on this, that or the other thing, and some quick work will be necessary to fill your orders—Christmas trade can't wait.

Then it's a case of putting your jobber to the test—and you don't want him to fail you in such an emergency.

You can't trip us up with "rush" orders. We're always "right there with the goods." We have a large and varied assortment of Victor talking machines and records, record cabinets, fiber cases, English needles, trumpet horns and all other accessories. And we always make shipment the same day the order is received—always; Christmas or any other time.

Write to-day for our latest catalogue as a starter toward getting acquainted with our prompt and valuable service.

The Victor Distributing and Export Company

77 Chambers Street New York



FREE SAMPLES Of Needles That Prove

Playrite
TRADE MARK

NEEDLES

"THE NAME TELLS WHAT THEY DO"

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

Melotone
TRADE MARK
"GIVE A MELLOW TONE"

REDUCE VOLUME and DON'T SCRATCH. Each needle can be used SIX TIMES. No special attachments needed. Packed in RUST PROOF packages of 200. Price, 25c. Package.

NOTE—We furnish Jobbers and Dealers with ADVERTISING MATTER FREE. Big profit. We will send FREE sample packages to Jobbers or Dealers. Write now.

Manufactured by
BLACKMAN TALKING MACHINE CO.
97 Chambers Street, New York

HE FOUND IT WORTH WHILE.

BY ERNEST WERNINCK.

"So you are going to Marshton for your vacation, are you?" said the manager to the keen young clerk.

"Yes, sir. I catch the seven-twenty to-morrow morning."

"What do you intend doing there? Rather quiet little place, isn't it?"

"Yes, sir; but there is good fishing in the creek, and that's what I'm after."

"Well, I hope you will enjoy yourself. Of course, if you can sell a dozen or so talking machines while you are there, we won't have any objection."

"I'll do what I can, sir."

"Thank you, my boy! I know you will."

It was some two months after the above conversation that the same manager received the following letter:

"Marshton, Pa.

"Dear Sir—Your statement for \$123.60 to hand, which I will settle as soon as I am able. I have sold none of your goods. I would have done better to have thrown away the old goods I had than to take your Mr. Green's advice to send them to you in part payment of a new bill. Yours respectfully, Charles Mitchell."

The manager answered briefly as follows:

"Mr. Charles Mitchell, Marshton, Pa.:

"Dear Sir—Your favor of recent date to hand,

and I much regret to hear of your inability to move the goods on hand. I have spoken to our Mr. Green and he has asked me to inquire of you if you have taken his advice and cleared out one of your two windows containing stationery, etc., and made a display of the machines and colored horns. Assured that you will settle your account with us as soon as you are able, and wishing you better success. Yours respectfully, A. Blakslee, Manager."

It was less than thirty days after this that the following letter was received by the manager:

"Marshton, Pa.

"Dear Sir—Enclosed please find check, \$123.60, in full settlement of my account. I had not done what Mr. Green suggested until I received your letter, but on receipt of same I immediately acted on the idea and made a very effective window. I had an inquirer while I was arranging the window and he came in the next day and bought the \$30 machine for cash. A few days after I sold the \$45 disc machine, also for cash, to a farmer who lives about fifteen miles out, who had never been in my store before. Please send me two more \$30 machines, by express, at once, as I have some splendid prospects. With kind regard to Mr. Green. Yours respectfully, Charles Mitchell."

The Hext Music Co., Denver, Col., have been appointed Victor jobbers. They have well arranged talking machine quarters.

MCGREAL'S FINE QUARTERS.

Will Carry a Large Wholesale Stock in New Quarters at 172-176 Third Street—Harry Krienitz Takes Over South Side Branch.

(Special to The Talking Machine World.)

Milwaukee, Wis., Nov. 2, 1907.

Lawrence McGreal, the large talking machine jobber of this city and Cincinnati, will soon move his wholesale stock into his new headquarters building at 172-176 Third street. The wholesale will occupy the entire third floor or 7,500 square feet of space. The shelving and fixtures are now being installed. The retail department on the first floor is excellently arranged with ample stock shelving and fine cooths for both Edison and Victor business, but extensive improvements are soon to be made, including a cosy recital hall in which Victor concerts are to be given daily. Mr. McGreal says that his jobbing business for October was considerably ahead of 1906 and indeed has shown a steady increase the whole year. His new branch house at Cincinnati is making a satisfactory showing.

Mr. McGreal has just sold his South Side branch at 439 National avenue to Harry Krienitz, formerly in his employ as salesman and shipping clerk, but more recently a member of the firm of Goerke & Krienitz, 835 Third street, Mr. Krienitz withdrawing to engage in business for himself.



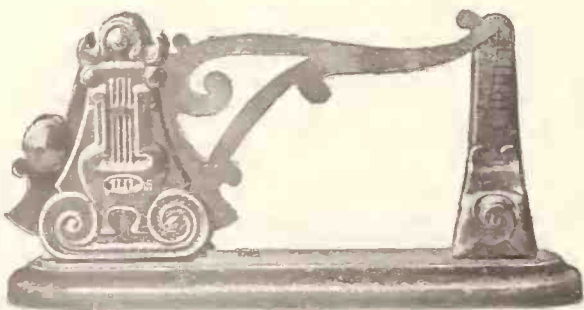
READ THIS CLIPPING!

(From the October Issue of
The Talking Machine World.)

Every distributor and dealer should realize the great importance of correct speed regulation, for it means greater satisfaction to customers and greater increase of sales.

GETTING THE SPEED RIGHT.
The Victor Talking Machine Co. have recently emphasized the wisdom of dealers teaching customers how to test the speed of the turntable occasionally. The proper and easiest method is as follows: Place a piece of white paper under the record and count the revolutions for half a minute or a minute. See that the turntable revolves at the uniform speed of seventy-six revolutions per minute. Specific instructions for adjusting the speed regulators accompany each machine. To obtain the true Victor quality, strict attention must be given to this point. Much of the old prejudice against talking machines is due to machines being operated by persons who absolutely disregard the speed; hence the pitch is often far from correct and the reproductions suffer accordingly.

THE PHONOMETER (Patent Applied for)



**Absolutely Insures Correct Speed
Instantly and Permanently!**

REMEMBER THIS: The voices of Caruso, Melba and all the other vocal artists, speaking records of celebrities, the tone qualities of solo instruments, etc., cannot be faithfully reproduced from records and thus bring forth the individuality of the artists or the instruments, the tone quality, etc., if the machine is not accurately and properly adjusted.

Instruct your salesmen to demonstrate the Phonometer to every machine or record customer, for it bears the endorsement of all leading distributors and jobbers.

RETAIL, ONE DOLLAR

DEALERS—Write your distributor immediately for sample and attractive advertising matter, etc.

Manufactured by the

PHONOGRAPHIC MUSIC CO., 39 So. Ninth St., Brooklyn, N. Y.

TALKING MACHINES FOR MODERN LANGUAGE TEACHING.

Rev. A. H. Fish Writes of the Splendid Work Accomplished in Teaching Languages by Means of the Talking Machine—Brings Into the Class the Atmosphere of the Language as Well as Its Correct Intonation, Pitch and Articulation—Destined to Exercise Wide Influence.

The Rev. A. H. Fish, B.A., B.Sc., a prominent teacher, being connected with the Arnold House School at Chester, recently contributed an interesting article on the phonograph for modern language teaching to the *School World*. He said:

My own acquaintance with the use of the phonograph in teaching dates only from the last summer holidays, and for that and other reasons my knowledge is very far indeed from being that of an expert. I had already found some acquaintance with phonetics exceedingly useful in regulating and supervising the French teaching in my own school, especially in the case of the many boys (and teachers) whose ears were not sufficiently quick, or whose interest was not sufficiently keen, to enable them to learn by simple imitation of a native teacher. But I found myself confronted by several difficulties. The first was the apparent want of uniformity of pronunciation among native Frenchmen. The second, the much greater want of uniformity in their explanations of our mistakes. The third was the impossibility of getting anything like enough correctly pronounced French to train my own ear to analyze differences which I felt existed, but which I could not permanently fix.

I had begun to think of the phonograph as a possibility, when chance threw in my way the opportunity of which I am about to give some account. Early in August of 1905 I found myself in the town of Grenoble, with four or five weeks to spare and no definite plan for their employment. I had always fought shy of holiday courses, but an examination of the Grenoble syllabus, especially the announcement of the *Laboratoire de Phonétique Expérimentale*, directed by M. Théodore Rosset, Maître de Conférences de Philologie Française, open daily from 6 a. m., decided me to devote to work a holiday which should have been spent on the Alps of the Dauphiné. A holiday course at one French university is probably, with the exception of the *Laboratoire de Phonétique*, very like that at any other. Of Mr. Rosset's course on French Philology and phonetics, of which extending as it did over three months, I heard only a part, a word must be said. German in thoroughness and originality, French in lucidity and grace, these lectures were among the most instructive and stimulating I ever heard. Much of the matter, though new to me, would doubtless have been familiar to students of French philology, but the lecturer's use of the "mot phonétique" (the phrase pronounced as one word) to explain difficulties of sound change and accent change would, I fancy, be new to most. The majority of the students were from German and Italian universities; many were French, a few Russian, and still fewer, perhaps, not more than half a dozen, English.

At one end of a long deal table in the Labora-

toire de Phonétique there was a large phonograph, manipulated by a courteous and ever-smiling attendant; from the phonograph long-branched glass and rubber tubes, terminating in pairs of ear-caps; round the table, each with a book in front and ear-caps in place, a dozen or so men and women; you enter, take your seat and put on your ear-caps; the attendant indicates the number of the piece being produced; when your turn comes, you choose the piece; you have it repeated a second or a third time. There is a large selection, but the favorites number perhaps a dozen. Thus you hear the same pieces again and again till you know them by heart. You come and go as you please.

Each student taking the class purchases a book of coupons. Each coupon, costing 50 centimes, admits him to a reading lesson, in which the student is taken individually by a demonstrator and reads for about fifteen minutes the extracts which he has previously heard on the phonograph. The demonstrator corrects, criticizes, explains. After a certain number of such lessons have been taken and a certain progress made, the aspirant is allowed to read to M. Rosset, who gives further advice. Always one is sent back to the phonograph. "Écoutez, toujours écoutez." "Le même morceau—cinquante fois?" "Ce n'est pas trop, monsieur."

Then there were additional attractions in the shape of demonstrations by M. Rosset, in which we took part. We were shown how to construct the artificial palate, to take wax models and construct for ourselves and use artificial palates. We recorded the idiosyncrasies of our national and provincial pronunciation of vowels and consonants on smoked paper revolving on a drum. We compared these against the trace made by M. Rosset. The eye aided the ear in correcting our faults. If with all this we still failed to hear or produce a pure sound, there were other resources. Silver wires, bent into various shapes and sterilized in a Bunsen flame, were introduced into our mouths and the tongue thus compelled to its proper position. In my own case the *é fermé* (under the tonic accent), as in *donné*, was the chief offense. It was quite free from the objectionable diphthongal intonation, and I passed my demonstrator all right. But M. Rosset would have none of it. He insisted that my *é fermé* was the *é moyen* (as in *léser*), or the first *é* in *été*, and when I failed to hear, as well as to vocalize, the difference, he compelled me to do so by means of the wire before mentioned. Unfortunately, I am on the wrong side of forty, and I am afraid that, except perhaps in slow reading, my *é fermé* will ordinarily remain *é moyen*. But at any rate I can hear the distinction.

M. Rosset was good enough to make a number of records for me. Mechanically, they are not

always perfect; a few words are occasionally blurred. But the voice reproduction is admirable, and they are by far the pleasantest and most clearly articulated records I have come across. Two points must, however, be attended to: First, the record should, if possible, be heard through rubber tubes and ear-pieces. By means of glass or ebonite forks this can easily be arranged, so that a number of boys can listen at once; second, it is most important that the speed of reproduction should be as nearly as possible that at which the record was made. If this is not attended to, a most unpleasant effect is produced. This is particularly the case when the speed is too high. The voice then becomes most disagreeably shrill and nasillarde. I have seen a few turns of the regulating screw change an expression of pained horror on the face of a Frenchman to one of satisfaction, if not gratification.

Mechanical reproduction of speech will not supersede the living teacher, but it will undoubtedly help his work. In the first place it will, if he be an Englishman, immensely help to keep his own pronunciation of French or German up to the mark, or, better still, in a condition of improvement. When a language has been learned in childhood it may be possible to keep its sound forms instinctively permanent, so that they will resist the erosive influence of the constant use of another speech for a long time. But even to this, as is well known, there are limits. French spoken by Frenchmen who have been long and continuously in England is much more easily understood by Englishmen than that spoken across the channel. Boys who, having learned from a French governess, pronounce almost perfectly at ten or twelve, come home from public schools with an accent increasingly British. English modern language masters who have resided perhaps one or two years abroad lose in the absence of an audible standard their sense of the finer distinctions which they have acquired. No form of teaching which depends upon the exercise of the senses can long resist a process of degradation, in the absence of a standard to which one can resort. The private use of the phonograph, then, appears admirably calculated to keep the teacher's ear alive to the distinctions he has acquired until he can perhaps again refresh it at the original source.

Second, I have found an occasional use of the phonograph in school to be very useful. It brings into the classroom, as it were, a breath of French atmosphere and intonation, pitch and articulation immediately and unconsciously become less English and more French. I do not think however, it ought to be used too often. Its regular use is only adapted to keen, persevering and discriminating boys, who might perhaps be allowed to have voluntary access to it.

Again, it gives the class, and this is by no means to be despised, a certain confidence in their English teacher, and this the more as they notice the closer approximation of his French to that of the phonograph. Further, few of us are perfect, or nearly perfect, and I think it is

(Continued on page 20.)

NEW PEGLESS FIBRE RECORD CASES

Also Made in Regulation Style—Wood Cloth Covered



12, 24 AND 36 CYLINDER FIBRE CASES.

Why have pegs when cylinder records are received in cartons which perfectly protect them from dust and injury? These cases also take the place of a bag, satchel, or suit case, being neat, strong and dirt cheap. All sizes. Also fibre disc cases, square and new suit case style. Besides regular cases, both kinds with or without pegs. Write for catalogue and get in line for the latest in record cases at unheard-of prices.

KNICKERBOCKER CASE CO.

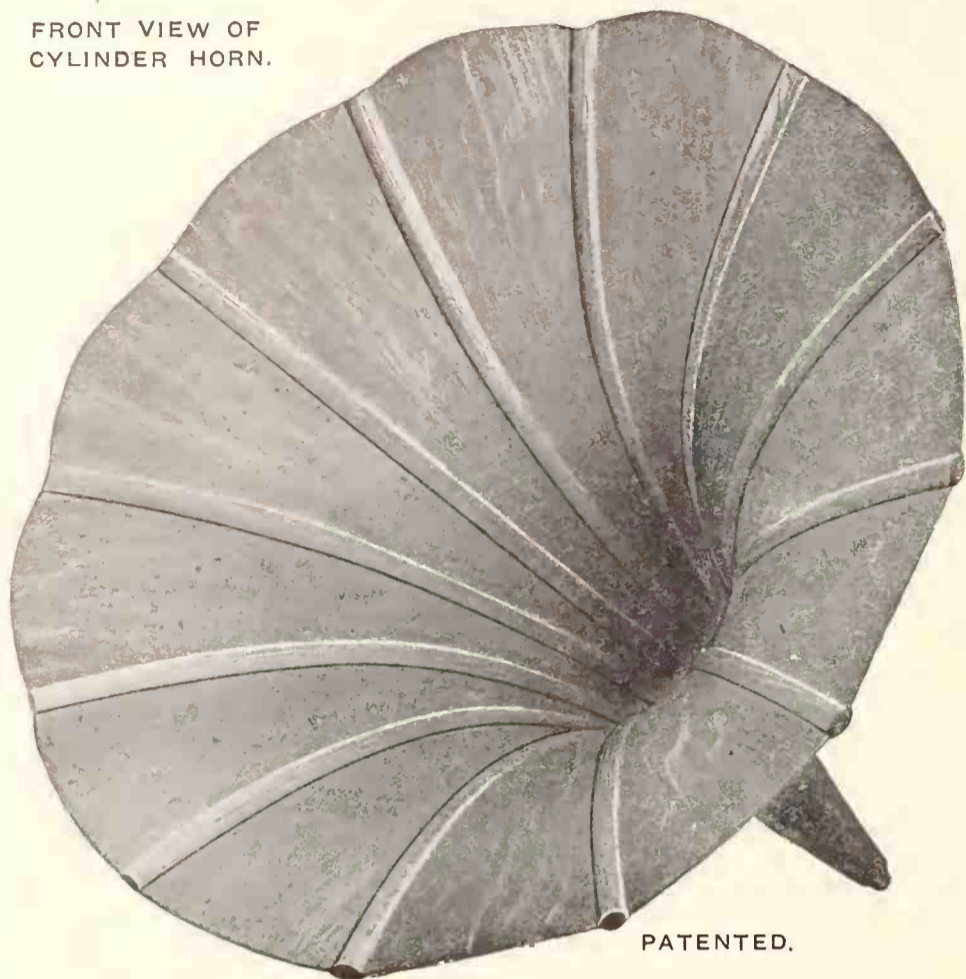
No. 118 Michigan Street, CHICAGO, ILL.





GENERAL PHONO

FRONT VIEW OF CYLINDER HORN.



PATENTED.

MADE ENTIRELY OF WOOD

Acoustically Perfect.
Construction and Design
Unequaled.
Tone and Volume Supreme.

It is conceded
that a Wooden Horn is the
Proper Means for
Amplifying Sound Reproduction.

A Comparative Test Will
Confirm this Opinion of Experts.

Structural Difficulties and
Prohibitive Cost Have
Been Overcome.

MEDIUM SIZE,
19 inch Bell,

Price, \$6.00

For Cylinder or Disc
Machines.



LARGE SIZE,
23 inch Bell,

Price, \$7.50

For Cylinder or Disc
Machines.

MADE ENTIRELY OF WOOD

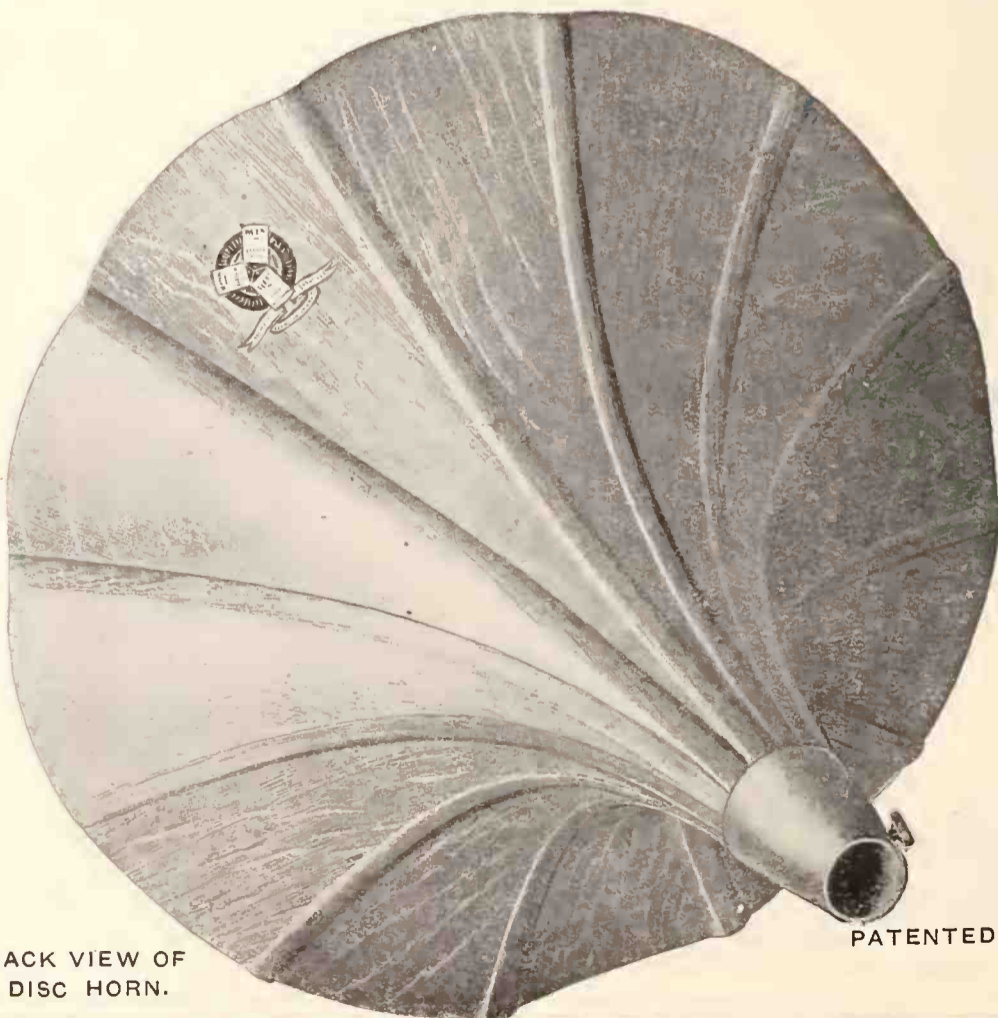
No Rattling or Foreign
Vibration Possible.

Finished

Genuine Quarter Sawn Golden
Oak and Genuine Mahogany
to Match Prevailing Finish of
Machine Cabinets.

General
Phonograph Supply
Company,

57 Warren Street,
NEW YORK CITY.



BACK VIEW OF
DISC HORN.

PATENTED.

GRAPH SUPPLY CO.



A Useful
Talking Machine
Novelty That
Will Sell.



PATENTED.

SMALL DISC HORN.

Handsome descriptive
literature furnished to
Dealers.

Ask Your Jobber
for Samples and
Dealers Price List.

MR. DEALER:—

A few reasons why it will pay you to handle

The Truetone Amplifying Horn.

1. THE HORN IS PATENTED AND THE PRICES ARE RESTRICTED.

No one can offer lower prices than you do.

2. YOU HAVE A FIXED PROFIT ON EACH AND EVERY HORN.

This has never been possible with other horns.

3. FIXED PRICES MEAN THAT YOUR STOCK ALWAYS HAS A DEFINITE VALUE.

Should the prices be reduced, you will be rebated for all horns in stock.

4. YOU ARE ASSURED OF ADDITIONAL SALES

Now that Metal Horns are a part of all equipments

5. YOU HAVE AN ARGUMENT TO INDUCE YOUR CUSTOMER TO PURCHASE AN ADDITIONAL HORN.

Only color and shape can appeal in a Metal Horn.

6. THE TRUETONE AMPLIFYING HORN HAS EVERY POSSIBLE INDUCEMENT.

Acoustics,
Construction,
Appearance,

Tone,
Design,
Style

Volume,
Finish,
and

Price

Medium, \$6.00

Large, \$7.50

Prices Restricted.



LARGE CYLINDER HORN.

PATENTED.

This Trade-Mark



On All Horns.

**General
Phonograph Supply
Company,**

57 Warren Street,
NEW YORK CITY.

(Continued from page 17.)

only fair to tell the class, or let the quicker of them find out their teacher's own faults. This has happened more than once in my own case in preparing lessons with the boys, and in every case reference to the French master has supported the phonograph. It may be said, Why not make the reference without the phonograph? The answer is that it is exceedingly difficult to get the necessary repetition of the same unvarying sound. It is the singer's resort to the piano for a note. It gives no trouble and it does not vary.

Limitations, of course, there are, and possibly some dangers. There is a tendency in too close imitation of many records to a most unpleasant nasalization or *voix nasillarde*, which seems to be a not uncommon defect among uneducated Frenchmen, and for this and other reasons I would certainly deprecate its use in class by a teacher whose own ear had not become fairly accustomed to good French. Further, as Professor Rippmann has pointed out, it must not be supposed that, at present at all events, the phonograph can be used as a kind of dictionary for the pronunciation of isolated words. Most of the extracts available are spoken too fast for that. But some exercises which I possess go very far in this direction. It is not a matter of the rate of the phonograph, but of the rate at which the word is spoken. But in my opinion the pronunciation of isolated words by a beginner is a matter for close imitation of the position of the vocal organs of the teacher, which is impossible in continuous speech.

REALISTIC ACT.

A Moving Picture That Was Really Natural.

Approaching the door of a beautiful country home in Belvidere last Sunday in the act of saying farewell to my hostess, my attention was attracted by a superb painting which hung at the side of the entrance, says a writer in the San

Francisco Call. The scene was a landscape, and was surrounded by a deep gilt frame. The landscape depicted a stretch of water, with a cloud-flecked sky, steep banks and tossing trees. Apparently a high wind was blowing. It was a magnificent work of art, full of unrivalled lights and shades and with a strength and virility about it which was amazing. I turned for a last look and rubbed my eyes, for I thought I must be dreaming. The picture was moving! Not the framed picture itself, but the objects—the water, the trees, even the clouds in the exquisite stormy sky. An indefinable, inscrutable change came over the pictured landscape even as I gazed. In amazement I turned to the owner of the remarkable painting and mutely questioned with my eyes. She laughed outright.

"Don't worry," she said, "you are not the only one who has been puzzled by that painting. It really is a painting, but by the great artist Nature. You are looking at the real thing, and the frame is only placed there to give the natural objects the effect of being a picture. We had a section of the wall cut out and the frame fitted around it. Is it not an idea?" And I thought it was.

CREDITS AND PERSONAL EQUATION.

Why the Credit Man Should Personally Know His Customers and Why Character Must be Considered as Well as Finances.

A man who has spent all his life in the giving of credits and to collection of claims, declares that the personal equation should cut a much larger figure in transactions of this sort than it does in many establishments. The credit man should better know his men; know them personally when possible.

A conversation between the two is a great feature in the way of protection. The credit man does not need to uncover his purpose. He can put it on the ground of a better personal acquaintance. During the confab he can learn a lot that he needs to know, if he is not utterly

destitute of diplomacy; a great deal more than the other man ever dreams of.

One of the things that he should certainly learn in such conversation is the names of business concerns with which the applicant for credit has dealings. A record of these names should be made as soon as it can quietly be done. These people are not only an excellent line on the man himself, but would be valuable should he move or run away. A good plan is to reach these people by telephone as soon as possible, for the man at the other end of the line will tell a great deal more vocally than he would set down on paper.

RICHARD JOSE ON RECORDING.

Well-Known Song Writer Tells of His Impressions in the Art of Recording His Famous Songs.

"Dick" Jose, the well-known contra-tenor and author of "Silver Threads Among the Gold," was recently asked by Ashton Stevens, of the San Francisco Examiner, whether there was a great deal of mystery connected with recording for talking machines, or if there was any secret in singing for that purpose.

"Secret," replied Jose; "it's the most secret thing in the world—for the singer. You're locked all alone with the band in a big bare room. Your back is to the musicians and your face to a bleak blank wall through which protrudes a solemn horn. Into this horn you sing. Not a soul in sight. A bell rings—one. That is to get ready, for the receiving instrument is so sensitive that if you moved your sleeve against your coat the sound would register. Somebody outside presses the button—two. The band starts the prelude, then you sing, turning neither to the right nor left, always looking and singing into that protruding horn. And you can't even let out a breath after your last note; you must close your lips on it and wait for the little whirr within the horn to cease."

"When do you hear the result?"

"In hardly no time. And if you are new to the game it nearly kills you. When I first heard my own voice I turned clammy all over and shook like a frightened child. I had to be quieted down before I could go on with the next ballad. No man knows what his own voice sounds like till he hears it reproduced by a machine; he can't know otherwise; his auditory apparatus is too closely mixed up with his vocal machinery—he can't get the distance!"

WELL TO STORE MATERIAL

For Use in Advertising—The Wise Man Should Watch Every Medium for This Purpose.

The dealer who writes his own advertising will readily appreciate the advantage of having certain material stored away for use when his brain is tired and proves sterile in the matter of live ideas. An excellent scheme to follow in order to have such material on hand for sudden use, is for the dealer to watch every paper he reads for new advertising ideas whether they are used in connection with his business or not. The leading monthly magazines are especially valuable for studying up-to-date advertising matter, and if close attention is given to the collecting it will not be long before the dealer has a valuable assortment of samples of the experts in advertising writing. Where a very striking ad is used in relation to some other line it may be used with better effect, as a direct competitor has not already stolen its thunder. Striking headlines and good arrangement are rather to be considered than the general text, for to obtain results that must be original and tell a direct story.

J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., New York, has honestly earned his trade title of "The White Blackman." His business has been steadily growing, due entirely to the chief's sturdy and sterling character in dealings, the management, of which is spoken of admiringly even by his keenest competitors.



Recommended as Best By those Who Know Best

Every dealer who would like to add to his business a feature that will increase it from 10 to 30 per cent. should give his consideration to the following recommendation.

"The undersigned E. E. and Minister Plenipotentiary of His Majesty, the King of Spain, to the United States, has much pleasure in stating that the words for the study of the Spanish language as prepared by the International Correspondence Schools, of Scranton, Pa., which I have carefully listened to, are the most perfect rendering of the pure Castilian pronunciation. I consider them invaluable to the student of our language, and cannot too much praise their efficiency and convenience."
EMILIO DE OJEDA.

This official endorsement is the highest possible recommendation for the efficiency and accuracy of the I. C. S. Spanish Course, and plainly tells the characteristics of

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

This system of language instruction is in use at the U. S. Government War College at Washington, and the phonograph system has been lately adopted by the University of Chicago, and everywhere it is being recognized as the coming method of language instruction. Phonograph dealers all over the country have been very successful in handling the language feature in connection with their other business. There is no reason why you cannot do the same—there is no reason why you should not do it next month, only because of your own indifference and negligence to write now asking for further particulars. Don't you think it worth while to find out more about such a feasible means of increasing your business?

Write us a postal to-day.

INTERNATIONAL CORRESPONDENCE SCHOOLS, SCRANTON, PA.

A long felt want at last realized

THE IDEAL FOLDING HORN

Opens itself!

Folds by a pull
of the cord!

All done in a moment.

Superb in finish-tone
and style.

PATENTED APRIL 16TH 1907.

Nothing to get out of order, bend or break.

The material in the Bell is stretched taut Drum-head fashion
for sound reflecting quality.

Made in rich black with highly finished metal parts.

Size 23 in. bell x 31 in. for Cylinder Machines

“ 23 “ “ “ 24½ “ “ Disk “

Box 6 x 6 x 17½

Sold through jobbers.

Further information?

The Ideal Fastener Company, 143 LIBERTY STREET
NEW YORK

Just at the Time When You Need It Most

Victor and Edison Factory Service

By LYON & HEALY

¶ We have taken this page to tell you we are all ready to do our part toward that *one hundred per cent. increase* you promised yourself for the Fall and Holidays.

¶ We are ready as we never were before—as no jobber in the history of the Talking-Machine Trade ever was. Every bin filled with new VICTOR and EDISON RECORDS; hundreds of newest style, high-grade record CABINETS and CARRYING CASES; all VICTOR and EDISON accessories and parts; in fact, everything you have need of in the Talking-Machine line is all ready to put on the cars the day your order is received; FACTORY SERVICE in the fullest sense of the term.

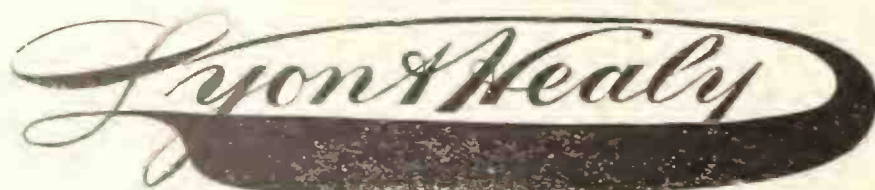
¶ You will appreciate this Lyon & Healy FACTORY SERVICE after having had to worry along with a service that keeps you guessing every time you send an order in whether you are to get solid goods right away—or excuses.

Xmas Comin'

¶ With the holidays just around the corner, you haven't a moment to lose about putting in your Christmas stock of Machines, Records, Cabinets, etc. Best possible time to give Lyon & Healy Factory Service a try-out.

¶ You may be one of the thousands of successful VICTOR and EDISON dealers who are already with us. If you are, you will be able to say a hearty "Amen" to every claim we make for Lyon & Healy "Factory Service."

¶ If you are not yet with us, will you not send us a small trial order at once?



CHICAGO

FROM OUR CHICAGO HEADQUARTERS

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

Growth in Membership of National Association of Talking Machine Jobbers—President Bowers and the Executive Committee Well Pleased With the Interest Manifested—V. W. Moody Becomes Manager of the Victor Distributing & Export Co.—New Caille Specialty—Hoeffler Mfg. Co.'s Fine Display—Talkers Home Preserving Mission—The Financial Flurry Has But Little Effect on Talking Machine Trade—Shipments of Edison Outfits Increasing—Spiegel's New Department—"B. & H." Fibre Needle Display—Ikonograph Exhibition—H. H. Myers Interesting Story—Columbia Graphophone Club Meets—Babson Bros. in Receipt of Hosts of Letters from Satisfied Dealers—All the News of the Month.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 2, 1907.

The work of the National Association of Talking Machine Jobbers is going on apace. President Bowers is in almost daily communication with Secretary Whitsit. Furthermore, he intends spending a day in the near future with each of the members of the executive committee in their respective homes, going over the work of the association and familiarizing himself with their views and the conditions in their respective sections.

Up to October 26 Secretary Whitsit had received applications for membership from 71 jobbers. "This isn't so bad," remarked Mr. Bowers, "when it is remembered that it is almost double the membership of the Music Publishers' Association which has been in existence for many years. At the same time we must keep up a very energetic campaign for membership. There are quite a few members of the two old

associations who have not yet sent in their formal application accompanied by the semi-annual dues of \$7.50. This is probably due either to neglect or pressure of business at this season of the year, but I am sure that they all realize the importance of the matter and will hasten to correct the oversight when their attention is called to it. Again, I want to emphasize that we want every jobber in the country, large or small, as a member of this association. This is necessary if the organization realizes in fullest degree its beneficial mission to the trade at large. I trust that not only the executive committee but every member of the association will make it their duty to speak or write to every jobber with whom they have an acquaintance, urging him to join our ranks. Personal solicitation tells in trade association as well as in church work, and it's the kind of work that we need. Seventy-one representative jobbers can accomplish a great deal, but to realize the greatest good for all we must have at least a big majority of all the jobbers in the country. Secretary Whitsit is firing letters at the trade right along, but these official notices are often overlooked. The personal solicitation from friends is a strong way in which to supplement the work of the officers."

Virginus W. Moody, who for the past two years has been sales manager of the Talking Machine Co., left on the 30th for New York to take the position of sales manager of the Victor Distributing & Export Co. Mr. Moody is followed by the very best wishes of the Chicago trade, with whom he has become very popular in the two years since he made his entrance within our gates. After a road experience with the Victor Co., he came to Chicago to assume the position of sales manager of the Talking Machine Co. at

the same time that Manager A. D. Geissler assumed the general management of the big jobbing house. Mr. Moody is doubly assured of success in his new field by the appearance of a mascot in the person of Virginus, Jr., who arrived a few days before his father's departure and who will shortly follow him East.

Mr. Moody's successor at the Talking Machine Co. is Roy J. Keith, a brisk, clean-cut young college man, who, in the year he has traveled for the Talking Machine Co., has won hosts of friends, swung some very sizable deals and has "made good" in a large way.

A. B. Benjamin, of the Benjamin Temple of Music, Danville, Ill., was in Chicago last week on his return from a two months' Western trip undertaken for health and recreation. Mr. Benjamin handles everything in the musical line, including talking machines. He carries the Victor, Edison and Columbia goods in a retail way and is working up a good jobbing trade on the Star machines and records of the Hawthorne-Sheble Mfg. Co., regarding which he is very enthusiastic.

Loring Leeds, of the Leeds & Catlin Co., spent several days among the Chicago trade this week.

George W. Lyle, general manager of the Columbia Phonograph Co., spent several days at the Chicago headquarters en route to the Coast, visiting some of the principal Western offices of the company on the way.

Arthur D. Geissler, general manager of the Talking Machine Co., has recently purchased a commercial graphophone outfit, and during the rush season dictates much of his correspondence at home in the evenings.

At the Milwaukee office of the Columbia Phonograph Co., Manager Thomas was found the other day very well satisfied with current busi-

Special Notice to Dealers

We spend **Ten Times** as much in Advertising Edison Phonographs and Records as any other Jobber.

As a Result **WE HAVE** Inquiries to refer and **WE DO** refer them **DAILY** to dealers **WHO BUY OF US.**

GET IN LINE

Read the page "ad" of letters from Dealers in this number.

"There IS a Reason"

BABSON BROTHERS

"THE PEOPLE WITH THE GOODS"

G. M. NISBETT, Mgr. Wholesale

19th St., Marshall Boul. & California Ave., Chicago, Ills.

ness and preparing for a holiday business of good dimensions. W. A. Ashleman, who looks after the instalment department of the Milwaukee office, has recently had the instalment end of the Detroit office also put under his charge, and manages to keep his not insignificant avoirdupois oscillating steadily between the two points.

Rudolph Wurlitzer, Jr., of the Rudolph Wurlitzer Co., Cincinnati, was a recent visitor at the company's Chicago house.

George Gibbs, the new manager of the Chicago office of the Caille Bros. Co., Detroit, says that the company are having immense success on their new "vacuum post card machine." This unique machine has ten compartments, so that ten different kinds of cards can be sold. A suction carrier, operated by a sliding knob, is placed over any stack of cards the operator desires. The coin is then dropped in the slot, and the machine will automatically deliver the top card over which the suction arrangement is set.

The Hoeffler Mfg. Co., of Milwaukee, who have long been the Wisconsin State agents for the various automatic instruments of the Rudolph Wurlitzer Co. and the Regina Co., besides being extensive distributors of electric pianos, have recently added talking machines at their fine new store at 306-308 West Water street. They handle both Victor and Edison goods and the big 50-foot display window is devoted almost entirely to these goods. An Edison machine, equipped with the Phone-Arm attachment, occupies a conspicuous place in the display. The talking machine department occupies the first floor of the building and five large booths have just been completed. They are of mahogany and French bevel plate glass. J. H. Becker, formerly with McGreal Bros., and a talking machine man of long experience, is in charge of the talking machine department.

Frank Novek, talking machine and musical instrument dealer on California avenue, near 22d street, is just moving into a new building of his own at the juncture of those two streets. Mr. Novek handles the Victor and Columbia lines and has worked up a splendid trade in his locality.

The home-preserving mission of the talking machine is illustrated by a story told by Joe Vesey, of the retail talking machine department of Lyon & Healy's, and which he declares to be absolute fact. Recently he sold a \$100 Victor to quite a well-known citizen. A week later the wife came in to select some additional records. When Mr. Vesey asked her how she was pleased with the machine she replied in enthusiastic terms: "Why, do you know, we are the owners of a very fine piano and our cat and dog have always shown great displeasure when it was played and have left the room in quick order. Since we have got the talking machine, however, it is different. The animals like it. The cat used to invariably leave the house in the evening when the piano was played and stay away all night, but now he stays in the house and listens to the music." The way to keep "Tom" at home has become quite a by-word around Lyon & Healy's.

So far the financial flurry seems to have had

"B. & H."

FIBRE NEEDLES

FOR DISC RECORDS

Preserves them indefinitely

No Scratch—No Rasp—No Cut

Write for Samples and Information

"B. & H." Fibre Manufacturing Co.

208 East Kinzie Street - - - - CHICAGO

very little effect on the talking machine trade. Locally, October made a gratifying showing in point of retail sales. Although in a few instances dealers report that the pace set the first week in the month was not fully maintained, all state that October was ahead of the corresponding month of last year.

Jobbing trade is good. October showed a strong improvement over September and in the majority of cases local jobbers, and jobbers in other Western cities, as reported by travelers, find that their October sales made a fair advance over the record a year ago. The only adverse feature is that of collections, which show a disposition to drag.

The new Edison outfits have not had all of the depressing effect on the horn trade that was feared. Salesmen report quite sizable sales of decorated horns to Western jobbers and that the latter are steadily disposing of their old stocks.

Shipments of the new Edison outfits are coming forward in better shape, although there is some complaint that while the machines are shipped with cranes the horns do not come until several days later. There has been a marked delay in shipment of additional equipment—new horns and cranes for machines bought under the old regime. There is reason to believe that few dealers let sales escape them because of this fact, but it is believed that the National Co. will not criticize their action under the circumstances. One jobber, in speaking of the matter, said: We find that the objections first made to the new Edison deal are dying out and that the trade is taking nicely to the idea. This is evidenced by the volume of orders. However I think I voice the opinion of the trade at large when I say that I sincerely hope that when any of the companies make any radical change in the future, they will inaugurate it say in June or July and not wait until the busy season begins. This will allow the adjusting process to take place with less friction and interference with business.

Zelie de Lussan, the famous soprano formerly with the Metropolitan grand opera forces, but now appearing in vaudeville, was heard at the

Majestic last week. She took occasion to call at Lyon & Healy's and listened to her own voice through the medium of Victor records.

The Cable Company closed their Chicago retail talking machine department to-day. They discontinued jobbing talking machines from Chicago several months ago.

The new graphophone department of the Spiegel furniture store at 182 Wabash, opened the middle of last month and is doing a fine business under the management of that experienced talking machine man, Frederick Sheppy. No expense was spared in the fitting up of the department and the record rooms are unusually beautiful. Solid party walls separate the rooms. The mural decorations are very artistic, the quiet neutral tints of the Orient prevailing.

A solid window display of talking machine needles is, to say the least, a rarity, but that is just what one can see this week at the Columbia's store at 88 Wabash avenue. The window is devoted to the new B. & H. fibre needle. Hundreds of the imported bamboo poles from which the needles are made are used in constructing an immense booth. The floor is carpeted with factory waste and the evolution of the fibre needle from the pole through the various stages to the finished needle is shown. It is a striking display and is attracting much attention. The Rudolph Wurlitzer Co. also have a window display of the fibre needle, but on a smaller scale.

(Continued on page 27.)

JAMES I. LYONS

THE ORIGINAL WESTERN
EXCLUSIVE
TALKING MACHINE JOBBER



Edison
Phonographs
Zonophones
Records
Cabinets

PHONOGRAPH OIL

WIRE RACKS

FOR DISC AND CYLINDER RECORDS

"TIZ-IT" The All-Metal Horn Connection for Cylinder Machines

NON-METALLIC NEEDLES

Enrich and Sweeten Tone
Try Them

SPRINGS, HORNS, SUPPLIES

192-194 Van Buren Street, CHICAGO

DEALERS

Write your nearest jobber for samples
and prices of Standard Needles.



Standard Needles are made from the finest high-grade steel wire, highly polished and evenly tempered. Points gauged to proper size and will not cut the records. They are to be had in the following grades: Extra Loud Tone, Loud Tone, Medium Loud Tone, Medium Tone, Soft Tone and Peerless or (Musical Tone).

If your jobber should fail to supply you, write to us direct for free samples.

We are now the exclusive Western distributors for the famous Petmecky Multi-tone needle. Write for prices.

Western Talking Machine
and Supply Co.

DILLBAHNER & FEINBERG, Props.

6 E. Madison St., Chicago

PIANOS
ORGANS
MUSIC
RECORDS
KIMBALL
STROLLING

18 STANDARD "A" 221 1007 CABLE ADDRESS "EDISON" CHICAGO, ILL. 1007

H. SCHMIDT & SON CO.
Pianos, Organs, Musical Merchandise
MADISON, WIS. May 10/07

Dear Sirs:
I have received your letter of the 25th inst. and am glad to hear that you are interested in our goods. We are returning attached prospect slips thinking probably you might wish to retain them for your files. We are yours respectfully,
H. Schmidt & Son Co.
Mar. 20/07

Dear Sirs:
I have sold a complete outfit to the following: Harry & Sons, Mrs. Tom's Store, in their, all of this city
MAR 25 1907
Yours Truly
Malcom S. Halverson

H. SCHMIDT & SON CO.
Pianos, Organs, Musical Merchandise
MADISON, WIS. Mar. 20/07

Edison Phonographs and Records a Specialty
Waukegan, Wis., April 18, 1907.

Albert Breit
Sporting Goods and Bicycles
A. Breit.

Chicago, Ill. - Mar. 11th, 1907
Howard Snodgrass, Cor. Division & Elm
Hannibal, Mo.
SOLD 2/24/07

Yours truly, BABSON BROS.
C. M. Nisbett Mgr. Wholesale

"THERE IS A REASON"

THESE LETTERS FROM WIDELY DIVERGENT POINTS SPEAK FOR THEMSELVES. (WE HAVE THOUSANDS OF OTHERS).

IF YOU ARE NOT FAMILIAR WITH OUR PLAN OF COOPERATING WITH THE DEALER, WRITE US FOR PARTICULARS. WE LEAD; OTHERS FOLLOW; WHEN THE PACE GETS HOT, SOME START TO KNOCK-WE ARE TOO BUSY FILLING OUR ORDERS TO KNOCK ANY ONE.

BABSON BROS.

"The People with the Goods"
Marshall Boulevard, California Avenue and 19th Street
CHICAGO, ILL.
G. M. NISBETT, Manager Wholesale

Springfield, Ills. 7/13/07.

Messrs. Babson Bros. Chicago, Ill.
Gentlemen: We are pleased to report sale of a #5 outfit to Mr. Jan. E. Ryder of 1302 So. 8th St. this city. Mr. Ryder is a prospect sent us by you recently. Thanking you for his name and hoping we may soon have the pleasure of reporting sales to the other ones soon, we are very respectfully yours,
O. A. REYNOLDS T. M. CO.
E. C. Ellis.

ARNOLD
Jewelry and Music Co.
C. O. ARNOLD, Mgr.
EVERYTHING KNOWN IN JEWELRY AND MUSIC
117 East Main Street.

Ottumwa, Iowa, April 8th, 1907. - 180

304 Rebasch Ave., Chicago, Ill.
Gentlemen:-
I. I. Ellenberger, who we sold Saturday night, last, we have your card of April 8th. in regard to Arnold Jewelry & Music Co., I am very truly,
Yours very truly,
ARNOLD JEWELRY & MUSIC CO.

THE JAMES MUSIC CO.
314 SCOTT STREET
WAUSAU, WIS. March 12, 1907.

Babson Bros., Chicago, Ill.
Gentlemen: Your favor of the 16th inst. by No. T.O., also postal of the same date giving names of two inquiries for Edison phonographs is at hand, and we have just started our salesman out with machines to call on each party and trust that we shall be successful in making sales.
Yours truly,
JAMES MUSIC CO.

BERR'S MUSIC HOUSE
Established 1878
Musical Merchandise, Both Retail and Wholesale & Stationery, Fountain Pen, Etc.
114 Center Street, Pekin, Ill., Center 12-1907

*Babson Bros. Chicago, Ill. - I have received your letter of the 16th inst. and am glad to hear that you are interested in our goods. We are returning attached prospect slips thinking probably you might wish to retain them for your files. We are yours respectfully,
Berr's Music House
Mar. 20/07*

ED. W. HALL
Farm and Heavy Machinery, Vehicles, Frost Fencing, Harness, Etc.
MICHIGAN WAGONS, McCormick Engines and Mowers, Sharpley Cream Separators, MOWERS, CHAINSAWS AND REEL PULLEY, BLACK HAWK CORN PLANTERS, HAYES SURFACE AND SHOVEL CULTIVATORS, NEW I. D. SUITS AND GANG PLOWS.
Agents for J. I. Case Thrashing Machine Company.
Decatur and Local Phone No. 173.
Arrol, Ill. March 20, 1907.

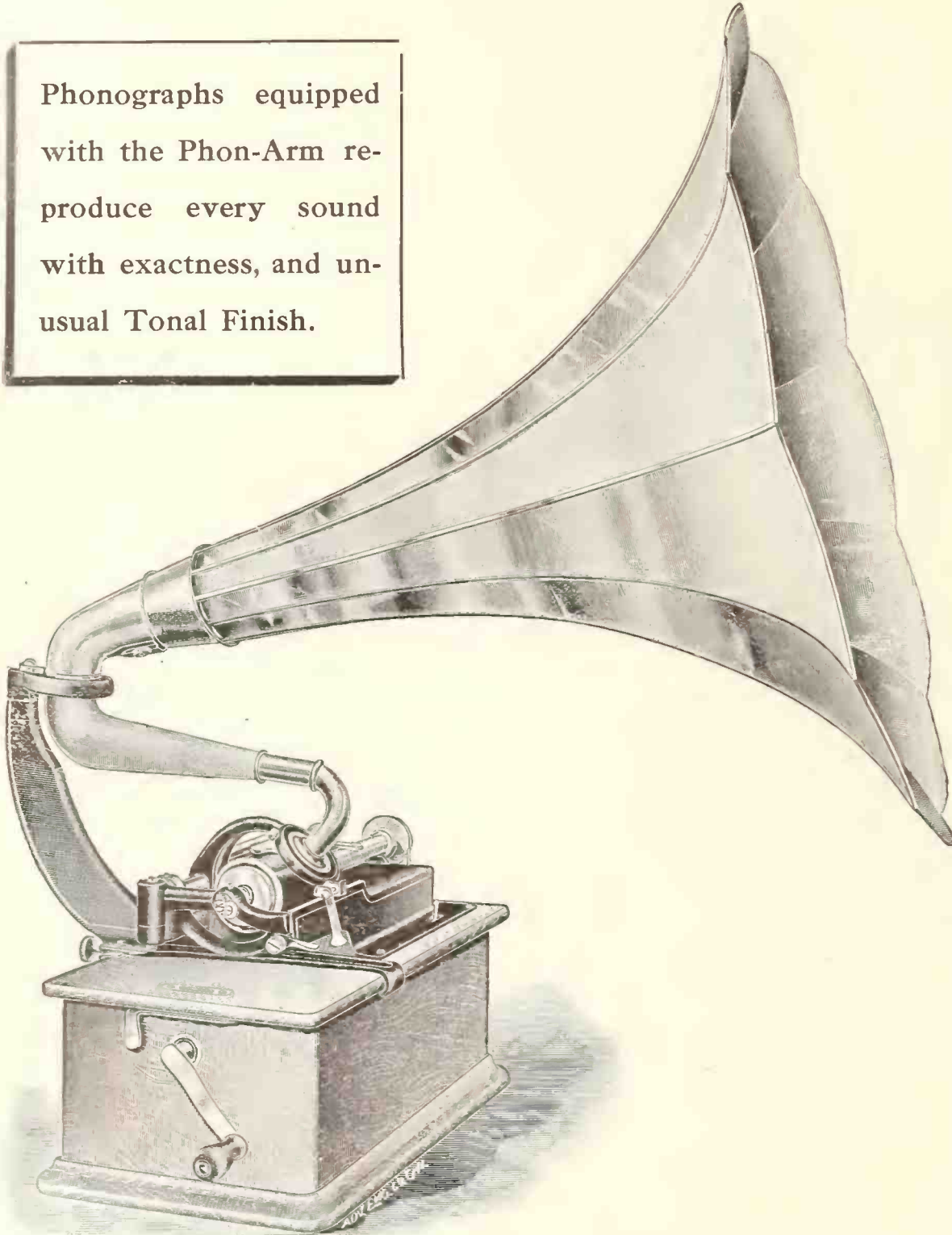
Babson Bros., Chicago, Ill.
Gentlemen:-
We wish to thank you for the prospect list sent us consisting of Mrs. H. D. Louthan, R. O. Harris and Ralph Righter. We will follow these people up and endeavor to sell them.
Yours Truly,
Ed. W. Hall

The Phon-Arm Attachment

(Patent Pending)

For Edison Standard, Home and Triumph Phonographs

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



Can be attached to any of the above machines without marring the case.

You can use any disc horn or the Edison horn by cutting same off to fit the elbow of this attachment.

By using the Phon-Arm, you have no weight on Reproducer or Feed Nut.

Handsome Profit to the dealers.

Retail Price \$7.50

Ask Your Jobber to Send You A Sample

CHICAGO STAND CO.

RUFUS T. BRADY, *Manager*

86 East Lake Street

CHICAGO

(Continued from page 24.)

The Chicago branch of the Rudolph Wurlitzer Co. are doing some unique exploitation of the Ikonograph moving picture machine for which they are distributors. Three nights a week an Ikonograph exhibition is given in one of their windows, the sheet being placed against the pane and the views being thrown on it from the rear. The Ikonograph Co. are to be congratulated on their loyalty to the trade as exhibited in their magazine advertisements in which the prospective purchaser is referred to the nearest talking machine dealer.

E. C. Barnes, Western manager of the business phonograph department of the National Phonograph Co., has opened an office in Milwaukee in charge of E. C. A. Bergston, an experienced dictation machine man and who has been with the Chicago office for some months. C. A. Reed, another of Mr. Barnes' former assistants in Chicago, is in charge of the recently established Minneapolis office.

Louis F. Murphy, for the past year in charge of the Spokane, Wash., branch of the Columbia Co., has been made manager of their Memphis, Tenn., branch. Mr. Murphy is a protege of District Manager Fuhri and learned the business under the latter at St. Louis.

The Knickerbocker Case Co. have made another departure in bringing out their new peg-less case for cylinder records in fibre as well as in the regulation style, wood, cloth covered. This enables the dealer to satisfy any demand that he may have for a cheaper case and yet the fibre case is extremely sightly and is well made and durable.

L. L. Lewis who, as mentioned elsewhere, has been appointed manager of the National Phonograph Co.'s interests in Mexico, leaves Monday for his new field of labor. His successor in charge of the phonographic language department at Lyon & Healy's will be Mr. Newman, who is new to Chicago, but is an experienced phonograph man with long experience in selling the I. C. S., language outfits. He will arrive on November 11.

Jobbers report an excellent demand for the new foreign records of the Edison Co.

William E. Curtis, the famous special correspondent, has often said that you can put a good newspaper man off at a station where the whole population consist of a man and two pigs and he can find a good "story." Equally true is it that the alert salesman can uncover business in the most unusual places and under untoward circumstances. H. H. Myers, who travels Michigan, upper Indiana and eastern Illinois for the Columbia Co., writes C. F. Baer, the local manager, of an experience which aptly illustrates the above.

While on a train in a little crowd of traveling men the other day he conceived the idea of a concert "on board." He got a "BQ" cylinder machine from the baggage room and set it going. Soon he had the whole car for an audience. The result was that he sold the outfit to an entranced passenger and when he arrived at his destination Myers bought another similar outfit and handed the dealer the retail price. He thought it a joke until the salesman explained that he had simply made a sale for him.

The Columbia Graphophone Club held an enthusiastic and well-attended meeting on the evening of October 17. After a fine dinner at the restaurant adjoining the headquarters, the crowd went back to the office and under the soothing influence of selected perfectos proceeded to business. In two years the Chicago office has held the pennant in respect to monthly instalment sales with two exceptions. It lost to Pittsburg a year ago and last August New York won first place, which Chicago regained in September by a small margin and its now nip-and-tuck between the two cities. Plans for perpetuating Chicago's supremacy were laid and President Eckland and many others exhorted themselves hoarse. Never at any of the local gatherings of the Columbia force has there been such an energetic and spontaneous display of eloquence. The president closed an impassioned address by offering first and second prizes of \$25 and \$10, respectively, to the salesmen making the best sales records in October.

Lyon & Healy have just issued a new catalog of "Union Park" cabinets, made at the company's factories in this city. It shows a fine line of disc record cabinets.

James I. Lyons is steadily strengthening the organization of his extensive wholesale talking machine business. He has just placed M. F. McFarland in charge of his stock. Mr. McFarland was with the Talking Machine Co. for eight years, and is an expert order filler. Mr. Lyons says that his shipments of November records were fully 30 per cent. in excess of October, and he considers the outlook for a big holiday trade as extremely bright.

Babson Bros. have a host of letters from dealers acknowledging the receipt of inquiries from the firm and reporting sales to the prospects given. Some of them appear in the firm's page advertisement elsewhere. Among the dealers who have visited the big Babson building at 19th street, Marshall boulevard and California avenue recently, were: Charles E. McLareu, Mt. Pleasant, Ia.; C. A. Forresty, Adel, Ia.; Con Hogan, the well-known blind talking machine dealer of Ashland, Wis., and J. M. Vreeland, Gibson City, Ill.

R. A. Wise, of Clark Wise & Co., was a visitor

at the Talking Machine Co. the latter part of the month, on his way East. He said that general business in San Francisco has been largely at a standstill of late, the talking machine trade being practically the only one that has not been seriously affected. He recalled the fact that at the time of the earthquake and fire a talking machine constituted the sole salvage of many families. Mr. Wise looks for a speedy betterment of conditions, especially so owing to the election of Dr. Taylor as mayor.

Loring Leeds, of the Leeds & Catlin Co., has been in Chicago for ten days past and has landed some very large orders. Charles E. Brown has given up the idea of opening a Chicago office and will return to San Francisco, where he will at once open an office for the Leeds & Catlin Co., representing them in the territory west of the Rockies.

B. Feinberg, of the Western Talking Machine & Supply Co., has returned from a swing around the loop—St. Louis to the Twin Cities and return. H. F. Thompson, of the Petmecky Needle Co., of New York City, was here last week and made arrangements with the Western Talking Machine & Supply Co. to become the Western distributors for the Petmecky Multi-tone needles. Mr. Feinberg says they expect to carry considerable stock in Chicago.

LEWIS GOES TO MEXICO.

Becomes General Manager of the National Phonograph Co's Interests in That Country.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 6, 1907.

L. L. Lewis, who for the past two years has had charge of the sales department of the language home study outfits at Lyon & Healy's, Chicago, has been chosen by the National Phonograph Co. to act as their general manager in Mexico, with headquarters at Mexico City.

Mr. Lewis prepared himself for this important position by mastering Spanish, using one of the I. C. S. Language Home Study Outfits, that he has made so popular in Chicago. Thus by following the advice he has given to his friends—"Learn a foreign language at your own home during your spare time"—he has won his promotion to a very important position. In his new field Mr. Lewis will devote his time and energy to the work of popularizing the Edison phonograph as the perfect music producer, and the acquisition of this excellent salesman speaks volumes for the brilliant future of the Edison Phonograph in Mexico.

Walter Stevens, manager of the foreign department of the National Phonograph Co., was in Chicago this week and made the appointment.

THE MISSING LINK







"TIZ-IT"

RETAILS AT FIFTY CENTS

(WORTH MUCH MORE)

Manufactured by

Kreiling & Company

North 40th Avenue and Le Moyne Street
CHICAGO, ILL., U. S. A.

This New

ALL METAL BALL AND SOCKET SWIVEL JOINT

Horn Connection

can be used on all Edison Phonographs and Columbia Cylinder Graphophones.

SPECIAL INTRODUCTORY OFFER—
WHERE SHALL WE SEND IT TO?

New Model

has tapered bent tube that fits all makes of horns. Made of brass, nickel-plated and polished.

IMPROVES ANY MACHINE 100 PER CENT.

Send for Descriptive Circulars and Discounts to the Trade

TALKING MACHINE CO.'S HANDSOME QUARTERS

Splendidly Equipped in Every Way for the Conduct of Their Large and Growing Business—Some Views of Their Premises at 72-74 Wash Avenue That Will Prove of Interest.



OFFICE, TALKING MACHINE CO.

(Special to The Talking Machine World.)

Chicago, Ill., Nov. 7, 1907.

Your representative spent a very interesting hour with Arthur D. Geissler, manager of the Talking Machine Co., studying their system and method of filling orders.

The accompanying illustrations of the Talking Machine Co. do not give an adequate idea of this great concern's orderly and systematic method of carrying on their business. One of the most striking innovations is their system of identify-



RECORD STOCK ROOM.

ing the most popular selling records. Their record room, as the illustration shows, is enormous, the working stock filling the first seven rows, surplus being carried in original packages on the top rows. Each bin of the working stock has a tin cover which serves the purpose of excluding the dirt and dust which every talking machine man knows are the worst enemies records have. These tins also hold the record titles and surplus tag; title tag giving number, name of record and who made it, while the surplus tag gives the exact number of that particular record in surplus at all times. The title tags are of different colors. The one hundred best selling records bear green tags, the one hundred and fifty next popular bearing red tags and the two hundred and fifty next most popular, yellow tags.

On asking if this selection would be generally popular, the writer was informed that the selection was not made up by the Talking Machine Co.'s sales record, but averaged up from the opin-

ions of the five biggest heads of talking machine departments in the United States. The same method applies to the twelve-inch, eight-inch and Red Seal records.

It is now possible for the company's salesmen to take selection orders from dealers for any quantity or style of records, feeling sure that the Talking Machine Co.'s choice will prove popular.

In order to supplement this system this concern has issued a two-page folder, listing all of these records, asking their dealers to check off those records they have in stock and send in an order for the balance. Mr. Geissler claims this idea has been immensely popular and some excellent stock orders have been forthcoming. He maintains that the dealer realizes now is the

HORN CABINET STOCK ROOM.

time to stock up for Christmas, for when Christmas comes, if the dealer has not the goods on hand, people have not the time to wait for the dealer to order them.

The horn stock room shown on this page represents the usual method of carrying horns, with the exception that Mr. Geissler has had his bins



MACHINE STOCK ROOM.



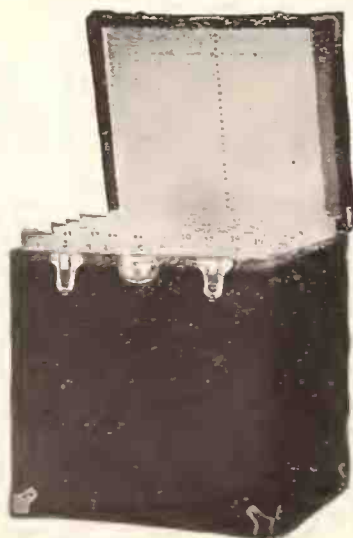
Record and Machine Cases

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.



TRADE HAPPENINGS IN PHILADELPHIA.

built a certain width for each particular horn so they may be piled uniformly and an inventory taken at a glance. This is very important when one realizes that at times, fifteen hundred horns are carried in stock.

In looking at this immense stock, the corresponding machines, the record room, containing one hundred and fifty thousand records, and capable of holding two hundred thousand, one gets an idea of the immense proportions to which the talking machine business has grown. Two years ago, the Talking Machine Co. were doing thousands of dollars of retail business. Shortly after Mr. Geissler took hold of this concern the business grew to such proportions as to warrant the giving up of the retail end of it. Now their business, in an exclusively wholesale way, is three times as large as formerly.

RAPKE'S NARROW ESCAPE.

Got Into a Nasty Predicament While Cleaning His Automobile and Might Have Been Badly Burned—Hard to Kill a Good Man.

On November 4 Victor H. Rapke, the well-known Edison jobber, Victor distributor and inventor, had a narrow escape from a serious injury by burning. He had been repairing his automobile, and had finished cleaning his hands and arms with gasolene when the bunch of waste he had been using in the work caught fire from what was believed to be an extinguished lamp on the machine. The gasolene on his person blazed up instantly, and but for his quick action in having sand thrown upon him Mr. Rapke might have sustained wounds of a very serious nature. It was a narrow escape and the injury to his arms and hands were extremely painful. After medical attention the irrepressible Victor was on the street the following day, driving his automobile. By the end of the week he was contemplating a trip to Washington, D. C., to instal his new disc record cabinet and label system in the establishment of E. F. Droop & Sons Co. The system is one of Mr. Rapke's latest creations for carrying a stock of disc records where envelopes or racks are not employed. The cabinet is an ingenious construction, and enables the dealer to ascertain how many records of any number or title are in stock at a glance and without handling the goods.

A. P. Petit, general manager of the Talking Machine Supply Co., New York, finished his trip through the Far West and into Mexico on the 15th. He has been away since early in September, and has covered all the principal cities between New York City and San Francisco, visiting the entire jobbing trade. Mr. Petit's report of orders taken and business accomplished is of the most roseate character.

Business Somewhat Quieter, but on the Whole Satisfactory—A Prominent Jobber Throws Some Light on the Exchange Proposition—Presents a Panacea Which He Says Would Obviate Possible Price Cutting—Other Interesting Matters Come Up for Consideration—Activity With Penn Phonograph Co.—Miss Madeline Edison Buys Records—Numack Presents "Il Travatore"—Edison Commercial Outfits for Adams Express Co.—Expansion With Weymann.

(Special to The Talking Machine World.)

Philadelphia, Pa., Nov. 9, 1907.

Wholesale business in talking machines in this city for the past month, while not by any means over-brisk, has been fairly satisfactory. This let-up, however, to a great extent was overcome by the remarkable spurt in local retail trade. Collections fell off considerably on account of the stringency in the money markets, but there is every reason to expect that this is but a temporary slump, for it is a fact that scarcely a city in the country can boast of so firmly established banking institutions as this city.

A good deal of criticism is being made of the exchange proposition now in vogue with the manufacturers. One suggestion made by a prominent jobber in this city was: "Owing to the large number of cut-out records issued by manufacturers of talking machine records, I would submit the following suggestion which would obviate the possible price cutting which now exists and will become more general as the jobber and dealer accumulate records which are unsalable through the fact that they are no longer in the catalog, namely, that the manufacturer hold the number of domestic selections, say to not over 1,500 numbers, and at the end of six months, perhaps in June and January, cut out as many numbers as they catalog during that time, allowing the jobber and dealer to return same in exchange for an equal number of records, selecting from the catalog any numbers issued up to six months previous. I suggest this in the interest of the manufacturer as well as in that of the trade in general, as it would stop the jobber from ordering too heavily on the latest popular records, and thereby swamping the manufacturer on certain numbers. A proposition of this kind would be to the interest of the manufacturer, as a jobber would naturally order heavier, knowing if any of the records were not sellers, that sooner or later he would get full credit for same. Dealers also would not hesitate to carry big stocks for the same reason. This would therefore do away with the shortage on stock which oftentimes occurs through the jobber's or dealer's lack of confidence in a selection of a selling record, and incidentally do away with lost sales due to this reason."

While a large number of dealers have signed the new Edison contracts without question, there

still remain many who have not returned them to their jobbers, thereby causing the latter considerable delay in sending them to the factory. To offset a condition of this character it has been suggested that the National Phonograph Co. in the future set a specific date by which all contracts must be returned to the jobber. In case of a violation, said jobber is to refuse to fill any order until the contract is signed. The new shipping regulations of the National Co. have met with the hearty approval of the trade in general, as it places the dealer in a position to serve his trade at the same hour as the jobber. Heretofore the jobbers have had the benefit of placing the new records on sale several hours in advance of the dealer, but now all are put on an equal basis.

The present plan of the factories in requiring only a small initial purchase in order to become a dealer, irrespective of the population of the town or city in which he is located is thought by many to be erroneous. As one jobbing house expressed itself, the factories should do as manufacturers of other exclusive lines—have a minimum quantity set, and then increase the initial purchase according to the population. In all the large cities there are hundreds of very small dealers who meet a demand for goods created by the advertising of the larger dealers and jobbers, which prevents these advertisers from enjoying the best results from the money expended in this manner. If there were fewer of these small fry who order from hand to-mouth, there would be more encouragement for the reputable houses to advertise locally, thereby giving greater prominence to the goods and a corresponding increase of retail business.

The Penn Phonograph Co., of this city, report business as satisfactory, wholesale trade being fairly good and the retail excellent; in fact, in the latter department their books show a decided increase over the corresponding month last year. This company are going after wholesale trade in their usual progressive manner, and at present have a number of excellent sellers on hand, notable among which are their exceptionally fine line of talking machine record cabinets, an advertisement of which appears in this issue. Their new automatic stop for Edison Standard and Home machines is a mighty clever little device and one that is worth investigating. Dealers

Big Profits For Dealers Handling Our Line Of
DISC AND CYLINDER
RECORD CABINETS

Everyone stands for the Acme of Art. They show real cabinet work and have a finish which is superior to any other make of cabinets on the market.

CYLINDER				DISC			
No. 700.	Mahogany or Oak100	Peg.	No. 800.	Mahogany or Oak	..100	10-in. Records.
No. 702.	"120	"	No. 804.	"	..150	12-in. "
No. 706.	"150	"	No. 806.	"	..200	12-in. "
No. 716.	"252	"	No. 813.	"	..200	12-in. "
No. 720.	"294	"	No. 816.	"	..200	12-in. "

Prices according to style and finish. Our New Automatic Stop for Home and Standard Machines is having a great sale. Send for Sample.

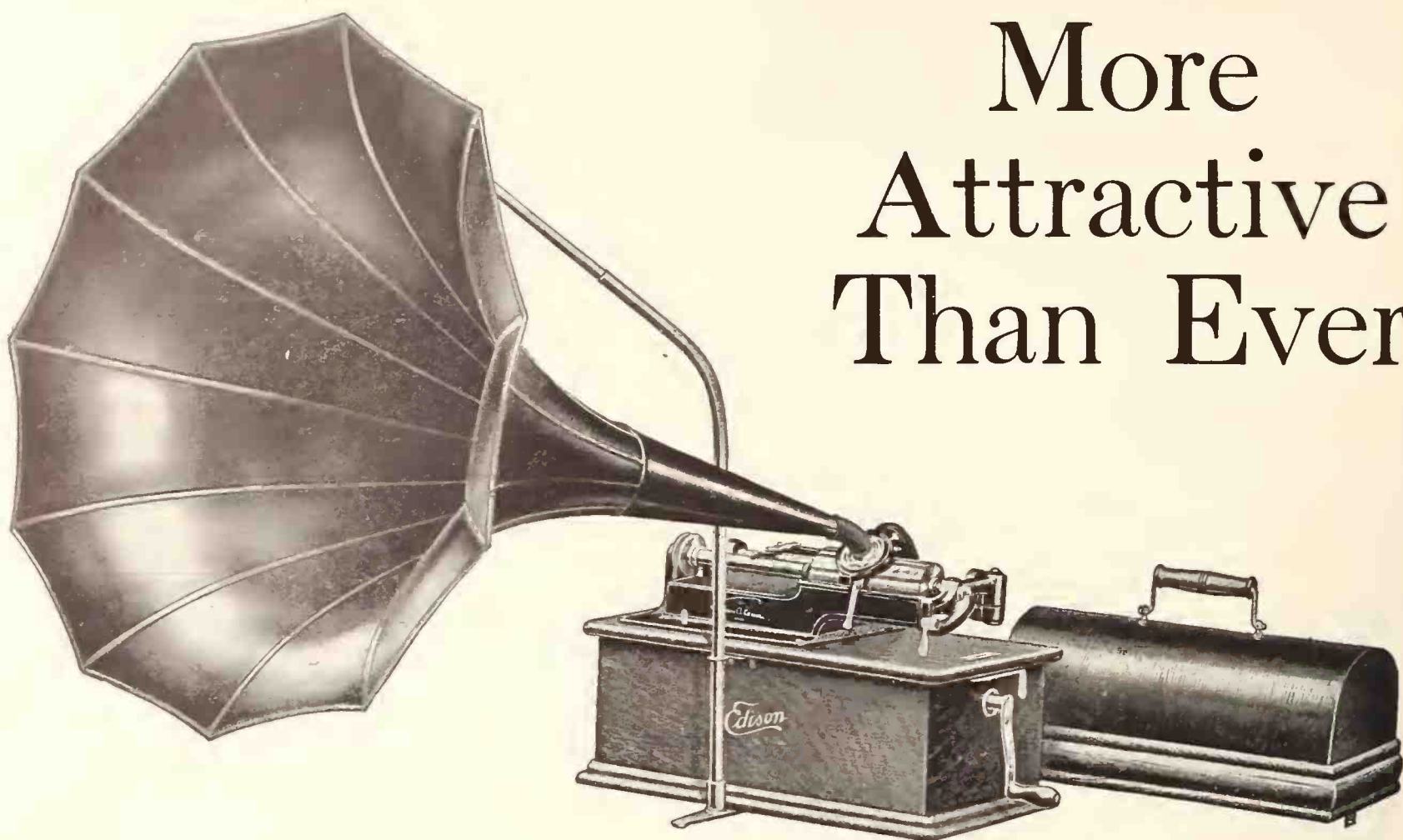
WHOLESALE HEADQUARTERS FOR PETMECKY NEEDLES
TALKING MACHINE SUPPLIES A SPECIALTY

Write for our Complete Line of Catalogues and Discount Sheets

THE PENN PHONOGRAPH CO., 17 South Ninth St., PHILADELPHIA, PA.



More Attractive Than Ever



The new Horn and Crane of the EDISON PHONOGRAPH affords just the needed touch

The one thing which the Edison Phonograph needed to make it complete has been added—a large, handsome, prettily shaped horn, supported by a nickel-plated swinging crane.

Each model has now been so equipped, and in each case the proper size and shape of horn is furnished to produce the best possible results.

This new equipment means much to Edison dealers. It means that the carrying of a stock of horns is no longer necessary; that the sale of an Edison Phonograph includes the sale of a horn and a protected profit to the dealer on both.

The cutting of prices on horns has always worked a hardship to those dealers who maintain prices. This is now eliminated, as all

dealers must sell the Edison Phonograph, complete with horn, at the full price.

The new complete Edisons are more attractive than ever, and the fact that each model now includes everything necessary to perfect work, with no extras to buy, is sure to appeal to possible purchasers. The slight advance in price on account of the new improvements is really not a higher price, for purchasers have always paid an extra price for a horn out of the dealer's stock. The dealer now sells a horn when he sells the Phonograph, gets full price and makes a liberal profit on it.

If you do not handle Edison Phonographs, this new feature is an added reason why you should. Write for new catalogue and full particulars; also for the name of a nearby jobber who can supply you with Edison goods.

The National Phonograph Company

59 LAKESIDE AVENUE
ORANGE, N. J.

desiring Petmecky needles will find them headquarters.

Louis Buehn & Bro. are enjoying very good business all along the line, and report the outlook as equally promising. Ed. Buehn left on the night of the 6th for his usual trip through this and neighboring territories.

H. N. McMenimen, general manager of the Disc Talking Machine Co., said: "Trade locally is excellent, and while dealers have been a little backward for the past month, indications point to a big spurt in this department inside the next two or three weeks."

Henry Winkelman, manager of the Oliver Ditson Co., of Boston, and R. L. Morris, of the American Talking Machine Co., of Brooklyn, were recent visitors to this city.

Miss Madeline Edison, daughter of the great inventor, and several of her girl friends, made a flying visit to the offices of the Penn Phonograph Co. recently to purchase a number of dance records to be used for that purpose at small affairs of this kind held at her Alma Mater, "Bryn Mawr." This form of entertainment is becoming daily more popular at the colleges. Mr. Dealer, get wise.

J. Numack, 209 Federal street, Camden, N. J., is one of the most enthusiastic admirers of the "talker" in the country, and is always trying new stunts. Being of a mechanical turn of mind, he has just completed a miniature stage with complete settings for the opera of "Il Trovatore," every part being acted out by little marionettes made and dressed for each part. He has purchased the complete set of these records from a Victor jobber in this city, and now has the whole perfected. The performance occupies two hours, and is said by those fortunate enough to have witnessed it to be little short of supernatural.

The Adams Express Co., of this city, have installed a complete equipment of Edison Commercial outfits in their new headquarters on Eighteenth and Market streets.

The new line of talking machine record cabinets handled exclusively by Louis Buehn & Bro., of Philadelphia, are creating widespread notice throughout the United States, Canada and Mexico, and dealers who have taken them on are finding them big sellers. No. 125 is one of their new cylinder cabinets. It holds 350 records and is gotten up in a highly artistic manner, one of its strong points being that of compactness, as it is but very little larger than others containing but 200 pegs.

H. A. Weymann & Son, since removing to their new quarters on Chestnut street, have greatly increased their talking machine business. This



SPECIAL ATTENTION IS CALLED TO

Edison Record No. 9732

"EV'RY SHIP WILL FIND A HARBOR"

Sung by Byron G. Harlan, January List

¶ This song, our own publication, is the BIG HIT OF THE SEASON. We solicit your order at special rate 10c. net per copy. With all orders for one hundred copies or over we furnish free one thousand sheet music wrappers.

WE ARE WHOLESALE HEADQUARTERS FOR

Edison Phonographs and Records
Victor Talking Machines and Records
Herzog Cabinets, Etc.
Weymann Keystone State Musical Instruments
(our own manufacture)
Sheet Music, our own and other Publications

LET US SUPPLY YOUR WANTS FOR EVERYTHING MUSICAL

H. A. WEYMANN & SON
Weymann Bldg., 1010 Chestnut St., PHILADELPHIA, PA.
ESTABLISHED 1864

company are pushing their other lines with great success in this field, and dealers who are handling side lines find it of great convenience and saving in express charges and time to buy all their stock from this one house, as all orders, no matter how diversified, are shipped out by them intact. Sheet music is one of their specialties, and interested parties will find their stock complete. Their new complete line of catalogs will be sent upon request.

C. J. Heppe & Son are laying especial stress on their talking machine department, in consequence of which they report business excellent in both wholesale and retail departments.

Emil Bauer, the well-known manufacturer of the famous S. S. Stewart banjos, guitars and mandolins, just returned from his western trip and reported business excellent in that section. Mr. Bauer leaves again shortly for a run up through the East. The factory on Girard avenue is being kept busy on the western shipments, and some large orders received from New Zealand will keep them so for several weeks.

MAX LANDAY AT VICTOR PLANT.

Expansion of Victor Factories Amaze Him—Mr. Geissler's Splendid Work—More Room for Landay Bros.—Victor Victrola for Col. Thompson's Yacht—To Make World Trip.

Max Landay, of Landay Bros., New York, visited the factory of the Victor Talking Machine Co., Camden, N. J., recently, and under the guidance of L. F. Geissler, general manager, was shown the various departments of the company. Of course, his main object was to inquire into the surety of obtaining a supply of machines that would be adequate to their wants for the fall and holiday season. Mr. Landay, in speaking of his interesting visit to the mammoth plant of the company said: "I was astonished at the marvelous growth of the plant only within a comparatively brief time. I was greatly impressed with the work Mr. Geissler has accomplished, for it represents skilful application in business affairs that amounts almost to genius. The new office building is splendid, and I understand the company will remove their recording laboratory from Philadelphia to Camden, into premises that are ideal. Mr. Geissler showed me the vaults where the masters are to be kept, and the facilities and surroundings for this important work could not be improved upon, so far as I could see. In the general office a line of forty bookkeepers is an impressive sight. It seems to me Mr. Geissler has not only kept step with the marvelous development of the Victor business, but has worked wonders besides."

The pressure for additional room has become so persistent with Landay Bros. that they have been obliged to surrender their office quarters in the rear of their store, 400 Fifth avenue, and occupy the basement. Alterations to this end are now under way, and when completed will find the firm in a better condition to handle their increasing business. The rooms vacated will be turned into demonstrating rooms, fitted up and decorated in harmony with the establishment.

Col. Thompson's yacht, now fitting up for a voyage around the world, is to be equipped with a Victor Victrola, in fine figured satinwood. Landay Bros. are supplying the outfit.

The recording laboratory of the International Record Co. has been removed from 152 East Twenty-third street, New York, to the factory, pressing plant and general offices in Auburn, N. Y.

OUR UNEQUALLED LINE OF TALKING MACHINE RECORD CABINETS



No. 123—Holds 150 Cylinder Records. Price, \$16.

Every dealer should purchase at least one Cabinet for a sample. In interior and exterior design, in quality of finish and workmanship, in practical and everlasting utility, they surpass any other cabinet on the market.

CYLINDER CABINETS

No. 122—Oak or Mahogany...	Holds 125 records
No. 123— " " " " " "	150 "
No. 124— " " " " " "	200 "
No. 125—only	350 "

DISC CABINETS

No.	Holds
101 Golden Oak only...	120 10-in. or 12-in. records
102 Oak or Mahogany...	180 " " " "
103 " " " " " "	192 " " " "
104 " " " " " "	252 " " " "
247 Sec. Cab. Oak only...	385 " " " "

Catalogue and Prices for the asking

Liberal Discount to Established Dealers

LOUIS BUEHN & BRO., 45 North 9th Street PHILADELPHIA, PA.

YOUR PLEASURE IS DOUBLED, YOUR COST REDUCED On Zon-o-phones and Zon-o-phone Records

Judge for Yourself

Go and hear Zon-o-phone records, compare singer for singer, song for song, selection for selection, and we think you will agree with us that ZON-O-PHONES and ZON-O-PHONE RECORDS are the best. :: :: :: :: :: ::

Zon-o-phone
Tapering
Arm
Machines
Ranging in
price from
\$20 to \$75



Zon-o-phone
Records
10 inch 60 cents
12 inch \$1.00

The finest disk records made. They play longer, last longer, are loud, clear and sweet, without a trace of harsh or scratchy noises.

Dealers wanted in every city. Write for catalogues and discounts

Universal Talking Machine Mfg. Co.
365 Mulberry Street, Newark, N. J.

Names of firms where you can purchase the Zon-o-phone product

CALIFORNIA

San Francisco...Kohler & Chase, 1329 Sutter St.
San Francisco...Peter Bacigalupi & Sons, 1021 Golden Gate Ave.
Los Angeles...So. California Mus. Co., 332 S. B'way.
Oakland...Kohler & Chase, 917 Wood St.

ILLINOIS

Chicago...Butler Brothers, Randolph Bridge.
Chicago...A. C. McClurg & Co., 215 Wabash Ave.
Chicago...Benj. Allen & Co., 131 Wabash Ave.
Waukegan...Alden, Biding & Co., 209 N. Gene-see St.

INDIANA

Indianapolis...C. Koebring & Bro., 878 Virginia Ave.

IOWA

Davenport...Robert R. Smallfield, 313-315 W. 2d St.
Ottumwa...Arnold Jewelry & Music Co., 117 E. Main St.

KANSAS

Leavenworth...The Ditzell Music Co., 504-506 Delaware St.
Topeka...Emahizer & Spielman Furn. Co., 519 Kansas Ave.

LOUISIANA

New Orleans...Ashton Music Co., 940 Canal St.
Lake Charles...J. & S. Smith, Tulane Theatre Arcade.

MAINE

Portland...W. H. Ross & Son, 207 Commercial St.

MARYLAND

Annapolis...Globe House Furn. Co.
Baltimore...C. S. Smith & Co., 649 W. Baltimore St.
Baltimore...Baltimore Bargain House, 204 W. Baltimore St.
Baltimore...Louis Mazor, 1423 E. Pratt St.
Baltimore...Butler Bros.

MASSACHUSETTS

Boston...Boston Cycle & Sundry Co., 48 Hanover St.
Boston...Pike Talking Machine Co., 41 Washington St.
Boston...Read & Read, 13 Essex St.

MINNESOTA

Minneapolis...Butler Bros.
St. Paul...W. J. Dyer & Bro., 21-23 W. 5th St.

MICHIGAN

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

MISSOURI

Kansas City...Mrs. Joan Dixon, 804 Grand Ave.
St. Louis...Knight Mercantile Co., 211 N. 12th St.
St. Louis...D. K. Myers, 3839 Finney Ave.
Springfield...Morton Lines, 325 Boonville St.
St. Louis...Butler Brothers, 1221 Washington Ave.
Kansas City...Webb-Freyschlag Merc. Co., 7th and Delaware Sts.

NEW JERSEY

Hoboken...Eclipse Phono. Co., 203 Washington St.
Paterson...J. K. O'Dea, 115 Ellison St.
Newark...Edisonia Phono. Co., 57 Halsey St.
Newark...Oliver Phono. Co., 16 New St.

NEW YORK

New York City...J. F. Blackman & Son, 2787 Third Ave.
New York City...Douglas Phono. Co., 89 Chambers St.
New York City...Butler Brothers, 495 Broadway.
Brooklyn...F. W. Rous & Co., 435 Fifth Ave.
Buffalo...Neal, Clark & Neal Co., 648 Main St.
Rochester...A. J. Deninger, 347 North St.

NORTH DAKOTA

Fargo...Stone Music House, 614 First Ave., N.

OHIO

Cincinnati...J. C. Groene Mus. Pub. Co., Race and Arcade.

OHIO (Continued)

Cincinnati...J. E. Poorman, Jr., 31 W. 5th St.
Cincinnati...Rudolph Wurlitzer Co., 121 E. 4th St.
Cleveland...Flesheim & Smith, 161 Ontario St.
Newark...Ball-Fintze Co., 12 Canal St.
Akron...Geo. S. Dales Co., 128 S. Main St.
Columbus...Columbus Piano Co., North High St.

PENNSYLVANIA

Allegheny...H. A. Becker, 601 Ohio St., E.
Philadelphia...Disk Talking Machine Co., 13 N. 9th St.
Pittsburgh...C. C. Mellor & Co., 319 Fifth Ave.

RHODE ISLAND

Providence...J. Samuels & Bro., Weybosset St.

SOUTH DAKOTA

Aberdeen...McArthur, Piano Co.

TEXAS

Beaumont...K. B. Pierce, 223 Regan St.
Dallas...Dallas Talking Machine Co., 218 Commercial St.
Houston...Texas Phono. Co., 1019 Capitol Ave.

VIRGINIA

Richmond...Hopkins Furn. Co., 7-9 W. Broad St.

WISCONSIN

Kenosha...Alden Biding & Co.

WASHINGTON

Seattle...Kohler & Chase, 710 Pike St.

CANADA

St. Johns, N.F...Chelsey Wood.
Toronto...Whaley, Royce & Co., 158 Yonge St.
Winnipeg, Man...Whaley, Royce & Co.
Nova Scotia...Yarmouth Cycle Co., Yarmouth.

A DECISION OF GREAT INTEREST

Handed Down Recently by the United States Circuit Court of Appeals Which Has a Special Bearing on Contracts in This Trade.

With the marvelous growth of the talking machine business the protection of patents governing the essential mechanical features of machines, records, etc., are of supreme moment. The courts have adjudicated nearly every point in controversy, but the time for "splitting hairs" has arrived, because of the immense values involved. The Victor Talking Machine Co., Camden, N. J., possibly in view of certain loose ideas pertaining to their property prevailing in the trade, have issued the following statement, published in "The Voice of the Victor":

"The Victor Talking Machine Co. never had any doubt as to its legal rights in relation to its dealers' and jobbers' contracts, and its license system, based upon its patent rights. What it has done in these matters it has done after due and careful consideration, acting always under the advice of counsel. When the United States Circuit Court of Appeals rendered the decision in our favor in the new leading case of the Victor Talking Machine Co. against the Fair, the principles of law involved were very carefully and fully considered, establishing the Victor Co.'s rights. Occasionally, however, some 'doubting Thomas' appears, and it is for the benefit of any who should doubt the Victor Co.'s legal rights in connection with its license system and jobbers' and dealers' contracts that we would call attention to the recent decision of Judges Grosscup, Baker and Kohlsaat, in the United States Circuit Court of Appeals for the seventh circuit, in the case of the Rubber Tire Wheel Co. against the Milwaukee Rubber Works Co. The decision in this case, which was rendered April 16, 1907, emphasizes several important points of law which bear directly upon the question.

"The Rubber Tire Wheel Co. began their action to recover royalties on account of defendant's use, under a license system, of a patent for improvement in rubber-tired wheels, which royalties the defendant had failed and refused to pay. The defendant's main defense was that the license system was in violation of the Sherman anti-trust act and of the Wisconsin statutes of 1898, which prohibit Wisconsin corporations (defendant was one) from entering into any arrangement or contract intended to restrain competition in the supply or price of any commodity constituting the subject of commerce within the State.

"In rendering their decision, the court made the following very pregnant statements: 'The Wisconsin statute is eliminated, . . . because a State cannot subtract from the right conferred upon a patentee and his assigns by the Federal laws. . . . For the protection of the physical or moral health of its citizens a State may restrain the use of the corporeal thing or article brought into existence by the application of the patented discovery, . . . but such a laying on of hands does not touch the monopoly of the Federal grant.

Pardell
Folding Box



No. 3 Holding Three Cylinder Records
" 6 " Six " "
" 12 " Twelve " "

Dealers imprint in lots of 500

A Folding Container for three, six or twelve cylinder records. These boxes are being very generally used by phonograph dealers and are the most convenient package for delivering records to customer. Made of heavy cardboard and shipped "knocked down."

Special quantity prices to both dealers and jobbers.

WRITE US FOR SAMPLE AND QUOTATIONS

The Pardee-Ellenberger Co.
NEW HAVEN, CONN.

'Under its constitutional right to legislate for the promotion of the useful arts, Congress passed the patent statutes. The public policy thereby declared is this: Inventive minds may fail to produce many useful things that they would produce if stimulated by the promise of a substantial reward; what is produced is the property of the inventor; he and his heirs and assigns may hold it as a secret till the end of time; the public would be largely benefited by obtaining conveyances of these new properties; so the people through their representatives say to the inventor: Deed us your property, possession to be yielded at the end of seventeen years, and in the meantime we will protect you absolutely in the right to exclude every one from making, using, or vending the thing patented, without your permission.'

"Citing the Victor Talking Machine Co. against the Fair: 'Congress put no limitations, excepting time, upon the monopoly. Courts can create none without legislating. The monopoly is of the invention, the mental concept as distinguished from the materials that are brought together to give it a body. Use of the materials, as noted above, may be enjoined as injurious to the public; but that does not invade the monopoly. Use of the invention cannot be had except on the inventor's terms. . . . Patented articles, unless or until they are released by the owner of the patent from the dominion of his monopoly, are not articles of trade or commerce among the several States. . . . The only grant to the patentee was the right to exclude others, to have and to hold for himself and his assigns a monopoly, not a

right limited or conditioned according to the sentiment of judges, but an absolute monopoly constitutionally conferred by the sovereign lawmakers. . . . The patent is valid throughout the United States, and is enforceable against everyone who is not able to shield himself behind an erroneous decree. The control of prices and output, . . . did not deprive the public of any right.'

"It is further shown that a system of contracts between the owner of the patent and its licensees fixing uniform prices is altogether legal. Applying this opinion to the Victor Co.'s jobbers' and dealers' agreements and license system, it is readily seen that neither the Sherman anti-trust law nor any State statutes are violated, and further, the conditions of license noted on the labels attached to the machines and records, as regards price, alterations, etc., hold good against each and every person coming into possession of Victor products. Carrying out the analogy, note that the monopoly granted to the Victor Co. is absolute and unlimited, and is enforceable against any one, preventing the making, using or selling of Victor goods until they are released from the monopoly granted by the United States patent laws. Realizing our legal rights in this matter, as we have always been advised by our counsel, and knowing that the strict maintenance of a one price system lends zest to the life of the talking machine business, the Victor Co. will continue the policies and rulings already inaugurated for the greatest good of the greatest number of Victors dealers." This is a clear and explicit statement, worth close study.

Mr. Dealer!

We Help You Pay Your Rent

IF YOU SELL

"ALL-TONES" CONNECTIONS

PAT. PEN.

for all talking machines. As its name implies, ALL-TONES is a combination of a perfect modifier and rubber horn connection.

Sample mailed upon receipt of price

Retails at 10c.

Dealers Must Order Through Their Jobbers.

Liberal Discount to the Trade.

ALL-TONES

Newark, N. J., U. S. A.

The DEVINEAU BIOPHONE

An Attachment to Play Disc Records on Any Cabinet Cylinder Machine

(PATENTED 1907)

A SPLENDID DISC SELLER!

WITH THE DEVINEAU BIOPHONE

owners of the cylinder machines are enabled to add to their repertoire the magnificent selections of the greatest operatic singers of the world.

The DEVINEAU BIOPHONE is equipped with an aluminum tone arm and our patented sound box producing a full, perfectly natural sound.

The attachment can be connected or removed in a few seconds.

It is operated by friction so that neither gear nor belt is needed in its operation. No screw, no bolt to mar the cabinet. No need of removing the attachment while playing a cylinder record.

Any horn, the "IDEAL" included, can be instantly attached to the Biophone.

Three twelve-inch disc records can be played at one winding on the Edison Standard machine.

The DEVINEAU BIOPHONE is a splendid piece of accurate mechanism, handsomely finished.

A most attractive and useful addition to any cabinet cylinder talking machine, either Columbia or Edison.

RETAILS AT 15 DOLLARS

Speak or write to your jobber about it.

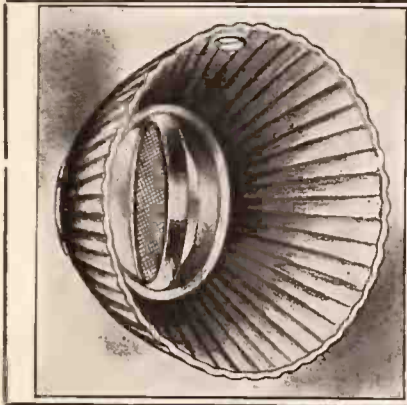


THE DEVINEAU BIOPHONE
attached to a cylinder machine.

THE DEVINEAU BIOPHONE CO.

MANUFACTURERS

2095 E. 36th Street, CLEVELAND, OHIO



MELLO-TONE

Attachment a great improvement for the TALKING MACHINE or PHONOGRAPH. Produces tones natural. Eliminates all metallic sounds and blasts. Regulates and mellows the tone. Can be adjusted while machine is playing. Goes in the horn, opens and shuts.

RETAIL PRICE \$1.00 EACH. Discounts and Samples sent to dealers on application.

MELLO-TONE CO.
SPRINGFIELD, MASS.

WITH THE TRADE IN DENVER.

Manager of the Denver Dry Goods Co. Reports Increase in Wholesale Trade—H. T. Leeming Working for Lower Freight Rates on Horns—Doucet Takes Charge of the Denver Music Co.'s Talker Department—Mapel Music Co. Branching Out—Other News of Interest.

(Special to The Talking Machine World.)

Denver, Colo., Nov. 10, 1907.

"Our wholesale trade during the month past was fully 100 per cent. better than it was for October of last year, while our retail trade for the month fell off 40 per cent.," is the unusual statement of trade conditions made by A. Mitchell, Jr., head of the talking machine department, wholesale and retail, of the Denver Dry Goods Co. Mr. Mitchell does not attempt to explain the decrease in retail business in Denver, but attributes the great improvement in wholesale demand to the general prosperity prevailing in the agricultural sections of Colorado and other western States. Holiday buying has not really started yet, he says, and is not expected to begin before the first of December, since retailers have come to depend on the Denver dry goods people for prompt shipments when new stock is needed in the talking machine line.

The Denver Dry Goods Co. are Rocky Mountain jobbers for the Edison machine and supplies, with Colorado, Wyoming, part of Nebraska, part of Kansas, part of New Mexico, and a portion of Utah as its territory. Mr. Mitchell states that business has been especially good in Wyoming and that four new dealers have been supplied with stock during the past week. Edison goods are handled exclusively. Their stock of records usually runs about 65,000, but in some busy periods goes as high as 100,000. The trade in records is flourishing, but without any unusual features at this time.

H. T. Leeming, of Orange, N. J., traffic manager for the National Phonograph Co., was in Denver recently encouraging and assisting Western talking machine men in their efforts to get freight rates on amplifying horns reduced. The Western rate on horns is one and one-half times first-class, while in the East they are shipped as just first-class. The local talking machine men have been working for two years for this reduction and have taken the matter up with the Western classification committee of the railroads, but have been unsuccessful to date. The outlook is considered very bright, however, for a cheaper rate in the near future.

C. S. Gardner, the new Pacific Coast representative of the National Phonograph Co., has been spending several days here, visiting G. L. Renner, the Colorado representative. Mr. Gardner has been traveling in Ohio for the company.

Manager W. F. Standke, Jr., of the local Columbia Phonograph Co. agency, is expecting quite a run in Eduardo Castellano records as a result of the recent visit of the Italian tenor to Denver in concert with Bessie Abbott, the soprano. Sig. Castellano was given an enthusiastic reception, and a good demand for his records has started since his appearance here. In honor of the singer's visit, Manager Standke made a special display of Castellano records and advertising literature in one of his Sixteenth street windows.

J. A. Doucet has taken charge of the talking machine department of the Denver Music Co., and will handle all the small musical goods for this store. Mr. Doucet has been selling musical

merchandise for the past twenty-five years, fifteen years of which experience has been gained in Colorado and elsewhere in the West. He was for five years in charge of the Denver Music Co.'s branch at Durango, and has also represented them in Silverton and other towns of this State. He sold talking machines when they were first introduced in Colorado and handled the old Victor crank machine twelve years ago.

Speaking of trade conditions here, Mr. Doucet has this to say: "There has been a little falling off in business with us due to the unsettled financial situation, but our trade is still good. The Denver Music Co. are pushing the talking machine department, and intend to make this one of the most important ends of the business. We are handling the Victor and Edison goods, which, I think, are the two best machines made." The Denver Music Co. buy their Victor goods direct from Lyon & Healy. The Knight-Campbell Music Co., are the principal local Victor jobbers.

M. B. Henry, formerly local manager for the Columbia Phonograph Co., has left the talking machine department of the Knight-Locke Co., of which he assumed charge about six weeks ago, and has gone to Philadelphia. He will probably locate in the East. No permanent successor has been named by the Knight-Locke people, but J. E. Younkers is temporarily in charge of the department. E. H. Lake, who was head of this Knight-Locke department until August of this year, passed through Denver this week on his way to San Diego, Cal., where he will make his home in the future and probably engage in the talking machine business. The Knight-Locke Co. have just received a new shipment of Victor Victrolas.

The Mapel Music Co., which have been handling talking machines in a small way for some time, intends to branch out within a week or so and increase this part of their stock for the holiday trade. A good many inquiries for ma-

chines are reported by Miss Agnes Mapel, daughter of the president of the company, who says her firm will probably give more attention to the talking machine business soon.

TRADE NOTES FROM KANSAS CITY.

Talkers Take Testimony for Interstate Commerce Commission—How Valuable Time Is Saved.

(Special to The Talking Machine World.)

Kansas City, Mo., Nov. 9, 1907.

The report of the Interstate Commerce Commission which is composed of testimony being taken in several Western cities where trials are scheduled is being pushed to completion by the aid of graphophones. It is found that infinite time is saved by this method which is used generally through the East, but is comparatively new in Kansas City.

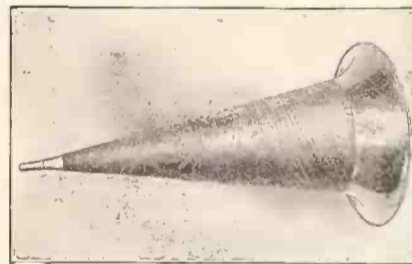
The testimony, being originally taken in shorthand by a court stenographer in the city where trial is held, is spoken by the stenographer into the graphophone from his notes, after which the records are sent here to a law reporting company, where the records are heard on graphophones by operators who put them in typewriting.

In this way one court reporter by transferring his notes to the graphophone records can keep four or five typewriters busy whereas if he had to write his own notes he could not get very far, considering the large volume of testimony.

PRELIMINARY INJUNCTION GRANTED.

Judge Kohlsast, United States Circuit Court, Chicago, on October 25 granted a preliminary injunction in the suit of the Edison Kinetograph Co. against the Selig Polyscope Co. The court sustained the decision affirmative of the Edison patents rendered previously by the United States Circuit Court of Appeals, Second Circuit. The main points covered were the ratchet feed and the camera known in the trade as the Selig and Lemaire device, which were held to be infringements of the Edison appliances. The case is considered of more than ordinary importance in the moving picture field.

On October 14 E. H. Phillips was appointed manager of salesmen of the National Phonograph Co., with headquarters at Orange, N. J. For twenty years he was with H. L. Judd & Co., New York City, and is regarded as a gentleman of wide experience and marked ability. The World wishes him the fullest measure of success in his important post.



Soft and True

sweet and clear, are the sounds that come through our Wooden Phonograph Horn. Neither metal nor any other material can transmit tones in all the richness of their original quality as the wood horn can and does. No talking machine, however excellent in itself, can give perfect results with any but a wooden horn. Ours are made of 2-ply Veneer, highly polished, in Golden Oak and Mahogany. The bell is polished brass, lacquered. Morning Glory style also, if you want it.

Wooden Phonograph Horn Co.

716 MONTGOMERY STREET - SYRACUSE, N. Y.

OUR FOREIGN CUSTOMERS.

Amount and Value of Talking Machines Shipped Abroad from the Port of New York.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 6, 1907.

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

OCTOBER 15.

Aberdeen, 74 pkgs., \$478; Bristol, 47 pkgs., \$828; Brussels, 5 pkgs., \$184; Berlin, 194 pkgs., \$1,455; Cardiff, 63 pkgs., \$555; Christiansand, 2 pkgs., \$165; Colon, 20 pkgs., \$784; Glasgow, 75 pkgs., \$666; Guayaquil, 6 pkgs., \$603; Hamburg, 177 pkgs., \$1,300; Havana, 6 pkgs., \$260; 6 pkgs., \$197; Havre, 7 pkgs., \$211; Liverpool, 4 pkgs., \$210; 37 pkgs., \$304; London, 839 pkgs., \$9,889; 17 pkgs., \$912; Manchester, 45-pkgs., \$427; Newcastle, 31 pkgs., \$211; Para, 13 pkgs., \$791; Port au Prince, 5 pkgs., \$124; Rio Grande de Sul, 43 pkgs., \$1,346; Rio de Janeiro, 9 pkgs., \$278; St. Petersburg, 10 pkgs., \$707; Southampton, 2 pkgs., \$298; Tampico, 9 pkgs., \$295; Trinidad, 8 pkgs., \$125; Vera Cruz, 14 pkgs., \$505; Vienna, 8 pkgs., \$118.

OCTOBER 22.

Algoa Bay, 2 pkgs., \$150; Bradford, 20 pkgs., \$137; Buenos Ayres, 25 pkgs., \$1,206; Callao, 3 pkgs., \$267; Cardiff, 7 pkgs., \$220; Corinto, 43 pkgs., \$1,485; Geneva, 6 pkgs., \$300; Hamburg, 4 pkgs., \$198; Havana, 5 pkgs., \$136; 9 pkgs., \$634; La Paz, 9 pkgs., \$169; Leeds, 45 pkgs., \$284; 50 pkgs., \$309; Liverpool, 140 pkgs., \$944; 3 pkgs., \$244; 168 pkgs., \$1,126; London, 14 pkgs., \$683; 28 pkgs., \$1,868; Manchester, 56 pkgs., \$366; Manila, 20 pkgs., \$773; Melbourne, 33 pkgs., \$758; Newcastle, 45 pkgs., \$334; 40 pkgs., \$334; Port Limon, 7 pkgs., \$156; Santiago, 26 pkgs., \$680; Shanghai, 66 pkgs., \$2,760; Singapore, 17 pkgs., \$506; Sheffield, 41 pkgs., \$276; 40 pkgs., \$267; Sydney, 9 pkgs., \$515; Vera Cruz, 47 pkgs., \$1,830.

OCTOBER 29.

Bombay, 4 pkgs., \$136; Callao, 7 pkgs., \$971; Central America, 16 pkgs., \$269; Colon, 6 pkgs., \$219; 8 pkgs., \$1,262; Glasgow, 85 pkgs., \$878; Havre, 13 pkgs., \$659; London, 5 pkgs., \$375; Manchester, 16 pkgs., \$262; Manaos, 6 pkgs., \$300; Melbourne, 14 pkgs., \$171; Neuvetas, 21 pkgs., \$128; Rio de Janeiro, 23 pkgs., \$1,032; St. John, 3 pkgs., \$103; Valparaiso, 14 pkgs., \$918; 7 pkgs., \$373.

NOVEMBER 4.

Berlin, 179 pkgs., \$1,362; Bradford, 27 pkgs., \$184; Brussels, 389 pkgs., \$2,750; Cardiff, 55 pkgs., \$352; Glasgow, 17 pkgs., \$920; Havana, 26 pkgs., \$1,426; Havre, 8 pkgs., \$231; Hongkong, 5 pkgs., \$153; Leeds, 50 pkgs., \$310; Liverpool, 131 pkgs., \$888; 13 pkgs., \$875; 130 pkgs., \$875; London, 5 pkgs., \$160; 34 pkgs., \$1,321; 559 pkgs., \$13,070; Manchester, 58 pkgs., \$605; 83 pkgs., \$501; Melbourne, 21 pkgs., \$12,895; Newcastle, 45 pkgs., \$334; Para, 14 pkgs., \$553; Panama, 15 pkgs., \$604; Port Limon, 2 pkgs., \$143; Santos, 4 pkgs., \$424; St. Petersburg, 26 pkgs., \$1,779; Shanghai, 33 pkgs., \$1,104; Sheffield, 41 pkgs., \$276; 41 pkgs., \$276; Stockholm, 6 pkgs., \$755; Trinidad, 8 pkgs., \$105; Vienna, 30 pkgs., \$1,201; Warsaw, 5 pkgs., \$125; Yokohama, 216 pkgs., \$11,560.

VICTOR RECORDS BY HARRY LAUDER.

The Victor Talking Machine Co., Camden, N. J., have made records of the three songs used by Harry Lauder, the great Scotch comedian, who is now touring the country, with his first or present engagement at the New York Theatre, New York. His songs, of which the masters were recorded in London, Eng., are: "I'm Smiling in the Battle for the Money," "Stop Your Ticklin', Jock" and "My Scotch Blue Bell." Lauder is said to be one of the most inimitable and popular character artists in his special line before the public, receiving the modest (?) stipend of \$3,500 weekly for his sketch, with the records great sellers besides. On Election

night Max Landay invited the entire clerical force of Landay Bros. to attend a Lauder performance as his guests, with supper following. The party had a most enjoyable evening, and Max was happy in their pleasure. By the way, the Landay firm have erected a new and strikingly handsome Victor sign over their place at 400 Fifth avenue.

CASE WILL BE TRIED SHORTLY.

The Edison Phonograph Monthly says: "Our readers have been informed from time to time of the many attacks which have been made on this company by James L. Andem, formerly of Cincinnati, O., on behalf of the New York Phonograph Co., and other licensees of the defunct North American Phonograph Co. So far, these suits have been futile, and we confidently expect that they will never in the slightest degree interfere with our business or in our relations with jobbers and dealers. We are sure that our friends will be interested in hearing that Andem, last month, was indicted by the Federal Grand Jury at Trenton, N. J., for forgery in connection with one of these suits. The charge is a most serious one. Andem is at present awaiting trial, having furnished two thousand dollars bail. We understand that the case will be tried shortly, before Judge Lanning, of the United States Circuit Court, Trenton, N. J."

As an illustration of how the new Edison Ideal phonograph, that retails at \$125, is selling, C. B. Haynes, of C. B. Haynes & Co., Richmond, Va., says he received a machine at four o'clock and before six of the same day it had been snapped up. A half dozen inquiries for others followed, but he was unable to get another for some time. The company are away behind on orders for the Ideal. The cabinet and cover of this splendid machine is mahogany, piano finish, the mechanism and parts being oxydized bronze finish throughout, and it is extremely handsome in appearance.

Sapphires=Maestrophone

¶ We are ready to supply the trade with the highest possible grade of sapphire reproducer points for all makes of reproducers at the lowest possible price. These goods are perfect in every sense of the word and no pains or expense have been spared to make them ideal. Made personally by Arthur C. Mestraud and guaranteed in every way.

PRICES		
Button Sapphire point for Edison C. reproducer . . .	}	6 \$2.10
		12 4.00
		50 14.50
		100 26.00
		500 112.00
		1,000 210.00
Highest Grade Ball Sapphires for Columbia Spring contact or general use	}	12 3.75
		100 25.00
		1,000 200.00

Xtralong recording stylus, with very deep, hollow ground, sharp cutting edge. Unquestionably the finest recording sapphire ever made, regardless of price, \$5.00 per dozen, \$38.00 per hundred.

¶ Money back if not entirely as represented. ¶ All orders must be accompanied by cash or will be sent C. O. D. ¶ Two per cent. discount on cash with order.

MAESTROPHONE PHONOGRAPH CO.
BURLINGTON BLOCK, LINCOLN, NEBRASKA

DO YOU KNOW that 80 per cent. of all fires are extinguished by chemical fire extinguishers?

Tested and labeled under the direction of the Underwriters Laboratories (Inc.)

ELECTRICAL SPECIALTIES

FIRE EXTINGUISHERS



MANY people think our only line of manufacture is Talking Machine Horns and Horn Supports. This page shows some of our other products: Incandescent Street Fixtures, Hoods and Reflectors, known throughout the world as "Marten Specialties," Metal Trays, Fire Extinguishers and Metal Specialties of all kinds. We have spent large sums of money to originate and develop better goods and methods, and our success is due to our effort to produce goods of the highest quality and value.

Send for Literature Describing Each Line.



METAL TRAYS



TALKING MACHINE SUPPLIES

HB

THE TEA TRAY COMPANY OF NEWARK, N. J.

FOUNDED 1867

Expert Sheet Metal Workers

Special Stamping and Spinning

WORTH TO YOU \$

☐ THIS is a pretty fair sample of a trade paper is it not?

☐ Subscribers in all parts of the world do not hesitate to say they couldn't keep business house without this publication being a regular visitor.

☐ Go through it carefully from cover to cover. The variety of news, the educational features, the technical matter, and the correspondence and departmental work united make an invaluable repertoire for any one interested in talking machine lines.

☐ It costs but a dollar to receive it for twelve months. All countries outside of the United States and Mexico, \$1.25.

☐ We publish also THE MUSIC TRADE REVIEW—the oldest music trade publication in this country, and many do not hesitate to say, absolutely the best and most reliable in every respect. It is published every Saturday and contains from fifty to sixty pages of trade and technical news, covering every department of the music trade line. Regular subscription \$2 in the United States and Mexico. All other countries \$4.

☐ We publish some technical works which are interesting to those who care to obtain an accurate knowledge of the piano. "Theory and Practice of Pianoforte Building" is the only work ever produced in the English language covering the subject of pianoforte history and construction. It is profusely illustrated with original drawings, cloth bound, and contains about two hundred pages. Sent, postpaid to America and Mexico, \$2. All other points, \$2.20.

☐ We also put forth The Piano or Tuner's Guide which is a standard work on tuning and so conceded by competent authorities. This is a book of convenient size, containing about one hundred pages. Cloth bound. Price, post paid, America and Mexico, \$1. All other countries \$1.10.

☐ Dealers and tuners should have these books.

EDWARD LYMAN BILL
1 MADISON AVENUE
NEW YORK, N. Y.

DEVELOPING EXPORT TRADE.

An Interesting Chat With Walter Stevens on the Great Work Being Done in South America—A Great Talker Center.

In the course of a pleasant chat on the export business of the National Phonograph Co., Walter Stevens, the chief of that department, remarked: "It is unnecessary to dwell upon the tremendous expansion of the National Phonograph Co.'s foreign trade; that is an old story, but we are proud of it nevertheless. Would we rather bring the artists here or send the experts away to make records depends? We have never had any trouble, because our reproducers have been the best men, and their equipment such that the



WALTER STEVENS.

finest results have been obtained. You know, the corps we sent to Mexico brought back what our committee of skilled inspectors declare are the finest they ever heard—instrumentals, vocals and talks. At the present time we have a corps of Cubans doing work in the laboratory under the capable direction of Walter Miller, who, you know, stands at the head of the list in his line. We are also bringing a number of people from Buenos Ayres, S. A., for the same purpose. They are now en route. Of course, we could send our men down there, but at the present time we are so busy in the laboratory that we cannot spare a man, and as we want these records right away, of course we had to bring the Argentinians—artists, each one—to New York.

"The company, however, are arranging to equip a special corps of recorders, to go into all foreign countries and stay there permanently, shifting from place to place as directed. We find this is the only solution of obtaining foreign records—lines that are unmistakably of the home flavor—for they mean substantial business present and prospective."

RECORD SYSTEM; ITS EFFECT ON SALES.

Although Edison records are one price some dealers sell five times as many as others and yet carry no larger stock. Their methods of getting the business are practically the same, but they discourage a prospective record customer through their lack of system in carrying a stock of records.

A dealer may have a large stock of records, but if he does not carry them under a system that enables him to immediately lay his hand on any record called for, or notify the customer that it is not in stock, he discourages further requests and loses the customer to the more up-to-date dealer, who realizes the necessity of system.

Would you give your thirty-five cents to the dealer who needed ten minutes to look for a record and then finally saluted with "not in stock?" Would this encourage you to ask him for another record when the same thirty-five

cents would secure that record elsewhere as quick as you can ask for it in the store of another dealer?

There is one way that dealers can compete for record trade, though they cannot cut the prices. Carry a complete line of records, use a system, whereby the records are carried in trays with the record label on the front, so that the customer can see just what records are in stock and avoid the looking-up process. Even the dealer who carries a small stock can operate under the same system and he will be able to place an order for all records that he needs in a few minutes, thus avoiding the tendency to wait until he has time.

It is not the time that worries the dealer who has no system, but it is to avoid the trouble of looking all through a mixed-up stock of records to find out what he should order. This subject has been studied very carefully by J. Newcomb Blackman, proprietor of the Blackman Talking Machine Co., and in order that dealers in all parts of the country can adopt the tray and label system, he has invented a folding tray, which is shipped flat and sells at a surprisingly low price. The collapsible feature saves space and weight in shipping, and enables jobbers to carry the trays in stock without inconvenience. The Blackman Talking Machine Co. are bringing this tray to the attention of dealers and jobbers through an advertisement in this issue.

E. F. DROOP & SONS CO. PUBLICITY.

E. F. Droop & Sons Co., the Victor talking machine jobbers, have been doing some excellent advertising in the interests of that line in Washington, D. C. In the Washington Post of November 3, for instance, they carried an advertisement occupying nearly three entire columns, devoted to the exploitation of the Victor talking machines, and the copy was interesting reading. The new Victor parlors of the company at 923 Pennsylvania avenue are nearly completed, and when the decorations are finished will be among the handsomest in the South. They give daily concerts at which the Auxetophone is used, and they are proving to be a paying proposition.

AUXETOPHONE FOR COL. THOMPSON.

Stanley & Pearsall, New York, recently sold a Victor Auxetophone to go aboard Col. Thompson's yacht, now fitting up for a trip around the world. The colonel had already laid in a Victrola, so that he and his guests will be amply provided with music for the entire voyage.

The Eiler's Piano House, Boise, Idaho, and the Koerber-Brunner Co., St. Louis, Mo., are new Edison jobbers.



"The White Blackman" Fills Dealers' Orders FOR EDISON or VICTOR

goods in a way that makes other jobbers wonder how he does it.
TAKE NOTE, MR. DEALER.

"Satisfaction" at Blackman's costs no more than "Dissatisfaction" elsewhere.

Write for our Price List

Yours to make good
BLACKMAN TALKING MACHINE CO.
J. NEWCOMB BLACKMAN, Prop'r
"The White Blackman"
97 Chambers Street NEW YORK
"THE PLACE WITH THE GOODS"

\$ \$ \$ \$ \$ \$

For You=Mr. Dealer

You Ask

Is there a public demand for a small Portable Moving Picture Machine that anybody can run anywhere???

The Answer is

THREE HUNDRED (300) INQUIRIES

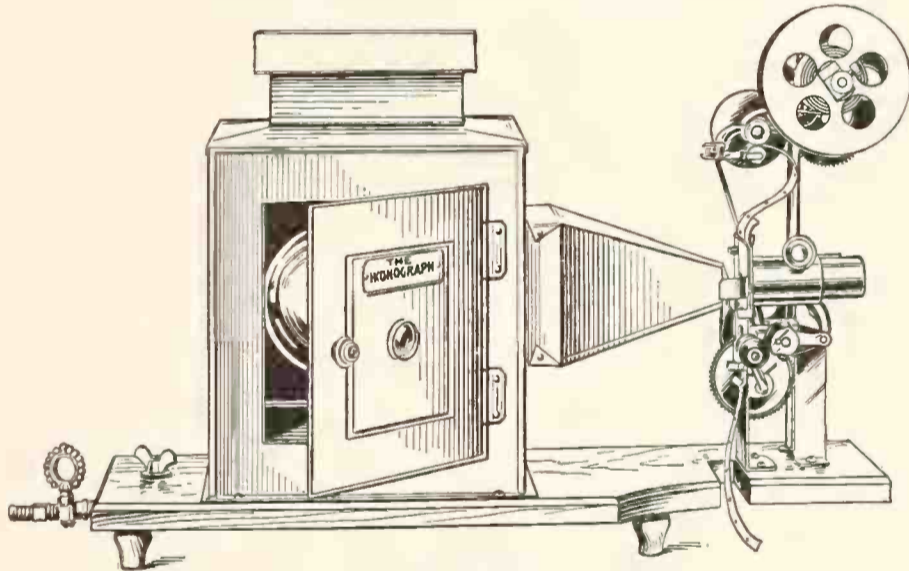
in one day from Magazine advertising. These are distributed among our Dealers. We are getting inquiries by the hundred every day. They are dollars in the dealers pockets—

Are You Getting Your Share??

THE

IKONOGRAPH

Sells if you show it



If you have it to show we can furnish you with customers who want it.

IKONOGRAPH DISTRIBUTORS

ALBANY, N. Y. FINCH & HAHN, 92 State St.
 BALTIMORE, MD. DROOP & SONS Co., E. F., 231 N. Howard St.
 BOSTON, MASS. BOSTON CYCLE & SUNDRY Co., 48 Hanover St.
 BUFFALO, N. Y. THE TALKING MACHINE Co., 13 Genesee St.
 CANTON, O. KLEIN & HEFFELMAN Co., 222 E. Tuscarawas St.
 CHICAGO, ILL. THE RUDOLPH WURLITZER Co., 266 Wabash Ave.
 WESTERN TALKING MACHINE & SUPPLY Co., 6 Madison St.
 CINCINNATI, O. THE RUDOLPH WURLITZER Co., 121 E. Fourth St.
 CLEVELAND, O. FOWLER & SLATER, 806 Huron Road.
 COLUMBUS, O. WHITSIT Co., PERRY, 213 So. High St.
 DAYTON, O. NIEHAUS & DOHSE, 25 E. 5th St.
 DETROIT, MICH. AMERICAN PHONOGRAPH Co., 108 Woodward Ave.
 DUBUQUE, IOWA HARGER & BLISH, INC., 904 Main St.
 EASTON, PA. WERNER, WILLIAM, 432 Northampton St.
 HOBOKEN, N. J. ECLIPSE PHONOGRAPH Co., 203 Washington St.
 INDIANAPOLIS, IND. H. LIEBER Co., 24 West Washington St.
 KANSAS CITY. THE J. W. JENKINS SONS MUSIC Co., 1013 Walnut St.
 MILWAUKEE, WIS. MCGREAL BROS., 176 Third St.
 MINNEAPOLIS, MINN. MINNESOTA PHONOGRAPH Co., 505-7-9-11 Washington Ave., So.

NEWARK, N. J. EDISONIA Co., 57 Halsey St.
 NEW YORK, N. Y. JACOT MUSIC BOX Co., 39 Union Square.
 PHILADELPHIA, PA. BUEHN & BRO., LOUIS, 45 N. 9th St.
 PENN PHONOGRAPH Co., 17 So. Ninth St.
 PITTSBURG, PA. POWERS & HENRY Co., Sixth St. and Duquesne Way.
 PORTLAND, ME. ROSS & SON, W. H., 207 Commercial St.
 ROCHESTER, N. Y. THE TALKING MACHINE Co., 97 Main St.
 SAN FRANCISCO, CAL. WISE & Co., CLARK, 1420 Van Ness Ave.
 SCHENECTADY, N. Y. FINCH & HAHN, 504 State St.
 ST. LOUIS, MO. CONROY PIANO Co., 1100 Olive St.
 DEFENDER PHOTO SUPPLY Co., 512 Washington Ave.
 HYATT SUPPLY Co., H. A., 623 Washington St.
 KOERBER-BRENNER MUSIC Co., 1006 Olive St.
 SILVERSTONE TALKING MACHINE Co., 1010 Olive St.
 ST. PAUL, MINN. DYER & BRO., W. J., 21-23 W. 5th St.
 TOLEDO, OHIO. THE FRANKLIN PRINTING & ENGRAVING Co., 321 Superior St.
 TROY, N. Y. FINCH & HAHN, 3 Third St.
 UTICA, N. Y. HARRISON, WILLIAM, 50 Columbia St.
 WASHINGTON, D.C. DROOP & SONS, E. F., 925 Pennsylvania Ave.

IKONOGRAPH COMMERCIAL COMPANY
 125 East 23d Street, New York

NEWS FROM MONUMENTAL CITY.

October Trade Not Up to Expectations Owing to a Trinity of Troubles—Sanders & Stayman Co. to Employ Manager for Talker Department—Victor Line With Kranz-Smith Piano Co.—Droop & Sons Expect Large Holiday Trade—Columbia Co. Maintain Their Own Store—All the Latest News.

(Special to The Talking Machine World.)

Baltimore, Md., Nov. 7, 1907.

Baltimore's home-coming week, the recent election, and the financial upset, the local talking machine dealers believe are responsible for the lack of business which they have experienced during the past month, which was the poorest of the year. This was a great disappointment to dealers, as October has generally been the month when business begins to pick up rapidly. Now that financial affairs are righting themselves, and the election shouting is over, the dealers are living in hopes that the present month will be a prosperous one, and that with the coming of the holiday season business will show forth in its old form, as Baltimore has always been a prosperous city as far as the talking machine business is concerned.

There are few changes to report in local circles and little news. G. Wright Nicols, president of the Sanders & Stayman Piano Co., who is now handling the Columbia graphophone as well as the Victor talking machine, is contemplating engaging the services of an experienced salesman for the handling of the new departments, which have proven to be such a prosperous side line to the piano business. Mr. Nicols started with a few Victor talking machines as a test, and now handles an unusually large business, and reports that it is growing.

On the opposite corner of Charles and Fayette streets is the piano firm of Kranz-Smith Piano Co., who are now carrying a line of Victor talking machines, and have an excellent display in their show windows.

E. F. Droop & Sons, of 231 North Howard street, who are jobbers for the Edison phonograph, report that business has been rather quiet during the past month, but the prospects point to a heavy holiday trade, as many of the retailers are taking large stock.

H. R. Eisenbrandt Sons, jobbers for the Victor talking machine, also report a pleasing outlook, and are preparing for a heavy holiday trade.

An item appeared in my last letter to The World to the effect that it was expected that George A. Gustin, resident manager of the Columbia branch, would close out that branch. This report is untrue, as the Columbia people will maintain their own store here, Sanders & Stayman Co. being jobbers only.

The new British patent law goes into effect on January 1 next. Some of its provisions are of great interest to American manufacturers and inventors. The provision which is the pith of the law is to the effect that if the manufacture of an article is exclusively or mainly carried

on outside the British Kingdom, a patentee must prove that it is manufactured to an adequate extent at home or give satisfactory reason why it is not so made.

INFLUENCE OF THE "TALKER"

On Children, the Subject of an Interesting Discussion in the October Number of the Ladies Home Journal—Pointers That Are Worth Noting by Wide-Awake Record Makers.

In the October number of the Ladies' Home Journal there was an interesting discussion of the influence of the talking machine over children and to what extent that influence was for good or evil. Although the story was intended for home readers the manufacturers might find a number of valuable suggestions therein that might be adopted to advantage in their record making departments. The most pertinent portion of the article was as follows:

The astounding fact that twenty-five millions or more of what are called "records" for talking machines, etc., were sold in this country last year behooves parents to be a little more watchful than they are as to the kind of entertainment which is being furnished in their homes. The young undoubtedly get the keenest enjoyment out of this comparatively new form of entertainment and it is the customary habit of parents to buy, or allow to be bought, what is called "light popular music" that "the children like." No word can be said against light, popular music, so long as it is good music. It does not necessarily follow, as many believe, that good music is heavy and lifeless. A good march, well performed, is good music; good to the ear and good to the spirits. But this is not true of the flimsy trash that is being bought so generally and which parents are permitting to come into their homes. We cannot, perhaps, expect our young people to listen exclusively to the voices of Caruso, Scotti, or Melba, or Sembrich—although much good can be accomplished by interjecting a "record" of these singers. It is, perhaps, asking too much of our young people to listen with delight to the singularly beautiful voice of Michailowa as she sings Godard's "Lullaby" from "Jocelyn." Still, there is a happy medium.

These talking machines have within them tremendous possibilities for good, and it depends entirely upon the records we allow ourselves or our young people to purchase for them. Through these instruments we can get music into our homes that could be introduced in no other way. The surest educative influences upon the young are those which we exert through their forms of play and in their times of merriment. Accustom them, through one of these machines, to good music—popular music, if you like, but good—and you lay the foundation for one of the greatest sources of mental enjoyment and moral uplift that can come to the human mind and soul. But let these records pour forth the trashy and worthless so-called "melodies," with their accompanying verses of vulgar slang and coarse innuendo, and you set a standard of musical taste

to your children that is as morally dangerous as it is musically misleading. There is no surer way for a man to love good music than that he shall hear it in his home when he is a child. Then when he hears the trashy song, and worthless ditty he will place it, by comparison, where it belongs. It would be an excellent idea if parents would go over the "records" in their homes and do a little sifting. A wise elimination here would not be amiss.

NEWS FROM THE TWIN CITIES.

The Past Month Has Witnessed the Biggest Business Ever Transacted in Talking Machines and Records in the Twin Cities—C. Howe Takes the Agency for the Starr.

(Special to The Talking Machine World.)

Minneapolis and St. Paul, Nov. 6, 1907.

October saw the biggest month's business in talking machines that the Twin Cities ever have seen. Figures are not given out for obvious reasons, but the dealers without exception declare that they never have had such a month as the past one.

T. C. Hough, the pioneer dealer in talking machines in the Northwest, has just added the Star machines, manufactured by the Hawthorne & Sheble Manufacturing Co., of Philadelphia, to his line of goods, and this week received his first consignment of machines. He expects to do a nice business for the new machine. Mr. Hough's other consignments for this week include 100 Edison phonographs and 25,000 Edison records, which will not last long at the present rate.

Arthur M. Magoon, manager of the talking machine department of the New England Furniture Co., which is making a special drive on the Victor machine, is jubilant over the October business. "It is the best we ever had," he says, "and the most we ever could ask for would be that it continue."

L. H. Lucker, of the Minnesota Phonograph Co., spends all his time in the wholesale department on account of the great demand for Victor and Edison machines, in both of which the house does a jobbing business. He reports the call for records simply is unprecedented and makes an unusual amount of work.

VICTOR AUXETOPHONE PUBLICITY.

A more pretentious, larger, as well as handsomer catalog, has been issued by the Victor Talking Machine Co., Camden, N. J., descriptive and illustrative of their Victor Auxetophone ("the Pneumatic Victor"). The cuts, superb half-tones and marginal sketches, beautifully printed on coated paper enclosed in a deckle-edge rough-coated cover, makes a pamphlet that is a fitting vehicle for the interesting story of this wonderful discovery in talking machine inventions.

The November Graphonotes, issued on behalf of the commercial graphophone department of the Columbia Phonograph Co., General, with J. W. Binder, the manager, at the editorial helm, is up to the mark in brightness and cleverness. Mr. Binder has always a cheerful suggestion that commands thoughtful attention. The November idea appearing on the title page and running as follows, to wit: "Each day brings its petty round of irritating concerns and duties. Play you the man. Do what is to be done with laughter and happiness. Let cheerfulness abound with industry and count that day worth while in which you have accomplished that which makes for the betterment of your fellows."

A descriptive circular of the Phon-Arm attachment, with an illustration of the device, has recently been sent to Edison jobbers and Victor distributors, who take pains to call the attention of the trade to the advantages claimed for their specialty by the Chicago (Ill.) Stand Co., its manufacturers.

In response to requests from the trade the National Phonograph Co. have issued a special price list for horns and cranes independent of the regular equipment.

GET THE BEST



IT HAS STOOD THE TEST

RECORD FOOD

Improves, preserves and cleans records.
Sells on sight and gives satisfaction.
Unlike anything you have seen, heard of or tried.

Every *Jobber* should carry *Record Food*
As every *Dealer* wants it
For his *Customers* will buy it
Because their *Records* need it

If you haven't got it, get it—Do Business

Dealers—If your *Jobber* does not handle it send your order to us and we will refer it to one near you who does.

A Steady, Sure Seller
It Sells Itself and Records Too
Others Sell It, Do You?

Large opal (white) screw top jars—neat package.
Retail for \$1.00; small jars, 50c. Write for booklet and terms.

RECORD FOOD

AT LAST! AT LAST!!

THE NORCROSS

VULCANOID DIAPHRAGM

For both Cylinder and Disc Reproduction

Absolutely unchangeable and indestructible; unaffected by moisture or temperature; uniformly loud, clear and brilliant in all climates and under all conditions.

For cylinder reproducers we furnish Vulcanoid diaphragms with cross head and link to fit the various types.

PRICE 50 cts. EACH

Discounts to Dealers

Norcross Phonograph Co., New Lang Bldg., 662 Sixth Ave. (39th St.)
NEW YORK CITY

COPYRIGHT LEAGUE MEETS.

First Reunion Since Congress Adjourned Held Nov. 12—President Cromelin's Exhaustive Report Covers the Situation Very Thoroughly—Rights Granted Composers in Foreign Countries Compared With the Position of Their Confreres in This Country.

The American Copyright League, of which Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, is president, held its first meeting since the adjournment of Congress in the spring. This conference was held at the Hotel Astor, New York, November 12, at 10 a. m. In his letter notifying members of the meeting, among other remarks bearing on copyright, President Cromelin said: "Senator Kittredge, of the Senate Committee on Patents, has reported a bill which is in many respects far more radical than the original copyright bill with its famous "Paragraph G," and a strong effort will be made to pass this bill early in the coming session. . . . Nothing more important confronts manufacturers and dealers in mechanical musical instruments of all kinds than the proposed change in the copyright law."

Mr. Cromelin also addressed the following letter to The World, which embodies the statement or report he submitted to the League at the aforementioned meeting, viz.:

PRESIDENT CROMELIN'S STATEMENT.

Editor Talking Machine World:

In response to our request for a statement regarding the attitude of the American Musical Copyright League toward the pending copyright legislation and your desire for information as to the rights granted composers in foreign countries, would say:

In the message of President Roosevelt to Congress, December, 1905, he urged the necessity for a revision of the copyright laws, and said among other things:

"A complete revision of them is essential. Such a revision to meet modern conditions has been found necessary in Germany, Austria, Sweden and other foreign countries, and hills embodying it are pending in England and the Australian colonies. It has been urged here, and proposals for a commission to undertake it have from time to time been pressed upon the Congress."

We thoroughly sympathize with the effort to revise and codify the copyright laws, and in so far as this effort relates to the copyright on musical pieces, the American Musical Copyright League approves of and cordially endorses in the main the added protection to composers which the Currier Bill, H. R. 25133, provides. We protest, however, most vigorously against the section of the Kittredge bill, Senate Bill 8190, which brings the various mechanical reproducers within the domain of copyright, and gladly inform you of the way in which this same subject has been disposed of in various foreign countries.

The Berne Convention of 1886 expressly exempts mechanical reproduction of music from the domain of copyright. The countries represented and participating were: Germany, France and colonies, Italy, Great Britain and colonies, Japan, Belgium, Denmark, Spain and colonies, Algeria, Norway, Sweden, Tunis and Luxembourg. The only countries which have made the matter the subject of special legislation are Austria, Germany and England. In the Austrian copyright law of 1895 we find an express clause making mechanical reproduction free. Section 36 reads: "The manufacture and public use of instruments for the mechanical reproduction of musical works shall be no infringement of copyright in music."

In 1901 the German musical copyright law was passed. By an express clause "the sale of discs, plates, cylinders, strips and other parts of instruments which serve mechanically to reproduce musical composition is permitted."

In England, in 1906, the British musical copyright law was passed. The subject had been under consid-

eration for eight years, and strenuous efforts to include mechanical players were made by the same interests who are now seeking to have the offensive sub-section E, section 1, of the Kittredge bill enacted into law. As in this country, contracts had been secured in advance, and the same scheme for obtaining a monopoly of the mechanical player industries was on foot. Instead of permitting this, the English bill, after providing penalties for pirating musical compositions, says: "Provided, that the expressions, 'pirated copies and plates,' shall not for the purposes of this act be deemed to include perforated music rolls used for playing mechanical instruments, or records used for the reproduction of sound waves, or the matrices or other appliances by which such rolls or records respectively are made."

LITIGATION INVOLVING THE QUESTION IN VARIOUS COUNTRIES.

When Congress adjourned in March, suits involving the question whether talking machine sound records were a violation of the rights of composers were pending in France, Italy, Hungary and Belgium. The same interests seeking the legislation here have stirred up the subject by litigation and unsuccessful attempts to secure legislation abroad. In France it has been held that to reproduce a musical composition by means of a talking machine record is no violation of the com-

poser's rights. The court, however, decided that the use of the words did infringe. The case is on appeal and will probably be reached in the Supreme Court next year.

In Italy a similar suit is pending, the plaintiffs being Italian publishers and composers, the defendants the Gramophone and Typewriter Co., Ltd., of London, a British corporation. The lower court decided in favor of the publishers, and this was sustained by the Appellate Court. In its opinion the court makes reference to the fact that Italy was a party to the International Convention of Berne, which made mechanical reproducers free, but it adds: We find that the Italian delegates to the conference were appointed by the king but not confirmed by Parliament, and therefore Italy should not be bound. Thus does this court impeach the action of the representatives of Italy at the conference of the International Union at Berne, notwithstanding that their credentials were not questioned by the delegation assembled. The court goes on to say that if it was important for Switzerland to protect its music-box industry, it is also important for Italy to protect its composers. The decision seems based on national expediency rather than upon a broad treatment of the subject from an international viewpoint. The case is on appeal to the Supreme Court.

In Hungary a similar case is being tried. The inferior courts decided in favor of the publisher. Since Congress adjourned, however, in March, the Supreme Court in Hungary has reversed the action of the lower courts, and, as is the custom under the Hungarian practice, has referred the question to a commission of experts, to determine whether a sound record should be considered within the domain of copyright. If the commission decides that it should not be so considered, the case is dismissed. If the commission gives as its opinion that the sound record is a violation of the composer's rights, then the court orders a new trial, for it is convinced that the matter was not sufficiently inquired into nor thoroughly considered at the first trial.

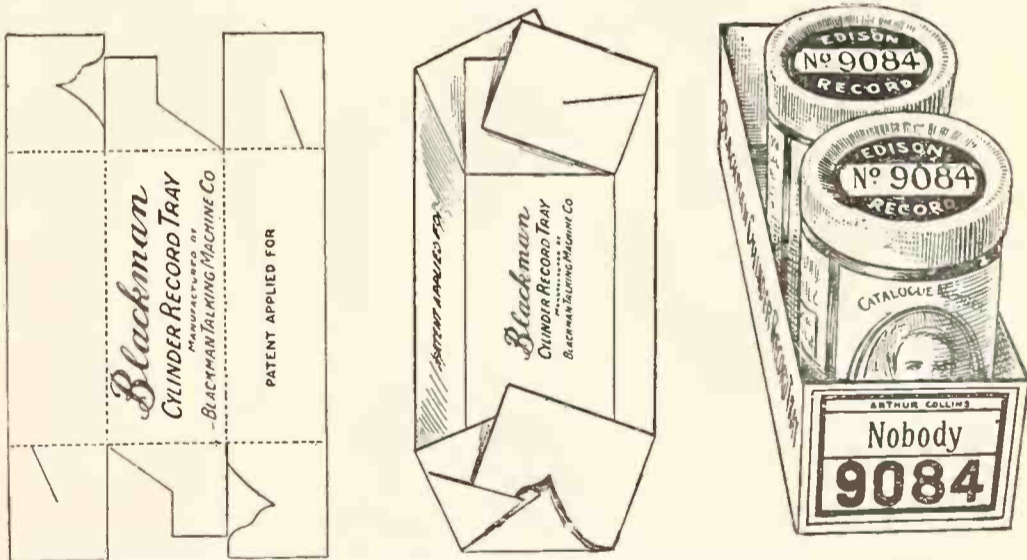
The Supreme Court at Belgium, May 2, 1907, since the adjournment of Congress, has decided in a case before it that talking machine sound records do not infringe the composers' copyright. The complainants were Puccini, an Italian, and Massenet, a French composer, the defendants being Pathe Freres, French manufacturers of talking machines and records. This is the first case to be finally decided by the highest tribunal in any country involving this question. In

INCREASE YOUR RECORD SALES

BY USING
THE BLACKMAN CYLINDER RECORD TRAY

(PATENT APPLIED FOR)

A RECORD TRAY WITH RECORD LABEL FOR LESS THAN ONE CENT



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

NET PRICES TRAYS ONLY

(Subject to Change.)

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

Note.—Price less than 1,000 same rate.

In deciding FREIGHT or EXPRESS refer to above weights, and allow for packing.

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9433, which includes December, 1906 - \$3.50
Per month thereafter (postpaid) payable in advance - .12
Columbia Labels (Domestic), per set - 5.00

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

SPECIAL DISCOUNTS TO JOBBERS.

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

MANUFACTURED BY

BLACKMAN TALKING MACHINE CO.

J. NEWCOMB BLACKMAN, Prop. "THE WHITE BLACKMAN."

97 CHAMBERS STREET - - - NEW YORK

Nothing Succeeds Like Success

Multiphones Going West

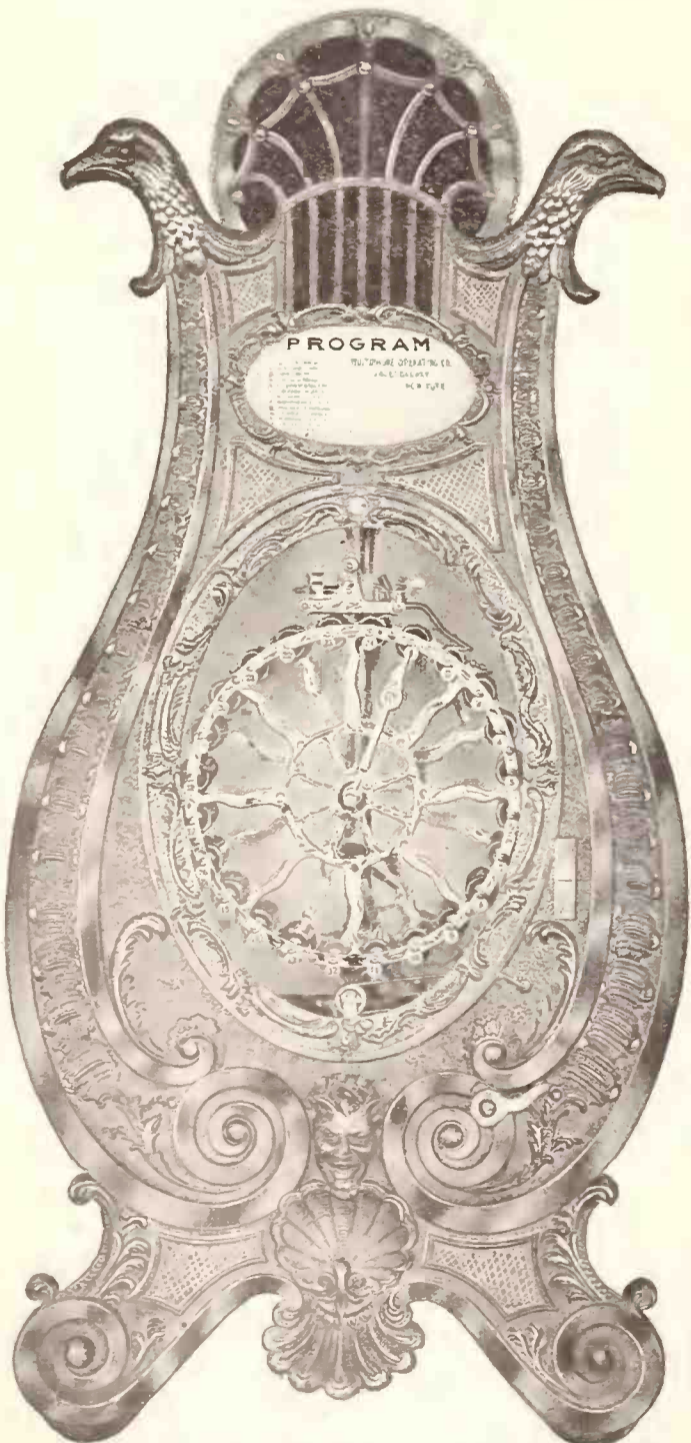
The Western Multiphone Company has been granted the exclusive privilege of operating Multiphones in the vast territory west of the Mississippi River. This company will be financed and operated along exactly the same successful and proven lines and under the same experienced management that made the Multiphone Operating Company a success.

The Multiphone Operating Company controls the territory west of the Mississippi River and north of the Mason and Dixon line and first offered its stock over a year ago at \$2.50 per share—par value \$10. Since then it has paid fourteen consecutive monthly dividends of 1 per cent. on the par value and the stock is now selling at \$10 per share and will go much higher.

This remarkable record proves beyond a doubt the great earning power of the Multiphone. Under the mutual profit-sharing plan of operation, it offers the safest high dividend paying investment that the public has ever had an opportunity of getting.

The Western Multiphone Company made its first offering of stock two weeks ago, allotting 50,000 shares of the par value of \$10, full paid and non-assessable, to be sold at \$2.50 per share.

THE MULTIPHONE



8 FEET HIGH, 3 FEET WIDE
18 INCHES DEEP

This allotment has already been subscribed, mostly by stockholders in the Multiphone Operating Company. There is no better possible recommendation for the management of the business than this one fact.

A second allotment of 50,000 shares is now offered at \$3.00 a share and will not last long, so do not put off investing until you have to pay a higher price. Apply for prospectus to-day.

Our plan of operation is unique. Your entire investment is used to purchase new Multiphones. Every new Multiphone means an addition to the earning power of the business and all the net earnings are applied to dividend account. It is a mathematical certainty that the more Multiphones placed on the market, the higher the dividends are bound to be.

The Company has absolutely no fixed charges.

Multiphones are not sold.

It is the stock we sell.

Send for prospectus and application forms.

Western Multiphone Company

1556 Washington Life Building
141 Broadway - New York

Multiphones may be seen at the following offices:

907 WINTHROP BUILDING
Boston

1609 CHESTNUT STREET
Philadelphia

15 BANK STREET
Newark, N. J.

314 PITTSBURGH LIFE BUILDING
Pittsburgh

reaching its decision, the court sustains the action of the lower court, which reached its conclusion after "considering that these apparatus cannot be assimilated to the writing, or the notation by an engraving process, of the thoughts of the author, that they have nothing in common with the conventional signs permitting reading or comprehension of the work to which they are related; that, isolated from the rest of the instrument, they remain in the actual state of human knowledge without and utility; that they are only one organ of an instrument of execution."

CONDITIONS SUMMARIZED.

It will thus be seen that in every country where the matter has been a subject of legislation laws have been passed exactly the reverse of what is proposed in the Kittredge bill, and the mechanical reproduction of musical compositions is expressly permitted. Also, that in the only country in which a case has been finally decided by the highest court involving this question, in Belgium, the court by its decision makes mechanical reproductions free; that in France the Appellate Court has declared the mechanical reproduction of a musical composition to be lawful, but the case is on appeal; that in Hungary the whole matter is suspended pending a decision of the question propounded to the Commission of Experts, and that in Italy the decision favoring the composers is on appeal.

A case is now pending in the Supreme Court of the United States involving the question whether a perforated roll used in a piano player violates the composers' copyright under existing law. This is the famous case of the White-Smith Publishing Co. against the Apollo Co. The real plaintiff is the manufacturing concern that is seeking the monopoly of the piano player and music roll business. This concern caused the suits to be entered, and is paying the expenses involved.

In the trial court Judge Hazel decided that the perforated roll did not infringe. This decision was sustained by the unanimous opinion of the Circuit Court of Appeals in New York, Judges Townsend, Lacombe and Coxe. The matter is to be now finally passed on by our Supreme Court. It is expected that the case will be reached sometime in December.

Should the Supreme Court reverse the decision of the lower courts and decide that the perforated music roll does not infringe, the object sought by those who are endeavoring to monopolize these industries will have been secured. They can accomplish their purpose either by a favorable decree in the courts or by the passage of the Kittredge bill or a bill of substantially the same tenor by the Congress. The subject is of paramount importance to all manufacturers of mechanical musical instruments in the United States and to all citizens, and we most earnestly desire that it be settled at the earliest possible date.

It is not my purpose to endeavor in this communication to indicate the numerous reasons why, even if constitutional, the objectionable sub-section E, section 1 of the Kittredge bill, or any similar clause, should not be embodied in our copyright laws. These reasons are fully set forth in the two printed reports of the arguments before the Committee on Patents of the Senate and House of Representatives conjointly, June 6, 7, 8 and 9, 1906, and December 7, 8, 10 and 11, 1906.

ADVANTAGES GAINED BY FOREIGNERS.

It is important, however, to add that the rights proposed to be granted to American citizens under this bill may also be enjoyed by citizens of foreign countries in those cases where the country in which such foreigner resides grants to citizens of the United States



PAT. JAN. 9TH 1906.
No. 1022.
明治三十九年壹月九日
實用新案登録第壹〇貳貳號

MANUFACTURED BY
WM. J. SCHROTH
KOBE, JAPAN.

None Genuine
Without This
Trade Mark

**THE ALLEN
FIBER
TALKING MACHINE HORN**

HERETOFORE there has been a certain amount of prejudice, especially by those musically trained, against the Talking Machine on account of a peculiarly unpleasant "blast" or metallic sound foreign to the record.

This rasping sound is due principally to the horn, which in the first place, is manufactured of metal, and secondly is generally not constructed upon scientific principles.

This fault is corrected by using the ALLEN FIBER HORN, made by hand, of a Japanese rice fiber material, finished with a beautiful lacquer, put on by a new patented process in a permanent glossy jet black color.

Beautifully Decorated by Talented Japanese Artists

CAN BE USED ON ALL TALKING MACHINES

BYRON MAUZY

Sole Distributor for the United States
Byron Mauzy Music Building, 1175 O'Farrell Street
SAN FRANCISCO, CAL.

WRITE US REGARDING THE EXCLUSIVE SALE IN YOUR TERRITORY

substantially the same protection as it grants to its own citizens.

As already shown, in no other country do composers enjoy the extraordinary rights which the Kittredge bill proposes to give them. It follows, should the bill become a law as reported, that every other country will gladly give our citizens the limited rights which it confers on its citizens, in exchange for the extraordinary privileges which its citizens will obtain from us. And, in actual operation, this must necessarily mean that every man, woman and child in the United States who purchases a talking machine record, a piano roll, a music box sheet or any of the other numerous mechanical forms of records, will be compelled to pay tribute in the shape of composers' royalties on every record purchased. They are to be penalized every time they want to hear the best in music (and the best comes from Europe), for the benefit and enrichment of a few European publishing houses and composers who, in league with certain manufacturers, are secretly behind this legislation, and who hope, by its passage, notwithstanding the fact that they enjoy no such privileges in their own country, to enormously enrich themselves at the expense of the people of the United States.

We are sure that President Roosevelt had no such purpose in mind when he sent his original message to Congress in respect to the codification of our copyright laws. We shall use every legitimate effort in the coming fight to remove this objectionable feature from the Kittredge bill, and shall urge upon Congress, in the in-

terest of international copyright, the passage of such a bill as will bring our laws into conformity with the laws of England, Germany, Austria and the other great powers in respect to this important subject.

Very truly yours,

PAUL H. CROMELIN,

President American Musical Copyright League.

The meeting of the American Copyright League, at the Hotel Astor, New York, on Tuesday, was attended by more than three-fourths of the members. Paul H. Cromelin, vice-president of the Columbia Phonograph Co., General, presided, and I. S. Dillingham, Jr., general manager of the Tel-Electric Piano Co., acted as secretary. The report of Mr. Cromelin, which appears above in full, was read, with a general discussion following. Various measures to advance the cause of record manufacturers were adopted, including the printing of a pamphlet containing the essential facts of the copyright discussion, an appeal to individual Senators and Representatives, and publicity of the question through the press. Harry F. Leeds, Jr., of Leeds & Catlin Co., and Wm. Shillaber, Jr., president of the Tel-Electric Co., New York, were appointed a press committee. The funds for continuing the fight were contributed on a liberal scale, and much earnestness was displayed in the proceedings, which extended over several hours. The main work of upholding the contentions of the League before Congress was placed in the hands of the executive committee.

The talking machine trade was represented by Paul H. Cromelin, of the Columbia Phonograph Co.; Frank L. Dyer, of the National Phonograph Co.; Harry F. Leeds, Jr., of Leeds & Catlin Co.; T. D. Merwin, with the American Graphophone Co.

The case of the Victor Talking Machine Co. against the Duplex Phonograph Co., of Kalamazoo, Mich., was resumed in Grand Rapids last Friday before Judge Knappen, in the United States District Court.

Three Stores for Sale

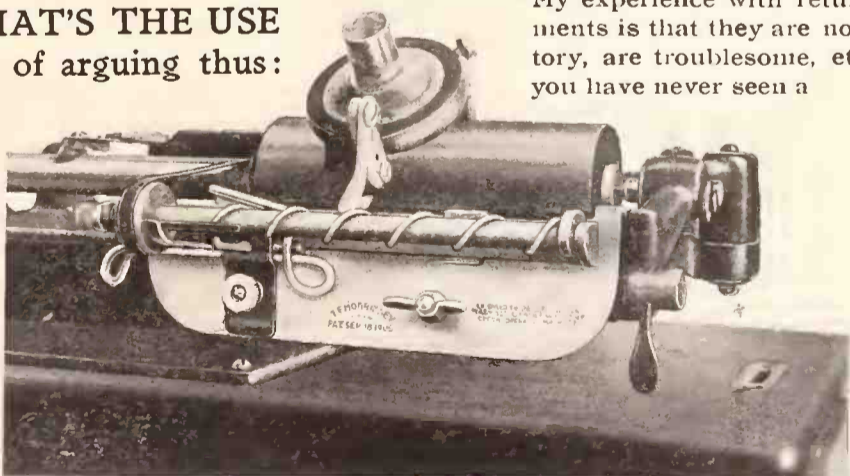
*Two in New York City
One in Brooklyn*

One New York establishment handling only Edison
One New York establishment " Victor & Edison
One Brooklyn establishment " Edison

All excellently located and doing good business. For particulars address

N. R. Talking Machine World
1 Madison Ave., New York

**WHAT'S THE USE
of arguing thus:**



'My experience with return attachments is that they are not satisfactory, are troublesome, etc.,' when you have never seen a

**MORRISSEY REPEATING ATTACHMENT
FOR PHONOGRAPHS**

An attachment that is perfect in every respect, that takes no power of the phonograph, that is simply attached without altering or even marring your phonograph, that can be quickly adjusted while your phonograph is running, and returns in three seconds' time? Inquire for the MORRISSEY of your jobber; if he can't supply you, write.

THOS. F. MORRISSEY, - - West Orange, New Jersey

Talking Machine Merchants of America

Are You In Right?

Will an opportunity to increase your daily sales and profits manyfold interest you?

If so, write us now and learn about an article your trade will buy.

The Talking Machine
Accessories Co. *Ltd.*

Importers Manufacturers Exporters

108 Leonard Street

New York

THE TALKING MACHINE TRADE IS SOUND.

It Is Built on a Solid Foundation and Will Stand Any Shock—The Business Situation Demands Coolness and Not Nervous Hysteria—Business Men Should Not Lose Their Nerve—Nor Should There be Wholesale Retrenchment to the Extent of Impairing the Selling Strength of a Business Enterprise—Now the Time to Stand and Pull Together.

Talking machine men should not be alarmed in the slightest degree over the business situation. It may be that large factories in various lines of trade will be compelled to close temporarily. That is the natural outcome of conditions where in it is almost impossible for business establishments to secure the currency desired. The talking machine industry is in a healthy condition. It has a splendid foundation and will not be easily shaken. Jobbers and dealers should cease talking hard times and go straight ahead with their business plans. The credit of the talking machine trade is unimpaired, and the industry is on a substantial and enduring basis.

The present is, of course, a good time to use a fair amount of conservatism in the conduct of business, but conservatism can be overdone, and a sales force may be reduced to a point where its efficiency is seriously impaired, and where its business getting qualities are reduced to a very low point. Men should not get rattled over the present conditions. We want confidence restored in every line, and if the business men at the head of large enterprises lose their heads they will naturally help to continue the present unsettled condition in the financial world.

We have got to pull together, and pull strongly and thus the united strength of all will help to bring the trade of the country where it should be. It is not the time to do too much paring in legitimate expenses. A good selling staff is necessary at all times, but now impress upon the

salesmen the necessity of making good sales—quality sales. It is not the time to cut down too much in advertising. Let your business light shine. It is rather time for good, cool business judgment and not to let the blood in one's pedal extremities become congealed.

Here's a mighty important bit of information which will show the strength of the Victor talking machines with the trade and public, and should encourage dealers in talking machines everywhere.

It is learned upon excellent authority that the Victor business for 1907 up to October 1 far surpassed that of the entire year of 1906. Furthermore, notwithstanding the financial crisis in New York the October sales were a very large percentage over those of October a year ago.

Naturally such news as this, showing the strength of the Victor and the progressiveness of the men directing this great enterprise, should act as a stimulus to the talking machine trade generally. Keep doing things that is the best way to drive away pessimism.

Many of the leading men of the talking machine industry have not hesitated to express themselves in the most optimistic manner concerning the outlook for this special industry. Albert S. Marten, president of the Tea Tray Co., Newark, N. J., stated to *The World*, when asked to express his views on the business situation:

"In this industry there are many solid concerns

which are well buttressed round with financial strength of an unassailable kind. What we need to help matters along in the right way is confidence. The men who get scared and withdraw their money from the banks are the ones who are helping to continue the financial stringency. In such times as these men should not lose their heads and become frightened. The country is big and strong and we have a natural wealth which will help us out of any kind of depression."

SOME COMMENTS BY A LAYMAN.

A prominent daily newspaper, commenting on a meeting of talking machine men, makes the subjoined "wise" remarks: "Speaking of 'records,' there is no record of any one at that convention of agents and experts, who have made fortunes in these records, who had the thought to ask why the man who had invented the stock ticker, with its neat little tape, had not invented a similar device for recording the conversation of the talking and singing machines. A more clumsy and crude invention for recording speech is hard to find than the wax cylinder. If the news of the financial world can be reproduced every day in Wall street on a film of paper it is strange that phonographic communication could not be recorded in a similar way." No end of experiments have been made to accomplish this "simple" trick, but so far without success. The recording experts declare it is impossible.

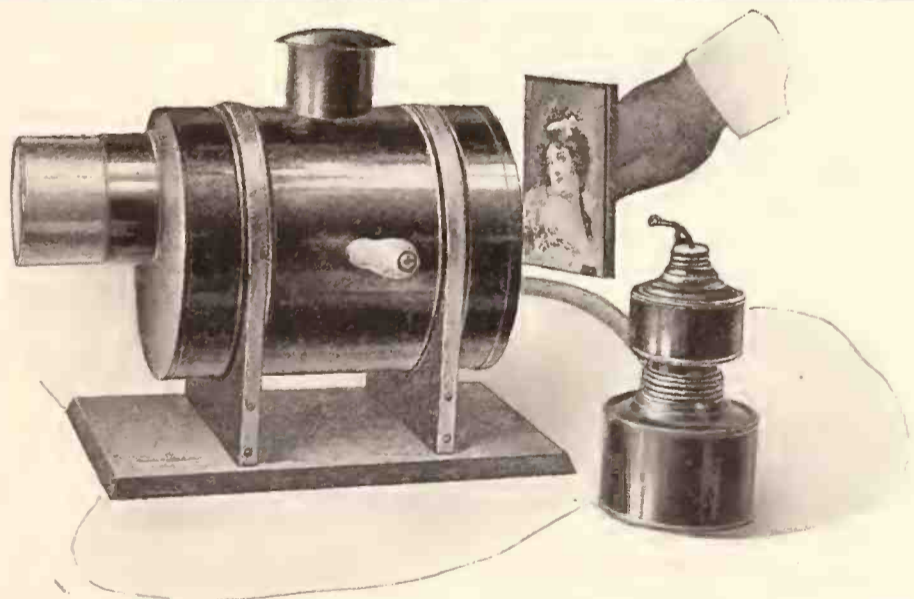
DAVEGA'S FINE RECORD.

In point of business existence, S. B. Davega is spoken of as the oldest talking machine jobber in New York City, twenty-seven years being his record. Another attribute, seldom talked of except in circles that know, is that Mr. Davega has never failed to discount his bills from the first year he opened his establishment to the present time. Both of these claims accord him unusually honorable standing in the trade, of which he is certainly a credit.

Big Profits to Jobbers and Dealers

"The Souvenir Postal-Graph"

Reflects in original colors any image or object, giving a clear and distinct six foot picture.



The only machine of its kind in the world, reflecting FULL SIZE Postal Cards in colors.

APPEALS TO EVERYONE, AS EVERY HOME HAS HUNDREDS OF SUBJECTS

THE BEST CHRISTMAS SELLER, because it's new and entertaining. Sample, \$3.00. Fully Equipped. Prompt Shipments. We manufacture other specialties not obtainable elsewhere

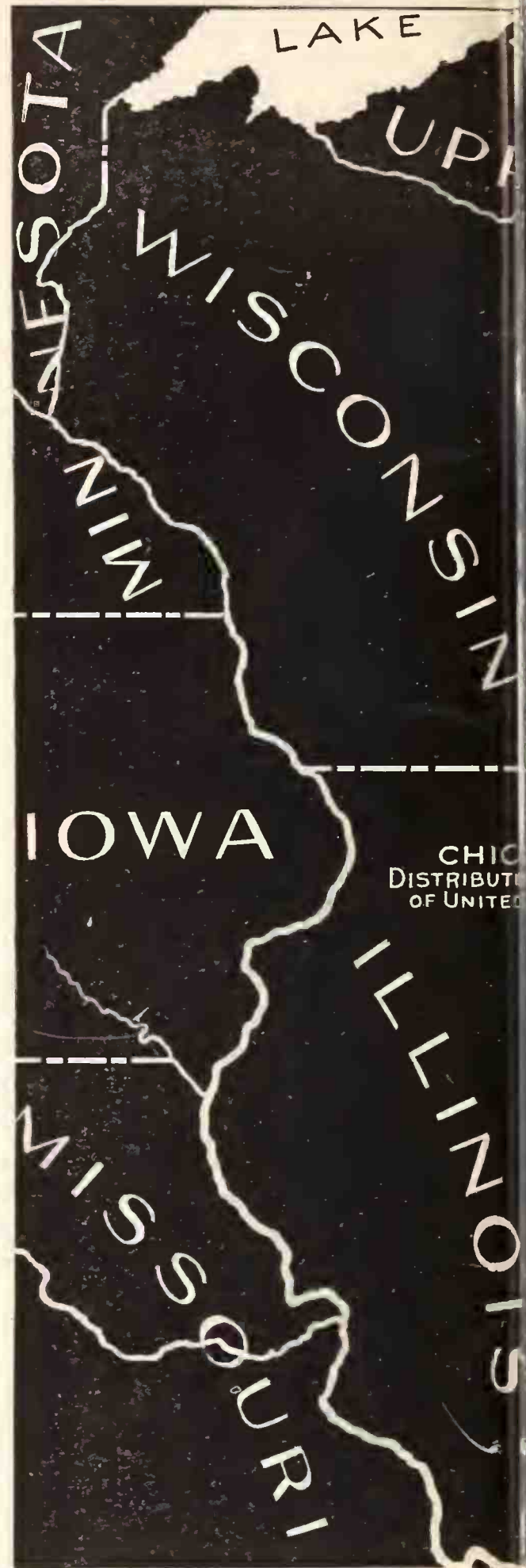
Write for Particulars

New York-Chicago Supply Co., 194-196 BROADWAY
NEW YORK

?

- ☐ Are YOU DOING BUSINESS in THIS territory?
IF SO, WE CAN HELP YOU.
- ☐ Is it an advantage to have your orders filled complete?
- ☐ To have your orders filled and shipped the same day we receive them?
- ☐ To have all claims for shortage or breakage adjusted promptly, without exacting insurance fees?
- ☐ To have retail inquiries referred to you?
- ☐ To have your orders reach you in factory condition?
- ☐ To have each record enclosed in an individual envelope?
- ☐ Are these things an advantage? If so, we deserve your business.
- ☐ In other words to have at your disposal the largest and most complete stock of Victor goods and talking machine accessories in the country. To deal with an efficient and trained organization, who

Wholesale Exclusively

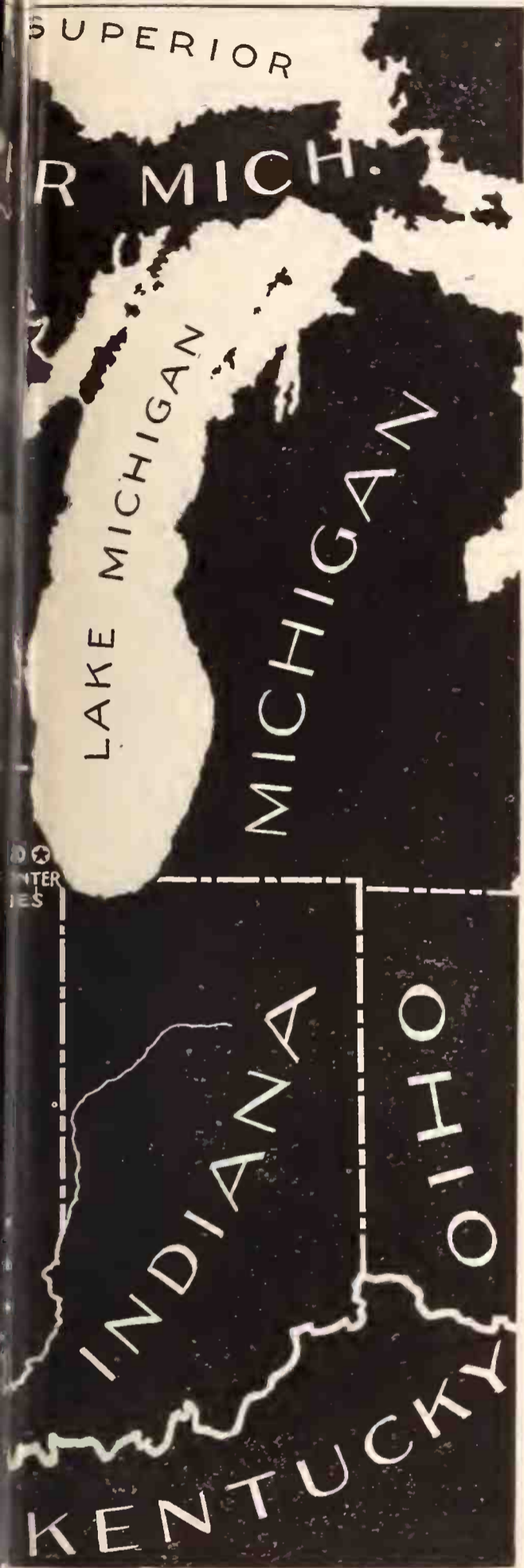


A. D. GEISSLER
General Manager.

Cable Address 'T'



72-74 Wa
Chi



Long Distance Telephones CENTRAL 1334
AUTOMATIC 8052.

ing Machine Co.

VICTOR
TALKING MACHINES
RECORDS AND
SUPPLIES



GRAND OPERA
RECORDS

sh Avenue.

10, Ill.

Old Records Just as Good

as some of the later ones. Some dealers devote a great deal of energy to selling the new monthly issues, forgetting the enormous number of good records in the Victor Catalogue that might be just as easily pushed.

You will be interested

in our list of best sellers, compiled not only from our sales records but from the opinions of the five largest heads of departments in this country.

Write for it

Check off those records you have in stock. Send us your order for the balance. Remember the busy season is here. Lots of sales are lost by not having goods on hand around Xmas time—people won't wait till you can order.

Our New Catalogue

is out. The most complete cabinet line in U. S. A large number of fast selling accessories.

Write for it

TIMELY TALKS ON TIMELY TOPICS.

An endless topic of conversation and reminiscence is the romance of the talking machine business. The novelty of the discoveries, the oddity of the inventions, the glamour of their development never cease to arouse interest and provoke discussion. A group of jobbers not long since were engaged in this pleasant and instructive exchange of chat, when Max Landay, of Landay Bros., New York, told this story: "You know our place, 400 Fifth Avenue, was the residence of Robert J. Ingersoll, the great atheist, eloquent orator and famous lawyer. Our recital hall, as we call it—a circular room with lofty ceiling—was the dining room. The other day the daughter of Bob—I forget her name now—came into the store to hear some Red Seal records, and spoke of the curiosity aroused in being once again in the building, at one time her father's home. After looking around and noting the changes, she turned to me and said as we stood in the recital hall: 'It is certainly a strange coincidence, now that the place is occupied by your business, but in this very room the talking machine was born. Here Thomas A. Edison and Emile Berliner made records of the voice of my father, Col. Ingersoll, and with great success, too.' Of course, I was more than gratified to hear this, but what was best of all the charming lady, who then and is still known the country over as one of the finest women in the land, gave me a nice order for a Victor 6, a record outfit of no small size and one of our handsomest cabinets." This narrative closed the session for the day, and Max was awarded the prize.

Machine and record manufacturers are reported as conferring on some form of united action to circumvent and, so far as possible, put a stop to the use of so-called spurious parts in repairing. This matter has been mentioned in *The World* before, in connection with the action taken by the National Phonograph Co., who have taken steps to prevent what is indubitably an injury to their product. The substitute of glass for sapphire reproducing points, fraudulent feed nuts, inferior springs, etc., it is held, are detrimental to proper reproduction, or to the standard guaranteed when genuine parts are employed. Owners of machines are often surprised with the remarkable change of tone and quality of sound after their property has passed through the hands of the repairer, who thinks no one will be

the wiser if other than the parts supplied by the original manufacturer are substituted. Complaints follow, of course, and it is therefore in a spirit of self-defense and of good faith toward the public that the manufacturers are co-operating to stamp out this evil, for such it is. As yet no definite plan has been decided upon, but it is safe to say when repressive measures are adopted the trade at large will be the beneficiaries.

The success of the National Talking Machine Jobbers' Association is now assured, as fully 75 members are now on the rolls, and the interest taken in its affairs widespread. The system of exchanging credit information formerly used by the Eastern Talking Machine Jobbers' Association has been adopted by the national body, and is also working with the same admirable effect it did with its originators. The well-filled treasury of the now defunct eastern association has been distributed to the members on the pro rata basis, while the books, blanks and other material have all been turned over for the information and guidance of the national officers charged with executive functions. Those who felt inclined to question the success of a national movement are more than satisfied the problem has been solved, and are also among its most enthusiastic supporters.

The distinctions that are now made in litigation bear a close resemblance, in many instances, to the hair-splitting process. Illustrations of this find abundant proof in the legal warfare over patent claims. One of the latest examples is furnished in a case now pending, and in which testimony is being taken. The point raised is, Does an elastic or tension feed interfere or conflict with a spiral feed on the disc record? Experts on both sides are equally and firmly positive as to their respective contentions, and some of the exhibits to be presented for the court's consideration and judgment, when the hearing comes on, are of ingenious conception and novel construction. Supporters of the tension feed idea admit that while their mechanism is an old principle, still its application and practical working records decided invention in the development of operation.

Export trade in talking machines is growing so rapidly as to surprise those not familiar with the data. Great quantities of goods are taken by

European countries, and the American made articles always have a "look in," no matter to what part of the globe they are shipped. The trade most assiduously cultivated, however, is that in the Spanish-American countries—Mexico, Central and South America. In this section of the world price is not the sole factor in competition for orders. Machines and records come from everywhere under the sun, and the patent situation is nil. Under these conditions some pretty tall hustling would be expected, and it is; but goods of United States origin finally control in the last analysis. The German manufacturers dump shiploads of cheap machines and inferior records in the Spanish-American markets; but notwithstanding the price and their controlling the banks, with a large number of resident merchants of their own nationality as allies, they make comparatively little headway against the Edison, Victor, Columbia or Zonophone lines.

The Germans have imitated every model of machine made by the American manufacturers, but the material used is always "to the bad," and their methods of construction faulty, so that their standing is not flattering with jobbers or dealers who know a good thing when they see it. What is the consequence? Ask the managers of the export departments of any of the concerns quoted above. The inquiry will be greeted with an indulgent smile, and then they will "lay it all over" the European "stuff" with facts and figures to prove the impregnable and unassailable position of the American talking machine, and why it is leaving the party of the first part at the post in every deal of any consequence. The Spanish-Americans cannot be fooled more than once, if then; but his second order is invariably placed for talking machine goods the brands on which are guaranteed of the "best made," bar none.

The adoption by dealers of some system for keeping track of their records is becoming recognized as almost obligatory in order to conduct their business as free from confusion and consequent monetary loss as possible. Much inventive skill is being shown in devising and constructing appliances for this purpose. The desirability, not to say advisability, of installing some plan with this end in view, is strongly urged by the Edison Phonograph Monthly, as follows: "Dealers everywhere are putting in systems for carrying their stock of records. Firms making a specialty of furnishing these record systems to the trade, say that the demand is little short of phenomenal. . . . When he uses the most approved methods for carrying his stock, he is able to make sales in the least time. By being able to instantly put his hands on any record desired, he makes the sale at the smallest loss of his own time and a corresponding satisfaction to his customer in getting what he wants with the least delay. . . . They (dealers) are losing time and money by not putting in an adequate system for carrying their record stock."

These observations are not only absolutely true and to the point, but also very timely. It is also noticeable that with the trade awakening to the importance of arranging and carrying record stock so as not only to know exactly what is on hand, but also to be able instantly to make any selection desired for sale as named, inventions and improvements to make these systems simpler and more efficient are constantly appearing, proof of which is abundantly furnished in *The World's* advertising columns. The dealer, with his record stock in other than in easy, accessible shape, possibly depending on memory to locate goods, cannot hope to successfully compete with a man who has introduced systems and methods in this particular branch of the business.

The Cable Piano Co., of Menominee, Mich., have fitted up a section of their salesroom for a concert hall and the sale of talking machines. Public concerts have attracted crowds all the month. They are presented gratis, and consist of classical and popular pieces on the Victor and Edison machines.

Rapke's Specialties FOR ALL Talking Machines

THE LATEST

Rapke's Disc Record Cabinet with Labels

Records Protected from Dust or Injury. Lay Flat in Sliding Drawer. Cannot Warp. Made to Suit any Size Business. Takes up Less Space than any Other System. Dealer can Instantly Tell Number and Title he has in Stock Without Touching Cabinet. In other words, this Cabinet will Sell the Records. Further Particulars on Application.

Rapke's Collapsible Compartment Tray for Cylinder Records

Accommodates Two Labels (Numbers with Titles) in front. Dealers net price, \$12.50 per five hundred. Carried in stock, ready for Immediate Shipment. Now is the time to order.

VICTOR H. RAPKE, 1661 SECOND AVENUE
NEW YORK CITY

BOOKER JOINS SILVERSTONE FORCES.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 11, 1907.

J. P. Booker, formerly manager of the talking machine department of the O. K. Houck Piano Co., has accepted a position as traveling representative for the Silverstone Talking Machine Co., and will cover the State of Missouri for this concern. He is now on a three weeks' trip through the State.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., and W. C. Fuhri, district manager of the same company, were recent visitors here.

A. H. Kloehr, representing the National Phonograph Co., was a recent visitor here.

In their advertisement, elsewhere, the Norcross Phonograph Co. claim that their "vulcanoid diaphragm, absolutely unchangeable and indestructible, is unaffected by moisture or tem-

perature, is uniformly loud, clear and brilliant in all climates and under all conditions. It is adaptable for both disc and cylinder reproductions."

RECORDS OF INDIAN MUSIC.

A systematic study is being made of the music of a number of Indian tribes in the Far West with a view to collecting their songs and preserving them. A good deal of money has been raised for the purpose, one of the principal subscribers being J. Pierpont Morgan. A staff of competent musicians is now in the field securing talking machine records, and it is expected that several years will be required to complete the work. The Bureau of Education at Washington is now engaged in the preliminaries of an investigation of the subject of musical education in the United States, as statistics relative to this branch of education have never before been collected.

MUSIC FOR THE DEAF.

Experiments are being made to bring music within reach of the deaf. It is not expected that they can be made to hear the tones of instruments or that any sound will ever reach them. The idea is to have vibrations reach them through the muscular sense, the theory being that the vibrations will have the same effect on them as musical sound does on those who can hear. The apparatus to be used is a talking machine and a microphone attached to accumulators. The phonograph reels off a tonal scale to the microphone in an intermittent current, and the muscular sense is reached and vibrations carried to the brain.

There is an increasing interest in the indestructible records made by the Indestructible Phonographic Record Co., of Albany, N. Y., whose announcement appears elsewhere. They are individual in many respects.

This Then

will inform you that our new issue of photographs of the Talking Machine artists, were ready on October 1st. These are neatly framed and each packed in a separate mailing box, protecting them and making them convenient for handling.

Dealers will find these framed goods ready sellers, also very attractive for window or store decorative purposes. We will mail you a sample of either framed or unframed, on receipt of price; unframed 35c. each, framed 50c. each.

ADDRESS

The Channell Studio for Photography,
30 Harrison Street,
EAST ORANGE, N. J.

FOR SALE

A lot of second-hand Edison Class "E" and M"

PHONOGRAPHS

complete, less cabinet, \$15.00 each. Address:

"BARCAIN"

TALKING MACHINE WORLD
1 Madison Avenue, New York

Phonograph Record Cabinets

Patent Hornholder



Folds out of sight into cabinet when not in use.

Compact Useful Valuable

For particulars inquire of

Quartered Oak. Holds 305 Records.

SYRACUSE CABINET CO., Syracuse, N.Y.

Linenoid Horns

27 Styles 15 to 56 in. \$2 to \$15

Manufactured by

CRANE BROS., Westfield, Mass.

Discount to Dealers

LINENOID.—A MOLDED MATERIAL MADE OF PURE LINEN

The J Repeater



Retails at \$6.00; regular discounts

Simple, easily attached, no drilling. Returns in less than one second. Can be attached in five minutes.

ACME REPEATER COMPANY, - INDIANAPOLIS, IND.

Talk-O-Phone PARTS

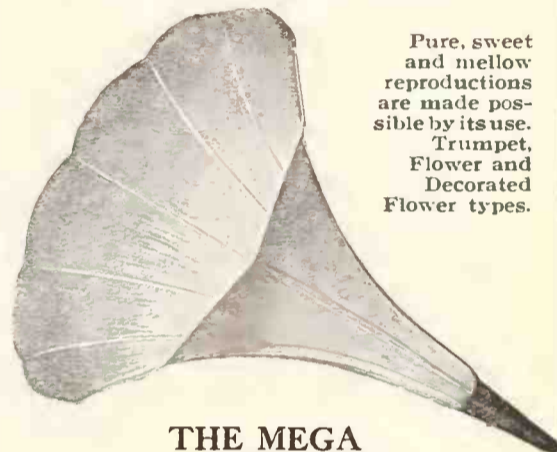
For Catalogue and Prices address

P. C. HAYES

357 W. Central Ave. TOLEDO, OHIO

FIBRE FIBRE

A Distinctive Product for a Discriminating Trade



Pure, sweet and mellow reproductions are made possible by its use. Trumpet, Flower and Decorated Flower types.

THE MEGA

Built on the Principle of the Sounding Board.



Our literature will tell you more about our product. May we send it to you?



Makers, E. A. & A. G. SCHOETTEL
Broad Street, Maspeth, Queens County, New York

INCREASE YOUR INCOME

One of our customers in Chicago writes that the receipts from two of his Talking Scales is equal to a fair salary. Another customer in Anderson, Ind., writes that he placed one of his Talking Scales at the State Fair at Indianapolis, on which 2,500 people weighed themselves in one day.

Comments from a few of the Leading Newspapers

The Providence Sunday Journal: "There are no musical or fortune-telling attachments to the new weight machine. It doesn't need them to attract custom."

From the Buffalo, N. Y., Daily News: "The latest novelty is a machine that 'speaks your weight.' One of these is on exhibition at the Lafayette Hotel. It consists of an ingenious combination of a scale and phonograph."

From the Atlantic City, N. J., Press: "It is hard to imagine the wonderment that fills those who hear this voice of mystery, and highly amusing to listen to the assortment of explanations that follow. Mr. Dunlop is the first to introduce this machine in Atlantic City, and it is safe to say that they will be winners."

From Cleveland Plain Dealer: "'I speak your weight' is pretty much the limit. It is the ne plus ultra of mechanical egotism." If interested, write to-day for illustrated circular and price list.



THE UNITED VENDING MACHINE CO.
143 Caxton Bldg., Cleveland, Ohio.

THE HIT OF THE SEASON

The Drumophone with Hohner Harmonica

**Everybody is going wild about it
Harmonica players insist on having it**

The latest Novelty on the market; just imported from Europe; a regular Hohner Harmonica with drum attachment; will please old and young. A whole band in itself. Anybody who can play a Harmonica has no difficulty in playing the Drumophone.

The drum which is attached to the Harmonica has a real skin head, same as is used in a regular snare drum. A very clever, patented device enables the player to accompany his music with a drum-like sound which will considerably increase the pleasure derived from an ordinary harmonica. It practically gives him two distinctly different instruments at the cost of one. In spite of this fact, the Drumophone is not in the least bulky and can easily be carried in the coat pocket. Each instrument is packed in a separate, handsome cardboard box.

IT'S UP TO YOU MR. DEALER

If you wish to participate in the coming harvest, don't fail to send in your order at once, and don't fail to make it a good sized order, for when the rush comes, you will wish you had them.

A GREAT NOVELTY FOR THE HOLIDAYS



No. 2446. Hohner Harmonica, 14 Double Holes, 28 Reeds, Tremolo Concert; Brass Plate, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches, with Skin Head and Three Pearl Buttons for Operating.

Per dozen \$6.50
Per gross 70.00

Above prices are net, except cash discount.

**These are the Genuine Drumophones
with Hohner Harmonica**

Beware of Worthless Imitations.

No. 2447. Hohner Harmonica, 20 Double Holes, 40 Reeds, Full Concert, Brass Plates, Heavy Nickel-Plated Covers; size of drum, 6½ x 4¼ inches; with Skin Head and Three Pearl Buttons for Operating.

Per dozen \$8.50
Per gross 90.00

Above prices are net, except cash discount.



**A Great Novelty — A Great Seller
Order a Good Supply**

To supply the demand for a 50c. Article, we have the following smaller Drumophone with a single reed harp:



No. 2445. Harmonica has 10 Single Holes, 20 Reeds, Brass Plate, Heavy Nickel-Plate Covers; size of drum, 3 x 5 inches; with Skin Head and Two Buttons for operating.

Per dozen \$4.20
Per gross 46.00

Above prices are net, except cash discount.

The demand for this Novelty is beyond our expectations — order now

**Send in your Holiday orders now. Orders filled
in the order they are received — don't be too late**

The Rudolph Wurlitzer Co.

Sole Distributors for the United States
CINCINNATI — CHICAGO

GENERAL PHONOGRAPH SUPPLY CO.

Make Their Bow to the Trade—Carrying a Fine Line of Specialties.

While a very complete description, accompanied by faithful illustrations, of their "True-tone" amplifying horns is furnished in the striking double-page advertisement of the General Phonograph Supply Co., 57 Warren street, New York, appearing elsewhere, the trade should not miss the forceful claims advanced for handling this desirable line of goods. The company,



THE EUREKA SPECIAL LINE.

though recently established, is composed of men well known and highly esteemed for up-to-date business methods, and a thorough knowledge of what development and improvement in goods means to the progressive jobber and the aggressive dealer.

The company's other specialties, of which more will be heard later, include, among several arti-



CHAS. V. HENKEL.

cles, the Eureka carton cabinet for cylinder records. Of this distinctly novel line, which will doubtless appeal to every owner of cylinder records and the trade in general, they say: "The record-carrying trays or drawers are divided into quadrille sections to accommodate the original cartons in which cylinder records are sold. The merit of the flannel-lined carton cannot be contradicted. It protects the delicate sound waves from damage and from the accumulation of dust, and decreases the possibility of breakage to a minimum. The construction of the Eureka carton cabinet for cylinder records permits these cartons to be utilized for the precise purpose for which they were originally intended—the perfect

and practical protection of their contents; and the record can be taken out of the cabinet without removing the carton or box."

Another very clever device originated by the General Phonograph Supply Co. is the Eureka alphabetical index for the cataloging and ready location of cylinder and disc records. Of this they speak as follows: "The ordinary index card furnished with record cabinets provides merely for a list of the records contained in the cabinet. It is frequently necessary to search through the entire list, to locate a desired record. The Eureka alphabetical index locates any cataloged record immediately."

It may interest the trade to know that Chas. V. Henkel, president and general manager of the General Phonograph Supply Co., and the inventor of the larger number of their new lines, has been and is still president and general manager of the Douglas Phonograph Co., bringing that concern up to their present high standing as a successful concern.

TRADE NEWS FROM COLUMBUS.

Business as a Whole Satisfactory—Big Order for Edison Records—Some Recent Visitors—A Chat With P. B. Whitsit.

(Special to The Talking Machine World.)

Columbus, O., Nov. 11, 1907.

Talking machine business in this city and locality during last month is reported as good, generally. Perry B. Whitsit, speaking for the Perry B. Whitsit Co., reports that his house's business showed a nice increase this October over the same month of last year.

W. H. Snyder, Edison and Victor dealer here, is one of the foresighted dealers. In anticipation of his late fall and holiday trade he placed this week with his jobber orders for 1,000 Edison records and several hundred Victor records. Mr. Snyder is not one of the kind who believes he will have cause to regret his actions.

A. P. Petit, of the Talking Machine Supply

EXCLUSIVE

Talking Machine House

Did you ever stop to think, Mr. Dealer, why it is to your advantage to deal with an exclusive talking machine jobber? The advantages are many.

Since our talking machine business is our bread and butter, is it not natural that we should give our dealers every attention?

We figure our pleased customers as our main asset and handle them with the same care we do our bank accounts.

Our lines are Edison, Victor and Columbia cylinder. Our stock of these goods is not only enormous, but that which is more essential—complete.

When you need goods on a moment's notice for the Holidays, remember we are the people to order from in a "pinch."

Perry B. Whitsit Company, 209-213 South High Street, COLUMBUS, OHIO

Co., New York, was a visitor in the city this week. He was headed east after an extended trip through the west and southwest.

Miss Nellie Ryan, former manager of the Buckeye Talking Machine Co., succumbed to the charms of Dan Cupid last week. This is a tinge of romance in the fact that her husband is F. J. Pierson, manager of the Buckeye Talking Machine Co., Springfield, O. Mr. Sims is Miss Ryan's successor.

Tom Murray, representing the Columbia Phonograph Co., called on his jobbing trade here during the week. He was amply rewarded for his trouble by taking a nice lot of orders for Columbia machines and records.

Dealers here to a man are highly elated over the Edison exchange proposition. The fact that they will have to order only double the amount of records returned will work no hardship on them and naturally feel very kindly towards the National Phonograph Co., for so liberal an exchange.

DEATH OF MRS. ECKHARDT.

In the death of his mother, which occurred at Baltimore, Md., November 3, Walter L. Eckhardt, manager of the wholesale department of the Columbia Phonograph Co., General, has sustained a severe loss, as the relations between the two were of the closest and most affectionate nature. Mr. Eckhardt was appointed executor of the estate, and in attending upon his mother's final illness and cares incidental thereto, being the only surviving son, he was away from business until Friday of last week. Being the sole legatee, the distribution of the property was left entirely to his judgment, a delicate task that he accomplished to the satisfaction of relations, friends and various societies of which his parents, conspicuous members of Baltimore's German social circle, were highly honored members.

Outside of their export trade, which is of magnificent proportions, the National Phonograph Co. are reported as doing a yearly domestic business amounting to \$6,000,000.

JUSTICE DENIES MOTION.

Moving Picture Shows on Sundays Illegal But No Less So Than Regular Theatres.

That five-cent moving picture shows given Sundays are no worse than those given at from 50 cents to \$2 admission, is the view of Justice Aspinall, of the Supreme Court, Brooklyn. In denying a motion to enjoin the police from interfering with Sunday exhibitions in a five-cent arcade in Jamaica Justice Aspinall said Monday:

"If moving picture exhibitions are public shows, then surely the exhibitions in the larger halls are equally so and should be governed by the same law. Why this discrimination on the part of the police? It is un-American, unfair and unjust; but law is law. I must be governed by it and act accordingly."

A FRIENDLY MANAGER.

An open friendship between employer and employe—the individual friendship between a manager and each of his men—is of great value to a business. It begets a loyalty that nothing else can.

A man said recently: "Whenever I feel a little blue I go and have a talk with Mr. Smith, and I come out feeling fine. We may not talk about what I had in mind, but I feel encouraged just the same." I had often heard of Mr. Smith's success with his business and with his men, and this seemed a fair explanation of that success.

Such an interchange of friendly confidence brings out the best there is in the men—or shows what they lack. It enables a manager to get in touch with the ruling motives of his men, and to learn how each individual should be treated in order to get the best results. In other words, it enables him to consider intelligently the personal equation.

Men are like the keys on a piano: you can get music or discord out of them according to the way you play upon them. It is refreshing to observe the growing recognition of this fact,





and to see how oppression is decreasing in order that spontaneity may be utilized. It is good to know that it pays to be friendly, and that the business world is rapidly finding this out.

STUDYING THE VEDDAH RACE.

While en route to Java not long ago Dr. Moskowsky, of the Prussian Academy of Sciences, visited Ceylon for the purpose of studying the Veddah race, the earliest inhabitants of the island. This people are cave-dwellers and barbarians, and speak a peculiar language of monosyllables. Dr. Moskowsky succeeded in making a number of excellent phonographic records of their speech, and also obtained a considerable amount of kinematographic films illustrating their mode of life.

The Douglas Phonograph Co., New York, have issued a miniature newspaper, entitled Douglas Items, edited by the versatile and capable president and general manager, C. V. Henkel, and of which the initial (October) issue has been received. The suggestions offered to the trade are briefly set forth, of which the following are samples: "With the first number of Douglas Items we desire to state that our object is mainly to call attention to the Douglas Phonograph Co. That's what we are in business for. Incidentally our endeavor will be to stimulate your interest in the phonograph business. What we don't know about the business might fill the Astor Library, but the little we do know we trust may be to some advantage to our dealers. We may tell you a lot of things you have forgotten, but our purpose will have been accomplished if we are the means of refreshing your memory." And so on in an interesting way. An order blank for the December advance list of records is a feature of this breezy little four-page sheet.

The Pastime Amusement Co., Trenton, N. J., have been incorporated with a capital of \$20,000 to handle moving pictures, phonographs and other amusement devices. Directors: Annie L. Minich, Mamie M. Minich and Mary A. Minich.

				
<h2>To You, Mr. Jobber</h2>				
<p>We are now ready complete line of Standard quality, standard and held, but improve—so that our product is the market. Our rehorns is well known, to that by creating the located anywhere.</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. We are prepared to promptly fill all orders for artistically decorated Standard horns for the holiday trade.</p> <p style="text-align: center;">ALL STANDARD HORNS NOW FITTED WITH OUR SPECIAL ATTACHMENT AND GUARANTEED TO FIT ANY STYLE OF EDISON MACHINE</p> <p style="text-align: center;">Standard Metal Mfg. Co.</p> <p style="text-align: center;">FACTORY Jefferson and Chestnut Streets, NEWARK, N. J.</p>	<p>TRADE</p>  <p>MARK</p>	<p>for Fall trade with a ard Horns. The same finish are not only up—ments have been made second to none on utation for reliable and we propose to add finest horns that can be</p>		
				

TRADE CONDITIONS IN MICHIGAN.

Jobbers and Dealers Throughout the State Are Feeling Optimistic Despite the Upheaval in the Financial World—Believe That the Trouble Is Only Temporary and Are Settling Down to Work for Trade With That Determination Which Insures Success.

(Special to The Talking Machine World.)

Detroit, Mich., Nov. 9, 1907.

The jobbers and dealers throughout Michigan are not pessimistic regarding the business outlook. I have talked with some of the well-known trade leaders of the industry here and they figure that we are bound to have a big holiday trade. It looks that way, and every effort should be made to push the business.

E. Percy Ashton, president of the American Phonograph Co., has a splendidly equipped establishment and he is doing a fine trade. Mr. Ashton gives the closest personal attention to his

good holiday business. Grinnell Bros. have a fine wholesale trade and conduct through their own branches alone a big business throughout the State of Michigan.

the new Cadillac designs are most attractive, and are selling rapidly in all sections.

One of the most peculiar records ever made, I think, is one to which fate forced me to listen, one evening late in July, under circumstances which gave a beauty of pathos and sentiment to a record—otherwise worse than "junk." I had dropped in for a sociable five minutes with an old friend of the family and his wife, who were sitting on the veranda near an open window



JULIUS A. J. FRIEDRICH.

business; he is a thoroughly practical man, and as a result the business of the American Phonograph Co. has gone ahead by leaps and bounds. His trade in Edison goods extends not only well over Michigan, but in adjoining States as well.

Max Strassberg, manager of the talking machine department of Grinnell Bros., predicts a

A prominent Michigan jobber is Julius A. J. Friedrich, of Grand Rapids. Mr. Friedrich carries in stock a splendid line of talking machines and accessories, and he is in a position to fill orders promptly. He is one of the best-known figures in the music trade line in Michigan, and he is always ready and anxious to serve his customers in a most satisfactory manner.

Michigan is a big State for cabinet work, and the Cadillac Cabinet Co., whose factory is in Detroit, manufacture a fine line of talking machine cabinets which are meeting with great demand from jobbers in every section. Some of

through which a large sized Edison was pouring the most bewildering conglomeration of diversified auricular punishment that ever emanated from human habitation. Yes, even worse. As I had not heard the entire record, the "selection" was reproduced from start to finish. Children's voices in happy, excited tones of abandoned delight, were jumbled together with juvenile efforts on a variety of primitive musical (?) instruments; a silver tinkling of falling glass—interrupted and overshadowed by a series of "dull thud," etc., etc. The old lady smilingly explained: "It does me so much good to listen to that record. They won't be home again for three weeks and—a grandmother does so miss the prattle of the little ones." "Yes, I remember last Christmas morning, when that record was made, and it was awful, we thought at the time; Teddy caught his foot in his new drum and rolled downstairs, George shot the globes off the chandler with his air rifle, and so many things happened to make one nervous; but, until they all get back home again, I wouldn't take a thousand dollars for that record of noise."

The following Edison jobbers have been placed on the National Phonograph Co.'s suspended list: Frank W. Wheeler, Great Barrington, Mass.; Rothfuss Piano Co., Blissfield, Mich.; Willmar Furniture Co., Willmar, Minn.; D. Reinhorn, Newark, N. J.; G. A. Birdsall, Albany, N. Y.; Charles W. Askew (Gregory, Askew & Co.), Ash-tabula, O.; W. E. Sapp, Dayton, O.; H. E. Rouser, Bellevue, O.; J. M. Bunnell, Johnstown and Philipsburg, Pa.; E. H. Fortney (Exchange Cigar Store), Titusville, Pa.; H. E. Randle & Co., Whitney, Texas.

At a recent meeting of the directors of the National Phonograph Co., Orange, N. J., William Pelzer, of the legal staff, was elected vice-president. The office had been vacant.

Loring L. Leeds, general sales manager for the East of the Leeds & Catlin Co., returned to New York from a trip to Chicago, on November 4.

TO THE VICTOR DEALERS IN WESTERN MICHIGAN:

¶ We are Victor Distributors, always carry a full line of Victor Goods and can fill your orders for machines, records and supplies promptly. Grand Rapids is the metropolis of Western Michigan. Numerous railroad trains and electric cars are leaving this city daily in all directions and will bring your goods to your door within a few hours and at a small expense. Ordering from us means a saving of time and money. Try us.

**JULIUS A. J. FRIEDRICH, Distributor
GRAND RAPIDS, MICH.**

Record Cabinets

Gentlemen of the
Trade

We have without exception the most attractive lines in Record Cabinets now on the markets—handsome and novel in design—excellent in finish, and we are naming prices that master the market. The dealer who handles our lines will control the cabinet trade of his territory. Write for the proof and write quick.

American Phonograph Company

106 WOODWARD AVENUE & & & DETROIT, MICH.

¶ P. S.—We are State Agents for Michigan for the wonderful IKONOGRAPH Moving Picture Machine. Write for literature and prices

¶ We have just originated the "slickest" Contract Form, and will be pleased to sell you a supply. They are put up in pads, and can be filed in the ledger. Simply great. Send for sample and prices.

BEKA RECORD

THE BEST and CHEAPEST DISC

IN THE WORLD

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

GERMAN
ENGLISH
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ITALIAN
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RUSSIAN
AUSTRIAN
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DANISH
SWISS
DUTCH
SPANISH
SERVIAN
CROATIAN
BOSNIAN
POLISH
HEBREW

CHINESE :

SWATOW
GUAKAU
PEKINESE
SHANSINESE
KIANGNESE
CANTONESE

ARABIAN
TURKISH
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SYRIAN
PERSIAN

HINDUSTANEE :

AFGHANISTAN
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MARATHI
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HINDI
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INTERNATIONAL CATALOGUE (224 Pages) GRATIS

UP-TO-DATE SUPPLEMENTS

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Saigon, Hong Kong, Shanghai, Tokio, Kobe, Yokohama*

SOLE AGENT FOR GREAT BRITAIN AND COLONIES

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FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

The Business Situation Reviewed—Record Question Approaching Crisis—The Demand for Discs Overpowering—Much Recent Trade Literature of Merit—Tribute to McArdle—Berne Convention Discussion—Talking Machine as a Campaigner—General Phonograph Co.'s Growing Business—Success of Odeon Concerts—Another Talking Machine on the Market—Records of the Sheffield Choir—Important Announcement of Russell Hunting Co.—Offer a Bonus on Purchases Which Will Greatly Interest the Trade—McCormack the Irish Tenor Makes Great Hit—Trade Reports from Different Points in the Provinces Most Optimistic and a Marked Contrast to Those Heard in London.

(Special to The Talking Machine World.)

London, Eng., Nov. 5, 1907.

From the very excellent Provincial reports published elsewhere in this department, it will be seen that the season opened in earnest with the month of October, and I am glad to say, although September conditions in this city were anything but encouraging from the dealer's point of view, London trade shows a distinct advance now that the chilly weather has set in, and the cylinder record market is more accustomed to the changed order of things. In the latter department of this industry the various shilling record companies have taken the bull by the horns, and in certain instances advantages have been offered to dealers which practically means, sooner or later, actual recognition of the new price level which the Premier Manufacturing Co. introduced with the ninepenny "Clarion" record. The Edison-Bell Co.'s new arrangements with their distributing agents and the public amounts to the same thing as a reduction to ninepence, while elsewhere will be found full particulars of a very generous scheme initiated by the Russell Hunting Record Co., whereby their dealers obtain the advantage of bonuses estimated to value £10,000 per annum. This, with their exchange offer, gives the dealer a larger profit than any other cylinder record, and the company further state that this arrangement is the best guarantee of price maintenance, as those who cut prices will at once lose the bonus and free exchange privileges. No particular announcements have yet been made by other companies, and while no doubt they will be looked to with expectancy, retailers must not be surprised either way, as it is surely best for manufacturers to sit tight for the present, and act only in accordance with the trend of events.

The situation, however, is still very acute.

Even since writing the above I am advised by the Edison-Bell Co. that their records are actually reduced to ninepence. The revised price to dealers commence with Oct. 28, and Nov. 11 for the public. In a further interview, Mr. Wm. Manson, of the Russell Hunting Record Co., states most emphatically that "Sterling" records will be maintained at the old price. At the moment they have no thought of coming down to ninepence, relying upon quality and popular lists to carry them through the storm. This seems to us good policy, since hasty action can have only one result in the present overloaded condition of both factor's and dealer's stocks. In this direction the National Phonograph Co. issued circulars in October inaugurating a two-to-one exchange (time limit now expired) of unsaleable surplus and broken records, from their dealers and factors. Coming at this time the scheme has evoked much appreciation from the trade. The opportunity of overhauling and lightening their stocks has, needless to say, been seized with avidity and the result is a largely increased demand for Edison records at one shilling.

Some Prosperity Pointers.

In the disc record domain business appears to be exceptionally good, and all indications point to the fact that sales far exceed those of the cylinder type. Discs generally are more popular than ever; especially is this the case with double-sided records for which the demand is unprecedented in the whole history of the talking machine trade. This applies particularly to the Gramophone and Columbia companies. Frank Dorian, European general manager of the latter concern, writes me that their September business was considerably in excess of the average for similar months over a period of eight years. Their fiscal year closed with the end of September, and the full year's business showed a very gratifying increase over that of previous years. Moreover their October trade promises to establish yet another record, and altogether there is every reason for anticipating yet another year of record-breaking business. This is very satisfactory, as also is the report which Trevor Williams gave the delighted shareholders of the Gramophone and Typewriter Co. "Sell Consols and buy Gramophones," was his advice, for after paying a bonus of 15 per cent., in addition to a dividend of 15 per cent. paid during the year, there remains the large carry-forward of £586,665, an increase of £99,489 on the surplus brought forward last year. The profits made during the year amounted to 52 per cent. on the capital, and the 30 per cent. distribution compares with 20 per cent. last year. It was stated that the business prospects were most exceptionally good. New factories have been or are

being opened at Barcelona, Paris and Calcutta, while at Hayes a new London factory is in course of completion. As the company long ceased to make typewriters, it was resolved at this meeting to drop the word "Typewriter" from the company's name. It was interesting to learn that the total dividends paid during the seven years of the company's trading have amounted to the value of the ordinary capital, with a bonus of 20 per cent.

Bribes for Business.

Philip Johns, managing director of Philip Johns, Ltd., printers, of Worship street, Finsbury, appeared at Old Street to a summons under the Prevention of Corrupt Practices Act, charging him with corruptly giving to Albert Connor about £40 as an inducement for certain favors in business transactions with Connor's employers. Connor had to arrange the printing matter required by the Gramophone and Typewriter Co., and introduced the firm of Johns, Ltd., in place of a printer named Nettleton. It came to the knowledge of the Gramophone Co. July last that their servant had been receiving considerable sums as commission on the monthly accounts paid to Johns, Ltd., and at an interview with Mr. Johns he admitted having paid Connor 5 per cent. The defendant, in the box, denied corrupt motive. He said that Connor had in 1904 suggested the commission, and he had agreed. It was usual, and hard to get business without. He contended that even after paying Connor 5 per cent. on the monthly totals, the Gramophone Co. saved about 15 per cent. The magistrate said the only thing he found extraordinary was that he was limited to imposing so very inadequate a penalty as £50 under the act. He fined Mr. Johns that sum, and a further sum of ten guineas as costs. It was intimated that there would be an appeal. Connor was also fined £50 and two guineas costs.

To Print British Edition.

A British edition of that very interesting little house organ, the Columbia Record, is to be issued from the London offices of the Columbia Phonograph Co.

Gramophone Delivers Speech.

At a concert given by the Gramophone Co. at the Albert Hall in aid of the Lord Mayor's Cripples Fund, the Lord Mayor was seated alone on the platform, while a gramophone above him delivered a speech, the record of which he had previously made. Over 9,000 people were present, and between £500 and £600 was collected for the fund.

The Ways of Advertisers.

Many and varied are the ways of advertisers. Some are content with the modest circular, others with newspaper space or electric sign, while now and again we see something entirely orig-

WE WANT YOU TO KNOW that

FAVORITE DISC RECORDS are "Right on Top"

For Quality, Material, Tone, Finish and Price. **NOTHING BETTER**

FAVORITE CONCERT Discs 10 in. Double-Sided 75 cents Retail **ROYAL FAVORITE Discs** 12 in. Single-Sided \$1.00 each

Great List of Latest Titles, Best Bands, Artistes of high repute. **MAGNIFICENT SOLOS, VIOLIN, CLARINETTE, PICCOLO, CORNET, BELLS, ETC.** FAVORITE Records are handled by EVERY UP-TO-DATE DEALER throughout Great Britain and the Continent, besides the Colonies.

We Want Every Dealer in the States to get in touch with us right away. With FAVORITE Records we do not ask ridiculous or exorbitant prices, but **GOOD GOODS AT LOW PRICES**



First Class Jobbers (Wholesale only) are requested to apply for vacant territory at once. (Lists free.)

The International Favorite Record Co., Ltd.

45 City Road, LONDON, E. C., ENGLAND (Wires: Vischerite, London) and 213 Deansgate, MANCHESTER, ENGLAND

IT IS

No Exaggeration

TO SAY THAT

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is the latest **SUN** in the **PHONO** FIRMAMENT.
 Its brilliant rays will illumine the darkness of Winter, and bring light and pleasure into thousands of Homes.
 Gold-moulded, played with SAPPHIRE or NEEDLE, 11 inch, double-sided
 3/= THE GENERAL PHONOGRAPH CO. LD. 3/=
 retail 1, Worship. Street, Finsbury Square E.C. retail

WILL ASTONISH YOU

inal, that at once produces in us that enthusiasm and interest which has perhaps cost the enterprising advertiser much anxiety and not a little expenditure of money. In this connection the latest dodge is an illuminated overcoat. The other night I saw a well-dressed young man standing on the curb at the corner of Aldwych, when suddenly letters, apparently of fire, made their appearance across the back of his overcoat, and as quickly vanished. Passers-by rubbed their eyes and stared in astonishment as the illumination again and again came and went at intervals. It was just a new development of modern advertising, the light being switched on from an electric battery carried in the pocket. The inevitable crowd gathered, with the inevitable result—a policeman shouldered his way to the front, and the agent of an enterprising advertiser was "moved on."

The Latest Record Catalog.

Yet another record catalog has been issued. This time from the Favorite Co. It is complete and up to date, with all and varied selections tabulated accordingly. The cover is a replica of that famous show card of the Favorite Co., depicting the turf favorite ahead with the Favorite record, and printed in colors, it is not only appropriate but very striking also. While the company issue lists and literature in English, it is a thousand pities that the tabulation and introduction in this catalog is only printed in German. In this case it may not perhaps be particularly disadvantageous, but a duplication in English would certainly have simplified matters.

Influence of Music on Growth.

"It is now a scientifically proved fact that music exercises a great influence on the growth of the hair," says the Paris journal *Ménestrel*. It is with good reason that great musicians such as Paganini, Liszt and Paderewski are represented with a growth of hair which Absalom might have envied. Science has proved that stringed instruments have a favorable influence on the

growth of the hair, while brass instruments act in the opposite direction. Everyone has probably observed that a bald violinist is as rare as a bald horn player is common. Wood instruments, such as the flute, seem to have no pronounced influence either way.

Great Demand for Beka Records.

Report comes to hand of very satisfactory business with Beka records and Carl Lindstrom disc machines, which are now very popular products with the English trade. Mr. Rühl, the London agent, is enthusiastic over future prospects, and expects to make an even better showing than last season.

List of Clarion Records.

No 2 list of Clarion ninepenny records, by the Premier Manufacturing Co., carries some very excellent selections, which, from what we have heard, will undoubtedly be good sellers. Mr. Forse states that their venture in introducing a record at ninepence has met with a remarkable success from both the dealers and public alike. The former are placing substantial orders, and in consequence—even with a double plant, the company have about as much as they can handle.

Mr. McArdle Homeward Bound.

Mr. McArdle, the popular representative of the Hawthorne & Sheble Co., will have returned to the bosom of his family by the time these lines appear. He sailed on the *Lusitania*, which left Nov. 3, and en passant wishes to express, through the columns of *The World*, his deep appreciation for the many little courtesies extended to him by members of the trade, or as Mac himself would put it, "Little kindnesses which get right up to the human side of a man." This was his first trip to England, and I would say, the short time considered, Mr. McArdle has shown a wonderful grip of matters material and otherwise concerning this market, and his quickness to adapt himself to prevailing conditions has won golden opinions from all those who have come

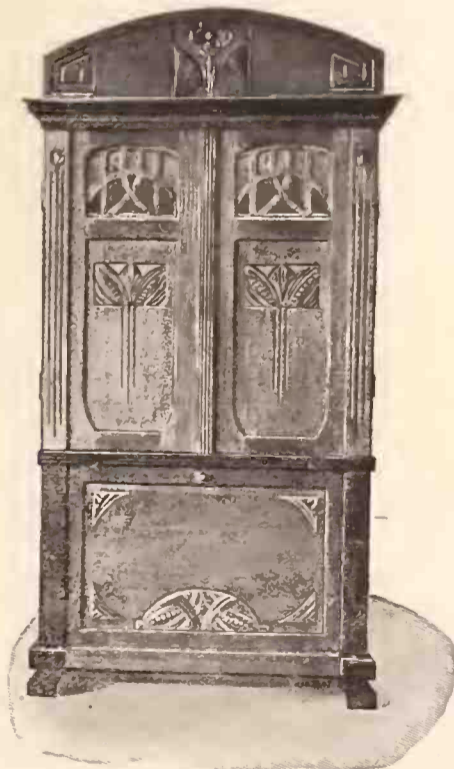
into contact with him, besides enabling him to overcome many difficulties which are inseparable from the marketing of American goods this side. He leaves us with the best of wishes, and an assurance of a hearty welcome upon his return next spring.

The Truth of the Berne Conference.

Further to our reports in last issue concerning the relations of musical copyright to talking machine records, the European correspondent of *The World* has obtained the following information which may be accepted as authentic:

The International Congress, dealing with literary matters and especially with copyright, was held a short while ago at Neufchatel. The question which was specially discussed before the Congress was that of talking machines, mechanical musical instruments, and that which affects both the artists and the editors. The well-known head of the editing firm, Ricordi, called the attention of the Congressmen to the damage which the above-mentioned instruments caused to composers, and he pointed out that certain American and English firms, after having paid to famous artists, such as Tamagno and Melba for having sung into their talking machines, fabulous sums which varied between 75,000 francs, 20,000 francs and 50,000 francs, have still been able to distribute a dividend of 25 per cent. These damages are not only of a material nature but also of an artistic one, since the composers of music are not at all consulted in regard to the ability, in the interpretation of their operas, which the artists chosen for record reproduction, might possess. The Congress decided that the best way to safeguard the rights of composers and of editors of music would be an understanding with these same manufacturers of musical instruments and talking machines. As will be seen from the foregoing the conference was quite unbinding. Next year there will be a further meeting at Berlin, attended by the German Government, a commit-

The "KLINGSOR" Cabinet Disc Machine

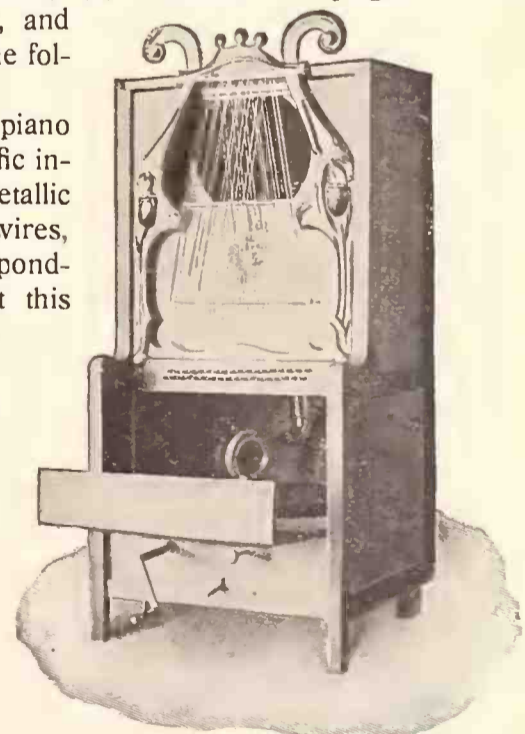


No. 250.

The novelty and advantage over all other Talking Machines lies in the following points in construction: (1) No unsightly Horns; (2) a handsome upright Cabinet and Machine combined; (3) perfect running, and complete lack of scrape and noise, as well as the following principal features:

The combination and use of the stringed piano wires and double sound board. By this scientific invention the instrument loses all harsh and metallic tone, and the sound waves being thrown on the wires, the volume is doubled without the usual corresponding harshness. There can be no doubt that this "KLINGSOR" Machine will be as great a commercial as it is a scientific success.

The Cabinet can be delivered in any wood and made to any size or design, to fit any space.



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"

FROM OUR LONDON HEADQUARTERS—(Continued.)

tee of authors, and of the manufacturers of musical instruments—mechanical and otherwise. The manufacturers are doing their best to prevent unfavorable determinations, but prospects are very bad. As far as Germany is concerned the Reichstag has to speak the last word, but little is expected from this quarter, as it will be remembered, the Reichstag in 1900 accepted the bill that makes all music rolls for piano players tributary to the authors or the music publishers.

New Records by George Platt.

The name and reputation of George Platt are well known all over the North and Midlands, and the many admirers of this popular Lancashire baritone will be very pleased to learn that he has just made four splendid disc numbers, which appear in the Columbia supplement for November.

Russell Indestructible Records.

The first list of the Russell indestructible records—containing eighteen titles—has just been issued to the trade. It contains several popular selections by well-known artists, and I learn, other good lists are to follow shortly. Interviewed by The World's representative, Mr. Russell stated that orders are coming along very satisfactorily, and he is confident of a wide demand this season. In a leaflet to hand, the company say their indestructible record is pure in tone, practically everlasting, and will not cause any injury to a genuine sapphire.

Still Another Record List.

The first list of the new twelve-inch Musogram record is to hand. Besides announcing the issue of many popular pieces, it contains particulars of the patent multiplex sound box, which is interchangeable; being applicable to all disc machines without additional parts. It will play either a phonograph or needle-cut record—adapted only by a mere turn of the wrist. The Musogram is made on the phonograph-cut principle.

A New Columbia Catalogue.

A new catalog of Columbia disc records, containing complete repertoire of ten-inch single and double-face records, has just been issued by the Columbia Phonograph Co. It has a handsome cover in colors, is most conveniently arranged with numerical, alphabetical and classified indexes. Godfrey James, "the singing collier," is one of the latest recruits to Columbia record makers.

The Talking Machine in Politics.

Both the Conservatives and the Liberals, in

their forthcoming political campaigns, will make considerable use of the talking machine in the furtherance of their cause. At night, it is intended to give lantern lectures, and the aid of the gramophone will be called upon for records of short, telling speeches, and political verses set to topical tunes. Apart from swinging political songs, the records will deliver three-minute messages or sentiments from well-known members of the respective parties. It is a matter of question whether or not the audience will take the records seriously, and even if they do, the machine is at a distinct disadvantage, because, as a certain wag has said, it cannot deal with hecklers, and in an uproar, its voice would be drowned entirely.

Recently in Paris.

Four men in the service of a cinematographic company had a sham fight in the street, representing a struggle between an apache and policemen. On the former producing a knife the crowd, believing him to be in earnest, rushed upon him, and he was rescued with difficulty.

How Bishop of Ely Reaches Crowds.

The Bishop of Ely, who is known as the motor-bishop, because of his fondness for traveling by motorcar, owing to the increasing proportion of his audience at a recent open-air meeting at Cambridge, had resort to a megaphone, through which he was able to reach the ears of everyone present.

Imperial Disc Record Literature.

A new catalog of Imperial disc records has been issued containing complete lists of vocal, instrumental and other selections. It is a very useful guide to the dealer, and from the point of view to get-up, is superb. Sales Manager Howard is responsible for the beautifully designed cover, which is excellently worked out, and deserves much praise. Imperial records are being vigorously pushed by Gilbert Kimpton & Co., and as the result of judicious advertising in October, they have been introduced to thousands of new clients. A sample record was offered at one shilling sixpence, and the response from the public was most satisfactory. Hundreds of orders were received each day, and in consequence the staff were kept hard at work very late each night for some weeks. The samples gave general satisfaction; dozens of repeat orders following at the full price, in each case accompanied by testimony of the best in praise of the general excellence of the Imperial record.

JUST ISSUED

A MOST comprehensive trade price list of all the best Talking Machine Goods on the British market.

¶ We are up-to-date factors handling all makes of Records, Machines, Parts and Accessories, and are in a position to supply reasonably to any extent.

Write Us To-day.

American Talking Machine Co.
31 Tabernacle St. LONDON, ENGLAND

General Phonograph Co. News.

A recent visit to the offices of the General Phonograph Co., in Worship street, was productive of some interesting information in connection with their new factory at Warschauerstrasse, 34-44, Berlin. Mr. White stated that the plant is now in full swing, and deliveries have already commenced on account of the continental contract for one million records per annum. Apart from this very excellent European business the White gold-moulded record is selling very largely in Australia and other colonies, where it is a great favorite. And at the time of my call a consignment of no less than 48,000 records was being shipped to Australia—and this was but the usual monthly order. The General Co. are doing a fair trade with Canadian dealers, but they believe there is a good field open for other dealers to take up the sale of the White record, for which special terms are offered. This firm are going ahead fast with the Neophone disc—manufactured under the White system of gold-moulding applied to the phonograph-cut record—full particulars of which will be found in our advertisement pages.

The Tone-Arm Graphophone.

A tone-arm cylinder graphophone is the latest product of the inventive talent which has its home in the Columbia Phonograph Co.'s factory. The trade will well remember the instant success which followed the first equipment of the Columbia disc graphophone with the aluminum tone-arm, and now the same company have led

“There's Money in Them”

STERLING RECORDS

“STERLING” “SPECIAL” Records are the only records you can obtain which enable you to say to your customers: “These are the greatest value in cylinder records in the world.” You can say this because the “STERLING” “SPECIAL” is

“THE RECORD THAT'S HALF AN INCH LONGER”

No other cylinder offers such good value, no other cylinder has ever caused such a sensation by its sheer merit as well as its increased length. No other record will sell so freely among your customers. No other record needs so little introduction. “STERLING” “SPECIAL” RECORDS will fit any standard make of Phonographs.

Price 1s.
(25 Cents)
Liberal Discount
for Export

The Russell Hunting Record Co., Ltd.
13, 15 and 17 City Road, London, E. C., England
Australasian Representative, H. A. PARKER, 19 Hunter St., Sydney, N. S. W.

PHILIP NEALE,
PHONO. EXPERT,
5 Chalk Farm Rd. LONDON, N. W.
Talking Machines of every description repaired.
Special terms to the trade. City address and price list on receipt of postal. No job too small—no job too large.

FROM OUR LONDON HEADQUARTERS—(Continued).

the way with the adaptation of this device to the cylinder type. The new model, appropriately enough, is called the Crown. It is equipped with flaring, tone-enforcing flower horn. The crane or stand and rubber tube connection hitherto necessary for use with a large size horn are now dispensed with. The model is very compact, and is similar in general appearance to the Columbia disc graphophones. The reproducer is of the famous Lyric type, and the Crown will retail at six guineas and a big demand can reasonably be counted on.

Odeon Concerts Most Successful.

The series of twenty Odeon concerts, organized and carried out by Messrs. Sterling & Hunting, resulted in a large cheque being handed to the Lord Mayor on behalf of his Cripple's Fund. We congratulate the company upon their generosity in bearing the entire expense in connection with the concerts, and trust that they will result in a largely increased trade. Naturally a great amount of work was occasioned in the preparations of such entertainments; the success of which, I may say, was largely due to the indefatigable and untiring efforts of the Hon. Sec., Mr. Herbert C. Ridout.

A Clever Window Display.

Another topical window display is to be seen just now at the Columbia Phonograph Co.'s premises in Oxford street. The present Diabolo craze furnishes the inspiration for the idea. By ingenious combinations of cylinder and disc records, the typical sticks and spools used in this game of the season are presented in colossal size. Of course, with the present widespread interest in Diabolo nearly every passer-by pauses to look at the exhibit, and an effectively placed window card ensures that no one can well leave the window without there being driven home to him the point which the Columbia people of course wish to enforce, viz., that as a means of ever-gratifying entertainment there is nothing to equal the Columbia graphophone.

Record Singer Brings Suit.

Wilfrid Platt, a professional singer, of Norwood, sued the General Phonograph Co., makers of the White gold-moulded record, to recover fourteen guineas, due under a contract. The plaintiff's counsel said that in consequence of the way he sang "The Bedouin's Love Song" and "Rocked in the Cradle of the Deep" for record making, an agreement was entered into whereby the plaintiff was to receive six guineas a month and to sing three songs a month. Subsequently the plaintiff complained that he had not been paid, and the defendants stated that they were making arrangements for him to resume his singing. The plaintiff denied that he was nervous while he was singing in the record trumpet, accompanied by the orchestra. He had a deep bass voice, and it might have vibrated more than some other quality of voice. The managing director of the defendant company said that the plaintiff was very nervous in front of the horn. Is it usual for a bass voice to produce more vibration?

CHEAP BUT GOOD

SELF MANUFACTURED "S" LINES

SCREWS made to order for all patterns sent in.

SOUND BOX SCREWS for any make.

SOUND ARMS (Cheap.)

SOUND BOXES (Cheap.)

STYLUS BARS.

SAPPHIRES for all types.

SAPPHIRES in steel holder (needle sapphires), and other extra good "S" Lines.

APPLY TO
FR. RAUTH, MANUFACTURER FOR EXPORT **London, E.C.**
Lloyd's Chambers, 27-29 Worship Street
NOTE NEW ADDRESS

No; a tenor voice will produce more vibration than a bass voice. The witness added that the records were not entirely satisfactory. The plaintiff's counsel produced some press notices of the records, made from his singing, in which the plaintiff was described as a "basso profundo of great promise." (Laughter.) The witness said he did not agree with all that appeared in press notices. The judge gave judgment for the plaintiff for three months' salary.

Greeting to Marconi.

One of the very first messages to be sent over the new wireless trans-Atlantic service just inaugurated by the Marconi Co. was one to Dr. Marconi from the Columbia Phonograph Co., reading as follows: "The Columbia Phonograph Co. hasten to greet Dr. Marconi, their consulting physicist, and to extend their heartiest congratulations upon his magnificent achievement of what, even a decade ago, would have been regarded as the wildest dream of a chimerical visionary. Accustomed as this generation is to the marvelous, the harnessing of Nature's forces to transmit, without physical connection, telegraphic messages from one hemisphere to the other, overwhelms the mind by its mystery and magnitude. Your name, associated with this stupendous accomplishment, will never be forgotten to the end of time."

In the summer of 1906 Dr. Marconi associated himself with the Columbia Co. as consulting physicist. Ever since that time the company have watched with the greatest interest the progress of the inventor's experiments, and they share the feeling of personal gratification in his final triumph.

Cylinder Companies Very Much Alive.

Just at this time when the cylinder record market is so unsettled it is perhaps not unnatural to find that the air breathes whispers and rumors of trouble in more than one camp. In a good many instances it is mere idle gossip and consequently not worth the space to con-

tradict. Still, in that some little disquietude may remain in certain quarters, I take this opportunity of giving out the assurances that all the cylinder companies are still very much alive; some index of which situation may be gathered by the very excellent report from the General Phonograph Co., printed elsewhere in this department. The increased competition that all cylinder concerns will feel, can only result in more records than ever being sold, and the ultimate outlook seen only by the survival of the fittest.

Due in the States Shortly.

Mr. Maurice, head of the firm of Lange's successors, may be expected in the States shortly.

Constantine Craies & Co.

The first consignment of master records has been received in London from Athens. They will be pressed here and distributed by Messrs. Constantine Craies & Co., who are the sole selling agents. The new disc machines put out by this firm have created quite a stir and substantial orders have been placed by the trade.

Another New Record.

Another new record is on the market. It is called the Era, and made both with single and double-sided pieces. From what I have heard the Era appears to be a record of general excellence in finish and tone quality. Intended for home and export trade, it will be exclusively handled by Messrs. Murdock & Co., Barnett Samuels, and the New Polyphone Supply.

A New Disc Talking Machine.

The "Simp" disc talking machine is another new product. It emanates from the Italian Talking Machine Society, Ltd., of Milan, who are represented in London by Mr. St. Dyktor. The "Simp" is particularized by a new patent sound box containing a double diaphragm—carried by two separate tone arms, which allows the application to the machine of two trumpets, so that the operator can turn either at will. By this means the sound is diffused in all directions and does

The Finest Example of Phonographic Art Yet Produced!

The New Process Long

"CLARION"

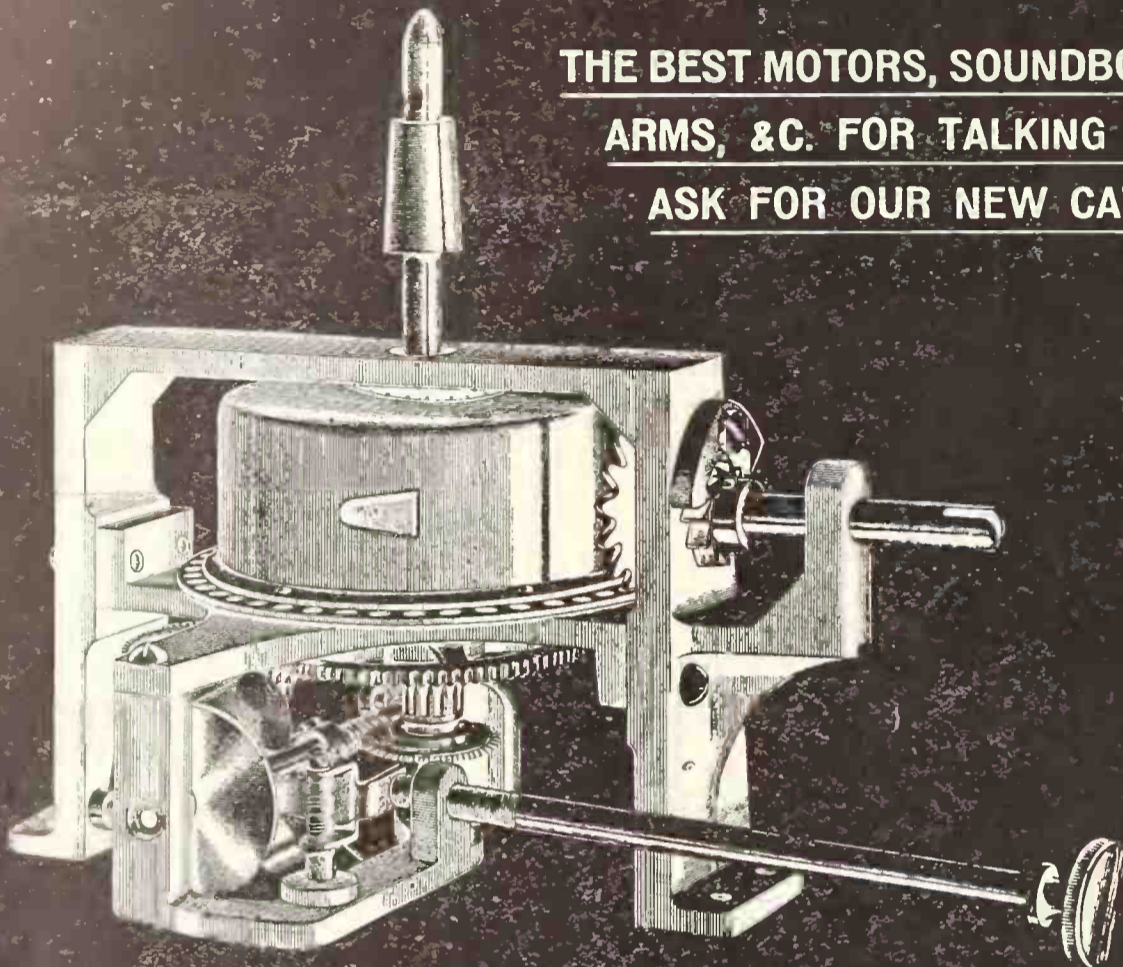
Gold Moulded Cylinder Record

Sufficient testimony is the TREMENDOUS ORDERS we have received. A good opportunity for a smart commercial house to do real business in U. S. A. with these records. Write us, the manufacturers.

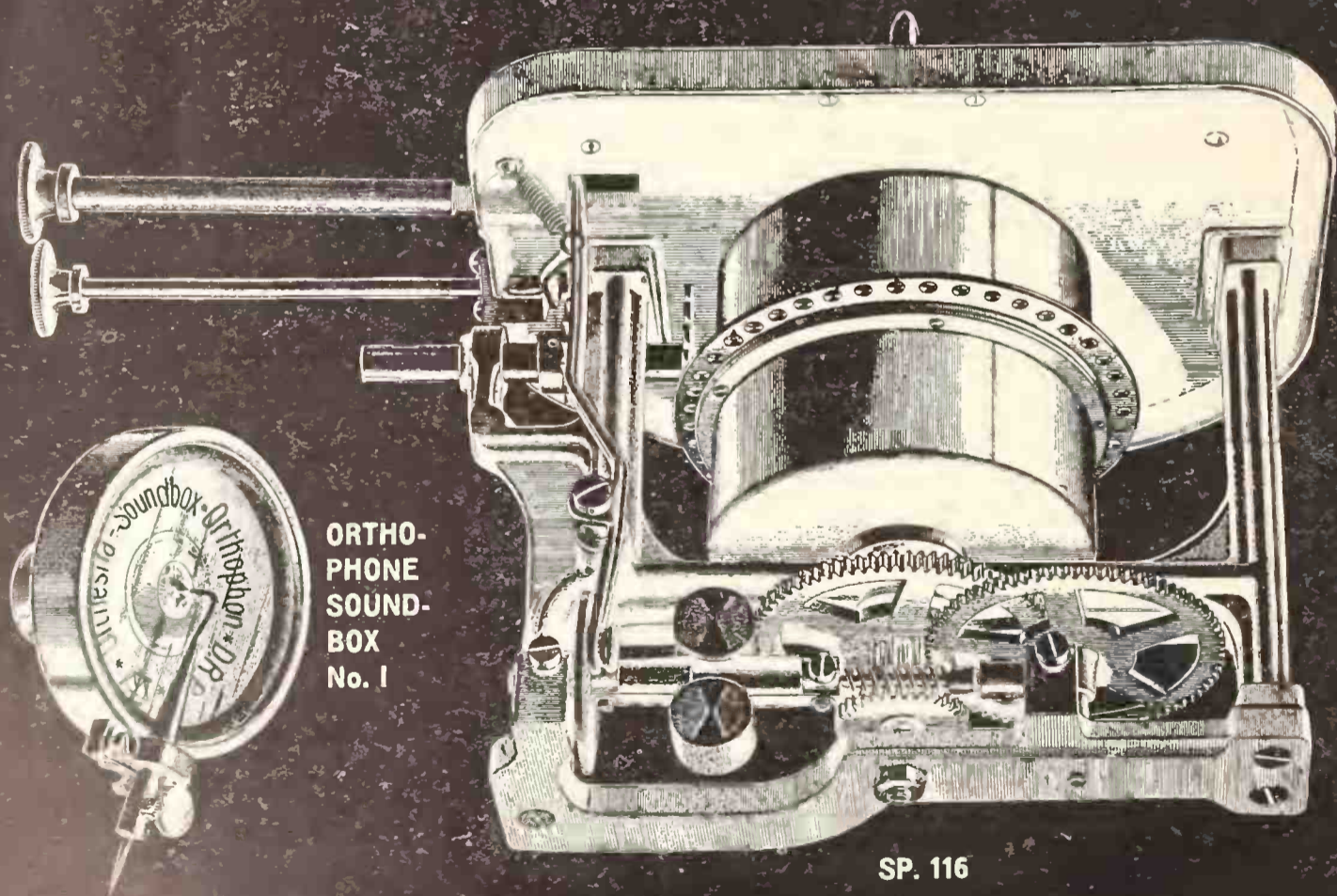
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UNEQUALLED MANUFACTURE

THE BEST MOTORS, SOUNDBOXES, SOUND-
ARMS, &C. FOR TALKING MACHINES.
ASK FOR OUR NEW CATALOGUE



SP. 112-



SP. 116



ORTHO-PHONE
SOUND-BOX
No. 1

DEUTSCHE TELEPHONWERKE, L^{TD.}

DEPT. TALKING MACHINES

BERLIN SO. 33

FROM OUR LONDON HEADQUARTERS—(Continued.)

away with the necessity (in others) of turning the machine. The case of this machine is beautifully finished and contains a drawer for the records.

The Sheffield Choir.

The event of the month is unquestionably the issue of eight titles of the long-sought Sheffield choir records, by the Odeon Co. These records are the most powerful tribute imaginable to the art of the recorder, for they embody the work of the most famous choir in the world, a choral organization that startled all Europe when in 1906 it toured Germany and Rhineland, a choir that has been sent for by the Canadian musical authorities to bear witness to the skill of scientific conducting. It is claimed by the Odeon Co., and not unfairly, that these records by the Sheffield choir constitute a new standard in the art of recording the human voice, and the results prove that the difficulties which have hitherto existed in the making of choral records have at last been surmounted. It will be a source of considerable gratification to the Sheffield choir to know that they, with Dr. Coward, have achieved what others have been unable to do with any degree of success.

A Concise and Handy Reference.

Form No. 2, or the October issue of the Wholesale Trade Tally, has been sent out by the American Talking Machine Co. to their dealers. As mentioned in my last report, it contains quotations and all necessary particulars of talking machine goods on this market, and is a most concise and handy reference for the trade.

A Novel Spectacle.

The novel spectacle of the Lord Mayor listening to the Lord Mayor speaking occurred at the Shoreditch Town Hall, on the occasion of the Odeon concert in aid of the Lord Mayor's Cripple's Fund.

Instrument Which Gives Correct Record Speed.

Everyone will welcome the new model of the Discodeon, which embodies a real speed indicator—a feature unknown in the past to all but the most expensive machines. This speed indicator takes the form of a circular disc, marked in a half circle with figures from 60 to 85, and fitted on the right hand of the cabinet a few inches from the winding-key. A button in the center has attached to it a hand, and the setting of this hand to any number automatically results in that number of revolutions per minute being given to the turntable. Nothing could be simpler and more effective, and the device is sure to appeal to those who like to know that their records are playing at the correct speed. Even with those records which are not marked with the speed it now becomes a simple matter, with this instrument, to find the speed at which each should be played and mark the record accordingly.

Russell Hunting Co.'s Important Notice.

The Russell Hunting Record Co., Ltd., have issued the following important notice to dealers:

"Dear Sirs—We have for some time past been considering how we can further interest the legitimate dealer in the sale of our records, and at the same time show our appreciation in a substantial manner of the efforts you have shown in the past, and are still showing in the furtherance of the popularity of the 'record that's half-an-inch longer.' Since the Sterling record was launched on the market in July, 1905, we have sold five millions, and this without the aid of advertising (except in the usual trade journals). We owe our success to (1) the high quality and standard of our records, produced by the best artists obtainable, and (2) the interest, energy and enthusiasm of the dealers who have helped us. In order to maintain our trade and increase it, we believe we can only do so by working on these lines. As far as quality is concerned, we are using every possible means to improve same, as is instanced in the splendid results in the recording art which we have achieved in our 'H.M.S. Pinafore' and 'Merry Widow' selections.

"To still further stimulate the dealers' interest and energy we have decided to offer a bonus on purchases. On the basis of our last year's sales this bonus will amount in value to over £10,000. In addition to this we will give all 'bonus' dealers a free exchange of Sterling records, not on two or three to one basis—but absolutely free. Not in March or April—but in August, upon the opening of the season."

The bonus proposition is practically as follows: Certificates are issued to the dealer with

each purchase of Sterling records, and in August, 1908, the certificates are to be returned whereupon the bonus distribution will be made on the following basis; on total purchases of 250 to 750 Sterling records one halfpenny per record, 751 to 1,500 three farthings, and over 1,500 one penny per record. The bonus will take the form of extra Sterling records at the regular wholesale rate.

The matter of exchange is so arranged that a dealer may return unsalable records during the month of August, 1908, provided they do not exceed in number one-twelfth of the total of his purchases during the bonus period. A new record will be issued for each one returned, the only expense to the dealer being that of carriage charges.

The offers will act as a great encouragement to the dealer to increase his sales during the year and thereby reap the extra profit. The total value of the bonus distribution is about £10,000.

Records by John McCormack.

John McCormack, the young Irish tenor, who recently achieved such wonderful success upon his initial appearance at Covent Garden in *Cavalleria Rusticana*, has been exclusively engaged to make disc records for the Odeon Co., and quite a number have already been cataloged. It is understood that the publicity attaching to Mr. McCormack's appearance at our leading opera house resulted in his "Savourneen Deelish" record on last month's Odeon list running out of stock.

TRADE REPORTS FROM THE PROVINCES.

LIVERPOOL A VERY BUSY CENTER.

(Special to The Talking Machine World.)

Liverpool, Nov. 4, 1907.

Right bang ahead—this is the only expression suitable for the village on the Mersey. Everybody is saying how well the talking machine trade is opening out here. First-class shows are in all the leading houses; the displays in many cases being magnificent. In Church street, one of the very finest thoroughfares (and well known to all visitors in the States), Messrs. J. B. Cramer & Co. have a grand position, and under the able guidance of Mr. Sinclair make a fine show of Gramophones, Odeons, Zonophones, etc., concentrating upon disc goods solely. Their display reflects the greatest credit upon the window dresser, and is well compensated for by the crowd of sightseers usually gathered around it.

On the other side of the street, William Lea is also showing gramophone goods. In conversation with The Talking Machine World representative, he said this was the only line he touched in talking machines, his business being chiefly in high-class pianos, music, etc., with gramos as a side line.

Messrs. Dibbs, Ltd., 7 Ranelagh place, confine

themselves to disc and cylinder goods. R. Smith, the manager, is right up-to-date. Graphophones, Zonophones, Odeons, with Pathe as an extra special leading "boom" line, and Edison, Edison Bell, Sterling and White, in the cylinder department, means that a fully comprehensive stock is kept. A good window display also tells here. Recently Messrs. Dibbs, Ltd., purchased a second business in this city—that of McKinley, of Daring road. In addition to this, the headquarters of Messrs. Dibbs, Ltd., are at Douglas, Isle of Man. Altogether, the outlook in this house is of the brightest. Incidentally, Mr. Smith said Petmecky needles were "going"—one customer stated he could use one 20 times instead of 10. According to this, then, Petmecky needles do not apparently wear out, but keep on "wear-in(g)."

Alterations are the order of the day at Jake Graham's combined with a rush of orders.

The Reliance Co., Ltd., Manchester street, where the manager happened to be in, was also busy. South African export orders were having his undivided attention. A good range of goods and a special department is given to the talking machine branch of this business, and the season looks very promising.

Apollo

Disc Machines and Sundries

Catalogue Sent on Application by the Manufacturers

Constantine Craies & Co.
101 Bunhill Row, London, Eng.

¶ We are the sole selling agents for the world for The International Record Publishing Co., Ltd., and are open to make special discs by arrangement in any part of the two hemispheres.

¶ We are the largest factors of the new Pathe 8½ inch disc record in the world. This record retails at 1/6, and is the talk of the trade in England.

¶ We have one of the largest export houses in London, so know how to deal with your orders.

¶ Catalogues of all makes of machines and records sent on application.

¶ Apollo disc machines are the only machines that play both the phonograph cut and the gramophone discs to perfection.

¶ Types of Apollo machines range in price from £2.10.0 to £6.6.0.



FROM OUR LONDON HEADQUARTERS—(Continued.)

Messrs. Thompson, Mossford & Co., 16 South Castle street, are a large firm of exporters who do a good trade in talking machines and phonos. Up to this, they have devoted themselves to the export branch entirely. Now, however, they are branching out into the home trade, and pushing the wholesale factoring business in the North, with every prospect of doing a large and lucrative business in the near future.

Talking machine recitals and concerts are becoming the order of the day. The Gramophone Co. recently had a trade show here and concert afterward, which we hear very good accounts of.

Now Messrs. Pathe Frères, Ltd., are arranging with Messrs. Crane & Sons, Ltd., of Scotland road, to have one of their high-class "Pathephone" concerts at an early date. In the words of their very able representative, Mr. Thompson (popularly known as Pathe-Thompson, by the way), "they intend to have a big slice of the trade," and their Pathephone concerts, which will be held in all large northern centers during the next few months, are, in fact, an open invitation to "let 'em all come." We were pleased also to hear that Messrs. Pathe Frères, Ltd., had sold the entire October output of their 8½-inch disc records many weeks ago. The 1,000 lot buyer at the present moment has to be satisfied with 100 or 200, so that healthiness, bustle and progress reigns supreme at Lambs Conduit street, London, W.C. By the way, we offer P. Mellerio (late of the Sonogram Co., Ltd.) our sincere congratulations on the position he has accepted at Messrs. Pathe Frères' establishment. With his intimate knowledge of every detail of the trade, long experience, etc., Mr. Mellerio will, no doubt, prove a great acquisition and further extend the trade of Pathe Frères, Ltd.

A Talk About Melograph Discs.

As stated in our last issue, the Melograph Disc Record Co., Ltd., is the latest addition to disc manufacturers in Liverpool. The initial capital is £5,000 (\$25,000) as a start, later to be refloated into a much larger concern altogether. The registered offices are at 22 Sir Thomas street, and the general manager is Thomas Ellis. Well known in the trade, and with ten years' experience in Liverpool, controlling the business known as "The Gramophone Supply Stores," of Lime street, Mr. Ellis was good enough in a special interview with The Talking Machine World representative, to give the following particulars as to the intentions of this company. In the first place, all Melograph discs are recorded in Liverpool by well-known bands, singers, artists, etc. At present, however, they are being pressed in Berlin, but later they will be manufactured throughout, as well as recorded at the company's works in Liverpool, which are in contemplation. The price of the records, which are 10-inch duplex (or double-faced), are 2s. 6d. each (50 cents). Dealer's discount is one-third and 2½ per cent. prompt spot cash. No factors will be appointed, the Melograph Co. preferring to supply the dealers direct.

A very special feature of the business will be to take back in part exchange for every new record one old 10-inch disc of any make, for which the retailer is to allow the customer 6d. (12 cents). The dealer, however, is not allowed the full amount like the customer, but the value of the material only, i. e., 3d. (6 cents). In comparison with some of the very best-known records, the Melograph is equal in tone (if not better), and the price is just half. In the first batch of records placed upon the market, sufficient could not be made to keep pace with the orders received, proving the large and existing demand for popular-priced goods. Another feature is this—all Melograph records are full records, with 4½ minutes playing duration on each side, or two records giving a nine-minutes' reproduction, one and a half minutes longer than the average disc. By the way, also, local talent in every town will be specially catered for. Whenever one of their dealers find a good local artist, and who considers that records by this particular artist or band will sell in that locality, records will be at once made. This will greatly help sales in all districts, both for maker and dealer alike. Altogether, the Melograph Disc Record Co., Ltd., look like doing exceptionally well in the future. Melograph discs play with a needle, and it is not a phono cut disc.

MANCHESTER NOTES.

(Special to The Talking Machine World.)

Manchester, Nov. 4, 1907.

Business is booming in Manchester, right along the line. Mr. Crossman, of the Columbia Co., Market street, states that he is head over heels in sales, the present demand being beyond all expectations. Their double-faced 10-inch concert records, selling at three shillings, are "the" tit-bits of the trade. We were also shown a new cylinder machine, type B Q, which is an extraordinary fine model, fitted with a taper tone arm, similar to a disc machine. The circumferential radius of the reproducer is obviated by a very clever, extensible, sliding movement, incorporated in the connecting portion of the swinging arm and reproducer, enabling the reproducer to travel along the record in a parallel movement. The results are exceptionally fine. It is, without any doubt, one of the most advantageous improvements made for many years.

Their disc machine, the "Regal," at eight guineas, is selling faster than the supply admits; in fact, Mr. Crossman states he is fairly "hung up" in the sales of this machine and cannot get sufficient of them for present requirements. The other factors and merchants are experiencing a big rush for goods.

We were glad to see that Mr. Burroughs has recovered from his indisposition, and hear that he is exceptionally busy. Mr. Parr, the well-known representative of the late Neophone Co., has joined Mr. Burroughs as special representative. With Mr. Parr's intimate knowledge of the

business, bonhomme, and energy, Mr. Burroughs will, no doubt, find our friend a great acquisition. We wish Mr. Parr every success.

At Robinson's, Deansgate, the rush during the past few weeks has been exceptional. Repro-phones are selling well. In this house also shortage of stock is being experienced.

The Favorite records have taken on immensely. Certain numbers of these, also, cannot be made fast enough to satisfy the demand. Export trade here is good, inquiries coming in from all parts of the world, and, generally speaking, up to the present date, sales are 50 per cent. better than last year.

BURY, LANCASHIRE.

(Special to The Talking Machine World.)

Bury, Nov. 5, 1907.

Bury.—This prosperous little town is doing exceptionally well in talking machine goods at the present moment. The leading traders here are as follows:

W. Harrison, the Bury Phonograph Stores, 11 Rochdale Road, who concentrates entirely in phono and disc goods, his principal lines being Edison, Edison Bell, Columbia, Odeon and Zonophones. He has also this year taken up Pathe disc machines, and reports very good results in sales with them. He is sole agent for Bury for these goods, and expects a very large turnover. Mr. Harrison's business has increased so much during the past three or four years that he is now thinking of adding the next shop, to obtain additional room for his increasing business.

S. Morris, the well-known dealer, has two establishments, 31 Bolton street and 13 Boulton road. He handles Gramophones, Zonophones, Edison, Edison Bell and Sterling, and reports trade exceptionally good. F. Warburton, 75 Bolton street, also handles both disc and cylinder goods, reporting also business very satisfactory. Read, Franklin & Co., the well-known musical dealers, of Stanley street, are also dealers in gramophones and zonophones. Their principal trade, however, is pianos and musical instruments, the talking machine business being a side line. In conclusion, Bury is busy; in fact, booming.

YORKSHIRE NOTES.

(Special to The Talking Machine World.)

Bradford, Nov. 5, 1907.

Leeds, Bradford, Halifax and other large Yorkshire centers are unquestionably the chief cylinder markets for the United Kingdom. The factoring done by the wholesalers is enormous, as regards quantity sales, and peculiarly enough, although the people of Yorkshire are severely critical as regards record music, the disc trade boom is hardly being felt. Later, no doubt, it will come, but at present cylinders are the rage.

In Bradford there are several first-class houses, as follows: At Messrs. Thomas Dyson's, Ltd., Manchester road, under Mr. Tidswell's manage-

The "World's" Register of British Manufacturers and Factors

The following are leading firms in the United Kingdom who will gladly mail Catalogues and Price Lists upon request

R. PRIEUR 68 Basinghall St., London, E.C., Eng.

EVERY WHOLESALE JOBBER should get my export prices for Best French PHONO REPROS., RECORDERS, BLANKS and all Phono Accessories. Lists free.

I am prepared to consider sole representation of manufacturers of SPECIALTIES of all kinds for Phono and Talking Machine Trades.

IF YOU WANT TO OPEN HERE write us at once and submit samples and prices. Highest Bank References. Correspondence invited—English or French.

For Profitable and SOUND Business handle the

IMPERIAL DISC RECORDS

Supplied by

GILBERT KIMPTON & CO.

Peninsular House, Monument Street, London, England

It tells you all the best ways of increasing your business and of many novel plans to advertise. Last year it gave over two hundred of the smartest and most novel schemes.

Send 1s. by International Money Order for Sample Copy or \$2 per year.

"ADVERTISING"

The Smartest Magazine in Britain

Write to-day and get into touch with its fund of ideas. Publisher: "ADVERTISING," 101 Fleet St., London, Eng.

FROM OUR LONDON HEADQUARTERS—(Continued).

ment, they do a large wholesale trade only, confining themselves solely to the cylinder record and phonograph business. Their chief lines are Edison and Edison Bell, with all kinds of accessories.

The Parker Phone Co., Ltd., Market street, confine themselves to talking machines and phono goods only. They are factors for Zonophones and records. In addition, they stock Odeons, Favorites, etc. For phono records they factor chiefly Edison and Sterling, and do a good wholesale, as well as a retail business. Well situated in one of the busiest thoroughfares, their very fine show attracts considerable attention from all passers-by. In conversation with Mr. Stoddart, who is the managing director, he paid The Talking Machine World the most flattering testimonial, saying "it was the very best paper ever produced or issued, connected with the trade, and not only was he a subscriber from the first, but would not be without it under any consideration." Mr. Stoddart, by the way, also has two other depots—one at Halifax, besides another in Bradford, all doing well.

A. Moore, 5 Manchester road, makes a specialty of sapphires of all kinds, grinding them on the premises, in all the various sizes and patterns that are necessary for either use on cylinder or disc records. His two special lines are—one with a sphere ball, size 75 mm., for reproducing, and a special Bettini pattern, hollow-ground recording sapphire. The former, owing to its small size, gets thoroughly into the most minute sound grooves, thus giving a very full volume and better tone. Regarding the recording sapphire, it is ground concave with a very full hollow center, giving thereby a deep, regular and clear cut, particularly necessary for professional recording, and although Mr. Moore makes a specialty of sapphires, he also does a good general musical instrument trade, of the usual miscellaneous nature, and also has a good position and very attractive display.

R. J. Appleton, of North End Parade, confines himself solely to the wholesale and works thoroughly the whole of Yorkshire, in all kinds of discs and phono goods. He specially pushes Columbia and Pathe discs, the latter going specially strong just now. In cylinder goods, Mr. Appleton has a good range, concentrating upon Edison and Clarion. This Clarion cylinder he also is sole Yorkshire factor for, and expects enormous business with it, the price being low, 9d. (18 cents) retail, opens up visions of trade at such a popular price that has never been thought of before. Mr. Appleton is exceedingly optimistic as regards the future, and hopes to break all records this season as regards sales and output.

LEEDS, YORKSHIRE.

(Special to The Talking Machine World.)

Leeds, Nov. 3, 1907.

Leeds is, without any doubt whatever, one of the finest and up-to-date places in Great Britain. The Yorkshireman is noted generally for his keen appreciation of music, and from the highest to the lowest, one and all are severely critical.

The leading dealers in Leeds are as below: Messrs. Hilton & Co., of 84 and 90 Briggat. R. Hilton is one of the most courteous gentlemen in the trade. Originally one of the oldest and largest pianoforte manufacturers in the north of England, the talking machine trade with them commenced in a small way many years ago. Gradually developing, Mr. Hilton was compelled to take another establishment, on the other side of the street, making it a separate adjunct from the original business. The trade growing larger and larger with him, necessitated the separation of the wholesale business from the retail. This has now been accomplished by taking a long lease of a huge warehouse at 28 Acre street, under the management of W. J. Ribbons. Under this gentleman's guidance we had the pleasure of going over this warehouse, which has been fitted up with the latest and most up-to-date conveniences possible. We may safely say, without fear of contradiction, that it is the largest and most complete factor's establishment in the North of England. Consisting of several floors, splendidly lighted, we estimate the cubic measurement of each floor at about 700,000 square feet. (Each floor is large enough to play a full-size cricket match.) The departments are many and various. The ground floor consists of (a) stores, where anything up to 10,000 machines can be stocked comfortably; (b) packing room, where three or four packers are employed at high pressure all day long; (c) the disc record department. Mr. Ribbons showed us quite a new system they have as regards sending out new records, which is very good. Every record that is put into stock, upon arrival is placed into a semi-transparent envelope, with a lapped edge, that is gummed. It is sealed up and every dealer is supplied with the records so sealed, which is a guarantee that the record is an absolutely new one. This is owing to the fact (and we have every reason to believe it) that a good many records, that are sold as new, are absolutely worn out before they are handed over to the customer. In this case it cannot possibly occur. We congratulate Mr. Hilton on this new idea, which is decidedly good. Packed along the huge warehouse were thousands upon thousands of Edison records. We should estimate roughly that there are probably 100,000 of these in stock alone. This is also a separate department. Further on we come to the Sterling portion. Every record Sterling makes is kept in stock, and the quantity here is also enormous. Edison Bell also have a special department by themselves.

Another feature of this establishment is a portion of which is set out for show purposes only, quite distinct from the stock warehouse. In this portion is a range or show of everything that is sold, so that the dealer can walk into the showroom and see absolutely the latest, and also any odd part in detail, that he may want for repair or sale purposes.

On the floor above a very commodious range of offices has been placed. Typewriters, telephones connecting every part up to the central office, are in full swing, and every department, by the way, is linked up together, exactly on the American principle.

The repair department next catches our eye. This is a special department, in which repairs only are executed. There are several repairers constantly employed, and from the huge amount of work we saw before them it looked as though they have got an income in view, for some time to come.

In conversation with Mr. Hilton and his able lieutenant Mr. Ribbon, we gather that trade has

been exceptionally good with this firm. They are factors for all leading lines, are right bang-up-to-date, and have the three essential qualifications in their favor that lead to success, namely, youth, unlimited enterprise, and energy, and financial standing of the highest. We wish Messrs. Hilton & Co. the very best success.

Messrs. H. F. Scott, 5 Albion street, Leeds, is also another very first-class wholesale and retail factor. Situated in the heart of the city, within a stone's throw of all the principal stations, Mr. Scott reports business as very good. He is wholesale factor for Edison, Edison Bell, Sterling, Zonophones, etc.; also retail agent for the Gramophone Co. Mr. Scott has a very fine establishment, and keeps also a large stock of the above goods. Exceptionally courteous and painstaking in his business methods, with the help of Mrs. Scott, who is personally in the business, we are pleased to say that this gentleman is doing a satisfactory and increasing trade, and is looking forward to the future with the happiest anticipations.

In Upper Mill Hill, Messrs. R. J. Appleton & Co., of Bradford, have a wholesale branch, under the superintendence of R. N. Appleton, Jr. Their sales are, as in Bradford, practically devoted to Edison, Clarion and Columbia cylinders, with Columbia and Pathe discs and machines. Mr. Appleton reports very good business in Pathes, and expects the season to be a record one.

The Talking Machine World representative, while in Leeds, received the most eulogistic remarks as regards the value of The Talking Machine World to talking machine dealers. In one house the very kind remarks made the writer blush, and proves that The Talking Machine World not only leads the way but is far in advance of any other paper published; so indispensable to every dealer in our particular industry.

SECURE NEW QUARTERS.

The Victor Distributing and Export Co. will not go back into their old quarters, 77 Chambers street, New York, destroyed by fire a few weeks since, but have leased several lofts at 83 Chambers street, which will be used for warerooms, the offices remaining at 256-257 Broadway, rooms 600 and 605, for the present. Ample stock has been secured in the new place, which about doubles their former premises. The arrangement of the floor space is also much more advantageous, and the facilities for handling business far superior in every way. J. T. Williams, general manager, who has been a victim of blood poisoning in the face for three months, at a time fearing he would lose his nose, has fully recovered, and is enjoying again his former good health and excellent spirits, a piece of news his many friends will be glad to hear.

GEO. W. LYLE RETURNS.

Geo. W. Lyle, general manager of the Columbia Phonograph Co., General, who has been on a trip of inspection of the western offices and stores, going to the Pacific Coast, returned to headquarters in the Tribune Building, New York, on the 11th. He has been traveling since October 21.

Among recent callers at the New York offices of the National Phonograph Co. were the following: Louis Buehn, of Buehn & Bro., treasurer of the National Association of Talking Machine Jobbers, Philadelphia, Pa.; C. Carroll, Utica, N. Y., Cycle Co.; Lewis J. Gerson, with Musical Echo Co., Philadelphia, Pa.; J. Foster Dares, with international Correspondence School, Scranton, Pa.; E. F. Taft, of Eastern Talking Machine Co.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va.; G. L. Ackerman, of Ackerman & Co., Scranton, Pa.; D. R. Harvey and S. J. Francis, of Iver Johnson Sporting Goods Co., Boston, Mass.; Thomas Wells, dealer, Calumet, Mich.

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.

TRADE GLEANINGS FROM THE "HUB."

Retail Trade Has Shown a Slight Slackening—Noted Singers for Columbia Co.—Osgood Co. Stimulating Trade—Oliver Ditson Co.'s New Talker Department—Boston Cycle & Sundry Co.'s Good Report—New Elevator for Eastern Talking Machine Co.—New Quarters for Iver Johnson Co.—Estes Piano Co. to Handle Victor Machines—W. J. Fitzgerald to Entertain His Fellow-Salesmen Thanksgiving Eve.

(Special to The Talking Machine World.)

Boston, Mass., Nov. 13, 1907.

November finds the talking machine trade in Boston not quite up to expectation. The retail trade among the Boston dealers has shown a slackening and this, of course, has been reflected in the number of orders sent to the jobbers. The unusual tightness in the money market is largely responsible for this. That it will soon ease up is the belief and the hope of everybody.

The heads of departments at the Columbia warerooms here were much pleased this week to learn that many of the European singers of fame, whose voices can be heard through the medium of the Columbia records, have joined the Manhattan Opera Co., in New York, this year. This will have the effect of stimulating trade on the Columbia's grand opera records, for the names of Melba, Nordica, Schumann-Heink, Zenatello, Mary Garden, Cazauran and others are gold dollars in the way of trade.

The C. E. Osgood Co. are stimulating the retail trade very materially this month by reason of their gift of photographs of the grand opera singers to purchasers of records. This is the only house in the city that advertises to do this, and the result is good. This house does a general jobbing business now on the Victor machines and reports business as satisfactory.

The local newspapers have been very generous in their use of photographs of the new Victor department in the store of the Oliver Ditson Co., the past week. The photographs do not do the new store justice. It is, without question, the finest talking machine department in the country and Manager Winkelman is mightily pleased over it, so is General Manager Bobzin, of the Ditson stores. Business has increased with a big bound since the new store was opened, and the various display rooms are in constant use. A feature of this new store is the room reserved for the stock. There over 150,000 records can be kept in perfect safety and convenience. There is also a fine shipping room and repair room. The new department is on the second floor of the Ditson Building, much handier for everyone than before, when it was on the sixth floor.

Manager Andrews, of the Boston Cycle & Sundry Co., is an enthusiast over the Edison as a jobbing medium, and over the merits of the tray system, which his company handle. "We find that our business on this tray system has increased far beyond our expectations, and is still growing, so what excuse have we to find fault with the condition of business," he says. This company have increased their facilities for making the carrying cases for records which they have put on the market.

At the Eastern Talking Machine Co. the new steel elevator for passengers, running to the top of the building, has been installed. A new steel ceiling and walls have been put in also. Men are now at work turning the third floor into a salesroom and when this is finished the store will be equipped about as well as it is possible for a store to be. As to the amount of business which the Eastern Talking Machine Co. are doing, Manager Chamberlain, of the wholesale department, this week showed to The World representative a single shipment of 42,000 Edison records which had just come from the factory. That is going some.

Only the fact of its present limited quarters prevents an enlargement of space for the talking machine department at the Iver Johnson Co. Business has increased here very materially during the past year. A new eight-story building is now being constructed on an adjoining lot, and by spring the department will probably be placed in new quarters, as it deserves.

The agency for the Victor machines, etc., has just been taken by the Estes Piano Co., on Tremont street. Mr. Estes will divide his store by a partition, so that he can give up space to display rooms. This ought to be a good location for the Victor, as there is no other talking machine dealer in that vicinity.

The Read & Read Co. have done a very satisfactory business in their ground floor store on Essex street. The Edison line is made much of here and the window display is unusually good at all times.

A feature of the window display at the Columbia warerooms this week was a large red mill, upon which were printed the names of songs

from "The Red Mill," which can be had on Columbia records. The musical comedy of that name is now playing in Boston.

W. J. Fitzgerald, of the sales force at the Eastern Talking Machine Co., is to entertain his fellow salesmen of the store at his home on Thanksgiving Eve with a turkey dinner. He declares that he is going to board up the mirror and hide the glassware, because he knows it is going to be a "rough house."

SECOND EXCHANGE PROPOSITION.

Subsequent to sending out the details of a second exchange proposition, which is to be a permanent regulation annually hereafter, the National Phonograph Co., Orange, N. J., publish the following additional explanation:

"The exchange proposition is one of the many features of the business of the National Phonograph Co. which makes it strong with its jobbers and dealers. It provides the yearly opportunity of the trade of returning to us all surplus, cut out and defective Edison records at no other expense than packing them and paying freight charges on them. It is true that jobbers and dealers are required to order two new records for every one returned, but ample time is given in which to do it so that the larger order works no hardship to any one. When we state that the last exchange proposition that we had brought back one and one-half million records, some idea will be gained of the stocks carried by the trade and of the loss to this company that the exchange causes. It is really a loss of the jobber's price on each record, for practically all of the new orders given in exchange would come to us anyway. The plan is really nothing else but a gift of so much money to our trade, and we doubt if a parallel to it can be found outside of the talking machine industry. It is a liberality, however, that pays handsomely in the cordial relations that exist between the trade and ourselves."

SPEED REGULATION IMPORTANT.

One need not be a talking machine expert to realize the importance of having the record revolving at proper speed when perfect results are desired. The leading talking machine and record manufacturers have made special efforts to impress upon the owners of the machines the fact that naturalness can only be obtained by having the records reproduce at the same speed at which the recording is done, or as in the case of most disc records at a speed of seventy-six revolutions per minute.

One great difficulty experienced by the majority of the users is in determining exactly the number of revolutions per minute the record is revolving, but that problem is solved by the Phonometer, recently put on the market by the Phonographic Music Co., Brooklyn, N. Y.

The Phonometer is instantaneous in its action, thoroughly accurate, and is sold at a price well in reach of every talking machine owner. It is being handled by many of the leading jobbers all over the country, who will send sample and quote prices upon request.

It has been announced by Manager Sherwood of the company that the success of the Phonometer has prompted the manufacturers to prepare several other useful phonographic novelties which will be put on the market early next year.

Frank H. Stuart, who now represents the Hawthorne & Sheble Mfg. Co.'s product—Star machines and records, silk-finished and other horns, as their Eastern selling agent, is no stranger to the trade. He was formerly on the company's selling force and knows the business from A to Z. He has been calling on the jobbers in his territory recently.

Owing to the fact that the twenty-eighth of this month, the simultaneous opening day for Victor goods each month, falls on Thanksgiving Day, the usual advertisement of 600 lines carried in prominent papers throughout the country each month by the Victor Talking Machine Co., will appear on the following day, the twenty-ninth. The various jobbers and dealers have been notified to that effect.

Are You Ready?

Fall business is here and the Holiday trade with all its rush will soon be upon us. Are you ready to take care of your trade in a prompt and satisfactory manner?

You will find us always ready to help you out at all times. We carry the biggest stock of talking machines and records to be located in New England, and we make a specialty of shipments immediately after orders are received.

No matter where you are you will find that we can serve your interests, and serve them well. If you come to Boston take time to look over our establishment. You will be impressed with our stock and we can demonstrate to you our ability to save you money in many ways.

Aside from talking machines, we carry accessories of all kinds, such as horns, stands, record cases and tray outfits. We have our own factory for specialties. We shall be glad to figure with you on anything which you desire in the talking machine line. Let us take up the subject of business with you.

Boston Cycle and Sundry Co. 48 Hanover Street
BOSTON, MASS.



The Name-- The Product

THE REGINAPHONE—rather an attractive name is it not? but the name is not half as attractive as the product, for the REGINAPHONE without doubt is one of the best selling talking machine novelties on the market.

It is a talking machine and a Regina music box combined in a single instrument and you know the Regina music box is the world standard as far as music boxes are concerned.



The REGINAPHONE

is made in several sizes and styles, all of which are equipped with a splendid talking machine mechanism and with the best motor you ever saw in a talking machine.

It is the best seller in a long list of Regina novelties and now the Holiday season is coming on novelties are most desirable. The REGINAPHONE as a Christmas present will be much sought for and you can brighten up your entire stock through this novelty. It you have not seen it, write for a sample on ten days' trial.



We manufacture Regina Music Boxes, Reginaphones, Regina Chime Clocks, Reginapianos and Regina Sublima Pianos.



THE REGINA CO.

Factory and Main Office, Rahway, N. J.

BRANCHES:

Broadway & 17th Street, New York

259 Wabash Avenue, Chicago

A "TALKER" COURTSHIP.

An Interesting Sequel to a Story Which Appeared in the June World.

(Special to The Talking Machine World.)

Hainesport, N. J., Nov. 7, 1907.

Those of The World readers who perused "The Talker's Power" in the June issue may be interested in the following, which is a true sequel to that article:

The Hainesport Mining & Transportation Co. employ a great many Italians at their immense sand banks here, and while on an inspection tour of the works the other day, the writer was amazed to find, toiling diligently among his fellows, and humming an air from "Il Trovatore," Ignacio Guissepi, the child of sunny Italy who figured so prominently in a former tale.

The story lust in the brain of the reporter immediately bubbled to the surface, with the result that he entered into conversation with Ignacio:

"Are you not the gentleman who, in company with a Mister Johnson, colored, drove a coal wagon in Philadelphia a few months ago, and while in the act of unloading a consignment of "Lehigh" in front of the residence of Mr. Kane, on North Fifty-second street, became so enthused by the very air you were humming just now when I accosted you, that you dropped your shovel and indulged in a dance of your country while Mister Johnson?"

"Stoppa! You no talka to me 'bout da foola da nig'. He very mucha no good. He no getta da shove'; me throwa da coal; breaka da rib."

"Yes, I heard all about it," replied The World representative, "but I do not think it was quite fair in you, Ignacio, to chastise the colored gentleman for stopping work to dance to the accompaniment of a talking machine when you had just done the same thing yourself."

"You tinka you know lotta; you no know nutting; I tella you—" Just then the foreman came along and the Italian went to work with a will, causing a blinding sand storm to arise with his strenuous shoveling. When the foreman's back was turned, he threw down his shovel, and wiping his perspiring brow with a gay bandana, resumed his explanation: "I gotta da girl in Italy. She sing a da song lika da talk' machine. When I hear, I getta da love; when I getta da love, I gotta to dance. Da foola da nig', he no getta da love; he only dance to maka da fun of a me. I getta da mad; soaka da nig'."

"Oh! I see, you have a sweetheart waiting for

you in your native land. Are you going to her soon?"

"You betta you life; soon I maka da mon'. I buya da talk' machine; send it to Italy. Rosa, she singa da song; senda da rec' backa to me. I taka da rec' talk' machine store, Mount Holly; heara da song; getta da mooch home seek. Throwa up a da job nexta week; taka da boat,



"I GOTTA DA GIRL IN ITALY."

go lika da hell, Italy. Very fina da ting, talk' machine, vat you tink?"

"Ignacio," answered the reporter, "your story has pleased me much, for it has added another page to the "talker's" book of victories. I thank you and wish you every happiness when you join your fair Rosa beyond the seas."

"Dats alla da right, she damn fina da girl," he confided by way of conclusion, and then his face aglow with the golden prospects of a happy home and pretty wife which the future held out to him, he resumed his labors.

TRADE IN THE NATIONAL CAPITAL.

E. F. Droop & Sons Co.'s Talking Machine Department Has Been Greatly Enlarged, the Winter Sales Have Begun Most Encouragingly—Hugo Worch to Relinquish Sales of Machines—What a Run Around the Trade Reveals—Expect Good Holiday Trade.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 9, 1907.

The talking machine business in the National Capital has not been quite up to the mark during the past month, but the outlook now appears more prosperous.

The Columbia Phonograph Co., of which H. C. Grove is the local manager, state that November has begun with large sales in records and machines. This establishment has had charge of the exhibit at Jamestown and much of Mr. Grove's time has been spent there.

The talking machine department of E. F. Droop & Sons Co. has been greatly enlarged; in fact, one-half of the ground floor of the establishment is now devoted to this class of merchandise. A large stock of instruments has been installed, while the walls are lined with records almost to the ceiling. The testing room and storage department are also to be found inviting. The winter sales have begun encouragingly and fair prosperity is predicted for this department of the Droop house.

It was only recently that Sanders & Stayman added the talking machine to their piano establishment. Already they have found it necessary to increase the space originally given to these instruments. They are not only retailers, but they do wholesale as well, and by this means supply small establishments in outlying districts. The recent sales have not been great, though the past month has been generally good.

The sales of the Victor machines at John F. Ellis & Co. have only been fair. Record sales have been especially good.

S. Kann & Sons Co. do much distributing in outlying districts, and within a few weeks the Christmas trade will start in with its usual activity.

J. E. Whitson reports poor sales in machines, but a fairly good trade in records. "Honey Boy" has been especially popular.

Not long ago Hugo Worch opened a talking machine department in his piano store. When speaking to him recently of this class of merchandise he said: "I shall give it up, as our time is too much taken with other trade."

JUDGE HAZEL DEFERS CONSIDERATION.

The argument, in contempt proceedings, on the injunction decree of the New York Phonograph Co. against the National Phonograph Co. and others, was argued before United States Circuit Judge Hazel Thursday of last week in New York City. Louis Hicks and John C. Tomlinson appearing for the complainants, and C. L. Buckingham and Wm. Wallace, former presiding judge of the United States Circuit Court of Appeals, for the defendants. At the close of the hearing Judge Hazel announced he would not be able, on account of the pressure of his judicial engagements, to take the case up for consideration before December.

SOME POINTERS TO BE CONSIDERED.

Rubber stamps are excellent things in their way. They are a help and convenience when used properly and in their right place. They may also be a detriment. They are useful in the office for stamping bills paid, sales checks paid or charged, affixing the dates, etc., and in other such uses.

A very good and attractive window card can be made with rubber stamps in the hands of a skilful operator, but they were never intended to cut the printer out of a job.

The business man who tries to do his letterhead and billhead printing with a pad of cheap paper and a rubber stamp stamps himself as a cheap man.

Such a man will surely lose caste among business men, just as surely as the individual who tries to cut a figure in society by using rubber-stamped visiting cards.

The expense incurred by the use of good business stationery is money wisely invested. It commands respect and attention.

SOL BLOOM'S NEW STORE.

After many delays in remodeling and decorating, Sol Bloom, the Victor talking machine distributor, opened his new store, 40 West 34th street, New York, last week. The interior color scheme and lighting arrangements are striking, and the handsomely dressed windows attract the passersby like a magnet. Mr. Bloom believes he has the star location in the city for retail trade. His business occupies two floors of the building. The place is worth visiting.

Talking Machine Record Cabinets

OUR SPECIALTY

So—we offer you good value in a variety of established sellers. You can sell from our catalog. It is required in every popular store. More goods sold with less effort is the result of catering Cadillac character.

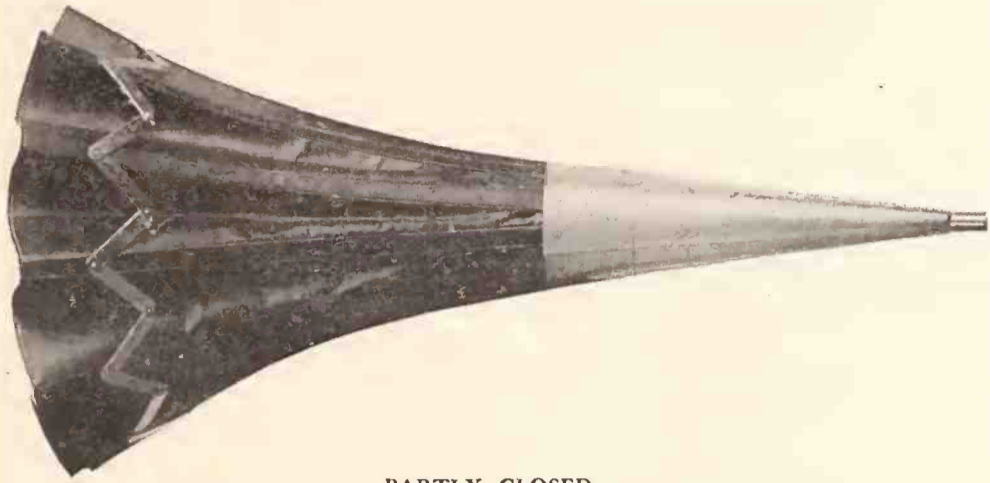
Cadillac Cabinet Co.

T. M. R. C. Dept. DETROIT, MICH.



No. 1194

The Reason Why Most Collapsible or Folding Horns Have
Not Been A Success



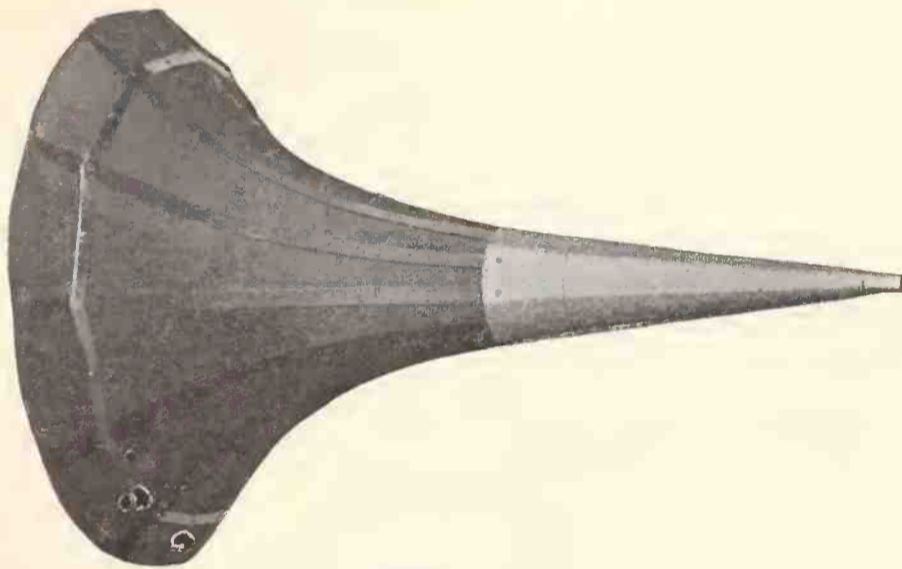
PARTLY CLOSED

IS THAT ALL OF THEM HAVE BEEN CONSTRUCTED IN TWO OR MORE PARTS. This makes such a horn a more or less delicate article for the moment one of these parts becomes bent or bruised in shipping or handling it is useless, as it will either fail to fit together or rattle.

THIS GRAVE FAULT IS OVERCOME BY THE NEW

Munson

Folding



OPEN

Horn

The One Piece Indestructible Horn For All Cylinder and Taper Arm Disc Machines

Can be opened or closed in 30 seconds. Made of selected "Leatherette" with highly finished Metal Parts. We guarantee all of our horns against rattle or blasting. **RETAIL, \$5.00.** In solid colors. Gold or Black Hand Decorated or Plain. ❄ ❄

Sold Only Through Jobbers

Liberal Discount to the Trade



CLOSED

The Folding Phonographic Horn Co.

Phone, 79 Bryant

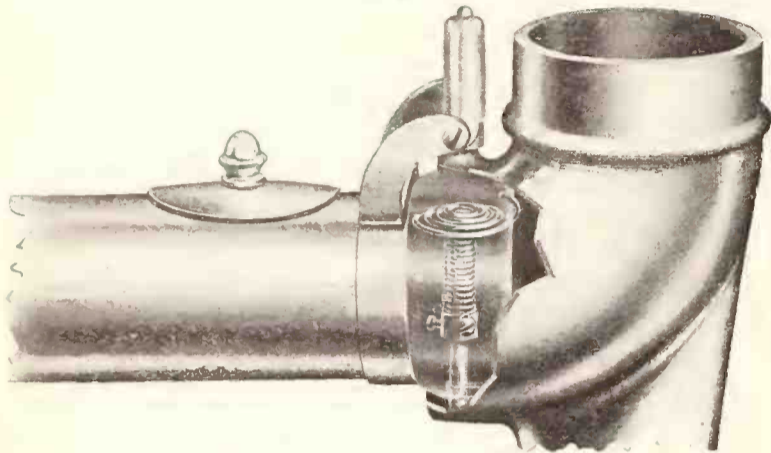
650-652 Ninth Avenue, New York, N. Y.

NEEDLE AND DISC FRICTION.

Its Reduction if Not Elimination One of the Problems of the Hour—The Important Contribution Introduced in the Star Talking Machine Worth Consideration.

As the actual reproduction of sound nears perfection, it is becoming more evident that much remains to be done in lessening the friction between the needle and the disc record, to reduce scratch, improve the tone and prolong the life of the record.

In this field, the device of which one detail is pictured herewith, is most successful. This is the automatic yielding-pressure feed used by the



AUTOMATIC YIELDING PRESSURE FEED.

Hawthorne & Sheble Manufacturing Co. in their "Star talking machine."

The automatic yielding-pressure feed consists of the spiral shown above, acting in combination with the gravity feeding device illustrated in the front cover advertisement of this number of *The World*, to exert a yielding pressure on the sound-arm, swinging the needle positively toward the center of the record. The spring engages, as shown, with the inner end of the tone arm.

The motion of the needle is thus entirely independent of the pull of the record groove. As a matter of fact, the only mechanical action of this groove is that it restrains the needle from swinging immediately to the center.

The result is that the needle is kept in intimate elastic bearing with the inner wall of the record groove, and does not rebound between the walls of the groove. From this follows logically the reduction of scratch and wear. The manufacturer's report that in a recent laboratory test a "Star" record taken at random from stock was played several hundred times in a "Star" machine fitted with the yielding-pressure feed, and

at the end of the test was still in serviceable condition. Moreover, since the inner wall of the groove contains the most distinct record waves, the needle is held in precisely the position to realize the full tone possibilities.

The "Star talking machine" contains no single element more far-reaching in its effects than this feed device, which is fully covered by patents.

SALESMEN SHOULD NOT VENTURE HERE.

The talking machine as a thing of joy is certainly "in bad" with a Bensonhurst man, Ernest Lasche by name, who blames one of them for his marital troubles. In fact it is charged that the combination of the talking machine and a star boarder were responsible for the loss of Lasche's wife, who eloped with the latter, after a wooing in which the machine played a prominent part.

About a year ago Lasche met Dunn and invited him to occupy a room in his house as the star boarder. Each night the two men and Lasche's wife sat around the table in the dining room listening to the various assortment of songs as played by the talking machine. Pretty soon Lasche noticed that his wife seemed to have a strong preference for "Nothing to Love but Jim,"

whenever Dunn happened to be in the room, and the playing of the record was accompanied by what Lasche called making "talking glances," cast by his wife in Dunn's direction.

Things grew from bad to worse. One day Lasche came home for a mid-morning meal and found Dunn there. Quite a scene followed. When he came back again that night all the furniture was gone with the exception of a three-year-old baby boy who was gently humming as his papa came up the steps, "Nothing to Love but Jim."

He has advised talking machine salesmen not to venture around his section of Bensonhurst.

NEW USE FOR THE PHONOGRAPH.

There have been many stories of the usefulness of the talking machine in the field of medicine, but according to the latest reports from Chicago it is soon destined to supersede the gold cure for chronic "souses." Dr. J. Cameron Horenstone is said to be the discoverer of the talking machine remedy and he claims that it never fails.

The plan is described by the doctor as follows: "Our method is very simple, after all. We have perfected a new phonographic device that can be carried by a man in his pocket. For instance, a wife who has a drinking husband desires to have him cured. She has exhausted all the known cures, in addition to putting things in his coffee. She takes the phonograph, adjusts it so that her husband's foolish ramblings are recorded, and springs it on him the next day when he is sober. Hubby is generally so disgusted that a permanent cure is effected."

Imagine being lined up in front of an innocent little machine, which reels off in one's own voice, sadly thickened by potent libations, a string of distorted and disconnected remarks. Certainly, if the scheme is practicable, it ought to effect a permanent cure.

THE HUMPHREY RECORD CABINETS.

New Catalogue Shows Latest Styles, Which Is Worth Investigating.

The Humphrey Bookcase Co., with plants at Detroit, Mich., and Elkhart, Ind., are making a line of talking machine record cabinets which unites simplicity of design and beauty of finish in a marked degree. They have been manufacturing these cabinets for more than four years, and their product affords unmistakable evidence that they have studied the field thoroughly.

The line includes eight styles of disc record cabinets, conspicuous among them an exceptionally attractive cabinet designated as No. 106, built of genuine San Domingo mahogany with fluted mahogany columns, rubbed and polished, intended to match the No. 6 Victor machine in detail. Another cabinet which is out of the ordi-



nary is designated as No. 247 Sectional Cabinet. This is made in the form of a sectional bookcase, and is designed to fit in with book sections or other sections made by the Humphrey Bookcase Co.

Six styles of cabinets comprise the line for cylinder records—all of them well designed and worthy of investigation.

We illustrate in these columns cylinder record cabinet No. 120, a very neat design, at a popular price. This will hold 200 cylinder records—is 32½ inches high, 24 inches wide and 18 inches deep. It is furnished in selected quartered oak or mahogany, all four sides and top being rubbed and polished.

The announcement of the Humphrey Co., which appears elsewhere in *The World*, will be read with interest.

The callers at the National Phonograph Co.'s New York offices recently, among others, included Henry E. Marschalk, Musical Echo Co., Philadelphia, Pa.; C. B. Haynes, C. B. Haynes & Co., Richmond, Va.; Fred Babson, of Babson Bros., Chicago, who came in on the morning Twentieth Century and started back in the afternoon of the same day—always on the rush.

THERE'S A TIME TO LET GO—



Let go of old methods, if you want to be up among the leaders in your line of business. You must watch every spot where there is a chance for profits to leak and stop the leak.

"The Heise System" of

Wire Record Racks

save space, keep records from injury, aid you in stock-keeping and help you in selling. Besides, they save enough of the time of the salesman to pay for themselves.

For All Sorts of Records, Disc or Cylinder,
Get a New Catalog.

SYRACUSE WIRE WORKS,

SYRACUSE, N. Y., U. S. A.

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

NEW SHIPPING DATE FOR RECORDS.

General Manager of Sales Dolbeer of the National Phonograph Co. Issues Important Letter on This Subject.

Under date of October 25, F. K. Dolbeer, general manager of sales of the National Phonograph Co., sent the appended letter to the trade bearing on the new shipping date for records. The company in this step coincides with the views and wishes of the National Talking Machine Jobbers' Association, who had requested this concession on the merit of economy as well as convenience in handling their other lines. The letter and accompanying explanatory remarks follow:

"Commencing with the December records, which under our present system would be placed on sale November 27, would state that we have decided to permit our jobbers to ship the monthly records to dealers at 2 p. m. on the 24th of each month, the records to be placed on sale at retail simultaneously at 8 o'clock on the morning of the 25th. In cases where the 24th of the month falls on Sunday, shipments may be made to dealers at 2 p. m. on the 23d, thereby enabling the dealers throughout the country to place them on sale at 8 a. m. on the 25th inst. Where the 25th of the month falls on a Sunday or a holiday, shipments may be made at 2 p. m. on the 23d and the records placed on sale at 8 a. m. on the 24th of each month. Any jobber or dealer who makes shipments of records or places them on sale in advance of the hours specified herein, violates the terms of his agreement and will be dealt with accordingly.

"The changes embodied in the above notice have been decided upon in deference to the wishes of jobbers and dealers, repeatedly expressed during the past year. The notice acts as an amendment to those sections of the new agreements covering the time for shipping and putting new records on sale. The changes have been sought by the trade for a twofold reason. The advance in date has been desired in order that dealers

might have a better opportunity to realize on the sale of new records than afforded by the later date and thereby be in a better position to pay their bills and earn the cash on the 5th of next month. The shipping hour has been advanced to 2 o'clock on the previous day to give dealers an opportunity to sell at the same time and on the same footing as their jobbers. This has not been possible under the present plan, which in many instances has been a hardship to the dealer.

"Order blanks and other forms of printed matter in connection with both December and January records had been printed before and above action was decided upon and the trade will understand that the new dates for shipping and selling supersede those shown on such forms. In deciding to permit dealers, as well as jobbers, to have the new records in their possession on the day before they can be sold, we are showing our implicit faith in the 12,500 dealers selling Edison phonographs and records. We believe that every dealer will appreciate the extent to which this course will benefit him, and that he will no more permit a new record to be played, sold or leave his possession until the established selling hour, than he would violate his pledged word. To not live up to the new conditions will be considered by us as the rankest ingratitude. We shall exercise unusual vigilance in seeing that records are not sold ahead of time, and each and every dealer detected doing so, will be suspended without warning. We sincerely hope that we shall not be called upon to apply such drastic measures."

MATERIALIZATIONS OF JOS. JEFFERSON.

Do you believe in ghosts? If so, you will probably enjoy a seance with George Ober, actor, and J. A. Whitman, inventor, who, on the fourth floor of 27 West Twenty-seventh street, are entertaining their friends daily with materializations of the late Joseph Jefferson in the role of Rip Van Winkle.

These seances are exhibitions of the Camera-

phone, a device in which Mr. Whitman unites the salient features of the moving picture and the talking machine. Startling results are obtained in exact reproduction of celebrated stage scenes in which the presence of the actor is admirably simulated.

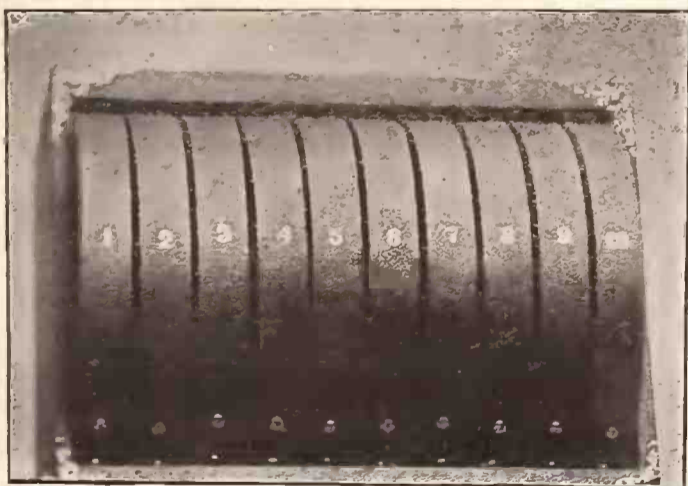
The late Joseph Jefferson was greatly interested in Mr. Whitman's work, and he recited his most famous scenes from "Rip Van Winkle" for the cameraphone shortly before his death. His fatal illness prevented him from carrying out a cherished desire to pose for the accompanying pictures, but George Ober, who is at the head of the J. M. Hickey "Rip Van Winkle" company has acted as a substitute, and the Catskill scene, where Rip climbs the mountain amid the storm, his awakening twenty years later, and his final recognition by his shrewish wife and his daughter are reproduced with wonderful verisimilitude.

Costumes, scenery and the recognizable voice of Joseph Jefferson contribute to the startling realism of the effect, and a considerable audience of scientists and writers yesterday applauded the first public exhibition of Mr. Whitman's device given in New York.

BUILDING UP FINE "TALKER" BUSINESS.

The talking machine department of Charles H. Ditson & Co., New York, under the able supervision of Harry L. Hunt, has greatly extended its business since occupying their present sumptuous quarters. The firm are enthusiastic supporters of this branch of their business and are using the daily papers freely exploiting the Victor line, not in an ordinary way, but according to methods that measure up to success. The text of their "ads" is along original lines, crisp, bright, terse, and the accompanying cuts are of original designing, drawn by artists who can tell an entire story pleasingly, yet convincingly, in the clever manner in which the sketches—something entirely different—are handled.

W. W. Rose is arranging to open piano ware-rooms in Vincennes, Ind.

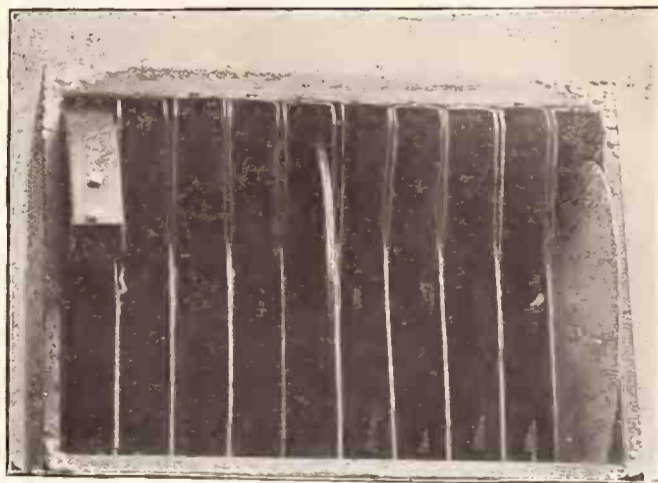
The "UNIQUE"**Sectional Disc Record Case**

CLOSED

**A Hot Seller
For
Holiday
Trade
and after.**

**10 in. size, \$4.00
12 in. size, \$5.00**

**Holds One Hundred
Records.**



OPEN

Substantially Built, Covered in Black Imitation Leather, Brass Knobs on front, Ornamental Brass Corners. Each compartment holds ten records, and opens and closes independently of the other spaces, by an up and down movement of the half round, swell front cover. Samples sent on receipt of deposit (subject to refund) or satisfactory references. **The Neatest, Most Attractive, Most Sensible "Supply" Ever Marketed.**

LIBERAL DISCOUNTS TO JOBBERS AND DEALERS

BENJ. SWITKY (SOLE SALES AGENT) 27 E. 14th St., New York

TRADE NEWS FROM INDIANAPOLIS.

Kipp-Link Co.'s Immense Stock of Edison Goods
—Report a Business Increase of Forty Per
Cent.—W. M. Bird to Look After Commercial
Graphophone Business—Crane's Good Report
—Talking Machine Used by Choir Director.

(Special to The Talking Machine World.)

Indianapolis, Ind., Nov. 6, 1907.

The Kipp-Link Co., who make a leader of the Edison machine, are having great success in their new place on East Washington street. This company have in stock 12,000 records and 1,000 machines and are fully prepared for the business of the winter. Their salesrooms are well equipped and well lighted. The company have a reception room and a salesroom which may be used by jobbers who come into the city. In one room are kept fancy machines and fancy music cabinets, all of an unusually artistic style. The company have been in their new headquarters for two months, and they report that business during the last month has shown an increase of 40 per cent. over the same month last year. The large electric sign of the Kipp-Link Co. is one of the attractive features along Washington street at night. It is the only large electric sign in its block along the north side of the street.

The Columbia Phonograph Co., of this city, Thomas Devine, manager, have employed Warren M. Bird to look after their commercial graphophone business in this city. Mr. Bird has had a wide experience in the business world. Before beginning duties with the Columbia Co. he was with the Van Camp Packing Co.

E. H. Thomas, formerly with the Keystone Blue Print Co., of Philadelphia, has been employed by the Columbia Co. to look after the "gang work." He has twelve men working under his direction in Indianapolis and reports business unusually good.

Fred Purdy, editor of the Sun, and Ernest Bross, editor of the Star, are owners of Columbia cylinder machines which they use to while away the leisure moments when they are not pushing the blue pencil.

Charles Craig, of the Indiana Phonograph Co., which handles Edison machines, says that his business for the last month has been good, although it has been rather quiet for a few days. Mr. Craig has a full stock of records and machines and is fully prepared for the winter business.

The financial stringency has caused little difficulty among the talking machine men in Indianapolis. Banks here have gone on a checking basis, and it has been impossible to get any sums of money of any size, but it has affected business very little.

The 5-cent moving picture theaters of Indianapolis are having a dull period just now. This decrease in business is probably due to the great number of such places that have been opened, as well as to the opening of the regular theater season. Indianapolis has fifteen or twenty moving picture shows and more are being started every day. The city has five theaters, one more this year than ever before. The latest moving picture show has been started by J. McNulty on Market street, just off Illinois street. It is a good location.

Dr. Willis, the choir director of the Meridian Street M. E. Church, one of the largest churches in the city, has a new use for his talking machine. He takes records of the music of his soloists, and then when the records are placed on the machine he uses them for critical purposes. Dr. Willis has a high opinion of the graphophone as an aid in his musical work.

T. F. Murray, jobbing salesman of the Columbia Phonograph Co., was in Indianapolis the early part of last week and bagged two orders of unusual proportions. He reports business good.

Thomas Devine, manager of the Columbia Co., has been featuring the Marconi record during the last month.

TALKING MACHINES IN CHILE.

Consul A. A. Winslow, at Valparaiso, Chile, in a recent report, had the following to say of the talking machine business in that country: "The commercial gramophone and business phonograph

are receiving some attention here of late, and there are a few in use in this city. I believe there is a good future in this country for these labor-saving appliances. There are practically no stenographers in Chile, and these instruments are destined to take the place of this shortage in the head offices of the larger commercial houses in this country. Since the great advance in wages during the past two years all labor-saving devices are in greater demand."

DOUGLAS EMPLOYEES DINE.

The Baseball Club and Other Members of the Douglas Phonograph Co. Enjoy a Great Time.

On the evening of Oct. 26 the Douglas Baseball Club, composed chiefly of employes of the Douglas Phonograph Co., gave their annual beefsteak dinner, vaudeville and smoker in Cosmopolitan Hall, New York. The guests numbered about seventy-five, including the ballplayers and their friends, and after an excellent dinner was disposed of and thoroughly washed down, and the cigars lighted, the entertainment of the evening began.

As a mark of their esteem the club united in presenting C. V. Henkel, president of the company, and to whose kindly efforts and active interest the club owe a large part of their success during the past season, with a very large bromide enlargement, showing every member of the team, with Manager Kelly in the centre of the group, the same being handsomely framed. John Kaiser, sales manager of the Douglas Co., made the presentation speech in behalf of the club, and acquitted himself very creditably. Mr. Henkel was deeply moved by the spirit shown in the gift and in a few words expressed his appreciation.

The entertainment offered was excellent and the guests spent a very pleasant evening. Representatives of The Talking Machine World were in attendance, as was also Victor H. Rapke and George S. Blackman, with the Blackman Talking Machine Co., the only others connected with the trade outside of the Douglas Co.

100 %

INCREASE

in 5 months, in our sales of

Repair Parts

This is the answer we make to all those who have any question to ask regarding our parts.

Our parts have been *Tested* and found O. K.

100 %

AUMENTO

en 5 meses, en nuestras ventas de

Reparación

Esta es la contestacion que damos a todas aquellos que tienen algo que preguntar acerca de nuestras partes.

Nuestras partes han sido probadas y las hemos ancontrado en perfecto orden

THE TALKING MACHINE SUPPLY CO.

A. P. PETIT, General Manager.

400 Fifth Avenue, New York, U. S. A.

NEWS OF THE MONTH FROM THE SAINTLY CITY.

Business for Early Weeks of November Shows Steady Improvement Although Trade Has Been Uneven—Auxetophone Concert at the Missouri Athletic Club Pleases Manager Long of the St. Louis Talking Machine Co.—Conroy Reports Fine Jobbing Trade—Ikonographs Sell Well—May, Stern & Co. Open New Department—Thiebes-Stierlin Co. Take on Edison Line.

(Special to The Talking Machine World.)

St. Louis, Mo., Nov. 5, 1907.

Trade for the month of October from a jobbing standpoint has been fairly good, with a gradual improving tendency which indicates that November and December should prove to be excellent months. The retail trade here for the same period has been rather quiet, which can be explained by the fact that one week of the month was devoted to carnival festivities, and another week was practically given over to the balloon contests, both weeks proving to be very dull weeks for the talking machine interests. A much better condition is expected to prevail from now on until the first of the year for the holiday trade is always large.

Manager Long, of the St. Louis Talking Machine Co., reports that their October trade showed up very well, and that he expects a great deal more activity from now on. The retail branch of this concern recently gave a concert one evening on one of their Auxetophones at the Missouri Athletic Club. It took place in the dining room, and it produced much enthusiasm among a very select audience that heard it. The baseball team of this concern closed the season recently with a record of one game lost, which surpassed the record of any other amateur club in the city.

Miss Clara Goetz, formerly with the Columbia

WRITING A WINDOW CARD.

A Show Card Writer Who Has Done Some Good Work for Talking Machine People Makes Recommendations Which Will Interest.

Proper tools and colors are among the essentials for effective show card work. A show card writer of experience recommends red sable pencils for brush work, and Soennecken and other round pointed pens for neat, quick and generally satisfactory work, and colors known as distemper colors are recommended. To bind the colors and prevent them from rubbing off, gum arabic is used as a sizing. Some of the various kinds of ready-made show card ink also give good results. The most chaste and effective combination for general purposes is black lettering on a white ground. Another important consideration is neatness in execution and lay-out. In the first place the matter should be carefully centered and proper attention given to spacing both of lines and words, and the lay-out carefully planned before the card is begun. One writer recommends dry lamp black ground in gum arabic, with about one-third Letterine, as a good material for show card writing. Zinc white ground in the same way, together with an equal amount of white Letterine is stated to make a good white for use on nearly all shades of board. A good list of colors for the purpose are cobalt and ultramarine blue, English and American vermilion, burnt sienna, French carmine No. 40 French striping bronze, lemon

Phonograph Co., has accepted service with the St. Louis Talking Machine Co.

P. E. Conroy, president of the Conroy Piano Co., states that they have been hampered considerably by not being able to get Edison goods. He reports a good jobbing trade, and looks for a large trade from now on.

D. K. Myers, of the Zonophone Co., reports jobbing trade active, and particularly so in the South.

Marks Silverstone, president of the Silverstone Talking Machine Co., reports the jobbing trade moving along well. He has some good sales on the Ikonograph, the new moving picture machine. He is working on a second edition of Phonographic Advice, which will come from the hands of the printer shortly.

May, Stern & Co. opened their new talking machine department on October 29, with Miss Sadie Rosenblatt. The department contains five rooms and is decidedly complete. They conducted a special sale on the opening day, and reported that their trade was good.

The Thiebes-Stierlin Music Co. have added the Edison line to their talking machine department and they were placed on sale Friday, November 8.

A. D. Geissler, manager of the Talking Machine Co., of Chicago, was a recent visitor.

Mr. Brown, Western sales manager for the Leeds & Catlin Co., was a recent visitor here.

yellow, light green and chrome green No. 2. These are all bought dry and mixed as required. Considerable artistic talent is to be found nowadays in the production of illustrated show cards, although for those who have not the requisite ability to paint a little picture of some kind there are various ways of getting around the difficulty. One of these is to cut out a picture and paste it on, running scrolls, borders, edge-lines, etc., as required. Another way is to place the picture against a window pane, mark around the outline with a soft lead pencil, then lay on the card in the position required and run over the outline from the front side. The paragraph is very useful for enlarging, which may also be done by marking out the card and the picture into squares and drawing in the picture in sections in the scale required.

NEBRASKA CYCLE CO. EXPAND BUSINESS.

(Special to The Talking Machine World.)

Omaha, Neb., Nov. 6, 1907.

The Nebraska Cycle Co., of this city, have taken the store-room, adjoining their place of business, and fitted it up very handsomely. The corner store-room is devoted to the talking machine business, and the basement, which runs under both rooms, is devoted to wholesale.

Their greatly increased wholesale business has necessitated the addition of this extra space. They are both Edison and Victor jobbers.



CHRISTMAS IS ALMOST HERE

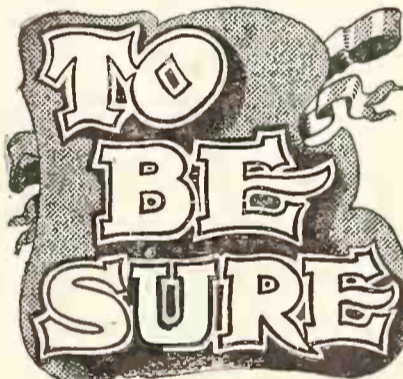
The most prosperous year this country has ever had is coming to a close, and

THE DEALER

who is prepared to supply the demand is the one to reap the harvest.

HOW ARE YOU FIXED?

The First and Most Important Point is



Your Orders are Going to be Filled Promptly and Completely.

TRY US.

THAT IS OUR SPECIALTY.

SAINT LOUIS TALKING MACHINE COMPANY

7th and St. Charles Sts., St. Louis, Mo.

The Only Exclusive Victor Distributors in Missouri.

QUICK SHIPMENTS FROM ST. LOUIS TO THE SOUTHWEST

Edison Machines, Records

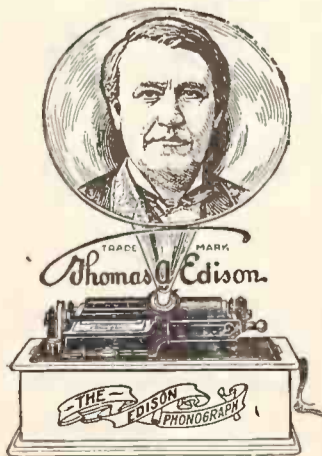
AND GENERAL TALKING MACHINE SUPPLIES

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.



VIEWS ON INSTALMENT SYSTEM.

Some Recent Literature Issued by the Victor Co. Showing the Value of Instalment Business—What Lyon & Healy and the Powers & Henry Co. Have to Say on This Subject—Some Statistics That Are Most Forceful.

Having full faith in their instalment system and proof from many dealers that it is a huge success, The Victor Talking Machine Co., are busily trying to convince those dealers who have not taken it up of the great opportunity they are letting escape, and it might be added that the literature sent out by the company in that connection is of a most convincing character. One of their latest booklets upon the subject of instalment selling is entitled "Burgle the Burglar." A few of the opening paragraphs afford an excellent idea of the contents of the booklet and also of the general strong style of the Victor arguments. The matter reads as follows:

"If you had just discovered that a burglar climbed into your window last night and got away with a good bunch of your money, you would be mighty interested.

"If you knew he would try the same thing again to-night, you would come pretty near being excited over it. And you would set about stopping it in a hurry.

"Now, unless you are selling Victors on instalments, something a good deal worse than burglars is happening to your business every day. And we want to help you stop it. We want to send you a book that shows just how you are being robbed right and left. Robbed of good business and large profits—and how to stop it.

"It shows how you are making only one dollar where you might just as easily make from five to ten. It shows how this counts up in a year (according to the size of your territory) to hundreds or thousands of dollars, clear loss to you.

"It shows how other Victor dealers all over the United States have succeeded in stopping this robbery and loss; and are now doing a bigger and safer business than ever before; and making many times more real money.

"It shows how you can do the same. It shows how to sell Victors on instalments by a carefully worked-out systematic plan which cuts out risks and multiplies profits.

"It shows exactly how this is now being done by small dealers as well as large; in all kinds of territories and among all kinds of people.

"It explains every step of the way from beginning to end—how to get the capital, if you

haven't it already; how to sell the goods; how and whom to trust; how to keep track of sales; how to insure prompt payments; and how to build up the business into a solid permanent gigantic success.

"The information in this book throws a clear full searchlight on the Victor instalment business that throws the little mail-order dark-lantern completely into the shade.

"The powerful *business weapon* which this Victor instalment plan puts into your hand turns the puny mail-order gun into an utterly harmless affair."

The foregoing excerpts are more than supported by the evidence given in letters from the leading Victor distributors of the country, as published in the company's pamphlet, "What Victor Distributors Say About the Instalment Plan." The appended are taken from the batch, representing the best houses in the country:

Lyon and Healy, Chicago.—"We regard the Victor instalment proposition as one of the best features of our business. At the beginning we had many misgivings and felt about the same as every new dealer does before giving it a trial, but we went at it in earnest and can now say without hesitation, after five years of experience, that these machines can be sold on very liberal payments with practically no loss whatever. There is no article on the market, that we know of, that is as good to sell on instalments; in fact it is the only line we can call to mind where there is something to look forward to besides the collection of the instalments after the sale is made. The Victor instalment customer invariably buys more records when he comes in to make his payments, and we can truthfully say that he does meet his payments promptly.

"It is our belief that the reason for our great success is found in the fact that when a Victor outfit is sold to a customer he has a great value and appreciates it. Much more could be said in favor of the instalment plan, but to sum up the situation we might say where the dealer offers a liberal plan of easy payments he can easily increase his business three or four hundred per cent. and invariably sell a higher grade of machine than he could otherwise, with the result that the purchaser is both pleased and proud of his investment. If every talking machine dealer who is not already advertising the Victor on easy payments could know as well as we do what a splendid thing it is from every standpoint, we are sure they would go into it at once. It is putting it mildly to say that it is a good instalment proposition: it is the best."

Powers & Henry Co., Pittsburg, Pa.—"We have been selling Victors on instalments for a number of years and with the greatest success. We have always made it a rule to add 10 per cent. to the list price of the goods, for instance, selling a Victor 2d on time for \$33, and we will make the terms as low as \$1 down and \$1 per week. Our losses are so small that they are not worth while taking into account, our experience showing that 99 44-100 per cent. (with apologies to Ivory Soap) of our customers are honest. By adding the 10 per cent. a dealer could afford to lose every seventh machine and still be making a good margin of profit.

"In all the experience the writer has had in the instalment end of the talking machine business and the thousands of machines sold on this plan, there has never been a single loss exceeding 50 per cent., and we have, since running our present business, lost but four machines, and we have yet to take our first case to court. A very small percentage of our instalment sales we reclaim, and we have never found it necessary to do anything further than brighten up the goods with a little 'elbow grease' and possibly put on a new horn. We firmly believe that any dealer can double his business by selling on the instalment plan. We have in mind a number of dealers who, we believe, could quadruple their business in this way, and we think that the time is not far away when they will take up the instalment proposition and get the results they are entitled to."

JOINS UNIVERSAL CO. FORCES.

J. D. Beekman Becomes General Sales Manager of the Universal Talking Machine Mfg. Co.—E. G. Evans Also With Company—Mr. Moody Succeeds Beekman at V. D. & E. Co.

Though the change has been delayed by untoward circumstances—the illness of General Manager Williams and the fire—J. D. Beekman, sales manager of the Victor Distributing & Export Co., New York, has severed his connection with that company to become general sales manager of the Universal Talking Machine Mfg. Co., of Newark, N. J. This is in the nature of a promotion, and Mr. Beekman had calculated on assuming his new post October 1. As it is, he took hold last week. E. G. Evans, formerly with the Victor Talking Machine Co., Camden, N. J., and recently manager of the Alexander-Elyea Co.'s talking machine department, Atlanta, Ga., will take charge of the Universal Co.'s correspondence. John Macnabb, of course, remains general manager, and will give more attention to the record department, which is developing along lines of which the company may well feel proud. V. W. Moody, lately with the Talking Machine Co., Chicago, will take Mr. Beekman's place with the V. D. & E. Co.

UNIVERSAL CO. MAGAZINE PUBLICITY.

General Manager Macnabb, of the Universal Talking Machine Co., has inaugurated an exceedingly strong advertising campaign, setting forth the merits of the Zonophone line in all the leading magazines and newspapers in the country. The page work in "Pearson's," "McClure's," "Everybody's," "Metropolitan," "World of Today," "Sunset," and the Associated Magazines was of an especially powerful character, and should reap for wide-awake dealers a raft of new business. Zonophone dealers were all notified of this new move in their favor by a circular letter, which in addition set forth in concise form the list and dealers' prices and the profits derived from sales.

INSTALL "TALKER" DEPARTMENT.

A large talking machine department for the sale of the Victor line has been installed in the Spokane, Wash., store of Sherman, Clay & Co., and George Guppy, formerly of the Portland, Ore., house of the company is the manager. C. P. Little succeeds Mr. Guppy at the Portland store of the company.

ANDREWS' SPECIALTY. QUICK SHIPMENTS.

The Holiday season will soon be here and is your stock in good condition to take every advantage of it?

We can help you to win Holiday trade and to keep your stock complete in every detail.

We job the Victor, Edison and Columbia machines and there's no jobber outside of New York who carries the varied line of instruments which we do.

Our geographical location is unsurpassed for taking care of Eastern and Western trade by prompt shipments.

We carry everything in the talking machine line, so that if you want rush orders in anything pertaining to talking machines or accessories do not hesitate to call on us.

We are well situated to help you out. Try us.

W. D. ANDREWS

216 E. Railroad Avenue
Syracuse, N. Y.

Seneca, Cor. Wells Street
Buffalo, N. Y.

PRACTICAL SUGGESTIONS AND COMMENTS.

A progressive dealer in a Western town and a subscriber of *The World* since its first issue writes as follows: "As a dealer keenly interested in the talking machine and its development I have always maintained that the operation of a phonograph or talking machine is an art, hence I believe all dealers should make it a point to impress on customers not to be content with merely what the machine produces, but they should know how to operate and control the machine so as to get the best results at all times. This needs time and patience, and the operator is splendidly rewarded. The difference between a machine indifferently operated and one in the hands of 'one who knows' is like the music rendered by a little German band and a symphony orchestra. I have made it a point in selling a machine to give the following pointers to my customers, and I repeat them here so that the good results which I have achieved in this field may apply to a larger area; if worthy of consideration:

HOW TO GO ABOUT IT.

"When you buy a talking machine treat it as you would your best friend; see that it runs smoothly and even. To insure this the bearings and cog meshes should be oiled, but not too frequently, as oil collects dust, and when placed too thickly has a tendency to increase rather than reduce unevenness. The driving bell should be taut, and where it has a tendency to slip powdered resin should be applied to the inner surface. Work fine graphite, made to a paste with a lubricating oil, into the folds of the spring so that it pays out even. Cover the machine carefully to keep out dust, as this is certain to make the machine run badly and cause wear on the friction parts.

IMPORTANCE OF THE HORN.

"While the selection of a horn for the machine is rather a matter of taste yet it has been found that for a room of average dimensions a thirty-inch horn gives the best results. If the machine is played in a larger room, a larger horn will of course be necessary. When a large horn is used, it is sometimes suspended by a chain from the stand, and in playing loud records there is a tendency to rattle. This can be avoided by using a rubber band instead of a chain. Also see that connection between the horn and the reproducer is perfectly airtight, otherwise part of the sound waves is lost.

SPEED AND SOUND REPRODUCTION.

"Another important matter to be considered is speed. An effort should be made to have the sounds reproduced as near the same voice as they were originally sung as possible. As a matter of fact a tenor song can be made to appear as a baritone if played slowly and vice versa. It is always best, if at all possible, to have every record run off at 160 revolutions a minute. An expert who has gone into this matter gives the following procedure: Remove reproducer from machine; put a record on mandrel, so that it will hold a piece of paper, which must project from the end to enable you to count the revolutions. Screw the regulator down, and, with a file, make a notch on the head to act as a pointer. Set the machine going and put your finger in such a position that the paper will touch it at every revolution. Count how many times it does so during a minute, and note down the number. Now give the screw one complete turn up, and proceed as before, and go on until you know the maximum. With the table thus obtained beside you, any desired speed can be got without trouble or doubt. A new record can be tried at various speeds, and when the best result is arrived at, the number of revolutions should be marked on the box for future guidance. Finally the table, or stand, for machine must be very firm. A marble or glass slab under the machine will make a great difference. Be careful that the machine is quite level, otherwise the reproducer point will lag behind, or drop forward with equally disastrous results to the reproductions.

FIRST CLASS REPRODUCER NECESSARY.

"Of course, good effects are impossible without a first-class reproducer. While it is the effort of manufacturers to turn out a perfect reproducer, yet many of them do not track properly, so that impressions of the sound waves are not fully reproduced to the detriment of both volume and tone. Blasting or other sounds are often corrected by adding weight to the reproducer, but it is best if anything is wrong with the reproducer to consult with a talking machine dealer who will give you the best advice how to master the difficulty.

REGARDING RECORDS AND THEIR CARE.

"Regarding records: It is always best to keep them stored in a place that will be cool and dry and free from dust. Care must be exercised in their use and handling. With ordinary precautions they will prove of the greatest pleasure to users. Interest in the machine and its use will be amply repaid by reproductions that will be a source of unending delight to yourself and your friends."

THE WEIGHT OF THE SOUND-BOX.

In the previous article reference is made to adding weight to the reproducer, and the following, which we clip from "*The Talking Machine News*" of Loudon, is very pertinent in this connection: "The weight of the sound-box and the consequent wear on the record are fruitful sources of discussion among users of disc machines. The statement that a heavy sound-box gives a louder reproduction and at the same time wears out the record more quickly than does the use of a light box is of interest, especially to those who can afford more than one box. To other folk discussions on the point are apt to prove irritating, for however desirous they may be of ensuring to their records a long life while getting the fullest and best reproduction from them, they must content themselves with the one box they possess. To satisfactorily settle the question G. W. Mansell has invented a smart and simple little apparatus which, when attached to a tapered-arm gramophone, enables the operator to alter the pressure of the sound-box on the record at will. The principle is simplicity itself. The appliance consists of a shaped bar of metal which can be quickly and easily attached to, or removed from, the machine. It acts on the familiar see-saw principle. One end of the bar carries a moveable weight, the other end sup-

ports the sound-box. This weight can be moved backwards and forwards and its position decides the pressure of the sound-box on the record. The difference in the volume of sound when the box is only lightly pressing on the record is much less noticeable than one would expect, though, of course, the lessened wear and tear on the record is obvious. The weight bar carries a marked scale so that the correct pressure for a particular record can be noted. The attachment is a simple and practical little contrivance which will commend itself to the careful owners of tapered-arm machines."

RECORDS OF THE SAXOPHONE.

H. G. S., Barbara, Cal., writes: "In many records, both in accompaniments and instrumental pieces, an instrument is used which seems like a 'cello and yet at times sounds like a reed instrument. What might it be? Are there any records made of this instrument—that is complete solos?"

If it is not the 'cello it must be the clarinet or saxophone, most likely the latter, as it is employed very effectively by the orchestras making talking machine records. The saxophone is used to blend the brasses and wood-wind, and is an instrument of rare charm when properly played. We are not aware that the record manufacturers have listed any special saxophone solos, but it is employed in many numbers in an obligato, like the clarinet and flute. On this subject it would be best to correspond with the manufacturers.

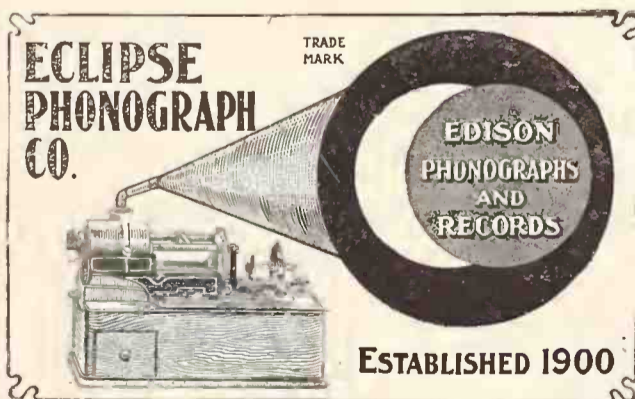
FROM THE MILWAUKEE VIEWPOINT.

The Milwaukee Wisconsin, in a recent issue, endeavored to throw light on the mysteries of talking machine recording in the following squib: "Singing for the various phonographic companies has come to be quite a source of income with many grand opera artists in New York. They get fabulous prices for a few minutes' work, as their records are extremely popular, and some of them sell at the price of an orchestra seat at the opera house. Some singers of lesser rank sing often enough in this way almost to equal their salaries for stage appearance; but what is not generally known is that some of them have two names—for public purposes. They will sing under their own name an operatic selection from some production in which the public knows them well, and then will render a popular ballad or standard song, using another name. These latter records are not so expensive as the operatic selections with the popular name, but the voice is just the same." It is hardly necessary to say that some of these assertions will be news to the trade.

SPECIAL NOTICE TO DEALERS

We have just added a complete line of

ZONOPHONE MACHINES AND RECORDS



and will devote our whole attention to meeting the demands of the trade for these and

Edison GOODS

If you desire anything in **Horns, Cranes, Cabinets, Needles, Disc Record Envelopes and Small Supplies**, don't fail to write us.

We carry a large, fresh stock of goods, and our facilities enable us to make all shipments on time.

ECLIPSE PHONOGRAPH CO. 203 Washington Street
HOBOKEN, N. J.
DISTRIBUTORS FOR PHONOGRAPHS AND FILMS

A LEAF FROM THE PAST.

A Photograph of the Delegates to the Fourth National Convention of the National Phonograph Association—Some of Those Who Are Pictured Are Still Playing Their Part in Developing the Industry.

While the talking machine business is comparatively young it is well to preserve and cherish the landmarks of one of the most interesting industries in the world. The accompanying portrait group is one of these, picturing the delegates to the fourth annual convention of the National Phonograph Association, which was held in Chicago, at the Victoria Hotel, September 20, 1893. The cut is made from an original photo-

Benson, ———, R. L. Thomas, (3) Victor H. Emerson, S. S. Ott, ———, ———, Merwin E. Lyle, (3) Leon F. Douglass.

Of the above group only four are still engaged in the trade: (1) Walter S. Gray, now manager of the Columbia Phonograph Co.'s San Francisco office; (2) E. D. Easton, without doubt one of the most eminent men in the business to-day—as well as a pioneer, to whom everybody bows their acknowledgment—president and founder of the American Graphophone Co. and the Columbia Phonograph Co., General, New York; (3) Victor H. Emerson, whose paramount position is referred to already; (4) L. F. Douglass, chairman board of directors Victor Talking Machine Co., Camden, N. J., now residing in Los Angeles, Cal.



AN HISTORICAL PHOTOGRAPH.

graph, for the courtesy of which The World is indebted to Loring L. Leeds, eastern general sales manager of the Leeds & Catlin Co., New York.

So far as can be recalled to Mr. Leeds and Victor H. Emerson, manager of the recording laboratory of the Columbia Phonograph Co., General, the following are in this pictorial bit of history: First row (reading from left to right)—H. D. Goodwin, A. O. Tate, A. W. Clancey, Richard Townley Haines, (1) William S. Gray. Second row (reading from right to left)—L. E. Evans, August M. Sampson, ———, ———, J. O. Clephane, James L. Andem, Thomas R. Lombard, (2) E. D. Easton, George Tewkesbury, Lewis Glass, ———, ———. Third row (reading left to right) ———, R. F. Cremelin, E. A.

The others have either gone over to the silent majority or are in other lines.

These meetings were held for the express purpose of exchanging views on the best ways and means of marketing the Edison phonograph, at that time the only talking machine then known. The same subjects that now hold the trade's attention were discussed at the time, the proceedings being subsequently printed in substantial book form for permanent preservation.

EDISON'S MANY INVENTIONS.

Speaking of Edison brings to mind that Dr. Reyburn, who is writing the reminiscences of Charles Sumner in the Washington Post, refers to him, in his recent contribution, as follows:

"Sumner was present, I remember, when Thos. A. Edison first came to Washington to display the phonograph, which had just recently been invented. Roscoe Conkling, who was always quite vain, was there, too. Mr. Conkling wore a little curl on his forehead, and when Mr. Edison's machine repeated something about a little girl with a little curl right in the middle of her forehead, the New York Senator thought that, of course, the remark was made for him, and Mr. Edison had to apologize."

"PURPOSE" THE CORNERSTONE

Of Success in the Business World as in All Lines of Effort—Some Casual Cogitations.

You may set up a bull's-eye, you may load a rifle and fire it as many times as you have cartridges, and unless you have an aim you will not hit your bull's-eye, save through accident. "Great minds have purpose; little ones, wishes"—and there it is in a nutshell. How aimless is the game most of us play! What are we aiming at? Three meals and a bed? It would seem so, by our lives.

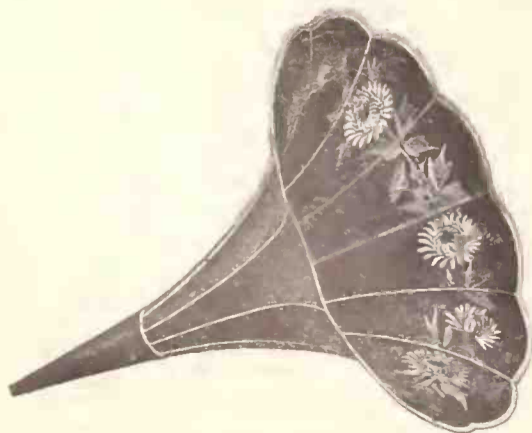
Put your finger on the life of any man who has "made good," who has achieved something of success, and you find purpose, set and steadfast, says Barstow, in the "Furniture World." There was no guesswork, no trying this and that, in the hope that through a miracle something would come of it. The day of miracles is past. This is a time for direction, for specialism and for purpose of the adamant kind.

It doesn't matter what your friends say or think; it doesn't matter if you do not find applause for your every act. Believe in yourself, take enough stock in your work to back it up, and keep your purpose so clearly in view that you will never lose it for a minute.

You want to make a success in your line. Have an eye for the detail that the aimless man overlooks; do all the work that you can and keep at it. Learn all you can, no matter how much outside your regular line it may seem; keep at it and work. That's purpose.

William McCallister, who is a talking machine jobber in addition to handling housefurnishing goods, bicycles and sewing machines, at 221 West Baltimore street, Baltimore, Md., has several prosperous branch stores, one of which is devoted exclusively to the sale of sewing machines. Mr. McCallister issues a monthly pattern sheet from the latter store and takes advantage of the fact to advertise the various lines of talking machines carried at his main store. He claims that that form of publicity has brought excellent results. Mr. McCallister is a Victor jobber and sells both the Victor and Edison lines at retail. He states that the talking machine business in Baltimore is in a most prosperous condition and that sales so far this year have far exceeded those for the corresponding period of 1906, especially in the wholesale.

SATISFIED CUSTOMERS ARE A DEALER'S BIGGEST ASSET



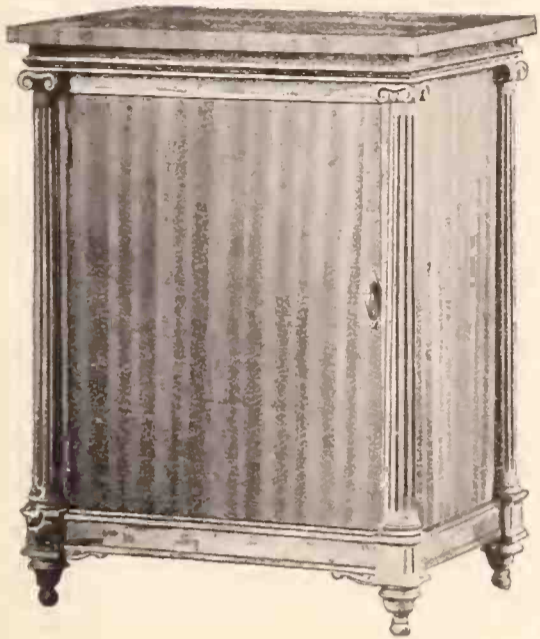
We compliment the Talking Machine Trade on their quick indorsement of our **Unexcelled line of Plain and Artistically Decorated Morning Glory Horns.**

Every One Sells Another

Have you placed your order for Horns for Holiday trade? If not give us a trial—Prompt shipment our specialty. We guarantee satisfaction.

NEWARK TINWARE & METAL WORKS, 28-30-32 Division Place NEWARK, NEW JERSEY

HUMPHREY



Phonograph Record Cabinets



"The Kind It Pays to Sell"

¶ Phonograph Record Cabinets designed to meet the needs of phonograph users—that describes the HUMPHREY line. Beauty, quality and practical convenience are the leading features—HUMPHREY Cabinets sell on sight.

¶ Our line is complete—Record Cabinets to suit any class of trade—"low priced," "medium priced" and the more expensive kinds—and, no matter what the price, the quality and finish of HUMPHREY Cabinets is high class—superior to anything else you can buy. Price and quality considered, we've got every other line beaten—no doubt about it.

OUR HANDSOME NEW CATALOG IS READY—SEND FOR IT



¶ Let's demonstrate to you, as we've already done to hundreds of dealers, that you can make more profit selling HUMPHREY Phonograph Record Cabinets than by letting the other fellow sell them. "The early bird gets the worm." Write to-day for our handsome new catalog.



HUMPHREY BOOKCASE CO.

Manufacturers of Sectional Bookcases and Phonograph Record Cabinets

DETROIT, MICH., U. S. A.

TRADE NOTES FROM BELFAST.

A Big Run on Edison Machines—Disc Instruments and Records Growing in Favor—Public Recitals Attract Crowds—Desire Larger Phonograph—Klingsor Machine Exhibited.

(Special to The Talking Machine World.)

Belfast, Ireland, Nov. 2, 1907.

The anticipated big business in talkers is almost un fait accompli already, although only a month of the winter season proper has elapsed. The run on Edison cylinders since price was lowered to one shilling has eclipsed all that was dreamed of by the dealers; the fact is that manufacturers of other records retailed at same figure, will have to "look to their laurels" in the stiff struggle for supremacy now raging on this side of the Atlantic.

There is no disguising the fact that disc instruments and records seem to be gaining in public favor, and it accordingly behooves all those connected with the phonograph industry to stimulate their inventive faculties so that even better instruments and records than those we have been accustomed to may be evolved. Why is it that no phonograph has yet been invented which can compare in loudness, combined with purity of tone and distinctness, with the Aux-e-to-phone, which can be heard perfectly in the largest halls of the British Isles?

The Ulster Hall, Belfast (seating accommodation about 2,000), is packed every Saturday evening by audiences which are spellbound by the perfect rendition of a specially selected classical program of band and instrumental pieces, songs by Melba, Patti, Tamagno, Caruso, Scotti and Battistini and other celebrities inimitably reproduced by the Aux-e-to-phone with a clarity of enunciation and loudness of volume which it would be impossible to obtain by any phonograph yet on the market.

Why don't the National Phonograph Co. manufacture a mammoth phonograph and gold moulded concert records (say 12 inches long) to compete with the machine specially alluded to?

The opinion obtains that so far as evolution is concerned, the phonograph seems to have almost reached finality, but the writer of these notes does not endorse that view, believing, as he does, that there is still a big field for developing the potentialities of cylinder instruments, and he hopes that the editor of The Talking Machine World will wield his potent pen in stimulating each inventor of his great country to apply his fertile brain to the improving and perfecting of the prototype and precursor of all talking machines—viz., the phonograph.

A novel type of disc machine was shown in

Belfast about the middle of October, the "Klingsor," and as the premier jobber was favorably impressed with its ingenious construction, its tone and the sweetness of its reproduction, he placed at once a sample order for a couple of instruments—one at 12 guineas and the other at 18 guineas. He reserves further expression of opinion as to the merits of this German invention until next issue of The Talking Machine World.

The immense popularity of Zonophone records is freely commented upon in local trade circles. Odeon—especially band selections—are in good demand, and the same remarks apply to 12-inch Columbia discs.

Another consignment of Sovereign records (double-sided) to hand. Several large monthly shipments of Edison phonographs have also reached Mr. Osborne from America. The other popular makes of phonograph records, Sterling, White, Pathé and Edison-Bell still continue to sell freely.

The Saturday evening out-of-door phonograph concerts, to which Belfastonians are indebted to Edens Osborne, continue to be most popular.

TENACITY WORTH ACQUIRING

By Every Dealer Who Really Wishes to Succeed.

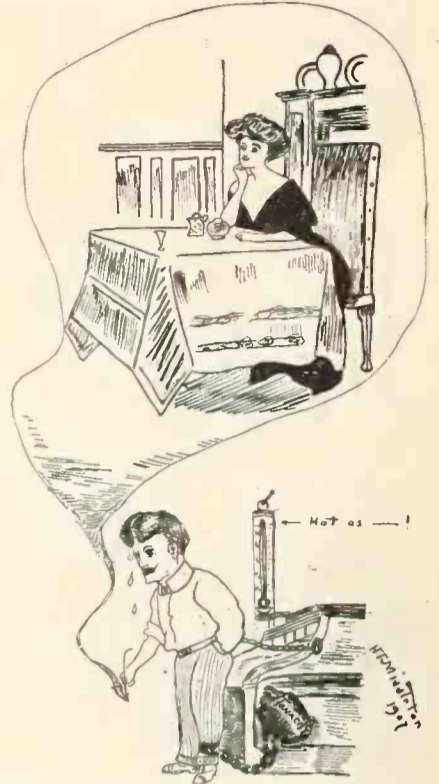
Tenacity, Mr. Dealer, is a faculty that you must acquire in order that the many obstacles which beset your path may be thrown aside, and success crown your efforts along the highway of phonographic achievement.

This word "Tenacity," which is so suggestive of the bulldog, is nevertheless the most dependable of all your many friends. We have spoken before of Accuracy, Courage, Courtesy and Push, and dwelt somewhat upon their good qualities, but believe me, Mr. Talker Man, Tenacity is the best ever, because if properly nourished, it will eliminate from your mind the remotest idea of a possible failure. In other words, if the trait of Tenacity is developed along the right lines, you cannot fail. It is the force that will keep you chained to your desk even though a vision of a pretty girl at a daintily appointed table in a quiet restaurant confronts you, while it whispers to you softly, "Duty before pleasure, sir." Stick-to-it-ive-ness will be your motto; the banner beneath which you fight, and as surely as the sun will rise to-morrow morning, it will lead you on to victory, for stick-to-it-ive-ness is synonymous with Tenacity.

To be Tenacious, you must
Take proper care of your patrons, no matter how few they are,
Establish among those patrons a reputation for reliability,

Never say "fail," when the wolf howls at the door,

Always wear the smile that won't come off,
Courageously meet adversity and vanquish it,



"A VISION OF A PRETTY GIRL."

In time of famine think of the feast that must come,

Take chances, for no risk no gain, and
You will win out all right if you're Tenacious.

HOWARD TAYLOR MIDDLETON.

THAT "DISSATISFIED FEELING"

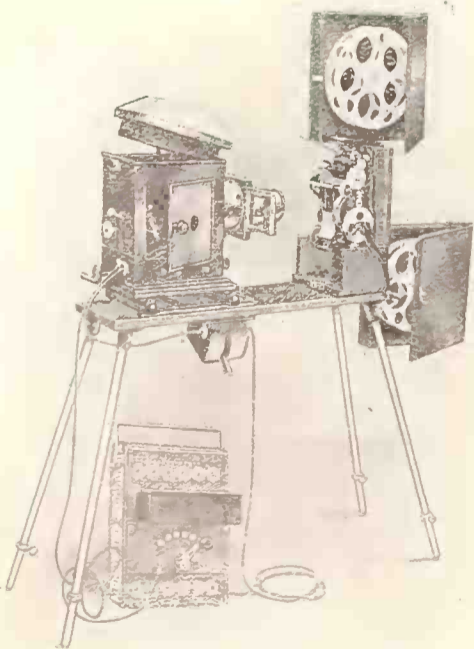
Comes Over Every Sales Force—How It May be Handled With Success.

Now we're going to do a bit of moralizing for your staff's sake, young and old. May not appeal to all of you; will to some we know, and should to all. It's about that insidious disease which periodically attacks salesmen and is known as the "dissatisfied feeling." How do you handle the thing, anyway? Make big bluffs, do you? Say that you can get along without Smith, Brown or Jones and wind up by letting Jones go.

Jones is sorry he spoke, so are you, and both would have it different, but dignity wouldn't let things adjust themselves amicably. Now, Mr. Dealer, a word in your ear. When the wave strikes your staff or any part of it, don't pretend to shut your eyes and think it wisdom to preserve what you call discreet silence. Take the man that's got under the influence and talk to him—not pleadingly, but with a view of helping him. Show that human nature is a tricky proposition—never was satisfied and never will be.

Tell him that, though he's trying to give his situation the icy hand, there are scores of equally capable men ready to step in when he steps out. Of course, it's his privilege, you say, to exercise freedom of action in what concerns himself, but if the dissatisfaction is only a temporary squirming, not because conditions are irksome or salary inadequate, but merely that restless, indefinable feeling that attacks every mortal at some period or other, one is more than justified in stepping from the beaten path and speaking a word of warning, of encouragement, too, that a generally speaking faithful employe may be spared the humiliation of eating humble pie.

Of course, where an employe thinks of changing for a larger field, with the possibilities of more remunerative positions, the case is different. A commendable ambition for every employe to have, we say, that some day or other he will get to the top of the heap. What we're bringing forth for your consideration is the wisdom of counteracting, in as far as you can, the influence that more or less attacks the ranks of employes everywhere, urging at certain periods a change, for no earthly reason, though, but the sensation of making a change. Oftener the change is for the worse than otherwise.



DEALERS!

Are you selling the Kinetoscopes and Moving Picture Machines which are being used in your town? If not, you are losing money which belongs to you. We furnish you the machines and everything necessary to make a complete outfit.

Write to-day. Easy money.

Jobbers of
Everything in

EDISON
VICTOR
COLUMBIA

Powers & Henry Co.

101 Sixth St., cor. Duquesne Way,

PITTSBURG, PA.

PATIENCE A NECESSITY

In the Talking Machine Business as in Every Other Industry.

No talking machine manufacturer, jobber or retailer has ever succeeded without patience, or failed if he has used it to the very best advantage. It is the "whole show" in the "talker" trade, because it stands for "get there."

There are so many people with a grouch against everything in general and talking machines in particular—people who would kick if they were playing football, and the chances are that you furnish the most satisfactory outlet for their spleen. Let us suppose that a member of the Grouch Fraternity has purchased an outfit at your store. He calls upon you a few days later with blood in his eye. "Your goods are rotten!" he roars. "The blamed machine won't run; the records slip on the mandrel; the reproducer cuts the records; in other words, the whole outfit is a disgraceful substitute for a talking machine and its accompaniments."

After you have digested this fiery tirade against your wares, do not tell your outraged patron to go to Helena, because, in all probability, he would not go, anyway, and your profanity would only excite him the more. You will find it much more diplomatic to be patient. Place a cool hand upon his feverish brow (figuratively, of course) and assure him of your sincere regret that such a deplorable error should have been made. Ask him to bring in the mutilated corpse and explain to him in a soft and silky voice that you will do all in your power to bring about a resurrection. When he returns once more with the junk that he sarcastically remarks was once a talking machine, and reiterates that it is a disgrace, etc., make an exhaustive examination in his presence. You find, of course, that the belt is too loose; the records were not shoved on the mandrel hard enough to allow them to work properly, and that the recorder was used instead of the reproducer in the rendition of his phonographic program. At

first thought, this is not your fault at all, but simply dumbness on the part of your patron. Think again! Did you mention all the facts necessary to make him an accomplished "talker" operator at the time he made the purchase of you? No, you did not; you told him the machine was a wonder, which was true, but you should also have tested it thoroughly, as it may have lost its adjustment somewhat while in transit between the factory and your store from jar or other causes. It was also "up to you" to explain the difference between the reproducer and recorder, for although they are labeled, everyone does not realize just what the names stand for; in fact, you should have dwelt at some length upon every detail connected with the operation of the machine in question. If this had been



"YOUR GOODS ARE ROTTEN!" HE ROARS.

done in the first place, your customer would not have developed a chronic case of grouch, nor would you have narrowly missed losing his patronage. Adjust the instrument accurately for him; play a record upon it to prove that it is running just right; take the blame upon your own shoulders, and send him home a happy man.

You can make your grouchy customers love and honor you, Mr. Dealer, by playing the game of patience with them.

HOWARD TAYLOR MIDDLETON.

A CLEVER DEVICE IS ALL-TONES.

A new and very clever little device is the "All-Tone," manufactured by "All-Tones" Co., of New-

ark, N. J. This invention consists of an improved rubber horn connection, combined with which is a patented shutter which works on the inside and acts as a sound modifier. This allows the most delicate shading in operating the machine and is a great addition to the "talker." It retails at 10 cents and fits all cylinder machines. A new "Victor" modifier is now under construction.

LOWER PRICES FOR OPERA RECORDS.

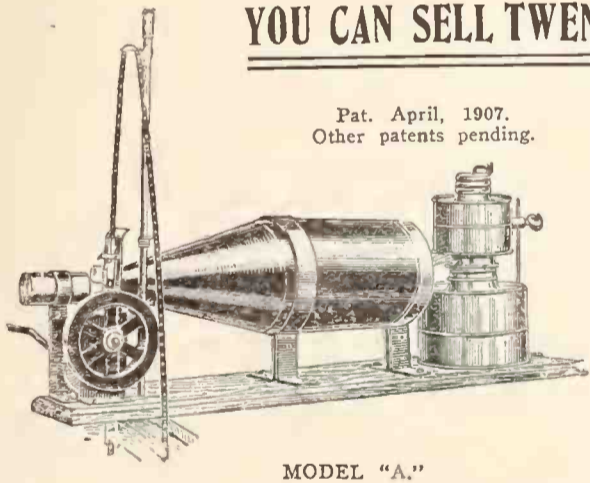
The Victor Talking Machine Co., under date of October 25, advise the trade that the following numbers of the "Il Trovatore" opera series of 10-inch records, viz.: 61,153, 61,154, 61,155, 61,156, 61,157, 61,158, 61,159, 61,160, 61,161, 61,162, 61,163, 61,164, 61,165, 61,166, and the following numbers of 12-inch records of same, viz.: 71,028, 71,029, 71,030, 71,031, will be reduced on January 1, 1908, to 60 cents and \$1 each, respectively, at retail. The following numbers of the "Ernani" Opera series of 10-inch records, viz.: 61,167, 61,168, 61,169, 61,170, 61,171, 61,172, 61,173, 61,174, 61,175, 61,176, 61,177, and the following numbers of 12-inch records of same, viz.: 71,032, 71,033, 71,034, 71,035, 71,036, 71,037, will be reduced on January 1, 1908, to 60 cents and \$1 each, respectively, at retail. In this connection they state:

"Our 'Selling' and 'Record' Committees, in a joint meeting recently, decided that it would be a wise move to reduce the opera series to the lowest possible price on such numbers as we could, as it would increase the sale and interest, among the more moderate circumstanced Victor owners, in operatic works."

The Hopkins Bros., of Des Moines, Ia., have a remarkably well equipped wholesale and retail talking machine department in their large sporting goods store. They report business conditions excellent.

Theodore Terry, of the Victor Talking Machine Co.'s traveling staff, arrived in New York recently from an extended Mexican trip.

YOU CAN SELL TWENTY VITAK—Model A—MACHINES TO ONE OF ANY OTHER MAKE



Pat. April, 1907. Other patents pending.

MODEL "A."

WHY? Because we manufacture and sell over three hundred "Model A" VITAK MOTION PICTURE MACHINES per day, bringing the cost of manufacture down to where no one can compete.

The VITAK, model A, is a small motion picture machine for home use, and is just what everyone is looking for, as it is within his means. The film is one-third the size of the standard film and has twice as many pictures to the foot. Being greatly improved over last year's model, it is the most salable article

you could handle for the following reasons:

1. The mechanism is not only made with new devices but is nicked throughout.
2. The baseboard is of cherry and highly polished.
3. The rod that holds the film is now metal instead of wood.
4. With each outfit 25 feet of film is included (3 different films).
5. It is equipped with either acetylene or 100 C. P. stereopticon electric lamp.
6. It throws a picture 2 feet wide.
7. It can be used as stereopticon by using VITAK stereopticon views.

50,000 satisfied customers throughout the United States. Retail price complete with 25 feet of film F. O. B., New York, Acetylene outfit, \$10.00; Electric outfit, \$15.00. Samples sent to dealers upon receipt of list price, less 30 per cent. discount.

Future orders through your jobbers

New York Vitak Company

180 Lafayette Street, New York City

Model "A" Dept.

RECORD BULLETINS FOR DECEMBER, 1907.

NEW COLUMBIA 10-INCH DISC RECORDS.

- 3721 *Baritone Solo, Orch. Accomp.*
Bedouin Love Song—C. Pinsuti..... Frank C. Stanley
- 3722 *Sousa*
Powhatan's Daughter March—John Philip..... Prince's Military Band
- 3723 *Prince's Military Band*
Two Little Tots—P. Henneburg..... Prince's Military Band
- 3724 *Whistling Solo, Band Accomp.*
So Long Joe Medley: Introducing "So Long Joe," "Handsome, Brave Life Saver," "Deutschland," "I'd Rather Two-Step than Waltz, Bill" and "The Girl That Threw Me Down"—Edward Ables
- 3725 *Vocal Quartet, Male Voices, Piano Accomp.*
The May Song (Sung in Greek)—Cokinos..... The Royal Greek Quartet
- 3726 *Vocal Trio, Mixed Voices, Unaccomp.*
Knocking, Knocking, Who is There?—Geo. F. Root..... Metropolitan Trio
- 3727 *Baritone and Tenor Duet, Orch. Accomp.*
I'm a Running After Nancy—Dave Reed, Jr. Collins and Harlan
- 3728 *Baritone and Tenor Duet, Orch. Accomp.*
The Flowers Outside the Cafe—A. Solman..... Stanley and Burr
- 3729 *Soprano and Tenor Duet, Orch. Accomp.*
I Could Learn to Love You When You Smile, Smile, Smile—Max Hoffman..... Miss Ada Jones and Billy Murray
- 3730 *Baritone Solo, Orch. Accomp.*
I Just Can't Keep My Feet Still When the Band Begins to Play—Furth..... Arthur Collins
- 3731 *Baritone Solo, Orch. Accomp.*
Auld Lang Syne (Scotch Ballad)..... Frank C. Stanley
- 3732 *Baritone Solo, Orch. Accomp.*
You—Alfred G. Robyn..... Frank C. Stanley
- 3733 *Tenor Solo, Orch. Accomp.*
Two Blue Eyes—Theo. Morse..... Billy Murray
- 3734 *Vaudeville Specialty, Orch. Accomp.*
Bronco Bob and His Little Cheyenne—Len Spencer..... Miss Ada Jones and Len Spencer
- 3735 *Vaudeville Specialty, Orch. Accomp.*
Flanagan at the Tailor's—Steve Porter..... Steve Porter
- 3736 *Talking Record*
The Vagabonds—Roger and I (Descriptive)—Trowbridge—Len Spencer and Gilbert Girard
- 3737 *Uncle Josh Weathersby's Laughing Story*
Uncle Josh Gets a Letter from Home—Cal Stewart..... Cal Stewart
- 3738 *Uncle Josh Weathersby's Laughing Story*
Uncle Josh Plays Santa Claus—Cal Stewart..... Cal Stewart
- 5754 *Talking Record*
La Rubia (Tango Criollo)—Ramon Coll..... Banda Espanola, Senor C. A. Prince, Director

NEW COLUMBIA 12-INCH DISC RECORDS.

- 5723 *Talking Record*
Overture "Barber of Seville"—Rossini..... Banda Espanola, Senor C. A. Prince, Director
- 5725 *Talking Record*
Quartet from "Rigolotto"—Verdi..... Banda Espanola, Senor C. A. Prince, Director
- 30103 *Talking Record*
Medley Two-step: Introducing "You Splash Me and I'll Splash You" and "Yankee Rose"—Arranged by R. L. Halle..... Prince's Orchestra—Dance Music

COLUMBIA 10-INCH DISC RECORDS.

(For the Holidays.)

- 3512 *Vocal Quartet, Male Voices, Unaccomp.*
Christmas Morning at Flannigan's (Descriptive)—Steve Porter..... Columbia Quartet
- 3152 *Baritone Solo, Orch. Accomp.*
Nazareth—Gounod..... George Alexander
- 3260 *Baritone Solo, Orch. Accomp.*
Oh! Holy Night (Cantique de Noel)—Adolf Adam..... George Alexander
- 1903 *Baritone Solo, Orch. Accomp.*
You Must Think I'm Santa Claus—Irving Jones..... Bob Roberts
- 1507 *Bass Solo, Piano Accomp.*
Nazareth—Gounod..... Frank C. Stanley
- 1890 *Tenor Solo, Orch. Accomp.*
Star of Bethlehem (Christmas Song)—Stephen Adams..... Henry Burr
- 1905 *Recitation*
Night Before Christmas (with chimes and sleigh bell effects)..... Len Spencer
- 3288 *Uncle Josh Weathersby's Laughing Story*
Christmas Time at Pumpkin Center—Cal Stewart..... Mr. and Mrs. Cal Stewart and Co.

NEW COLUMBIA XP (CYL.) RECORDS.

- 33199 *Sousa*
Powhatan's Daughter March—John Philip..... Prince's Military Band
- 33200 *Orchestra Bells, Orch. Accomp.*
Gelia (Polka Mazurka)—Muller..... Thomas Mills
- 33201 *Vocal Quartet, Male Voices, Orch. Accomp.*
Black Jim—Wade..... Columbia Quartet
- 33202 *Baritone and Tenor Duet, Orch. Accomp.*
I'm a Running After Nancy—Dave Reed, Jr. Collins and Harlan
- 33203 *Baritone and Tenor Duet, Orch. Accomp.*
Some Day You'll Come Back to Me—Ball..... Stanley and Burr
- 33204 *Baritone Solo, Orch. Accomp.*
I Just Can't Keep My Feet Still When the Band Begins to Play—Furth..... Arthur Collins
- 33205 *Tenor Solo, Orch. Accomp.*
Two Blue Eyes—Theo. Morse..... Billy Murray
- 33206 *Vaudeville Specialty, Orch. Accomp.*
Bronco Bob and His Little Cheyenne—Len Spencer..... Miss Ada Jones and Len Spencer
- 33207 *Talking Record*
The Vagabonds (Roger and I)—Trowbridge..... Len Spencer and Gilbert Girard
- 40492 *Talking Record*
Berta (Cake Walk and Two-step)—Miguel Lerdo de Tejada..... Banda Espanola, Senor C. A. Prince, Director
- 40507 *Talking Record*
Caseada de Rosas (Vals)—V. M. Preza..... Banda Espanola, Senor C. A. Prince, Director
- 57186 *German Talking Record*
Die Kiste (Humorous)..... Carl Wehling
- 57483 *Imported Record*
King Frederiek VIII. Honor March..... Columbia Orchestra
- 65042 *Tenor Solo, Sung in Italian, Orch. Accomp.*
Torna Maggio!—E. di Capua..... Eugenio Cibelli
- 65054 *Tenor Solo, Sung in Hebrew, Piano Accomp.*
Mit dem rebins kolach..... Sol Smulewitz

BARITONE SOLO, ORCH. ACCOMP.

- 201480 *Imported Record*
I Wouldn't Leave My Little Wooden Hut for You—Mellor and Collins..... Harry Bertram

NEW COLUMBIA B. C. (CYL.) RECORDS.

- 85152 *Two-step—Vanderveer*
I'm Happy When the Band Plays Dixie..... Prince's Orchestra—Dance Music
- 85153 *Vaudeville Specialty, Orch. Accomp.*
Flanagan at the Tailor's—Steve Porter..... Steve Porter
- 85154 *Uncle Josh Weathersby's Laughing Story*
Uncle Josh Plays Santa Claus—Cal Stewart..... Cal Stewart

COLUMBIA XP (CYL.) RECORDS FOR THE HOLIDAYS.

- 32493 *Vocal Quartet, Male Voices, Unaccomp.*
Hark! The Herald Angels Sing (Christmas Carol)—Mendelssohn..... Columbia Quartet
- 32603 *Recitation*
The Night Before Christmas (with chimes and sleigh bells)..... Len Spencer
- 32605 *Baritone Solo, Orch. Accomp.*
You Must Think I'm Santa Claus—Bob Roberts
- 32831 *Uncle Josh Weathersby's Laughing Story*
Christmas Time at Pumpkin Center—Cal Stewart..... Mr. and Mrs. Cal Stewart and Co.
- 33033 *Vocal Quartet, Male Voices, Unaccomp.*
Christmas Morning at Flannigan's (Descriptive)—Steve Porter..... Columbia Quartet

ZON-O-PHONE 12-INCH RECORDS.

- 7041 *Zon-o-phone Concert Band*
Coronation March (Meyerbeer)—From "Le Prophet".....
- 7042 *Doctrines Waltz*
Gardes du Corps March.....
- 7043 *Robert Le Diable Selection (Meyerbeer)*
Pas des Fleurs (L. Delibe)—From "Naila".....
- 7044 *Triumph of Old Glory (Our President's March)*
Wedding March (Mendelssohn).....
- 7045 *Zon-o-phone Orchestra*
Hearts and Flowers.....
- 7046 *Malaguena from the Opera "Boabdil" (Mozzkowski)*
Ma Voisine—Polka.....
- 7047 *Pansy—Valse Intermezzo*
Spring Morning Idyll.....
- 7048 *Violets Waltzes*
Visions of an Easter Morning (with chimes).....
- 7049 *Coronet Duet by Messrs. Seneca and Ozro Mygrant, with Orch. Accomp.*
I Would That My Love (Mendelssohn).....
- 7050 *Vocal Selections with Orch. Accomp.*
Excelsior (Duet)..... Frank C. Stanley and Henry Burr
- 7051 *Face to Face (Sacred)*
For He Shall Give His Angels Charge Over Thee (Sacred Aria)..... Frank C. Stanley
- 7052 *Home Sweet Home*
Hymns of the Old Church Choir..... Peerless Quartet
- 7053 *Lead Kindly Light (Sacred)*
My Dreams..... Henry Burr
- 7054 *Saviour, When Night Involves the Skies (Sacred)*
Sing Me to Sleep..... Henry Burr
- 7055 *Though Your Sins be as Scarlet (Sacred Duet)*
..... Frank C. Stanley and Henry Burr

NEW EDISON GOLD MOLDED RECORDS.

- 9698 *Waltz from "Itoemo and Juliet"*
..... Edison Concert Band
- 9699 *I'll Be Waiting, Dearie, When You Come Back Home*
..... Reed Miller

- 9700 *In Monkey Land*
..... Collins and Harlan
- 9701 *The Merry Widow Waltz*
..... Edison Symphony Orchestra
- 9702 *Some Day When Dreams Come True*
..... Irving Gillette
- 9703 *Ring Out the Bells for Christmas*
..... Edison Concert Band
- 9704 *Flanagan's Trouble With His Tailor*
..... Steve Porter
- 9705 *Honey Boy Medley*
..... Albert Benzler
- 9706 *Wouldn't You Like to Have Me for a Sweet-heart?*
..... Ada Jones
- 9707 *Three Rubes Seeing New York*
..... Edison Vaudeville Company
- 9708 *I Get Dippy When I Do That Two-step Dance*
..... Arthur Collins
- 9709 *Pretty Black Eyed Susan*
..... Edison Military Band
- 9710 *Won't You Waltz "Home Sweet Home" with Me for Old Times' Sake?*
..... Byron G. Harlan
- 9711 *Rescue the Perishing*
..... Anthony and Harrison
- 9712 *Marianina*
..... James Brockman
- 9713 *Florida Rag*
..... Vess L. Ossman
- 9714 *Make a Lot of Noise*
..... Billy Murray
- 9715 *Old Dog Sport*
..... Len Spencer and Gilbert Girard
- 9716 *Two Blue Eyes*
..... Reinald Werrenrath
- 9717 *Love's Confession*
..... Edison Symphony Orchestra
- 9718 *When the Sheep Are in the Fold, Jennie Dear*
..... Manuel Romain
- 9719 *So, What's the Use?*
..... Bob Roberts
- 9720 *Bronco Bob and His Little Cheyenne*
..... Ada Jones and Len Spencer
- 9721 *Old Faithful March*
..... Edison Military Band

NEW VICTOR RECORDS.

- 3721 *Arthur Pryor's Band*
Slavery Days March..... Zeta 8
- 4165 *Over the Waves Waltz (Sobre las Olas)*
..... Rosas 8
- 5289 *Clarinet and Flute Duet by Christie and Lyons*
Ecstasy Waltz..... 8
- 5290 *Bell Solo by Chris Chapman*
Forget Me Not—Intermezzo..... Maebeth 8
- 5287 *Whistling Solo by Edward Abeles*
I'm Happy When the Band Plays Dixie..... Vanderveer 8
- 5226 *Coon Song by Miss Ada Jones*
If the Man in the Moon Were a Coon..... Fiseber 8
- 5227 *Duet by Collins and Harlan*
Who? Me?..... Snyder 8
- 5248 *Yankee Talk by Cal Stewart*
Uncle Josh Joins the Grangers..... 8
- 5275 *Arthur Pryor's Band*
Victorious Eagle March..... Rosey 10
- 5292 *"Spring Chicken" Melodies*
..... Carle 10
- 31682 *Variations from Ballet Symphonique*
..... Chaminate 12
- 5276 *Southern Roses Waltz*
..... Strauss 10
- 31681 *Southern Roses Waltz*
..... Strauss 12
- 5257 *Prayer After Tattoo*
..... 10
- 31678 *Police Band of Mexico City, Velino M. Presa, Director*
"Fourth Power" March..... Presa 10
- 31679 *Cascade of Roses Waltz*
..... Presa 12
- 31680 *Aida—Fantasia*
..... Verdi 12
- 5277 *Love's Departure Waltz*
..... Cremieux 12
- 5277 *Bell Solo by Chris Chapman*
Southern Girl Gavotte..... Kremer 10
- 5259 *Victor Drum, Fife and Bugle Corps*
American History March..... Rogers 10
- 5293 *Tenor Solo by Harry Macdonough*
My Dear..... Ernest Ball 10
- 5279 *Holy Night*
..... Adam 10
- 5291 *Tenor Solo by William T. Evans*
Love Me and the World is Mine..... Ball 10
- 5261 *Tenor Solo by Frederick C. Freeman*
Shall You? Shall I?..... McGrathian 10
- 5294 *Songs by Billy Murray*
Way Down in Colon Town..... Hoffman 10
- 5296 *Always Leave Them Laughing When You Say Good-bye*
..... Cohan 10
- 5278 *Comic Song by Clarice Vance*
Handle Me With Care..... Schwartz 10
- 5250 *Comic Song by Vesta Victoria*
He Calls Me His Own Grace Darling..... Gifford 10
- 5281 *Coon Song by Eddie Morton*
Just a Friend of the Family..... Smith 10
- 5280 *Yodel Song by George P. Watson*
Santa Claus Song..... 10



No. 429 DISC RECORD CABINET

It holds 140-12 inch Disc Records. You can have it in Golden Oak or Mahogany Finish. We do *not* make cheap cabinets. We *do* make good cabinets cheap

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of our Cabinets is good. It will never be anything else. We are now manufacturing

DISC AND CYLINDER RECORD CABINETS

that in Style, Finish, Workmanship and Price cap the climax of all our previous efforts.

Write us right away.

THE UDELL WORKS INDIANAPOLIS, IND.

- SONGS BY ARTHUR COLLINS.
- 5285 Dixie Dan (from "The Gay White Way") Furth 10
 - 5295 Every Little Bit Added to What You've Got Makes Just a Little Bit More. Dillon Bros. 10
- DUET BY COLLINS AND HARLAN.
- 5288 Who Do You Love? Johnson 10
- YANKEE TALK BY CAL STEWART.
- 5282 Uncle Josh at the Dentist's. 10
- RECITATION BY LEN SPENCER, WITH IMITATIONS BY GILBERT GIRARD.
- 5284 Roger and I (The Vagabonds). Trowbridge 10
- LAUGHING SPECIALTY BY HENRY KLAUSER.
- 52004 Laughing Specialty 10
- MALE QUARTET BY THE HAYDN QUARTET.
- 5283 The Water-mill Macy 10
- DESCRIPTIVE SPECIALTY BY MISS JONES AND MR. SPENCER.
- 5286 Bronco Bob and His Little Cheyenne. Spencer 10

NEW RED SEAL RECORDS.

- MARCELLA SEMBRICH, SOPRANO.
- 88096 The Lass with the Delicate Air (In English) Dr. Arie 12
 - 88097 Barbieri—Una voce poco fa (A Little Voice I Hear) (In Italian) Rossini 12
 - 88098 Love Me—Mazurka (piano accomp. by Mme. Sembrich) (In Polish) Chopin 12
 - 88101 Halka—Polish Song Moniuszka 12
- MARCELLI SEMBRICH AND EMILIO DE GOGORZA.
- 89010 Hamlet—Doute de la Miere (In French) Thomas 12
- ERNESTINE SCHUMANN-HEINK, CONTRALTO.
- 88094 Propete—Prison Scene—Part I. Meyerbeer 12
 - 88095 Propete—Prison Scene—Part II. Meyerbeer 12
- EVAN WILLIAMS, TENOR.
- 64078 A Dream Bartlett 10
 - 74089 Love Abiding Jordan 12
 - 74088 Elijah—If With All Your Hearts. Mendelssohn 12
- ELLEN BEACH YAW, SOPRANO.
- 74090 Swiss Echo Song Eckert 10
 - Lakme—Ou va la jeune Hindoue (Bell Song) Delibes 12
 - 74091 Il Re Pastore—Ario (In Italian) Mozart 12
 - 74092 Marriage of Jeannette—Nightingale's Song Massenet 12

BEEKMAN'S FAREWELL DINNER.

The New Sales General of the Universal Talking Machine Mfg. Co. Entertains His Former Associates of the Victor Distributing & Export Co. at Dinner on Saturday Evening.

On October 26 J. D. Beekman, now general sales manager of the Universal Talking Machine Mfg. Co., Newark, N. J., gave a farewell dinner to his former office associates in the Victor Distributing & Export Co., of which he had been sales manager, at Little Hungary, on East Houston street, New York. The guests sat down at

7:30 and finished along toward the midnight hour. Of course, everybody congratulated the host on his promotion, their good wishes for his continued success being made in happy phrases and with much sincere feeling, to which Mr. Beekman made fitting reply, returning his thanks. The menu was up to the Victrola standard. Those present were: General Manager Williams, J. D. Beekman, A. D. Doty, S. W. Williams, John Van Horn, F. H. Millar, A. J. Whitbeck, E. G. Evans, Virginus W. Moody and P. E. Connell.

Mr. Beekman started west last week to be gone for several weeks, and will call upon the entire talking machine jobbing trade in the interest of the Zonophone lines.

COLUMBIA CO. TO MARCONI.

Officers of the Columbia Co. Send Heartiest Congratulations to Marconi on the Marriage of Great Britain and Canada Through Wireless Telegraphy—The Wireless Wizard Is the Consulting Physicist of the Columbia Co. and a Wonder in These Wonderful Days.

As might be expected in connection with one of the greatest events in the progress of the world, the announcement made recently that Marconi had established a transatlantic wireless service between Glace Bay, Nova Scotia, and Clifden, on the Irish coast, has been given extended mention in the daily press. Marconi is a doer of things, and wireless telegraphy between the old world and the new has now become an actual fact. Its tremendous influence on the world in general can hardly be estimated at this moment.

This remarkable achievement is of special interest to the talking machine trade, inasmuch as Marconi, the inventor of wireless telegraphy, is the consulting physicist of the Columbia Phonograph Co., and it goes without saying that the connection of the wireless wizard with this great institution can mean but one thing—that the Columbia graphophones and records are destined to mark a still greater advancement—for Mar-

coni's connection with any and everything means progress.

On October 18, immediately after the news of Marconi's great achievement had reached New York, the Columbia Phonograph Co. sent the following telegram of congratulation to their consulting physicist:

"Signor G. Marconi, Glace Bay, Nova Scotia: Accept hearty congratulations in your epoch-marking achievement. One of the great events of the World's history. Edward D. Easton, president, George W. Lyle, vice-president, Columbia Phonograph Co."

On October 19, Marconi replied as follows: "Edw. D. Easton, President Columbia Phonograph Co., New York: I thank you and Mr. Lyle most sincerely for your kind message and flattering expressions. Marconi."

The first announcement of the new Columbia Phonograph Co.'s Marconi records was made a few weeks ago. Although these new records have been introduced to the trade but a short time, the success they have achieved has been most gratifying to the company.

UNIQUE RECORD SECTIONAL CABINET.

One of the most "Unique" specialties ever placed on the talking machine market is the new disc record sectional cabinet, which is controlled by Benj. Switky, the popular Victor jobber, of this city. For some time past this gentleman has been keeping his eyes open for something in this line that had the merits necessary for a big seller. That he has been well repaid for his patience will be readily seen if one but glances at his advertisement, which appears in this issue.

J. O. Prescott, for the past few years manager of the Hawthorne & Sheble Mfg. Co.'s recording laboratory in New York, is no longer connected with that house. He left last week for a fortnight's hunting on Long Island, and on returning he may have something of interest to announce to the trade relative to his work in a fresh field.

TOPHAM'S CASES

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These are a few styles only. Write for complete catalogue and price list.

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- M. STEINERT & SONS CO. Boston, Mass.
- BLACKMAN TALKING MACHINE CO. New York City
- R. S. WILLIAMS & SONS CO., Ltd., Toronto and Winnipeg, Can.
- J. W. JENKINS SONS CO. Kansas City, Mo.
- McGREAL BROTHERS Cincinnati, Milwaukee, Wis.
- H. J. DYER & BROS. St. Paul, Minn.
- SHERMAN, CLAY & CO. San Francisco, Cal.
- W. D. ANDREWS Syracuse, N. Y.
- NEBRASKA CYCLE CO. Omaha, Neb.
- ECLIPSE MUSIC CO. Cleveland, Ohio
- EDISONIA CO. Newark, N. J.
- E. F. DROOP & SONS Washington, D. C. and Baltimore, Md.
- PERRY B. WHITSIT CO. Columbus, Ohio
- METROPOLITAN TALKING MACHINE CO. Jacksonville, Fla.
- J. V. SCHMILL, Mexico City, Mexico
- BERGSTROM MUSIC CO. Honolulu, Hawaii

1855—1906

All our cases are made from select lumber, covered with a genuine book cloth, imitation of seal grain leather. An inside flange, which is cut from the solid wood, forming the top, thus giving strength and keeping out dust and dampness, is a point I claim exclusive to our case. Cylinders are made on especially constructed machines and are correct size and uniform diameter. By my special method of fastening in, they are absolutely secure.

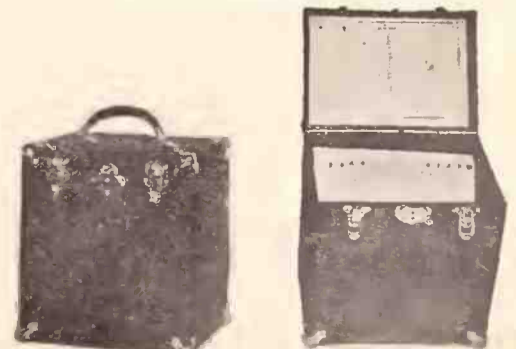
JAMES S. TOPHAM
WASHINGTON, D. C.



For 72 Records



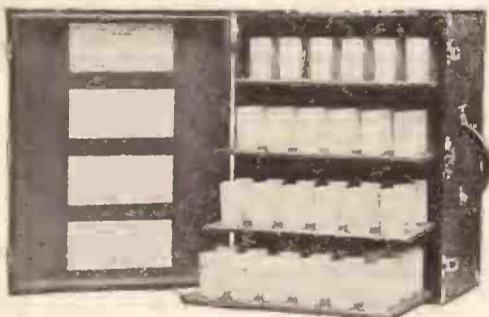
Made for Any-Make and Number Machines



10 and 12 inch



For 36 Records



For 96 Records
Something New and Exclusive
With Us



For 48 Records

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World.)
Washington, D. C., Nov. 7, 1907.

PHONOGRAPH RECORD MAKING MACHINE. Charles A. Reiners, Hoboken, N. J., assignor to Evans Phonograph Record Co., same place. Patent No. 866,219.

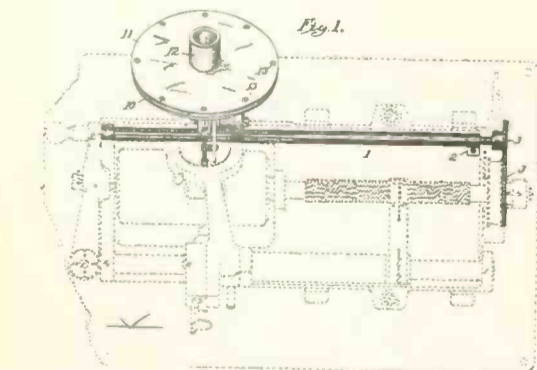
The object of this invention is to provide a machine for producing phonograph records which will insure a perfect and uniform product, at the expenditure of as little labor, time and power as possible.

In carrying out this invention the inventor makes use of a frame or table carrying the usual chamber for holding the blank within an interiorly configured matrix to which blank there is first admitted steam or other heated fluid under pressure to soften and expand the blank into the matrix. Means are provided for then exhausting said steam and for admitting a cooler fluid, preferably compressed air, to cool and shrink the blank to permit its removal. This operation is old and well known in the art and needs little explanation.

According to this invention means are provided for determining the length of time to be occupied by the foregoing cycle of operation, which is effected by means of a dash pot cylinder and piston weighted so as to slowly fall by gravity and operatively connected to the valve means for controlling the said cycle of operation. Means is also provided for proportioning the length of time in which the various or different fluids have access to the matrix chamber during

such cycle. A cam is used for this purpose which is operated by a single slide valve stem for connecting said chamber with steam, exhaust or air pressure. There is also provided means to insure a proper initial position of the cam and valve before operation of the cam, whatever be the elevation to which the cylinder is raised.

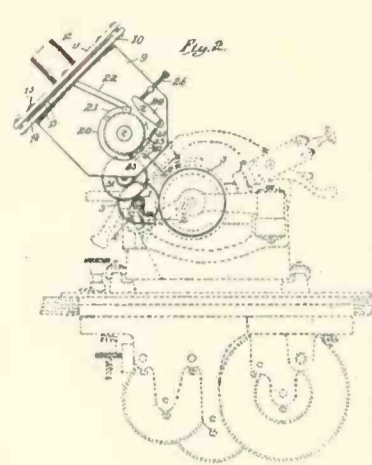
In the drawings, Figure 1 is a side elevation of a machine of the invention; Fig. 2 is a rear elevation of the same with the cylinder partly in section; Fig. 3 is a central longitudinal section of a preferred form of valve; Fig. 4 is a plan of the same; Fig. 5 is a side elevation partly in section of the piston, and Fig. 6 is a plan of the same.



FRICION REPRODUCING ATTACHMENT FOR PHONOGRAPHS. Alexander N. Pierman, Newark, N. J., assignor to the New Jersey Patent Co., West Orange, N. J. Patent No. 867,597.

This invention relates to sound reproducing devices of the type wherein the diaphragm is

vibrated by means of a friction shoe engaging a continuously rotating friction wheel, the friction between the friction shoe and friction wheel being varied by varying the pressure of the friction shoe on the friction wheel, such variation



in pressure being effected either directly or indirectly by the sounds to be reproduced. Devices of this type are well known and have been suggested for effecting the reproduction of ordinary sounds either directly as in the case of megaphones or indirectly as in the case of telephones or phonographs. The suggestion has also been made of actuating the friction block by means of levers, in order that the friction may be increased and thereby permit the reproduced sounds to be augmented.

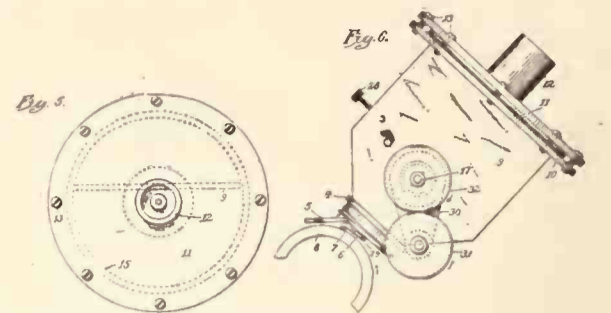
Examples of these suggestions are found in British patents to Hope-Jones No. 15,245 of 1890 and to St. George No. 3,473 of 1880.

This invention relates to improvements in apparatus of this type in its application to phonographs and allied talking machines, and the object is to provide an attachment for the purpose which can be readily applied to a phonograph at small cost and without interfering with the effective operation of the same.

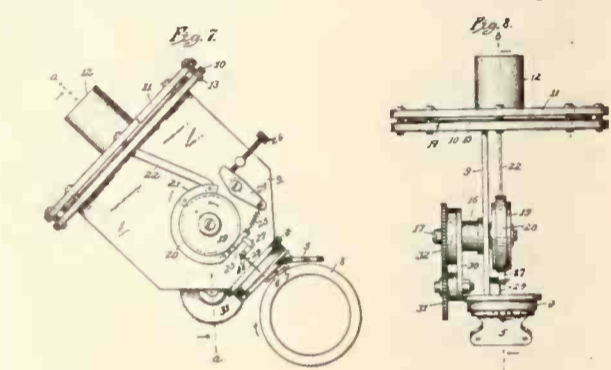
The invention has particular reference to the means whereby the friction wheel may be continuously rotated while at the same time the friction wheel and parts co-operating therewith may be progressed longitudinally with respect

to the record; also to the means for varying the leverage between the reproducing stylus and the friction shoe and further details of construction and operation.

In order that the invention may be better understood attention is directed to the accom-



panying drawings forming a part of this specification and in which Figure 1 is a plan view, showing in full lines an improved attachment applied to a well known type of Edison phonograph, the latter being illustrated in dotted lines, Fig. 2 an end elevation of the same, Fig. 3 a sectional view on the line a-a of Fig. 7, Fig. 4 a section on the line b-b of Fig. 8, Fig. 5 a plan



view of the diaphragm box, Fig. 6 a side elevation of the attachment showing the reproducer stylus in engagement with the record, Fig. 7 a side elevation similar to Fig. 6, viewing the attachment from the opposite side, and, Fig. 8 a front elevation of the attachment.

SOUND BOX FOR TALKING MACHINES. John H. Elfering, Camden, N. J., assignor to Victor Talking Machine Co. Patent No. 867,259.

The object of this invention is to provide such a construction in sound boxes that the parts of the casing thereof may be easily adjusted to give the correct pressure upon the parts for holding the diaphragm in position. Heretofore, in the construction of sound boxes, it has been customary in some instances to force the parts of the casing of the sound box together, so that the same are retained relatively in position by friction. The difficulty has been experienced

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THE WALLACE BARNES COMPANY
BRISTOL, CONN.

in this manner of assembling the parts of a sound box arising from the fact that the exact amount of force to produce the requisite pressure upon the parts for holding the diaphragm, cannot be accurately determined, thereby causing considerable variation in the efficiency and quality of reproduction in different sound boxes. This invention is designed to efficiently overcome these objections.

Figure 1 is an end elevation of a sound box embodying my improvements; Fig. 2 is a central, longitudinal, sectional view thereof, and Fig. 3 is a rear elevation thereof.

Figure 1 is an end elevation of a sound box embodying my improvements; Fig. 2 is a central, longitudinal, sectional view thereof and Fig. 3 is a rear elevation thereof.

SOUND-CONVEYING DEVICE. Edwin H. Modley, Ardsley, Pa., assignor of one-half to Hawthorne & Sheble Mfg. Co., Philadelphia, Pa. Patent No. 868,612.

This invention relates to sound-conveying devices and has reference, more particularly, to means whereby the sound conveyed by the device can be modified as desired, as to tone, magnitude, etc. The invention is of particular utility in connection with talking machines both in recording sounds and in reproducing the sounds recorded, although the same may be used in other connections with highly beneficial results.

It is well known that the best reproductions from records of sounds of different character can be obtained only by using mechanism specially adapted for the reproduction of the particular sound, that is, a reproducer which will give the most faithful reproduction of a record of a vocal selection would give an inferior reproduction of an orchestral or instrumental solo selection. For this reason, in order to obtain the best results it is necessary to have a number of reproducers and to use one or another according to the character of the record to be reproduced. Moreover, it has been found practically impossible to make amplifying horns and sound boxes so near alike to every part as to give reproductions which are the same in tone pitch, resonance, etc. Also, in recording sounds, it frequently happens that certain tones cause what is known as "blasting" and a faithful reproduction of such a tone cannot be obtained.

The object of this invention is to provide a sound-conveying device having adjustable means therein by which the sounds conveyed by the

device can be modified and their volume, tone or pitch regulated at will. In this way when the device is used to convey sounds to be recorded to a recording diaphragm and stylus, the objectionable blasting can be avoided by an adjustment of the movable parts; also, when the device is used to convey sounds reproduced, it is unnecessary to substitute one reproducer for another when changing from a record of one character to one of another, and the slight differences in sound boxes and horns may be readily compensated for, so that the most faithful reproduction of the original sounds can be obtained.

In the preferred embodiment of this invention adapted for use in connection with sound-reproducing means, there is provided a body located within the sound-conveying tube leading from the reproducer and movable within the tube so that its position determines the shape of the interior of the tube, adjusting devices being provided whereby this body can be moved to and locked in the desired position from outside the tube. By means of such an adjustable

modifier not only can the pitch of the reproduced sound be regulated but also its character can be changed from one which is rather hollow and resonant to one which is much more sharp.

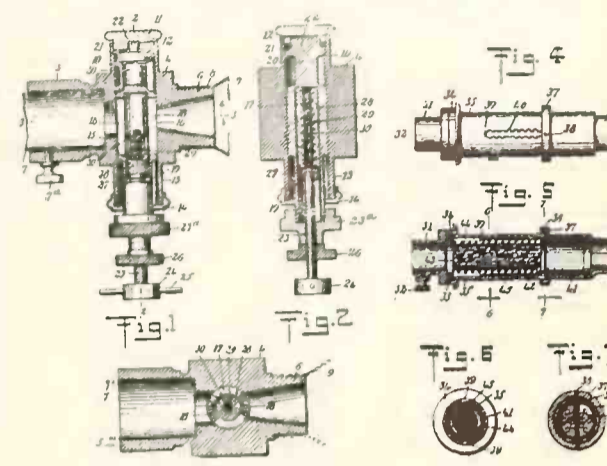
Figure 1 is an elevation of a portion of a talking machine; Fig. 2 is a longitudinal section of the tone-arm thereof, inverted to better illustrate its shape, the section being on line 2—2 of Fig. 3, and Fig. 3 is a transverse section on line 3—3 of Fig. 2.

ATTACHMENT FOR TALKING MACHINES. Alfred Dee Pinckney Weaver and John Edward Carney, Montgomery, Ala., Weaver assigning to said Carney. Patent No. 867,773.

This invention relates to sound recording and reproducing machines, including all types of talking machines.

Reference is made to the accompanying drawings, in which Figure 1 is a fragmentary, horizontal section through the attachment, showing how it is connected with the horn and with the recorder or reproducer, as the case may be, of the talking machine, and also showing the porous material for breaking up the resonance of the air column; Fig. 2 is a central vertical section upon the line 2—2 of Fig. 1, showing more particularly the internal construction of the attach-

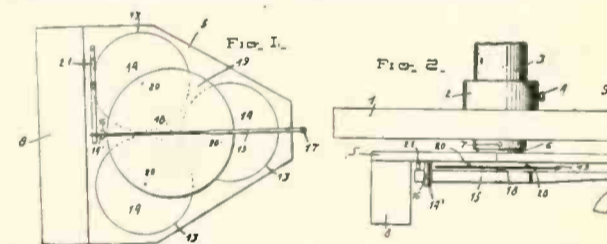
ment and the details of the porous material used for destroying the resonance of the air column; Fig. 3 is a section upon the line 3—3 of Fig. 1, looking in the direction of the arrow, and showing the cylindrical grid used for containing the porous material, and also for adjusting the device so as to regulate the volume of sounds; Fig. 4 is a plan view of a modified form of the attachment and showing the movable collar used for controlling the degree of compression of the porous material; Fig. 5 is a central section



through the construction shown in Fig. 4 and showing the material used as a compressible mass of sponge rubber encircled by a spring for restoring the mass after compression; Fig. 6 is a vertical cross-section upon the line 6—6 of Fig. 5, looking in the direction of the arrow and showing the concentric arrangement of the mass of sponge rubber, the spring encircling the mass, and the telescopic tubes encircling the rubber and spring; and Fig. 7 is a vertical cross section upon the line 7—7 of Fig. 5, looking in the direction of the arrow and showing the pin for holding the telescopic tubes in various predetermined positions, thereby regulating the degree of compression of the sponge material.

SOUND-REPRODUCER FOR GRAPHOPHONES. William Hart, Kirksville, Mo. Patent No. 867,821.

This invention relates to improvements in sound reproducers for graphophones, and the object of the invention is to provide a device of this



kind by means of which the volume of sound will be greatly increased and made more clear and distinct.

In the accompanying drawings, Figure 1 is a side view of a sound reproducer constructed in

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Canadian Office, 76 York Street, Toronto

accordance with the invention; and Fig. 2 is a bottom plan view of the same.

METHOD OF MAKING MOLDED FLAT SOUND-RECORDS. William Helm Hoyt, Wyoming, N. J. Patent No. 867,975.

This invention relates to methods for making molded flat sound-records for talking machines and has for its object to cheapen the cost of manufacture of such articles without impairing the efficiency or wearing qualities thereof.

Figure 1 is a vertical section illustrating one of the steps of this method; Fig. 2 is a vertical section showing the mold employed, at a subsequent stage of the process, the section being taken on line 2-2 of Fig. 3; Fig. 3 is a plan view of such mould, and Fig. 4 is a cross-section of part of a record made according to this invention.

TRUMPET OR HORN OF SOUND-REPRODUCING INSTRUMENTS. Roland Revell, West Hampstead, London, Eng., assignor to Thomas Knight Barnard, Stroud, Eng. Patent No. 867,836.

This invention relates to horns for sound-reproducing instruments, and particularly to deflectors for such horns. The object of the invention is to provide a satisfactory deflector which may be attached at the mouth of the horn and is so constructed as to afford an annular aperture through which the sound issuing from the horn is deflected practically horizontally in all directions at once.

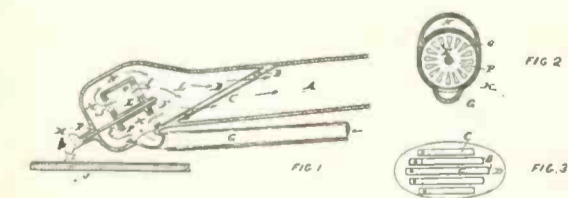
In connection with the deflector, the inventor prefers to add also a sounding board which may, for effect, be perforated.

In the accompanying drawings Figure 1 is a vertical section of a horn provided with deflector and its accessory sounding board; Fig. 2 is a vertical section of a horn showing deflector without a sounding board; Fig. 3 is a vertical section of a modified form of the deflector, while Fig. 4 is a vertical section of the same, provided with a sounding board.

SOUND-REPRODUCING MACHINE. Robert L. Gibson, Philadelphia, Pa. Patent No. 868,771.

The object of this invention is to provide a sound-reproducing machine which shall cause a forced current of air to be put into sonorous vibration under the application of a reed or reeds and a control valve, which is vibrated by the stylus, in turn put into a state of vibration by the traveling record tablet.

Heretofore sound has been reproduced by causing a blast of air to be forced through the amplifier or horn, and during its passage interrupting



the uniformity of its flow by the action of a valve vibrated by the stylus. The objection experienced by this type of machine has been that the sonorous sound necessitates a continuous flow of the air through the valve in large volume and thereby consumes a large amount of air. As the air has to be forced by a motor, the great quantity of air required to flow through the open valve structure makes the machine expensive to operate and costly to make on account of the size and strength of the motor and blower required.

More specifically, the object is to reduce the quantity of air necessary for circulation and thereby reduce the cost of operation. The object is further to reduce the cost of the machine and at the same time produce a more sonorous and pleasing tone to the sounds emitted.

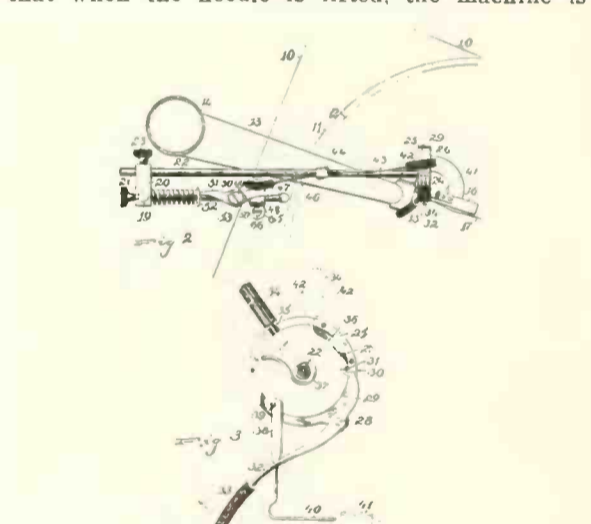
In carrying out this invention the inventor has provided a continuous air passage from a blower to the horn or amplifier, and in said passage interposes a reed or reeds free to vibrate and also a valve controlled by the record tablet through the stylus, which valve controls the pulsations of air passing to the reed or reeds in accordance with the amplitude of the vibration of the stylus.

Figure 1 is a sectional elevation of a sound reproducing mechanism embodying the invention; Fig. 2 is a transverse section on line 2-2; and Fig. 3 is a plan view of the reed portion removed showing a multiple reed arrangement.

STOP MECHANISM FOR TALKING MACHINES. John C. Stuckey, Elizabeth, N. J. Patent No. 869,749.

This invention relates to a device to be placed alongside of a talking machine, and preferably alongside of a disc machine, and is designed to provide a means for lifting the needle, with its sound-box, from the record on the completion of the record, and is adapted to be adjusted before the record is started so that when the proper time arrives the device will be operated to lift the needle out of engagement with the disc.

Another object of this invention is to provide a device of this kind that operates a brake so that when the needle is lifted, the machine is



automatically stopped so that if the operator is absent from the machine when it completes its record, the machine will stop and the needle is lifted away from the record and there is no further reproduction of any sounds. This device saves considerable winding, as the record will not rotate any more than is necessary to complete the reproduction. There is wear and tear saved on the works of the machine, and a better exhibition of the machine can be given with this automatic stoppage of sound on the mechanism.

The invention is illustrated in the accompanying drawings, in which Fig. 1 is a side view of an improved device showing its relation to a talking machine, and Fig. 2 is a top view showing a portion of the machine and its relation to the device. Fig. 3 is a face view of the tripping mechanism that releases the machine to stop the rotation of the disc, and also the means for lifting the sound-box and the needle from the record.

WHAT'S THE MATTER WITH TEXAS?

Any manufacturers of talking machines who contemplate moving or who desire to move to great Southwest, will no doubt be interested in the following item which recently appeared in the Austin (Tex.) "Statesman." "Now that Texas has demonstrated beyond the cavil of a doubt its ability to sustain a piano factory, what is the matter with the idea of manufacturing talking machines? Let's keep the push wheel right in behind the manufacturing industry. One successful factory will beget a half dozen or more other factories."

A double page advertisement of the National Phonograph Co. in the October 26 issue of the Saturday Evening Post, cost \$4,200. The company have recently inaugurated a new publicity campaign and increased their appropriation materially.

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COLUMBIA SALESMEN CONFER.

The Seventy Ambassadors of the Columbia Phonograph Co. Have Heart-to-Heart Talk With Manager Dorian Regarding the Introduction of a New Feature of Teaching Telegraphy by the Aid of a Graphophone.

Manager John Dorian had one of his heart to heart talks with 60 or 70 Columbia salesmen at the 23d street store, New York, recently, at which he discussed the "bull dog" spirit in going for and keeping after business. The salesmen were the pick of New York's selling talent, and Mr. Dorian paid them a high tribute for their already excellent records. Mr. Dorian, who is noted as a dog fancier as well as a business getter, offered a fine bulldog as a prize to the branch making the best showing for the ensuing quarter. The occasion was of especial interest because of Mr. Dorian's introduction of a new feature of the business—teaching telegraphy by the aid of a graphophone. The Electric Novelty and Talking Machine Co., of Bridgeport, Conn., have arranged with the Columbia Phonograph Co. to handle this system, which consists of 16 disc or cylinder telegraph lessons, executed by two of the best telegraphers in the United States. A lesson key and a telegraph key and sounder accompanies each complete outfit, at an expense of \$18.50. Graphophones may be secured at regular catalog prices. This method of teaching telegraphy has the enthusiastic endorsements of such high officials as Vice-President Charles P. Bruch, of the Postal Telegraph Co., of New York; Assistant General Manager John C. Barclay, of the Western Union Telegraph Co., and many experts who pronounce it the quickest, most scientific and in every way the best way of learning telegraphy yet invented. As the new state

and national labor laws will cause a demand for several thousand additional telegraphers almost immediately, there will doubtless be a big run on these telegraph lessons.

One of the inventors of the new system, who was present and heard Manager Dorian's magnetic speech, remarked afterward that, although his weekly earnings had long since many times exceeded the stipend of a local salesman he felt moved to remove his coat and enlist in the competition for the bulldog prize.

The window display of the Graphophone system of teaching telegraphy has proven a magnet of drawing power for that institution recently.

P. Godwin, the clever Columbia window decorator, has scored another triumph—this time a spectacular one. Occupying nearly the whole of the eastern window of Columbia Co.'s store at 35-37 West 23d street is an immense arch constructed of wood and paper, painted to represent solid marble. Across the top is the following inscription: "Columbia records fit any talking machine and make it almost as good as the Columbia Graphophone." Suspended from the arch by heavy metal chains hangs a huge block of the same imitation stone, weight supposedly 9,000 pounds, on which is written: "This argument carries weight," as a finishing touch. The background is filled with the latest model machines. Judging from the crowds who stop to admire, this publicity is of the right kind.

CLOSING OUT DEAD COMPANIES.

A motion was granted by Justice McCall, of the New York Supreme Court, Oct. 26, for the appointment of a receiver of the International Graphophone Co. in an action brought by Attorney-General Jackson to dissolve the company, which has ceased to transact active business. Its plant and property were transferred to the Edison United Phonograph Co. James F. Lynch will be appointed receiver. The company was incorporated in 1880, with an authorized capital stock of \$5,000,000. An officer of the National Phonograph Co., on being asked as to the status of the aforementioned companies, said: "Both are dead ones and of no earthly interest to the trade."

JUDGE WALLACE IS RETAINED.

Judge Wallace, recently retired as presiding justice of the United States Circuit Court of Appeals, second circuit, and who has been on the Federal bench for thirty years, has been retained by the National Phonograph Co. He will argue their side before Judge Hazel, United States Circuit Court, southern district of New York, in the case of the New York Phonograph Co. against the National Phonograph Co. and others in contempt proceedings. Judge Wallace has heard on appeal all the talking machine cases of note for the past six or seven years, and is expected to make an argument that will be notable in American jurisprudence. The question at issue is the decree signed by Judge Hazel May 2, 1905. Louis R. Hicks and John C. Tomlinson appear for the complainants.

John N. Willys, of the Elimira (N. Y.) Arms Co., also W. O. Pardee, of the Pardee-Ellenberger Co., New Haven, Conn.; C. B. Haynes, of C. B. Haynes & Co., Richmond, Va., and Henry Winkelman, manager of the talking machine department of Oliver Ditson Co., Boston, Mass., were in New York recently.

Henry Stern, head salesman of Landay Bros., New York, who was compelled to take a short vacation on account of illness, is back again at his post of duty in prime condition.

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You can handle
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and add to your
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SIDE LINES A NECESSITY

To the Small Talking Machine Man Who Has All the Equipment for Handling a Larger Business—Specialties That Will Fit in With the Talker Trade and Pay a Profit.

Notwithstanding the large number of dealers throughout the country who are now successfully handling side lines in connection with their talking machine department there still exists a strong antipathy, or indifference to "branching out." Somehow or other the idea of specialization has predominated and they have overlooked the countless opportunities which surround them. And doubtless one cannot devote too much brain matter to the "talker," as there is always something that can be improved or something added. But there is no reason why there should be any less attention paid to this department simply because one branches out. Take the success of the department stores as an example. Almost every salable article can be found under their roofs. How do they manage it? Simply by "system." Each department is under a competent head who is held responsible for its showing and the training of the men under him. In a small way, Mr. Dealer, you can do the same thing. Your "talkers," we will say, are being handled in a first-class manner, but the income from this one line is not large enough to stand the expense of increased rent or cost of living. "What ought I to do?" you ask. Study your customers, find out their wants, and then set about gratifying them, or as many of them, as offer a good margin of profit. Here are a few suggestions which it would be well to consider:

Stationery and school supplies is a line that can be carried profitably by talking machine dealers, and the demand is a continuous one. Certain standard brands which have been on the market for years sell well at all times. In connection with this line pencils, assorted pens and those of the fountain type should be carried, as not only do they naturally go together, but the profit from their sale is considerable. Illustrated post cards are another important addition to this department; in fact, so great is the demand for these little remembrances that they rightly deserve the first consideration, and any dealer who neglects handling them is losing a lot of good money. Views are probably the most popular, with comic, birthday and holiday cards, a close second. Novelties in this line, such as pin cushions, match scratchers, Teddy bears—and those made from leather are big sellers.

* * * *

Talking machine dealers who have tried small musical merchandise as a side line have been well pleased with the results accomplished. Musical merchandise blends perfectly with the talking machine line and has a drawing power which assists the dealer. Banjos, guitars, mandolins, violins, accordeons, harmonicas, drums, and all kinds of small instruments can be displayed attractively and without taking up but little floor space, and a big holiday trade won if handled rightly.

Discoursing on the selling merits of musical instruments brings to mind four especially good ones, i. e., the famous Peerless automatic pianos, manufactured by the Peerless Piano Player Co.; the new and wonderful Sublima piano of the Regina Co., and the products of Wurlitzer and the Pianova Cos. These are all big guns in the hands

of a wideawake dealer and should by no means be overlooked. In the regular line of slot-controlling devices, the new vacuum post card vending machine, manufactured by the Caille Bros., is a mighty good investment. While the Card Printer Co. have a winner in their machine by that name. For amusement parlors the Muto-scope still stands alone among its kind.

* * * *

Many of the dealers are now carrying sheet music, with great profit, in connection with their talking machine business, and buying the pieces as the new records come out. Nearly every family has a piano nowadays, and it is obvious that if a member likes a record very much, he would be inclined to purchase the selection in sheet music form, or, vice versa. And sometimes also not for the music alone but to obtain the words, all of which are often indistinguishable through the machine. In some stores the department is maintained with a view to increasing the number of visitors to the store. This is accomplished by placing a piano in the department and employing some one to play any piece in stock that may be requested by the visitors. In this way the store is made more entertaining, and at the same time many catchy pieces of music, or talking machine records, are sold that perhaps would have been slow movers.

In many of the stores the popular pieces are mentioned at very low figures, in their advertisement, with the stipulation that no mail orders will be accepted. This serves to bring the purchasers into the store, and is a material aid toward the selling of your other lines of goods, and other pieces of music. Frequently it is a good plan to advertise to give away a sheet of music to each customer who purchases a stipulated amount of talking machine goods or in connection with a sale of one specific article. It is not necessary to tie up a lot of money in establishing a sheet music department; on the contrary, a moderate sum will suffice. One large publisher estimates that the cost of stocking a department with enough music to make a good showing is under \$200 and The World will be pleased to furnish, upon request, a list of such stock as it would be advisable to carry, together with other details. In case you did not care to invest in a piano, it would be gladly furnished by any dealer with the permission to place his card on it and also any sale you might make through its use he would give a certain per cent. on, thereby adding materially to your profits.

A line of cameras, photographic supplies, cheap watches, safety razors, sporting good (at this time of year—skates, sweaters, hockey sticks, etc.), make attractive side lines. Electric novelties and countless other merchandise lies waiting for the man with push and ambition to handle them. If Nature has endowed you with these gifts make use of them and quit crying "poor business," and get a move on. No man can be a success who sits still and waits for trade to come to him. Nothing will sell itself. The old saying, "The man who would in business rise, must either bust or advertise," is very much to the point and should be taken more to heart.

NEW PLACES JUST OPENED.

The Garrick, Norristown, Pa.; The Casino, 22 North Tryon street, Charlotte, Vt.; Litzberg Bros., Main street, Wilkes-Barre, Pa.; The Star, Brockton, Mass.; Motion Picture Theater, 172 Newark avenue, Jersey City, N. J.; The Crystal, The Unome, Beatrice, Neb.; Firemen's Hall, Cooperstown, N. Y.; Union Hall, Bangor, Me.; The Unique Theater, Washington, D. C.; No-name's, Tampa, Fla.; Olympic, Fort Smith, Ark.; Happyland, Belvidere, Mr. Moulton, manager, Amesbury, Mass.; Columbus Institute, Poughkeepsie, N. Y.; H. K. Somborn, Walnut street, Des Moines, Ia.; The Bijou, 41 Broad street,

Elizabeth, N. J.; Wigwam Saloon, San Antonio street, El Paso, Texas, and P. J. Shea, Third street, Troy, N. Y.

THE SUCCESSFUL PENNY ARCADE.

Important Points to be Considered by Those Desirous of Succeeding—Business That Can be Made Profitable if Given Proper Consideration—Should be Conducted on a High Plane.

There are five essential points to be considered by those who desire a successful penny arcade: location, high grade machines, catchy display cards, cleanliness and proper management. To begin with, the most necessary thing of all is to get a store in a location frequented by the most people. This does not necessarily mean that it must be in the leading shopping district—in fact, a store on a thoroughfare just before getting to the shopping district is preferable, as it will catch the people at a time when they are most apt to be looking for amusement.

Stores of almost any size will be found adaptable to the business from 16 feet to 25 feet in width and 40 feet in depth, upwards. To be successful, the place must be kept perfectly clean, attractively equipped and well conducted. Women and children are the best customers, and should be well looked after. Any rowdiness should be at once suppressed, as this will cause them to shun the place. The room should be well lighted, both inside and out. Any ordinary electrical supply can furnish the necessary equipment for lighting and for such of the machines requiring electric current. This part of the work is inexpensive. In a very modest way one of these places can be fitted up for six or seven hundred dollars, but, of course, as much can be spent in the equipment as the location and city would warrant. In a penny exhibit all kinds of amusement machines are desirable, but they should all be up-to-date and of the best make. The machines consist of phonographs, an automatic piano, picture machines, name plate and vending devices. In the physical cul-

The Improved Card Printer



An automatic coin controlled device that prints your name on a card.

Two styles—5 cards 1c. 12 cards 5c.

Not an Untried Novelty but a machine supplying a public want.

Pays for itself in 3 months.

Send for full particulars.

THE CARD PRINTER CO.

79 East 130th Street
NEW YORK



Everything in NEW and S. H.
**Motion Picture
Machines**

Films, Stereopticons, Song
Slides and Supplies. Same
Wanted. Catalogues free.

Harbach & Co., 809 Filbert St., Phila., Pa.

6000 Postal Cards Sold Daily!!!!



OUR NEW VACUUM POST CARD VENDING MACHINE has done it!

And Why?

Because it is the most wonderful and yet the simplest device ever seen or heard of.

IT WILL ATTRACT PEOPLE to Your Establishment.

Send us a postal card to-day and let us tell you all about it and the most complete line of PENNY ARCADE MACHINES and OUTFIT.

Our New Catalogue for 1908 is now ready!

Caille Machines are recognized to be ALWAYS THE BEST and AHEAD OF THE REST!

See our new

SCOPEOPHONE!!!

Simply a wonder!

OUR FACTORY is the HOME of the Famous Cailophone and the RENOWNED CAILOSCOPE, without which no Arcade is complete.

THE CAILLE BROS. CO.

DETROIT, MICH.

Eastern and Export Office
No. 32 UNION SQUARE
NEW YORK CITY

Western Office
REPUBLIC BUILDING
CORNER STATE AND ADAMS STREETS
CHICAGO, ILL.

ture machines there is the puncher, grip test, blower, lifter and other strength-testing devices that are always well patronized. The larger the variety the better.

It is necessary to have good music, as it always attracts and holds a crowd. In most places the automatic piano is used, but others have adopted the talking machine. Whatever music is used should be near the door, so it can be heard from the outside. The best location for the cashier's desk is about 25 feet from the front, and for the convenience of the patrons it is well to have boys with pennies going around to give change. As a rule it is safe to figure that the machines will take in about 10 per cent. more than the amount of pennies sold. This enables the owner to estimate what the earnings should be if handled by others than himself.

MOVING PICTURES IN ITALY.

Enthusiastic Reception of Scenic Views from America—Some Tips for Film Makers.

(Special to The Talking Machine World.)

Washington, D. C., Nov. 4, 1907.

Vice and Deputy Consul E. Santi reports as follows regarding moving pictures in Milan: "Milan, the center of Italy for the moving-picture machine trade, has already about forty such theaters. Every available hall is being turned into a moving-picture show, while nearly every second and third rate theater and 'cafe chantant' finishes the evening's entertainment with a few cinematograph pictures. During the dull summer season even the larger theaters are used. The films come chiefly from London and Paris. Italy also has a few film-making firms, the chief of which are to be found in Turin and Rome. Occasionally films are exhibited from the United States.

"There is an important future for American makers of films, if the manufacturer will put himself in line with the French and English competition. At present the chief French, English, and Italian firms have local representatives, who generally also run exhibitions. These representatives in Milan buy so many copies of the pictures and send them to the most important cities of Italy, so that the latest novelty appears in all of them at practically the same time. The films can be bought on the market at 5 cents per foot. The average picture has about 950 feet, although they vary from 65 to 1,350 feet. As they wear out they are sold cheaper and cheaper until unserviceable and are then thrown away. The consulate is informed by one of the most important exhibition proprietors that nearly all the celluloid films are made by an American firm in Rochester, N. Y., and that they are considered the best in the world.

"Dramatic and tragic scenes, natural scenery of an interesting nature and comical farces are sure to fill the hall at any time in Italy. The Italian loves to see living scenery; for instance, a moving-picture view of Niagara Falls was a huge success here a short time ago. The Italian also likes to see typical scenes of national life, such as, for instance, bull fights in Spain and winter sports on the snow and ice in Switzerland. Railway scenery is very acceptable, as are views of large towns. Pictures of the larger towns in the United States would be a huge success in Milan. Occasionally typical scenes from American life have been thrown on the sheeting, such as cowboy life and train wreckers. The Italian is disgusted, if not already surfeited, with pictures of singing and dancing women; neither does he like fantastical scenery from fairy tales. American film-making firms should see that the film headings are printed in Italian. Pictures with foreign titles are not appreciated in Italy.

"The consulate has been informed that American picture machines are not liked in Italy, being too complicated for the operator. The person interviewed by the consulate said that he has been in the trade for several years, has used all kinds of machines, and has found that the best are those where the operator's attention is not

required in looking after the mechanism, but in watching the films themselves. In the case of American machines, he had to devote all his time in looking after the machine, thereby not paying any attention to the films, which wore out in half the time they otherwise should have done."

SOME IKONOGRAPH NOTES.

Occupying New Quarters—Stereopticon Attachment the Latest—Their Latest Films.

The past month has brought not only a raft of new business to the Ikonograph Co. of this city, but they have made a number of changes which are of interest to the trade. They have removed to larger offices at 125 East 23d street, where they have established their shipping room so as to be able to personally inspect every machine sent out, thereby ensuring a perfect stock for the jobber and dealer.

A new addition has been made to the Ikonograph, namely, a stereopticon attachment, which can be used on all machines by removing the front plate and adjusting the slide holder. Work on the "Travelogues" (or printed matter and slides for illustrating different tours in all parts of the world) is being pushed. They will be prepared to fill orders by December 1. The following are a few from their new December list of films: "Wild West Series"—(1) "The Holdup of the Stage Coach," (2) "Cowboy Sports," (3) "Attack on the Prairie Train," (4) "Western Sharpshooters," (5) "Cowboys Riding a Wild Steer."

The Ikonograph Co. have just issued one of the handsomest 1908 calendars, from a strictly artistic point of view, that it has been our pleasure to inspect for many a year. It is entitled "The Spirit of the Orchid."

CHANCE FOR MAKERS OF AUTOMATICS.

"La Compagnie Generale d'Amusements" is a late incorporation under the seal of the province of Quebec. According to the letters patent it is the purpose of the company to operate a chain of theaters similar to the Nickelodeons in the States, and the headquarters will be in Montreal. It would seem that the new company would be in the market for electric pianos and other mechanical instruments used in that class of theaters, and manufacturers should follow the matter up. The directors of the company are: Ludger Hamelin, J. A. Hilaire Hebert, Joseph Alcime Hurteau, Lambert Belair, Charles Louis Talioretti, Arthur Larente and Domina Gagne.

THE NATIONAL PICTURE MACHINE CO.

Among the incorporations filed with the secretary of the state of Delaware recently was that of the National Picture Machine Co., of Philadelphia, for the purpose of manufacturing moving picture machines, motion pictures, films, etc. Capital, \$100,000.

N. Y. VITAK CO.'S LATEST MODELS.

The New York Vitak Co., of 180 Lafayette street, New York City, have greatly improved their Model A motion picture machine. The mechanism is of highly polished nickel throughout, the baseboard of a beautiful cherry finish and the whole machine has the appearance of a very high-class article. It is certainly a wonderful little machine and we would advise everyone to see and examine it.

The same company will have on the market within the next three months their Vitak Stand-

ard Model, which operates standard size films. No expense has been spared with this model and it will be used in homes as well as theatres, churches, etc. This is a strictly high-class machine and has been highly praised. It will be entirely of metal, including the stand. They will be glad to give any further information.

MAKING MOVING PICTURES.

Some of the Dangers That Encompass the Maker of These Delightful Entertainers—Many Thrilling Adventures Both Sought and Unsought Have Fallen to the Lot of the Man Who Depicts Life in Action.

The moving picture show is a delightful exhibition enjoyed by thousands, and because one can witness apparent hairbreadth escapes free from danger we smile with satisfaction at the tricks of the camera. But in the effort to reproduce realistic scenes the modern snapshotter for the moving picture concern does not always depend upon camera tricks. Frequently he gets the real thing, and sometimes, much to his dismay, he encounters risks that make his hair turn gray. The recent death of a man tied to the rails for a moving picture concern, which hoped to give a thrilling exhibition of robbers killing their man in this horrible way, is a point in question. Through some mistake of the train dispatcher a train was sent over the rails at the wrong time, and the man was killed before the camera.

Another instance of this kind, though not so fatal in its result, was that of taking a picture of a storm and wreck at sea. All the elaborate paraphernalia were taken out into the ocean off Coney Island. It was to be a realistic scene of the sea, and the day was rough enough to suit all. The old dismantled schooner which had been towed out for the purpose of a wreck had been too hastily patched up for the occasion, and it suddenly foundered with a dozen men on board. There was then a real shipwreck, and for half an hour everybody turned to the rescue of the amateur seamen. Unfortunately the camera man forgot his work in the excitement and failed to get some of the best pictures of the day.

An amusing instance happened on Long Island Sound last summer. The camera man had improvised a scene of modern pirates boarding a private yacht and sandbagging the crew. Everything went well until a revenue cutter hove in sight, and then the would-be thieves met more than they bargained for. The revenue men boarded the yacht, roughly overpowered the actors in the scene, and, in spite of explanations and expostulations, carried them ashore prisoners.

The modern camerist can take "fake" pictures so easily to-day that usually it is not essential to run any great risk. He takes the photograph of a mountain, and then of a man in the act of climbing it. A few minutes later he stumbles, and the fall from the perilous height is faked successfully enough for all essential purposes. But there is one series of moving pictures that represents the real thing. It was taken in the Alps, and the fall of the man was genuine. It was not intended so by the party, but at the critical moment the man lost his footing and fell headlong down the slope. In horror the rest of the party looked at the falling man, but the camera operator was a nervy chap, and, realizing that he had the chance of his life, he coolly took shots at the unfortunate one until he disappeared in a bed of snow hundreds of feet be-

OUR SUCCESS is the result of furnishing the best FILMS

in America. If you doubt this statement, try our new quality service and be convinced. As a money-getter it is unequalled. Everything for the moving picture show carried in stock at Main Exchange and Branches ready for prompt shipment.

WE GUARANTEE TO NEVER REPEAT

Special prices on opera chairs. *Pathe's Life of Christ, 3,114 feet, hand-colored.*

Try it. Be surprised.

O. T. CRAWFORD FILM EXCHANGE CO., Gayety Theatre Bldg., ST. LOUIS, MO.

low. Yet to many this real series of pictures would have no greater naturalness than many of the faked photographs thrown on the screen. The man, however, was not killed, but lived to enjoy the scene of his rapid descent pictured on the canvas.

Biographic pictures of wild animals are the most difficult to get, for animals cannot always be made to act for the picture man. Sometimes "dummy" wild animals are made up and put through antics, but they do not come up to the real thing. So the biograph man frequently haunts the wilderness in the hope of picking up something unusually fine. There are several excellent pictures of moving moose swimming across lakes, with the hunters on their trail, and of bears climbing trees or turning angrily upon their pursuers. But a genuine fight with a grizzly bear and a man is a gem worth preserving. Such a picture was taken two years ago in the Rockies by a veteran biograph camera man. He had been camping out with an old guide and bear hunter for nearly a month, but no game had come their way.

"If we track a grizzly you must tackle him, hand to hand," the camera operator had jokingly said several times.

"I'll do my part all right," replied the guide.

Then to the surprise of both one day they stumbled upon a genuine grizzly. The animal snarled and was inclined to edge away, but the sudden clicking of the camera startled the beast. True to his profession, the man with the camera had thought only of his work and nothing of his danger. Picture after picture was being reeled off before the bear had decided upon what course to pursue. Then, angry at this queer-looking instrument, the grizzly turned and rushed toward it.

"Hold him! Hold him, Pete," the snapshotter cried, addressing his guide.

"Hold nothing!" was the surly reply.

With a quick, short-range aim he shot directly at the bear. The bullet took effect, but did not kill the animal. With a snarl of rage he turned upon the guide and caught him with both front paws. There was a moment of fierce fighting. The guide tried to strike a home thrust with his knife, but the bear's hug was crushing the life out of him. Meanwhile the biograph was reeling off pictures so fast that the continuous click of the instrument sounded like a prolonged buzz. Death, however, came to the help of the guide, for the bear rolled over with one final growl. When the guide regained consciousness again his companion was wiping the blood from his wounds. In his enthusiasm he was muttering:

"Great! The greatest picture ever taken! It will make my fortune!"

The old guide raised himself on his elbows, and, glaring at the young man, said:

"Take your old pictures away or I'll smash them! You're a darn, driveling idiot or a cowardly cur to see a man killed by a bear and do nothing to help him. Git now, or I'll shoot the whole bunch!"

The angry man was in earnest, and the two parted, each unable to understand the point of view of the other.

Devotion to a profession is a splendid thing to see, but sometimes it may be carried too far. Two venturesome men representing a biograph company were camping in Florida last winter. They were picking up realistic scenery, especially such as lagoons, desert lakes, and wild swamp views, not expecting any real life scenes worth taking. One noon they slept in a dense cypress swamp tired out with their day's tramp. One of them was awakened by a noise. Rising from his position he saw to his surprise a large rattlesnake slowly winding its way across the sleeping form of his companion. At first he was paralyzed with fear, and then remembering his mission in those wilds he crept to his instrument and began to focus it. The big rattlesnake turned and surveyed him angrily. The rattle awakened his companion. The man operating the camera called softly:

"Keep quiet, Jim, there's a rattler on you. If you move he'll strike. Pretend you're dead."

Then with cool deliberation he snapshotted the angry snake. Every contortion of the body was taken, from the rattle of the tail to the slow shaking of the head. The snake had coiled for a spring on the chest of the recumbent man, and a false move on his part would have invited death.

"Just a minute more, Jim," the operator kept repeating, as he worked the instrument.

It seemed like an hour to the frightened man, but it was only ten minutes before the last picture was taken. Then the operator closed his instrument with a click, and turned to induce the snake to depart. He finally approached near enough so that with a long stick he could strike the swaying head a heavy blow. When the snake was killed Jim fainted.

Another series of pictures was taken from real life in Florida where an accident nearly proved fatal. The man had discovered a huge bull alligator in one of the swamps, and enticed him from the log toward the camera. The alligator had to approach the camera in order to reach the water, and backing up slowly the man snapshotted him in many living attitudes. He was so absorbed in his work that he scarcely noticed where he was stepping. Once he permitted the alligator to get so close to him that

he was in danger of being hit by the tail.

Suddenly he stumbled and nearly fell backward in the lagoon. He caught himself just in time, and then hearing a sharp click back of him jumped nearly five feet. There, within a few feet, was another big alligator waiting to take a snap at his legs. One more backward step would have carried him within reach of the second monster. When the man recovered his nerve after this exciting experience, he smiled with joy at the thought of his "scoop," but inwardly he was saying that he wouldn't repeat it for any number of good moving pictures of alligators.

THE NICKEL THEATRE.

O Shakespeare, come and sit with us! Here are such theatre glories
As you, O million-peopled Soul, had loved! For you told stories
The crowds could see—yea, though the poems swept over their brains blind,
So much were women and men your words you spoke to all mankind.

It's a thick black room and a rough rude crowd—the real strong human stuff—
A screen's before, a beam of light rules through the air—enough!

Lo, on that beam of light there darts vast hills and men and women,
The screen becomes a stage; here's Life, blood-red with the living human!

In but ten minutes how we sweep the Earth, unbaring life,
Here in Algiers and there in Rome—a Paris street—the strife

Of cowboys, swinging lariat ropes—the plains, the peaks, the sea—
Life cramped in one room or loosed out to all Eternity!

Lo, now, behold the dead salt desert, the trail-lost man and wife,
A child clutched to her breast! They toll through sand, they cry for life,

They stagger on from hill to hill—now far, now near—their cry
Breaks through our hearts, their fight is ours, we love them as they die!

Yet, in ten minutes we drink Life, quintessenced and compact,
Earth is our cup, we drain it dry; yea, in ten minutes act

The lives of alien people strange; the Earth grows small; we see
The humanness of all souls human; all these are such as we!

O at day's end, and after toil that dragged the heart in the street,
What utter glory to forget, to feel again the beat

Of the warming heart with light and life, and love's unearthly gleam,
Till Dreams become our Living World, and all the World's a Dream!

Now we have lived the pain of others, now we have drunk their joy!
It gives us new heroic grip upon our day's employ!

O Shakespeare, here Earth's dimmest brain can draw strength from great stories!
The millions grasp their heritage of Art, the theatre-glories!

—James Oppenheim in the New York Times.

The majority of those who have given the advertising proposition serious thought seem to concur in the opinion that 2 per cent. of the gross total sales is the proper amount to devote to that purpose, though there are some who think 3 and 4 per cent. is not too much. Advertising is as serious a matter as purchasing goods, and naturally whatever amount is placed in the proper mediums will prove most profitable.



TYPE E

THE MUTOSCOPE

For Amusement Parlors, Penny Arcades, etc., has proved itself to be the greatest money earner of all coin-operated machines. In fact it has made the "Penny Vaudeville" what it is to-day. The privilege of free exchange of pictures keeping them fresh and up-to-date, make it always attractive. Our New Type E Mutoscope, besides being handsomer in design, possesses many improvements in mechanism over former models.

Write for Particulars

AMERICAN MUTOSCOPE & BIOGRAPH CO., 11 East 14th Street
NEW YORK CITY
PACIFIC COAST BRANCH, 116 North Broadway, LOS ANGELES, CAL.

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.



60 YEARS' EXPERIENCE

TRADE MARKS
DESIGNS
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Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers.
MUNN & Co. 361 Broadway, New York
Branch Office, 625 F St., Washington, D. C.

SATISFACTION ALL WAYS WITH **PEERLESS** COIN OPERATED PIANOS

Mr. Dealer:



"DON'T"

Don't stop to think what you have lost by not handling PEERLESS before. There is still some open territory if you hurry. One dealer reports a net profit of \$5,000 per month from his Peerless Department alone. There is business to be had in your locality, business to satisfied customers with large payments, because the Peerless will pay for itself in from seven to ten months.

Peerless quality always brings a high rate of profit, and there is no medium on earth to compare with these instruments as real money-getters for all those who handle or own them.



EVERY PEERLESS PIANO CAN BE OPERATED FROM AN UNLIMITED NUMBER OF COIN BOXES ON TABLES OR IN ROOMS



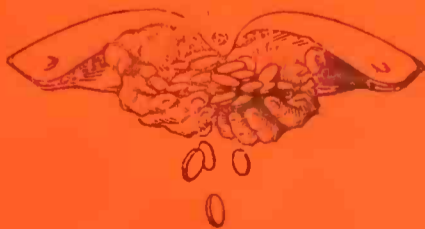
Extracts from Easy Money Catalog—Suggestions for Salesmen

THINK OF THE MONEY YOU WILL MAKE

One Peerless Piano took in \$350 in 27 days. Whatever your business may be things will move faster if you have music. Our Peerless has been tried in cafes, billiard parlors, drug stores, hotels, candy stores, etc., and in every case has it proven a success. It does not matter what your business may be so long as it means dealing with the general public. You will find it profitable to have a Coin Operated Piano. It will attract customers, amuse them, and your satisfaction will come from the coin box, which will earn money for you that you would not otherwise get, as well as an increase in patronage.

Once more the PEERLESS coin operated PIANOS are classed by the nation's experts as the LEADERS.

They were awarded the Gold Medal and Highest Award at the Jamestown Exposition.



Get Our Easy Money Catalog

OTHER AWARDS:

*Pan-American Exposition, Buffalo, 1901
St. Louis World's Fair, 1904
Lewis & Clark, Portland, 1905*

ROTH & ENGELHARDT

(Props. PEERLESS PIANO PLAYER CO.)

Offices: WINDSOR ARCADE, FIFTH AVE., NEW YORK CITY

Factory: ST. JOHNSVILLE, NEW YORK

"BQ"

The New Cylinder

Tone Arm Graphophone

A new Cylinder Machine with the famous Columbia Aluminum Tone Arm and a Flower Horn.



Compact and convenient. No rubber tubing, no horn crane, no horn stand. Retails at \$30.

This is decidedly the greatest improvement in the evolution of cylinder "talking machines."

Everybody remembers the instant success that came to the Columbia *Disc* Graphophone when first equipped with our Aluminum Tone Arm.

We have now adapted the Aluminum Tone Arm to the Columbia Cylinder Graphophone.

It is a scientific fact that aluminum metal has the remarkable quality, when used as a sound conveyer, of wholly eliminating all false vibrations and producing a soft, full, perfectly natural tone, impossible to obtain from any other metal. The Aluminum Tone Arm on this new model does away entirely with any of the hollow horn tone

that is unavoidable in the ordinary construction.

This model BQ machine is very compact, and very similar in general appearance to the Columbia Disc Graphophones, the horn swinging *over*, rather than away from the cabinet, occupying hardly more space than the cabinet itself, and wholly dispensing with the awkward, unsightly horn crane, horn stand and rubber tube connection.

The motors are noiseless in operation, and the cabinets are beautifully designed, made of the finest selected oak and hand polished.

Every machine is equipped with the Lyric Tone Reproducer.



COLUMBIA PHONOGRAPH CO., Gen'l

Tribune Building, New York

Dealers Wanted Wherever We Are Not Now Represented

