

The TALKING MACHINE WORLD



Published Each Month by Edward Lyman Bill at 1 Madison Avenue, New York, September 15, 1908

Fifteen Columbia Records by WM. H. TAFT

5 Double-Discs (10 Inch Records) at 65 Cents—11 Cylinders at 25 Cents

Mr. William H. Taft, Republican Candidate for President, has made a series of Columbia Records, covering 15 subjects, the list of which follows. There are five 10-inch Double Disc Records and eleven XP Cylinder Records in the series.

These include five records from the most striking portions of his address to the Virginians at Hot Springs, August 21st, **WHICH HAVE NOT BEEN MADE FOR ANY OTHER COMPANY**; also the best of the records made for other companies.

The records will be ready for delivery in about a week, and dealers should place orders immediately. Each Double Disc record bears the photograph and facsimile autograph of the Candidate and each cylinder record is enclosed in a box on which Judge Taft's photograph appears.

NATURALNESS is what has been sought in making Columbia Taft Records, and every purchaser of a Columbia Record of Mr. Taft's voice is assured an absolutely natural, faithful reproduction, in which not only is each word clearly and distinctly recorded, but even those nicer, delicate shades, which constitute the tone color, so to speak, and make one voice distinguishable from another, are recorded and reproduced with unmistakable fidelity.

A circular containing Mr. Taft's photograph and autograph, list of records and descriptive matter, is being prepared for distribution with the records.



SELECTION NUMBER		TITLE
10-Inch Double-Disc	Cylinder	
14500		The Roosevelt Policies.
14501		Functions of the Next Administration.
14502		Postal Savings Banks and their Advantages.
14507	40564	The Duty of Southern Republicans Towards Independent Democrats.
14503		Republican Responsibility and Performance.
14505	40563	Democratic Responsibility and Failure.
14504	40561	Break up the Solid South.
14506	40562	The People Do Rule and Will Rule Through the Republican Party.
14508	40554	Approval by Southern Democrats of Republican Doctrines.
14509	40556	Foreign Missions.
	40555	Irish Humor.
	40557	Republican and Democratic Treatment of Trusts.
	40558	The Farmer and the Republican Party.
	40559	Rights and Progress of the Negro.
	40560	Jury Trial in Contempt Cases.
		The Rights of Labor.

The "Twentieth Century" Columbia Graphophone is the **ONLY** machine in the world that can play a cylinder record and **BE HEARD** as far as the original voice could carry. Here is your chance to do business with campaign committees!



COLUMBIA PHONOGRAPH CO., Gen'l

TRIBUNE BUILDING, NEW YORK



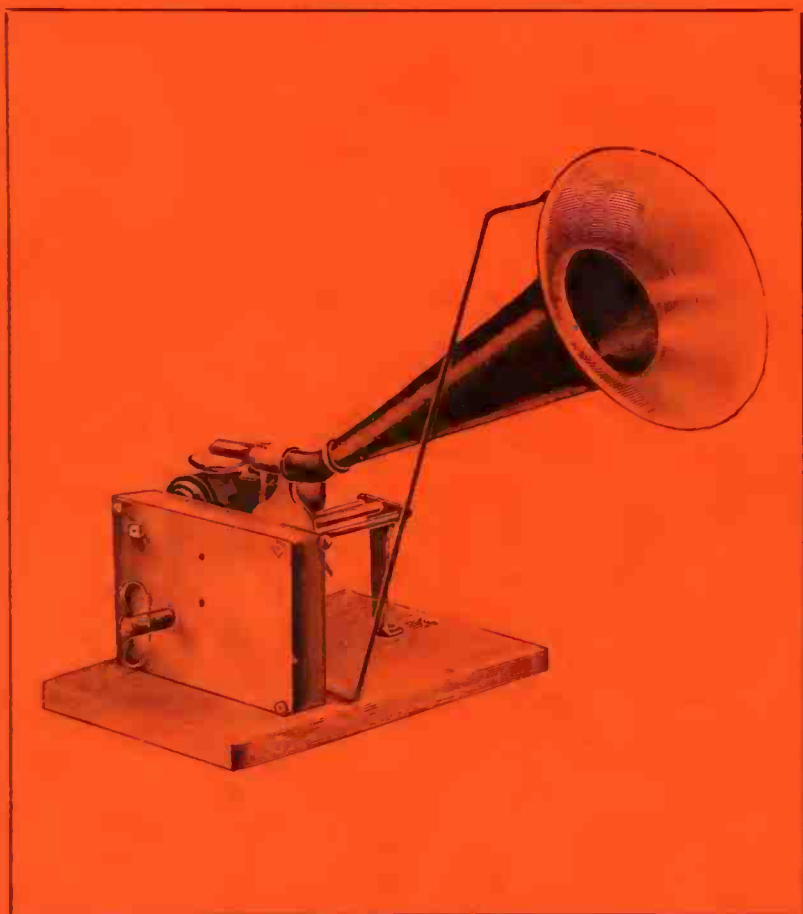
WANTED—Exclusive Columbia dealers. We will give exclusive rights, where we are not properly represented; write for particulars.

We Are Looking for The Man Who Wants More Business

IF YOU ARE HE—YOU NEED

THE ECHO-PHONE

**SELL, OR GIVE IT AWAY, BY OUR SYSTEM YOU WILL
DOUBLE YOUR RECORD AND MACHINE SALES**



The **Echo**-Phone has all the advantages of the higher priced cylinder talking machines.

The **Echo**-Phone plays all standard cylinder records, as loud and as clear as the higher priced machines.

The **Echo**-Phone is equipped with a 14-inch amplifying horn, brass bell and steel body.

The **Echo**-Phone has a noiseless motor that can be wound while playing. The motor is not driven by a spur gear as are all cheap machines.

The **Echo**-Phone is equipped with a worm gear motor, same as all high-class DISC talking machines.

The **Echo**-Phone is the only cylinder talking machine on the market that uses this class of motor.

The **Echo**-Phone plays two or more records at one winding.

The **Echo**-Phone is equipped with the standard feed screw, fifty threads to the inch, same as all high class cylinder machines.

The **Echo**-Phone is also equipped with an extra sensitive detachable floating reproducer (concert size).

The **Echo**-Phone parts are all heavily white nickered and polished.

The **Echo**-Phone parts are interchangeable.

THE ECHO-PHONE IS GUARANTEED FOR ONE YEAR

Write Immediately—We Will Prove All Our Claims

UNITED TALKING MACHINE CO.

259 GREENWICH STREET, NEW YORK

The Talking Machine World

Vol. 4. No. 9.

New York, September 15, 1908.

Price Ten Cents

APPRECIATION OF GRAND OPERA

To be Stimulated by an Educational Campaign in Which the Talking Machine Will be Utilized—Metropolitan Co.'s Good Work.

A meeting in Carlsbad, Austria, recently, attended by Julio Gatti-Casazza, Andreas Dippel and Otto H. Kahn of the Metropolitan Opera House, New York, had for its object the consideration of means to create a universal interest in operatic chorus singing in the United States. It is planned to encourage local musical clubs to study operas suggested by competent authorities. As far as possible the Metropolitan Opera will, whenever requested, lend its cooperation by sending efficient soloists and furnishing whatever else may be requisite to enable a satisfactory performance. Communities that are favorably situated may want a whole cast, including scenery, the visiting cast comprising a small stock chorus of experts to act as leaders of the local chorus with which it is combined.

A national league of Metropolitan Opera clubs will carry the plan into operation. Lectures, in which phonographic records hold a prominent place with stereopticon slides picturing scenes from the operas, will be supplied to promote the organization of local clubs for the study and performance of the opera.

BRYAN LISTENS TO HIMSELF.

Hears His Own Phonograph Record, Then Calls for Taft's.

(Special to The Talking Machine World.)

Sioux City, Ia., September 3, 1908.

William Jennings Bryan, while in St. Paul yesterday, spied a picture of himself in a music store window, announcing the sale of the records of his ten famous "canned" speeches. He darted inside and asked for a "can" of his remarks on the guarantee of bank deposits.

"I never heard myself speak," he said, "and I want to see what the American people have to endure."

Clerks and customers gathered around and listened, but none more eagerly than Mr. Bryan. When the speech was over he applauded and cried: "I am absolutely convinced. Now let us have Mr. Taft."

Taft on "Jury Trials in Injunction Cases" was the record put on by the clerk and not a dozen words had been spoken before Mr. Bryan said:

"Why, that does not sound like him." That was all he would say.

UNREGENERATE MAY PROFIT

By the Canned Sermon Crusade if Their "Better Halves" Get the Habit—How the Jaded Man May Get Religious Truths.

The use of the talking machine by the Chicago ministers as a means of supplying sermons during their absence on vacation has led to many suggestions for a broader use of the "talker." One caustic individual believes that the canned sermon innovation could be carried still further with much profit to the unregenerate who do not go to church except when dragged there by the more pious members of the family. Think of what a boon it would be to the woman whose husband is so busy during the week that he is in a state of collapse at church time Sunday morning! It would take from her conscience the strain of responsibility for his spiritual welfare. She could borrow a cylinder and start the phonograph before she and the children leave for church. Thus it would be possible to administer religious truths to a jaded man while he is imbibing information and mental strength from the morning paper and his pipe. The man who

is forced, despite his conscientious scruples and the traditions of his early training, "to go to the office" on the Sabbath morning could mitigate the offense by putting a cylinder in his pocket. In fact there are hundreds of ways in which the canned sermon might be utilized particularly during the pastor's vacation. While the minister is away, by all means let the phonograph play.

PATENT NEED NOT BE WORKED

But Patentee Is Still Protected Against Infringement—An Important Decision by Justice McKenna of Interest to Inventors.

The right of a patentee or assignee to let the patent lie dormant in a pigeon-hole during its life and at the same time protect it against infringement was upheld recently in a decision handed down by Justice McKenna, in the Supreme Court of the United States, in the suit of the Eastern Paper Bag Co. against the Continental Paper Bag Co. According to the decision, an inventor receives nothing from the law that he did not already possess. A patent operates merely to restrain others from making and using for a limited period what he has invented. If he so chooses, an inventor may keep his discovery to himself. He is given a monopoly by patent in order that he may be induced to disclose it. The franchise which a patent grants consists altogether in the right to exclude everyone from making, using, or vending the thing patented without the permission of the patentee. If the patentee sees fit not to use his device, he has but suppressed his own. His title is exclusive. He is no more compelled to work his patent than the owner of a piece of real estate is compelled to build a house upon it.

"THE BIOGRAPHER OF THE FUTURE."

Such Is the Talking Machine for All Great Events Will be Recorded—Records of Both Presidential Candidates Ensure Buyers Having the Voice of the Future President for All Time.

As pointed out by the National Co. in their recent advertising those who purchase records made by Presidential candidates may possess souvenirs of high value after election if they happen to have those records made by the fortunate candidate. Many men have purchased the full series of records made by both men, so no matter what the result, they will possess examples of the President's oratory to hand down to posterity as a valued heirloom. Those who have bought only the records of their favorite candidate naturally have their personal opinion of the future high value of the records and may or may not have their dreams shattered in November.

If President Roosevelt persists in his determination to refrain from having his voice recorded, the next President, taking it for granted, of course, that it will be either Taft or Bryan, will be the first executive to enjoy that distinction.

And how much it means. How many Democrats and, even members of the political parties, would value records bearing some of the sentiments of the late President Cleveland, or how many Americans of all political beliefs would delight in possessing the speech of Lincoln in the actual tones of that most wonderful character in American history. Truly, it would seem that the talking machine will be the biographer of the future.

AUXETOPHONE IN RECITAL.

A Victor Auxetophone was recently installed in the Hotel Schenley, Pittsburg, Pa., in order to take part in the last summer festival orches-

tral concert given in the hotel. An orchestra of eight pieces under the direction of Eugene Lignante, accompanied each number. The entertainment took place on the large porch of the hotel during the dinner and supper hour and during the intermission of the Pittsburg Festival orchestra.

It is the intention of the management to enclose the porch in glass, so that it can be used through the fall and winter months. Concerts will be given on the porch from 6.30 until 11.45 every evening.

Mr. Riley, the proprietor, was in New York recently at the Waldorf-Astoria, where one of these machines was performing. The applause was so enthusiastic after each number that he decided to introduce it in Pittsburg and judging from the way it was received the first time it will be a tremendous drawing card.

THE MAKING OF RECORDS.

Great Artists Are Invariably Nervous When Engaged in This Work—Thought and Preparation Necessary to Secure Results.

"There is a great difference of temperament which is manifested when a record is to be made. Generally speaking, the great artists are nervous lest they should not do themselves justice when making a record. Every precaution is taken against failure, and a song will sometimes be sung a dozen times before a satisfactory result is attained. The question of the time taken in singing is all-important, because the whole record has to be completed in about four minutes and sometimes a singer has not gauged the length of the solo accurately, with the result that before the song is finished the record is ended. Mme. Melba makes wonderful records immediately, for there seems to be in her case no thought of failure of the very highest results. Her singing, when making records, is superb.

"The making of orchestral music records involves a good deal of thought and preparation; instrumental music can easily be too overpowering to be effective, says Cassell's magazine. The violin solos by Mischa Elman are so perfect that it has been difficult to convince people that the wonderful young player was not performing himself. Some of his records were lately played at Liverpool, and the boy violinist was listening in a box with all the absorption that some one who had never heard his playing would show. The fact is for a performer to hear his own voice or his own playing comes as a startling surprise. Mme. Melba, listening to her own voice three years ago, exclaimed, 'Heavens! but it's me,' and Mme. Patti's astonishment at the perfect reproduction of her singing was equally great. Some artists shiver with apprehension before they hear the reproduction of their voices. The harp is one of the most difficult instruments to record; the piano and violin come out very easily, and the organ is also rendered effectively."

TALKING MACHINE FOR NIGHT SCHOOL.

In connection with resolution of the Educational Committee of the London (Eng.) City Council that a musical advisor and inspector be appointed to superintend the teaching of music in the day and evening schools and other education institutions of the city, it has been strongly suggested that the talking machine be adopted to demonstrate the various lectures on music.

HOSPE'S SALES OF AUXETOPHONES.

A. Hospe & Co., Omaha, Neb., hold a record of having sold three Victor Auxetophones since July 1. One went to a local theater, another to Iowa, and the third has just been delivered to a moving picture theater in Guernsey, Wyo. The sales were certainly well distributed.

HORSE POWER OF MUSIC.

Professor Webster of Worcester Tells American Academy How to Measure the Intensity of Tones and to Preserve Their Description for the Use of Future Scientists.

A very interesting corner of physical science was considered at the last meeting of the American Academy of Arts and Sciences by Prof. Arthur Gordon Webster, of Clark University, that of the "Pressure of Sound." "Sound," said the speaker, "consists in a rapidly varying pressure of air. If the tone be a musical one, the variations are uniform, as for example in the middle C they are at the rate of 256 per second." It has been a work of investigation by Professor Webster during the past ten years to try to determine certain of the peculiarities of sound, and in this work he has invented a number of pieces of apparatus. One of the most important of these is a device which for want of a better name he has called the "phone," which will produce always the same tone, and of a desired intensity. This in theory and in practice is a standard whereby the strength of other tones may be measured, and if one should desire in the future to know whether a tone is as loud then as it was to-day, it will be perfectly practicable to determine the fact. Such an instrument has many uses. In his various experiments from year to year in which the ear was concerned, Lord Kelvin was always questioning: "Can I hear as well to-day as yesterday?" The deaf are always desirous of getting a precise statement as to whether their hearing is improving or becoming poorer. Such an instrument will refer them to a standard, and give them a scientific statement for comparison. To-day they depend upon the guess of the aurist.

It is evident at the outset in the matter of pressure, which is the one considered first by Dr. Webster, that if a measure could be taken of amount that the pressure is varied by the sound, facts with reference to the conditions existing would be made known. Accordingly physicists have been at work more or less upon the problem. But even with an intense sound the variation in pressure is exceedingly minute, and much more so in any sound that we are able to bear. One millionth of an atmosphere variation in the air pressure would be a large amount to be due to sound, yet scientific men have set themselves to measure this infinitesimal variation.

It will occur to any student that if the air is varying in pressure it might be measured by optical means, because denser air will have a different index of refraction from rarer air, and experiments along this line have been made by a German. There lies in the method, however, this difficulty, that the air is affected to so slight a degree that a very loud noise must be made before the variations are visible. The efforts to solve the question have been taken, therefore, to the mechanical ground and experiments have been made with diaphragms. The phonograph is a machine that uses a diaphragm, but this while it produces a sound that the ear decides to be like the original, the result is from the scientific point of view very different, but the principle of the phonograph is a good one. So Professor Webster has been experimenting with diaphragms of different kinds. Membranes are sensitive to light pressures, but they are also affected by moisture, so that for the purposes of a standard they are useless. Metals have been tried, but they are affected by heat, and in these minute measurements they become also unreliable, so recourse has been had at last to glass. It has been found that thin glass, the cover glass for microscope slides, will be affected by the varying pressure of the air produced by sounds, and so the later experiments have been made with this. Even then the movement is so slight that the microscope cannot read the displacements.

Modern science affords much more delicate means than the microscope for the viewing of minute displacements, when these can be made in light, Michelson's Interferometer being an instrument of this character, so Professor Webster's next move was to cement a little mirror to this bit of cover-glass and by means of the in-

terference of light determine the motion of the glass. By this means a movement of less than a millionth of an inch is visible and measurable. Meanwhile the strength of the sound was increased by the use of a resonator, which might make it even as much as forty times more intense. One of the devices employed by this ingenious scientist was to measure the vibrations of the plate by a telescope that was itself set on a tuning-fork which gave it an opposing motion so that it nullified in part the rapid vibrations of the glass plate. Meanwhile a German investigator, Max Wien, of Dantzig, a college mate of Webster's, in Europe, had been at work on the same problem. Wien mounted on the glass plate a little mirror set on a bit of watch spring, and put the whole within a second resonator, thus by the magnification of two resonators and the spring of the steel the motion was brought within the reach of the microscope.

In the statement of his results, Professor Webster made use of many of those graphic curves with which mathematicians delight to set forth their work. Some of the ideas, however, may be expressed popularly, and some of the results show the enormous waste of energy that our ordinary mechanical methods entail. The "phone" with which he is experimenting can be heard for half a mile in the open air, yet it takes no power to run it, an infinitesimal current merely. The output of the ordinary cornet (at the bell) is not more than a millionth of a horse-power, so that all but the merest fraction of power that the player puts into his mouthpiece is thrown away. The organ pipe is a very wasteful device, for most of the motive power is thrown away and but a fraction of the wind from the bellows is really utilized in making music. The power expended in noise is very great in places, on the coast of Maine there is a fog whistle that takes 60 horse-power, while in England there is one consuming about 600 horse-power.

In these not more than a tenth of one per cent. is really used to make the signal. The outcome of the investigations is that scientists can now measure sound without using the human ear, and that they can express the energy and activity in units. One sound may be compared with another, sounds may be compared at different times with other sounds even in different places, and it is now possible to, so to speak, pack away the sounds of to-day so that the scientists of the future can compare them.

An ad. that doesn't tell the truth is a good deal like a glass of water colored to look like wine. The drinker isn't liable to come back for more after the first swallow.

HERR DIPPEL'S DRASTIC RULING.

Will Not Allow Grand Opera Artists at the Metropolitan to Sing for Talking Machine Companies During Time of Engagement.

The recent decree of Herr Dippel, new conductor of the Metropolitan Opera Co., is that no artists under contract to sing at the Metropolitan may sing for the talking machine companies during the time of their engagement, though they are at liberty to sing for such companies either before or after the opera season. He says that last year certain singers who would never have consented to sing two days in succession at the opera house were known to have spent hours singing for the machines on the same days they sang in the opera house at night.

The most popular singers earn large sums by singing for talking machine companies, and several of them are kept under a large retainer from year to year. As the sale of their records is largely affected by the degree of fidelity with which they reproduce the original voice, the singers are very anxious to make them as nearly perfect as possible and work at them until the best results are attained. Some of the singers count on \$25,000 or more in royalties every year from the sale of their records.

As the Victor Co. already have numerous selections by the leading opera stars affected by the decree including Caruso, Scotti, Farrar, Sembrich and Eames, they will not be greatly inconvenienced by the new order coming at this time. They can make all the records required before or after the season at the Metropolitan.

The Columbia Phonograph Co.'s list of grand opera records are offered by arrangement with the Fonotipia Co., who do all their recording in Europe and do not require the services of the artists until the return to Europe after their Metropolitan season.

NEW DEFINITION OF "IMMORTALITY."

It has been stated in publications devoted to the interests of rival political parties that the talking machine record entitled "Immortality," made by William Jennings Bryan, was chosen with a view to keeping clearly before the people the undying candidacy propensities of the Democratic champion.

The Cleveland Phonograph Co., Cleveland, O., have incorporated with a capital stock of \$300,000. Incorporators, E. C. Beach, F. W. Treadway, William H. Marlatt, Charles J. Ford and Albert L. Austin.

OUR

VICTOR RECORDS

Guaranteed Perfect

We have arranged for two entirely distinct and separate stocks of VICTOR RECORDS ONE RETAIL, ONE WHOLESALE. By this system we are enabled to guarantee our Wholesale Trade that they will receive from us VICTOR RECORDS in absolutely the same condition they are supplied us by the factory.

NOT RECORDS THAT HAVE BEEN USED FOR DEMONSTRATING MACHINES;
NOT RECORDS THAT HAVE BEEN PLAYED FOR RETAIL PROSPECTS
But—

Absolutely New Unplayed Records

We don't need to enlarge upon the advantages of this system. You will appreciate it. We originated the system of supplying the high-grade

RED SEAL RECORDS IN SEALED ENVELOPES

This is appreciated by dealers in Victor Records and we are sure the new method of filling wholesale orders from a stock which is in no way connected with our retail stock will be even more appreciated by them.

If You Want New Records, Send Us Your Orders

The Eastern Talking Machine Co., 177 Tremont St.
Boston, Mass.

Original Distributors of Victors in New England

LARGEST STOCK — BEST SERVICE

Fifteen Years an Exclusive Talking Machine House



The dealers who get the biggest returns from the Victor business are those who stick to the *Victor quality idea*.

These dealers emphasize the Victor's fine musical qualities at every turn. They provide elaborate and appropriate surroundings for the Victor; they give frequent high-classed concerts, and they speak of the Victor and advertise the Victor as a *musical instrument*.

Victor quality means money to them.

If you have not fully grasped the Victor quality idea you are not getting your full share of Victor business.

Victor Talking Machine Co., Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors.

To get best results, use only Victor Needles on Victor Records.

Full information can be obtained from the following Victor dealers:

Albany, N. Y. Finch & Hahn.	El Paso, Tex. W. G. Walz Co.	Omaha, Neb. A. Hospe Co.
Altoona, Pa. W. H. & L. C. Wolfe.	Escanaba, Mich. Grinnell Bros.	Nebraska Cycle Co.
Atlanta, Ga. Elyea-Austell Co.	Galveston, Tex. Thos. Goggan & Bro.	Piano Player Co.
Phillips & Crew Co.	Grand Rapids, Mich. .. J. A. J. Friedrich.	Peoria, Ill. Chas. C. Adams & Co.
Baltimore, Md. Cohen & Hughes.	Honolulu, T. H. Bergstrom Music Co.	Philadelphia, Pa. Sol Bloom.
E. F. Droop & Sons Co.	Indianapolis, Ind. T. H. Towell Co.	Louis Buehn & Brother,
H. R. Eisenbrandt Sons.	C. Koebring & Bro.	J. E. Ditson & Co.
Wm. McCallister.	Jacksonville, Fla. Alexander Seewald Co.	C. J. Heppe & Son.
Bangor, Me. M. H. Andrews.	Kansas City, Mo. J. W. Jenkins Sons Music Co.	Musical Echo Company,
Birmingham, Ala. ... E. E. Forbes Piano Co.	Schmelzer Arms Co.	Penn Phonograph Co., Inc.
Boston, Mass. Oliver Ditson Co.	Lincoln, Neb. Ross P. Curtice Co.	Western Talking Machine Co.
Eastern Talking Machine Co.	Little Rock, Ark. O. K. Houck Piano Co.	H. A. Weymann & Son.
M. Steinert & Sons Co.	Los Angeles, Cal. Sherman, Clay & Co.	Pittsburg, Pa. C. C. Mellor Co., Ltd.
Brooklyn, N. Y. American Talking Machine Co.	Memphis, Tenn. E. E. Forbes Piano Co.	Pittsburgh Phonograph Co.
Buffalo, N. Y. W. D. Andrews.	O. K. Houck Piano Co.	Powers & Henry Co.
Neal, Clark & Neal Co.	Milwaukee, Wis. Lawrence McGreal.	Standard Talking Machine Co.
Burlington, Vt. American Phonograph Co.	Minneapolis, Minn. ... Minnesota Phonograph Co.	Cressey & Allen.
Butte, Mont. Orton Brothers.	Mobile, Ala. Wm. H. Reynolds.	Portland Talking Machine Co.
Canton, O. The Klein & Heffelman Co.	Montreal, Canada Berliner Gramophone Co., Ltd.	Portland, Ore. Sherman, Clay & Co.
Charlotte, N. C. Stone & Barringer Co.	Nashville, Tenn. O. K. Houck Piano Co.	Richmond, Va. The Cable Co.
Chicago, Ill. Lyon & Healy.	Newark, N. J. Price Phono. Co.	W. D. Moses & Co.
The Rudolph Wurlitzer Co.	Newark, O. Ball-Fintze Co.	Rochester, N. Y. The Talking Machine Co.
The Talking Machine Co.	New Haven, Conn. ... Henry Horton.	Rock Island, Ill. Totten's Music House.
Cincinnati, O. The Rudolph Wurlitzer Co.	New Orleans, La. Nat'l Auto. Fire Alarm Co.	Salt Lake City, Utah. .. Carstensen & Anson Music Co.
W. H. Buescher & Sons.	Philip Werlein, Ltd.	San Antonio, Tex. Thos. Goggan & Bro.
Cleveland, O. Collister & Sayle.	New York, N. Y. Blackman Talking Machine Co.	San Francisco, Cal. ... Sherman, Clay & Co.
Eclipse Musical Co.	Sol Bloom, Inc.	Savannah, Ga. Phillips & Crew Co.
Columbus, O. The Perry B. Whitsit Co.	C. Bruno & Son, Inc.	Seattle, Wash. Sherman, Clay & Co.
Dallas, Tex. Thos. Goggan & Bro.	I. Davega, Jr., Inc.	Sioux Falls, S. D. Talking Machine Exchange.
Dayton, O. The Fetterly Piano Mfg. Co.	S. B. Davega Co.	Spokane, Wash. Eiler's Piano House.
Denver, Colo. Hext Music Co.	Chas. H. Ditson & Co.	Sherman, Clay & Co.
Knight-Campbell Music Co.	The Jacot Music Box Co.	St. Louis, Mo. Koerber-Brenner Music Co.
Des Moines, Iowa. ... Jones Piano Co.	Landay Brothers, Inc.	St. Louis Talking Machine Co.
Harger & Blish.	The Regina Co.	St. Paul, Minn. W. J. Dyer & Bro.
Detroit, Mich. Grinnell Bros.	Stanley & Pearsall.	Koehler & Hinrichs.
Dubuque, Iowa. Harger & Blish.	Benj. Switky.	Syracuse, N. Y. W. D. Andrews.
Duluth, Minn. French & Bassett.	Victor Distributing & Exp't Co.	Toledo, O. The Hayes Music Co.
		Whitney & Currier Co.
		Washington, D. C. John F. Ellis & Co.
		E. F. Droop & Sons Co.

NEWS FROM SOUTHERN CALIFORNIA.

Strong Undercurrent of Trade—Political Records Big Sellers—Schooling Edison Dealers—Recent Visitors to Los Angeles—A Budget of California Items.

(Special to The Talking Machine World.)

Los Angeles, Cal., August 27, 1908.

There is a surprisingly strong undercurrent of activity in the trade just now—a movement which seems quite unprecedented at this time of the year. The spirit of continual endeavor seems to be universal. Most of the dealers are continuing their campaigns for business and planning for the holidays. The announcement of the National Phonograph Co. regarding the new types of machines and the new Edison amherol records has created more interest than anything else, although the Victor exchange of discontinued records was a very welcome proposition, as many such records had accumulated from time to time. The Victor Bryan records and then the Taft records, for both Edison and Victor, have served as attractions for the dealers and no time has been lost in getting the business with them. Every dealer is featuring in his advertising and show windows these records by the two candidates for presidency.

The Geo. J. Birkel Co. are among the busiest dealers in the city and their continued newspaper advertising brings them excellent returns. The advertising of new Bryan and Taft records together with a very attractive show window display, doubtlessly accounts for the volume of business done.

Ed. Geissler has returned from a vacation trip spent in Yosemite Valley, where he had a most pleasant time. He is now busy planning for his fall trade. Both A. Graham Cook and Irving Andrews have had their vacation and are busy as usual again.

W. A. Scott, of the Columbia Phonograph Co., has been in this city on his vacation and has spent a good deal of his time with Manager Stidham, of this city, who reports a good disc record business. In their windows they are displaying a symphony grand, in front of which is an old style cylinder machine, suspended between the two is a sign hearing the words, "From the Old to the New."

The Southern California Music Co. have sold a number of Edison business phonographs. They mean to make a special feature of these machines.

J. H. Gill, representative of the National Phonograph Co., has been in this city demon-

strating and schooling the dealers in the new product of the National Phonograph Co. His visit was a very pleasant one and much appreciated by the jobbers and dealers.

The Southern California Music Co. have been doing a large business with the carrying boxes for Edison records, which they lately announced to the trade, and have also been sending some attractive advertising matter to their dealers with their names printed thereon. Frank Moreno, who has taken a position as Spanish salesman and interpreter, expects to increase the demand for talking machines and records among the Spanish and Mexican customers and is introducing the recently received Zonophone Mexican records. R. A. Smith, of Jerome, Arizona, has stocked a complete catalog of Edison Mexican records through the same firm.

A. J. Caldwell, of Caldwell & Carithers, Redlands, Cal., has been making a call on the Edison jobbers in this city. He states business as being very good in his section and makes a specialty of developing trade by means of the automobile, which he says is the best ad. he could have. The popularity of Clark Bros., Edison dealers of Uplands, seems renowned, they having received and filled an order for records from the far away state of Florida. This speaks either very well for Clark Bros. or poor for Florida dealers.

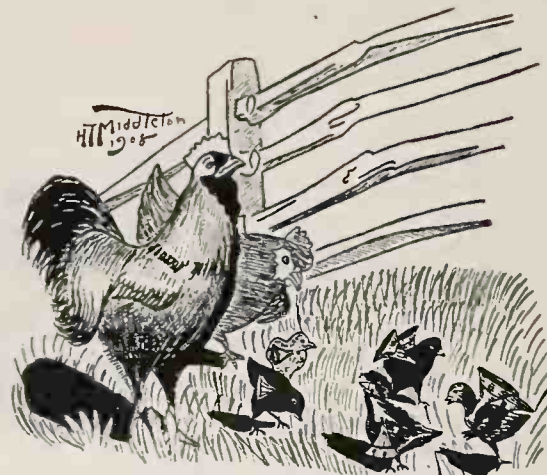
Visitors to the city recently were T. J. Hammet, Victor and Edison dealer of Redlands, Cal.; F. A. Homan, of Homan & Co., Fresno, who handle sporting goods and the largest line of talking machines in the Valley; George T. Fisher, Tucson, Arizona, Victor and Zonophone dealer, who is spending a few days at the seashore. Mr. Miller, of the Miller-Sterling Co., who it will be remembered recently bought the Victor & Edison business of E. L. Andrews & Sons, Phoenix, Ariz.

The Southern California Music Co.'s San Diego branch, has recently made improvements in the talking machine department, changing their stock system to better advantages. Mrs. Spooner has returned from a week at La Jolla, where she has spent her vacation. Mr. Nicholls is very much impressed with the Edison line and is doing a splendid business with the same. Thearle & Co., of the same city, are preparing to move to their new building and are advertising a special instalment plan.

The Wiley B. Allen Co.'s branch are selling a great many Victors. The date of their removal has not yet been decided but they expect to occupy the premises in which Thearle & Co. now are.

R. A. Wise, of Clark Wise & Co., San Francisco, has returned to that city after spending his vacation at Coronado beach.

Jas. A. Stitt, treasurer of the Southern California Music Co., has returned from a trip East, and has some new ideas for the benefit of the talking machine department.



PHONOGRAPHIC POULTRY.

"My dear!" crowed Mr. Rooster,
His tone denoting wrath,
"Why would you always listen
To that loud phonograph?
You see it's most alarming;
Dame Nature's played us tricks.
Just look at what she's given us,
These phonographic chicks."
—Howard Taylor Middleton.

DESERTS BUSINESS FOR MARRIAGE.

(Special to The Talking Machine World.)

Pittsburg, Pa., September 5, 1908.

All of the old-time talking machine boys will learn with regret that Miss A. C. Schaefer has left the talking machine business, having been married recently to Adolph R. Meyer, a most estimable young business man of the Northside, Pittsburg, Pa. Miss Schaefer entered the talking machine business when a mere child, her father Joseph Schaefer being the first dealer in the city of Pittsburg. The old dealers who started early in the business received their first bills of goods through Mr. Schaefer. When he gave up the business Miss Schaefer went with Henry Braun, of Allegheny, Pa., and remained with him a number of years, later going with the Powers & Henry Co., of Pittsburg, with whom she stayed until last month. Miss Schaefer's tact, amiability and integrity are generally known and require no comment, and her retirement from the business will be regretted not only by the firm she leaves, but by all with whom she came in contact in her experience in the talking machine trade. After September 15th Mr. and Mrs. Meyer expect to reside in Bellevue, Northside, Pittsburg.

WERLEIN'S ENLARGED "TALKER" STORE.

(Special to The Talking Machine World.)

New Orleans, La., September 6, 1908.

Owing to the enlargement of the talking machine stock of the Philip Werlein house, due to the purchase of part of stock of the Cable Company's department when the latter was closed out, it has been found necessary to move the department from the fourth down to the first floor. It is planned to manage the entire department and make it one of the most elaborate in the South.

HE DID SOMETHING TO AROUSE THE COUNTRY.

"Give me a little time," said the literary young man, "and I will do something that will arouse the country."

Three months later he had his chance. He was peddling alarm clocks in a farming community.

The "political record" is a live issue.

ANDREWS TALKING MACHINE SUPPLY HOUSE

Credits itself with being the quickest and most prompt shipper of all orders on this line—making no distinction on size of order, as our stock is large and complete.

GENERAL DISTRIBUTERS FOR

EDISON and VICTOR MACHINES and RECORDS

COMPLETE STOCK OF

RECORD CABINETS, HORNS and Accessories

A Trial Order Will Convince

SYRACUSE, N. Y. **W. D. ANDREWS** BUFFALO, N. Y.



October List of New Victor Records

Get the complete list. Be in position to give every customer what he wants when he wants it. Don't make it necessary for a single customer to go elsewhere for a record that you ought to have.

All vocal selections have accompaniments by the Victor Orchestra

8-inch—35 cents

- No. 5417 American Polka. Accordion Solo. John J. Kimmel
- 5455 Smarty.....Miss Jones and Mr. Murray
- 5434 A Mighty Fortress (Ein' Feste Burg). Trinity Choir
- 5460 Rah, Rah, Rah (from "The Soul Kiss"). Peerless Quartet

10-inch—60 cents

- 5549 Ye Ancients March.....Arthur Pryor's Band
- 5569 "Morning, Cy!" Barn Dance.....Victor Dance Orchestra, Walter B. Rogers, Conductor
- 5548 Spanish Dance. Violin Solo.....Howard Rattay
- 5560 Dill Pickles Rag (Ragtime Two-Step). Xylophone Solo.....Chris. Chapman
- 5565 American Valor March. Mandolin and Harp-Guitar Duet.....Siegel and Butin
- 52007 Tout Passe Waltz. Whistling Solo. Guido Gialdini
- 5547 Any Old Port in a Storm....Frank C. Stanley
- 5563 Wilson's Lullaby.....Al. H. (Metz) Wilson
- 5567 The Soft Southern Breeze (from "Rebekah"). Harry Macdonough
- 5561 I Was Roaming Along.....Arthur Collins
- 5568 Sunbonnet Sue. Harry Macdonough and Haydn Quartet
- 5545 Don't Take Me Home.....Eddie Morton
- 5546 Somebody Lied.....Eddie Morton

No.

- 52908 Tobermory.....Harry Lauder
- 52009 Killiecrankie.....Harry Lauder
- 5566 The Boy Who Stuttered and the Girl Who Lisperd.....Miss Jones and Mr. Murray
- 5562 Old Black Joe.....Peerless Quartet
- 5564 Tempest of the Heart (Il Balen) (from "Tro-vatore").....Alan Turner
- 5551 Let Me Like a Soldier Fall (from "Maritana"). William T. Evans
- 5543 Be Sweet to Me, Kid.....Billy Murray
- 5550 It Looks Like a Big Night To-night. Billy Murray
- 5544 Victor Minstrels. No. 13.....Minstrel Record
- 52526 Norma Casta Diva (Queen of Heaven). The Famous Prayer and Cavatina from Norma. Giuseppina Huguet

12-inch—\$1

- 31707 Hungarian Fantasia.....Arthur Pryor's Band
- 31706 The Death of Nelson.....Harold Jarvis
- 58001 The Wedding of Sandy McNab..Harry Lauder
- 58392 Traviata—Alfredo, di Questo Core (Alfred, Thou Knowest Not). Finale to Act. II. Mme. Huguet—M. Pini—Corsi—M. Badini Grand Finale from Verdi's Traviata.
- 58399 Don Pasquale—Pronta io Son (My Part I'll Play)....Giuseppina Huguet—Ernesto Badini Duet from Don Pasquale.

New Victor Red Seal Records

Emma Calve, Soprano

- No. 88134 Plaisir d'Amour (Martini) (Love's Delight). 12-inch, with Piano, \$3. In French.

Emma Eames, Soprano

- 88135 (a) Si tu le Veux (Koechlin). (b) Aubade Cherubin (Massenet). 12-inch, with Piano, \$3. In French.

Emilio de Gogorza, Baritone

- 74118 (a) Mother o' Mine (Tours). (b) The Lark Now Leaves Its Wat'ry Nest (Parker). 12-inch, with Piano, \$1.50. In English.

Florenco Constantino, Tenor

- 64090 Favorita (Donizetti) Una Vergine (Like an Angel). 10-inch, with Orchestra, \$1. In Italian.

Evan Williams, Tenor

- 64092 Lead Kindly Light (Newman-Dykes). 10-inch, with Orchestra, \$1. In English.
- 74115 Meistersinger (Wagner). Prize Song. 12-inch, with Orchestra, \$1.50. In English.

Gina Viafora, Soprano.

- 74116 Trovatore (Verdi). Tacea la Notte Placida (My Heart is His Alone). 12-inch, with Orchestra, \$1.50. In Italian.

Alice Nielsen, Soprano

- 74117 Figlia del Reggimento (Donizetti). Convien Partir (" 'Tis Time to Part," from "Daughter of the Regiment"). 12-inch, with Orchestra, \$1.50. In Italian.

A splendid list! And every record with that remarkable musical tone-quality that distinguishes *Victor Records* from all others and makes them the easiest sellers and the best money-makers.

We help along the demand for these new records by advertising a complete list in our double-page advertisement in the October issue of the leading magazines as well as by calling attention to them in the daily newspapers throughout the country around the end of September.

Stock up and get the full benefit. Be ready with the complete list on September 28—the simultaneous opening day throughout America.

Victor Talking Machine Company, Camden, N. J., U. S. A.

Berliner Gramophone Co., Montreal, Canadian Distributors

To get best results Use only Victor Needles on Victor Records

THE OLD NUMBERS ARE POPULAR.

The Popularity of Old Time Songs and Instrumentals in the Arcades Worthy of Notice by Dealers Who Should Feature Records of Standard Ballads.

It is not always the latest music that appeals to pleasure hunting crowds, a fact proven by the arcade business. At one arcade, not far from Times Square, the latest list of records is supplemented by that beautiful song of Nevins, "The Rosary." "El Capitan" march by Sousa, "A Thousand and One Nights" waltz, and several others popular some years ago. A peculiar fact is that the old numbers mentioned attract the crowd to such an extent that the machines take in nearly double the amount of pennies credited to the newer selections. Naturally it is not every old selection that would thus hold the public interest, even the "Merry Widow" waltz having been played to death, but a little study will enable the arcade proprietor to install a few records that may be considered "staples" and which will live through several series of latest records.

TEACHING THE DEAF.

The Talking Machine Used Most Successfully in This Connection by the Wisconsin School for the Deaf—Better Than the Human Voice for Experimental Purposes.

The talking machine as a means of teaching the deaf to speak has proven a decided success after long use, claims the superintendent of the Wisconsin School for the Deaf, inasmuch as it indicates just what progress has been made and what the prospects may be in any particular case.

A number of tests of a child's voice are made on one cylinder allowing a given time between the tests. The series of tests having been made the record is put on a machine and reproduces the same sentence uttered by the pupil at dif-

ferent stages of his education. By studying the progress in this manner much has been learned that has led to better methods of teaching.

The deaf are divided into three classes, those born stone deaf, those suffering partial deafness during infancy, and those who become deaf after they have learned to speak and have been educated to a degree. It is the partially deaf, or second class who are helped most by the talking machine. The tones of the talker are stronger and more penetrating than those of the human voice and moreover have the advantage of being the same at all times. These peculiar features enable the partially deaf to soon grasp and understand a certain phrase or a sentence, and progress is rapid where the "talker" is used.

TIPS FOR SALESMEN.

A Few Bright Excerpts from Walter D. Moody's Clever Book.

The following selections from "Men Who Sell Things" give an excellent idea of the author's vigorous and entertaining style, and contain truths which appeal to the talking machine man as every other man who sells things:

"The salesman who hopes to win real success must change his negative qualities into positive ones, and then stick to some good reliable house where his chances for growth are assured.

"A salesman of experience realizes that ideas—practical methods of selling goods—are of the greatest value, and he also knows that it pays him to search for them.

"A good salesman must know more about his goods than the man he is selling to knows about them. Knowledge and enthusiasm beat oratory every time. Enthusiasm in a salesman begets enthusiasm in a customer.

"Time and thought taken in complaining of competition is useless expenditure of energy. It lessens your capacity for the accomplishment of things for which you were employed.

"The best salesmen any house can have are the salesmen it builds for itself. The old say-

ing, 'salesmen are born, and not made,' is the veriest kind of tommyrot in this day of science and progress.

"The salesman goes out and digs up business, while the order-taker just -shambles around, waiting to be fed, like the hippopotamus in the menagerie.

"What the world of salesmanship wants is educated enthusiasm. The purest of king's English will secure an audience and hold attention for the salesman anywhere, while slang and short cuts of speech often excite distrust and offend the ear of the truly refined."

TALKING MACHINE AN EDUCATOR.

Being Employed Most Generally for the Teaching and Study of Languages.

In the leading educational institutions the talking machine is now being utilized in a most effective manner for the study of languages, and many people who were formerly skeptical have become enthusiastic over its merits. Those who have tried it have found that in a few weeks through this method they can speak French, German, Spanish or Italian, the method of learning being the same as pursued by foreigners in this country, and the natural one. By the use of the phonograph it is as easy to write the language studied as to speak it, the eye, ear, tongue and mind working in harmony. The cost is insignificant compared with the results. Members of the faculties of the best known universities have indorsed the method. The International Correspondence Schools of Scranton, Pa., are doing splendid work in this connection, and through their campaign of publicity they have made people consider the phonograph seriously.

Did it ever occur to you that many of the men who would work great reforms in the world are living with front gates that will not stay shut, and in general bear a down-in-the-heel character among those who know them best?

Why Not Increase Your Record and Machine Sales

BY SELLING

THE MUNSON FOLDING HORN?

Do You Realize, Mr. Talking Machine Man—how much of your new business is due to your customers carrying their machines and records from one friend's house to another's? How much this unconscious missionary work of theirs in interesting others in your product, and thereby stimulating their own, is doing for this trade in general? And yet do you not often wonder that more do not tire of lugging such clumsy articles?—

The machines and records are all right, But—It is that unshapely, ungainly, unwrapable thing called a horn, that causes all the trouble, and is gradually and will surely wipe out this beneficial custom unless you rectify it.

WE CAN HELP YOU, IF YOU WILL LET US



FOR CYLINDER



FOR DISC

THE MUNSON FOLDING HORN FOR DISC AND CYLINDER MACHINES

Is the only One-Piece Indestructible Folding Horn on the Market. Made of the finest quality of Selected Leatherette—in plain solid colors or handsomely decorated by hand.

WHEN OPEN AND IN USE it compares in beauty of line and construction with any on the market and for purity of tone reproduction is far superior to the metal horn.

WHEN FOLDED AND CARTONED it occupies only a space of 33 inches long by 3½ inches square—An ideal parcel for carrying or handling and impervious to damage.

LET US QUOTE YOU PRICES AND START YOU ON THE ROAD TO A PROFITABLE BUSINESS IN THE FALL.

FOLDING PHONOGRAPHIC HORN CO., 650-52 Ninth Ave., New York City

TORONTO PHONOGRAPH CO., Toronto, Ont., Canadian Agents.



EDWARD LYMAN BILL, - Editor and Proprietor

J. B. SPILLANE, Managing Editor.

Trade Representatives: GEO. B. KELLER, F. H. THOMPSON, W. T. DYKES, L. E. BOWERS, B. BRITTAIN WILSON, A. J. NICKLIN, L. J. CHAMBERLIN.

Boston Office: ERNEST L. WAITT, 100 Boylston St.

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

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

St. Louis Office: San Francisco Office:
CHAS. N. VAN BUREN. S. H. GRAY, 88 First St.

Cleveland Office: G. F. PRESCOTT.

Cincinnati Office: BERNARD C. BOWEN.

London, England, Office:

69 Basinghall St., E. C. W. LIONEL STURDY, Manager.
Berlin, Germany, CHAS. ROBINSON, Breitestrasse 5.

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

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

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

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

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

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

NEW YORK, SEPTEMBER 15, 1908.

TALKING machine circles have been considerably agitated during the past month over the announcement of the National Phonograph Co. to the effect that orders for Edison phonographs and records from jobbers and dealers who handle other lines of cylinder machines and cylinder records will be refused after October 1, an extension of time, however, being granted to December 1 to enable dealers to dispose of stock on hand. Naturally such a radical action on the part of a great producing company must arouse keen criticism, and The World has been in receipt of many communications from jobbers and dealers who do not take kindly to the new condition of affairs. The J. K. Savage Supply Co., St. Louis, Mo., state in a communication: "It will lead to outlaw dealers and price-cutting such as has not been known before." Mr. Savage characterizes the move as "a steam-roller edict which is a move in restriction of trade." There is no question about the restriction of trade in a move of this kind, for it puts up the bars in such a manner that they cannot be vaulted over, and to say to a business man, "You cannot have our product unless you will agree to sell none but ours," has rather a harsh and grating sound, particularly to the men who have been advertising and stocking up in other lines. But the National Phonograph Co., through its officials, claim that the move was made necessary by certain existing conditions, and that in order to thoroughly protect their own interests the promulgation of the edict was necessary. In other words, it is obvious that the intent of the National directors is to make their jobbers and dealers more exclusive Edison forces than ever before.

IN the first place, in considering a subject of this kind, it must be assumed that certain restrictions will forever be placed upon an industry which is held in the grip of a few men, and

whether the conditions imposed are pleasant or not, they have to be accepted, temporarily at least, because the producing forces hold the coin of advantage. They occupy a position where they can dictate terms and policies, but before we denounce any set of men for adopting business methods which they deem necessary to protect their own interests, it is well to figure what we would do ourselves under similar conditions. It is human nature to adopt methods of protection whenever necessary, and business men as a rule are not in business purely for their health. They purpose to conserve their interests in every possible manner, and when they control patented inventions, they are quite apt to insist upon terms and policies which must be rigidly enforced. A limited trade must, therefore, always be subject to rules and regulations imposed upon them by men who control the sources of supplies. The talking machine trade, which is a limited industry, is in the hands of a very few corporations. These controlling forces have agreements which clearly stipulate, down to the minutest detail, just what they expect from the men who sell their product. These business contracts are explicit in defining the position of jobber and dealer, and they are not signed until after each clause is carefully gone over. But suppose the jobber or dealer objects to certain details—he has no recourse, because he cannot purchase the same kind of goods in the open market. His future is influenced by methods in vogue in a restricted industry.

BUT then there is the reverse side of the medal. By imposing certain conditions upon jobbers and dealers, the men who control the talking machine trade have made price-cutting and trade demoralization impossible. They have made stable conditions where without regulations being strictly enforced, the future of the industry may have been seriously jeopardized under pressure at any time. And again, the manufacturers of talking machines, by their enormous advertising expenditures, have created a demand for machines and they look upon the field as exclusively their own, they having created the demand for the article. And another thing in this connection: it should not be forgotten that manufacturers in any line cannot long survive unless they produce a product which may be profitably sold at retail. Now, a company officered by intelligent men cannot adopt a policy which will render their product unprofitable for the retailer without being forced to abandon that policy just as soon as the lack of profits become apparent. The talking machine business has thus far been profitable from every viewpoint—to the manufacturer, to the jobber, to the retailer, and it is to be hoped that those conditions will continue.

There must be sufficient profits in retailing a product to interest dealers and hold them loyal to that product, no matter what it may be. If profits shrink, then as a natural sequence the retail distributing forces will find other specialties to supplant it. It is the money-making power of a specialty which will make merchants loyal to it. Business problems always right themselves somehow, and we should not forget that the trend of modern trade is steadily upward, and that the talking machine industry is broadening, and that new conditions must, from time to time, be felt in the industry, by reason of new forces being introduced, which will have the effect of strengthening it in many ways.

A LARGE number of our readers have made some splendid business connections by consulting the "side line" department of The World. There are many specialties created which can be blended perfectly with the talking machine business, specialties which do not require either a vast amount of space to exhibit or much capital for the initial purchases. It pays nowadays to use every possible means to make business profitable, and the novelties which are exploited in the columns of this paper can with advantage and profit be handled by talking machine men in the various sections of the country. Quite a number of our readers have already written that they have been surprised at some of the results which they have achieved in the line of specialties. The more attractive a retail business establishment, the more people will visit it—hence the possibility of a greater number of sales. That is one reason why the department stores are always so liberally patronized by shoppers who can purchase under one roof a wonderful variety of products, staple and special, thus saving time and profit in many cases, by the use of a splendid system which must be in vogue in conducting large business enterprises. Then, too, when the talking machine trade is dull, the dealers will have an opportunity of helping out expenses by making sales in other lines.

THE export trade has kept up surprisingly well, and our special reports indicate a constantly growing demand for talking machines in a number of foreign countries—in fact, some of the nations which a short time ago were not viewed with favor as fruitful fields for the exploitation of the talkers have recently developed a surprising demand for talking machines and accessories. A little emphasis placed on that particular branch of the trade will help out materially when the home business is stagnant. In this connection we may add that this publication has been a strong factor in the development of foreign business. We have received from advertisers a number of communications in which they have expressed surprise at foreign orders which they have received from their advertisements in this publication. The international influence of The Talking Machine World is now generally conceded, and we may say without fear of contradiction that there is no publication in any land which exercises a greater influence in a special industry in all parts of the world than does The Talking Machine World. There is no country on earth where it does not circulate, and one of the most pleasing features of our foreign business is the fact that subscribers in other countries are quite as enthusiastic over the helpfulness of The World to their business as our home readers. We are in constant receipt of such letters as the following, written by A. H. Pettifer, Sidney, New South Wales, who states: "Enclosed please find \$5, the same being two years' subscription to The Talking Machine World, for Mr. Black Hadder and myself, as per statements enclosed. I wish you all prosperity. The World is a great paper and I would not miss it for a dollar a copy. I find lots of advance information in it, prior to the manufacturers' notices." Such communications show the strength which this publication has developed in all lands, and we may add that this position has been won by giving to advertisers and to subscribers the largest possible values.

TAFT Has Honored the Edison Phonograph

by consenting to make twelve Edison Records of his speeches.

The opportunity of selling Records made by a presidential candidate who may be President of the United States, has too many advertising possibilities to be overlooked by the live dealer.

The twelve Taft Records are now ready. They are upon vital topics in the campaign. They represent the platform upon which the battle is to be fought. They can be sold by any dealer to any owner of an Edison Phonograph, and they can be sold with any Edison Phonograph that is sold.

It is important that you should have these Records in stock if you are selling Edison Phonographs. If you are not selling Edison Phonographs, it is important that you should become a dealer in them at once because they pay, and because they are not only the first choice of the two candidates for presidency of the United States, but they are also the first choice of the American people.

**NATIONAL PHONOGRAPH COMPANY, 59 Lakeside Avenue
ORANGE, N. J.**

JOBBER OF EDISON PHONOGRAPHS AND RECORDS

Albany, N. Y.—Finch & Hahn.
Allentown, Pa.—G. C. Aschbach.
Astoria, N. Y.—John Rose.
Atlanta, Ga.—Atlanta Phono. Co., Phillips & Crew Co.
Baltimore—E. F. Droop & Sons Co.
Bangor, Me.—S. L. Crosby Co.
Birmingham, Ala.—The Talking Machine Co.
Boise, Idaho—Eilers Piano House.
Boston—Boston Cycle & Sundry Co., Eastern Talking Machine Co., Iver Johnson Sporting Goods Co.
Brooklyn—A. D. Matthews' Sons.
Buffalo—W. D. Andrews, Neal, Clark & Neal Co.
Burlington, Vt.—American Phono. Co.
Canton, O.—Klein & Heffelman Co.
Chattanooga, Tenn.—J. H. Templeman Co.
Chicago—Babson Bros., James I. Lyons, Lyon & Healy, Montgomery, Ward & Co., The Vim Co., Rudolph Wurlitzer Co.
Cincinnati, O.—Ball-Fintze Co., Ilsen & Co., The Milner Music Co., Rudolph Wurlitzer Co.
Cleveland—Eclipse Musical Co.
Columbus, O.—Perry B. Whitsit Co.
Dallas, Tex.—Southern Talking Mach. Co.
Dayton, O.—Nichaus & Dohse.
Denver—Denver Dry Goods Co., Hext Music Co.
Des Moines, Ia.—Hopkins Bros. Co., The Vim Co.
Detroit—American Phono. Co., Grinnell Bros.
Dubuque, Ia.—Harger & Blish.
Easton, Pa.—William Werner.
Elmira, N. Y.—Elmira Arms Co.
El Paso, Tex.—W. G. Walz Co.
Fitchburg, Mass.—Iver Johnson Sporting Goods Co.
Fort Dodge, Iowa—Early Music House.
Fort Smith, Ark.—R. C. Bollinger.
Fort Worth, Texas—Cummings, Shepherd & Co.
Gloversville, N. Y.—American Phono. Co.
Harrisburg—S. K. Hamburger.
Helena, Mont.—Frank Buser.
Houston—Texas Piano & Phono. Co.
Hoboken, N. J.—Eclipse Phonograph Co.
Indianapolis—Indiana Phono. Co., Kipp-Link Phono Co., A. B. Wahl & Co., Inc.
Kansas City—J. W. Jenkins' Sons Music Co., Schmelzer Arms Co.
Kingston, N. Y.—Forsyth & Davis.
Knoxville—Knoxville Typewriter and Phono. Co.
Lincoln, Neb.—Ross P. Curtice Co., H. E. Sides Phono. Co.
Los Angeles—Southern California Music Co.
Louisville—Montenegro-Riehm Music Co.
Lowell, Mass.—Thos. Wardell.
Manchester, N. H.—John B. Varick Co.
Memphis—F. M. Atwood, O. K. Houck Piano Co.
Milwaukee—Laurence McGreal.
Minneapolis—Thomas C. Hough, Minnesota Phono. Co.
Mobile, Ala.—W. H. Reynolds.
Montgomery, Ala.—R. L. Penick.
Nashville, O.—Nashville Talk. Mach. Co., Magruder & Co.
Newark, N. J.—Douglas Phono. Co., A. O. Petit, Rapke Phono. Co.
Newark, O.—Ball-Fintze Co.
New Bedford, Mass.—Household Furnishing Co.
New Haven—Pardee-Ellenberger Co., Inc.
New York City—Blackman Talking Machine Co., J. F. Blackman & Son, I. Davega, Jr., Inc., S. B. Davega Co., Douglas Phonograph Co., Jacot Music Box Co., Victor H. Rapke, The Regina Co., Siegel-Cooper Co., John Wanamaker, Alfred Weiss.
New Orleans—William Bailey, Nat. Auto. Fire Alarm Co.
Oakland, Cal.—Kohler & Chase.
Ogden, Utah—Proudfit Sporting Goods Co.
Oklahoma City, Okla.—Smith's Phonograph Co.
Omaha, Neb.—Nebraska Cycle Co., Shultz Bros.
Oswego, N. Y.—Frank E. Bolway.
Paterson, N. J.—James K. O'Dea.
Peoria, Ill.—Charles C. Adams & Co., Peoria Phonograph Co.
Philadelphia—Louis Buehn & Bro., C. J. Heppe & Son, Lit Bros., Musical Echo Co., Penn Phonograph Co., John Wanamaker, Western Talking Machine Co., H. A. Weymann & Son.
Pittsburg—Pittsburg Phonograph Co., Powers & Henry Co., Standard Talking Machine Co.
Portland, Me.—W. H. Ross & Son.
Portland, Ore.—Graves & Co., Inc.
Providence—J. M. Dean Co., J. A. Foster Co., J. Samuels & Bro., A. T. Scattergood Co.
Quebec—C. Robitaille.
Quincy, Ill.—Quincy Phonograph Co.
Reading, Pa.—Reading Phonograph Co.
Richmond—C. B. Haynes & Co.
Rochester—A. J. Deninger, Mackie Piano, O. & M. Co., Talking Machine Co.
Sacramento, Cal.—A. J. Pommer Co.
Salt Lake City—Clayton-Daynes Music Co.
San Antonio, Tex.—H. C. Rees Optical Co.
San Francisco—Peter Bacigalupi & Sons.
Schenectady, N. Y.—Finch & Hahn, Jay A. Rickard & Co.
Scranton—Ackerman & Co., Technical Supply Co.
Seattle, Wash.—D. S. Johnston Co., Kohler & Chase.
Sharon, Pa.—W. C. De Forest & Son.
Sioux City, Iowa—Early Music House.
Spokane, Wash.—Spokane Phono. Co.
Springfield, Mass.—Flint & Brickett Co.
St. John, N. B.—W. H. Thorne & Co., Ltd.
St. Louis—The Conroy Piano Co., Koerber-Benner Music Co., Silverstone Talking Machine Co.
St. Paul—W. J. Dyer & Bros., Koehler & Hinrichs, Minnesota Phono. Co.
Syracuse—W. D. Andrews.
Toledo—Hayes Music Co.
Toronto—R. S. Williams & Sons Co., Ltd.
Trenton, N. J.—Stoll Blank Book and Stationery Co., John Sykes.
Troy, N. Y.—Finch & Hahn.
Utica—Clark-Horrocks Co., Arthur F. Ferriss, Wm. Harrison, Utica Cycle Co.
Vancouver, B. C.—M. W. Waitt & Co., Ltd.
Washington—E. F. Droop & Sons Co.
Waycross, Ga.—Geo. R. Youmans.
Williamsport, Pa.—W. A. Myers.
Winnipeg—R. S. Williams & Sons Co., Ltd.
Worcester, Mass.—Iver Johnson Sporting Goods Co.

SOME VICTOR POINTERS

On Developing Trade in Victor Bryan and Taft Records Which Will Also Enliven Local Politics Materially.

The Victor Talking Machine Co. recently sent out to their dealers and distributors handsome posters advertising the records made by Bryan and Taft. All the posters have red, white and blue borders, those listing Taft records bearing his portrait, while those referring to Bryan records bear a likeness of that popular candidate. In addition to the posters, the Victor Co. furnished several suggestions for advertising the records, which should greatly aid the dealer in his publicity. A sample program for a political rally of either party was also furnished with the following excellent pointers regarding the best method of introducing the records:

"As soon as you receive the Bryan and Taft records, call personally on the editor of your local paper and ask him to visit your store, and hear the Bryan records if he is a Democrat, or the Taft records if he is a Republican. Then suggest that he co-operate with you in making political capital out of these records, by giving a public rally, to which everyone is invited. Tell him (and truly, too) that Mr. Bryan or Mr. Taft will be pleased to learn from his paper his enterprise in bringing these records before his local constituents. Make him feel that all the glory is his, and at the same time see that you get your name and the Victor just as conspicuously displayed.

"With the assistance of the editor you would have little difficulty in getting the mayor to act as chairman of a Republican or a Democratic rally, where Mr. Taft or Mr. Bryan would address them on the important topics of the day. If your mayor is a Republican, then ask all the Republican leaders to act as vice-presidents at the Taft meeting, and a week later repeat with a Bryan rally under the auspices of the Democratic editor and leaders, or vice versa, as the case may be.

"To run the entire list of Taft or Bryan records by themselves would be too monotonous, and to add interest and variety, records appropriate to the occasion should be wedged in between each speech. Don't try to give a grand opera concert to a political gathering—one of a patriotic and snappy character will be best."

SUPPLY AND PRICE OF MICA.

Some Interesting Figures for Manufacturers Supplied by the United States Authorities.

Makers of sound boxes for talking machines will no doubt be interested in the following information regarding the supply and price of mica compiled from the forthcoming annual report of the United States Geological Survey upon the production of mica in 1907, which shows an output valued at \$392,111. This product came from eleven states—North Carolina, South Dakota, Alabama, South Carolina, Colorado, New Hampshire, Idaho, Georgia, Virginia, New Mexico and Maine—named in order of value of output. Of these states, Alabama, South Carolina, Georgia and Maine reported no production in 1906, while Connecticut is credited with no production in 1907, as against a small one in 1906.

The production of sheet mica amounted to 1,060,132 lbs., valued at \$349,311, a decrease in quantity of 412,918 lbs., and an increase in value of \$82,063 as compared with 1906. The decrease in quantity and the increase in value are due to the fact that, as reported to the Survey, in 1907 a larger proportion of the mica was manufactured than in 1906.

The average price of sheet mica for the United States during 1907, as deduced from the total production, was 33 cents per pound, as compared with 17.7 cents in 1906. The average prices per pound of sheet mica as reported in the production from several states were as follows: Idaho, \$1.50; Alabama, 72 cents; South Dakota, 33.4 cents; North Carolina, 32.5 cents;

South Carolina, 30 cents; New Hampshire, 206 cents; Virginia, 17.7 cents; Colorado 9 cents. With the exception of Colorado, the average price of sheet mica in all of these states was considerably higher in 1907 than in 1906, and the figures bring out well the fact that a much larger proportion of manufactured mica was included in these reports.

THE "TALKER" IN MINING CAMPS

Has Brought Pleasure and Contentment to the Men Says a Superintendent Who Enthuses Over This Creation.

"We consider the talking machine a great necessity in our mining camp. In fact, I know of nothing that could take its place." This is the story told by a mine superintendent who is connected with a large company in the state of Sonora, Mexico, to The World:

"We employ at our mine a great many men, from two to five hundred, and are some distance from the railroad town where the men might find amusement. Our past experience has been full of trouble, as we could not keep our men at home after pay-day. On this occasion they would leave camp for town, and to reach town they would have to travel two days by team. After they once left we seldom saw them back again, for they would get on a "spree" and spend all they had for liquor. In this way we were compelled to "break in" new hands, which was not an easy task. One Christmas a friend of mine sent me a present of a fine talking machine and a good supply of records, and many thanks to the friend who eventually put an end to a great lot of my troubles. I used to sit in my office and listen to the machine by the hour, as I was famished for music myself. Every day the men going to and from shifts would stop and ask me to play for them. This I did, and finally found myself playing for them most of the time. They would come in the evening in crowds and sit all about my house and seem to be more contented with such amusement than anything else. The result was that they got so interested I decided to buy one for them. It proved such a success that I later purchased two more for them and now when the day's work is done, instead of gambling and drinking and creating disorder among themselves they gather around these machines and amuse themselves with whatever is the favorite. Strange to say their taste runs to the best class of music, while once in a while they have some comics. We have been obliged to build a dance floor where they hold weekly dances, for which a talking machine furnishes music. They have established among themselves a record-buying fund, of which I am treasurer, and now after every pay-day they make donations, and with them buy most all the new records made. I have seen the talking machine used for lots of things, but it never proved so practical to me before."

BELFAST'S ENTERPRISING JOBBER.

T. Edens Osborne, the prominent talking machine jobber of Belfast, Ireland, who displays a liberal streak of Yankee push and ingenuity in exploiting his business, has taken advantage of numerous opportunities to give public exhibitions and demonstrations of the various machines and records handled by him but chiefly the Auxeto-Gramophone. The last concert reported was given in the Botanic Gardens Park, Belfast, on August 5, under Mr. Osborne's direction and twenty-seven selections were on the programme, while special arrangements were made for encores. The selections covered a wide range from operatic and popular airs, including records by Melba, Patti, Tetrassini, Caruso, Harry Lauder and the Coldstream Guards' band.

Is what you sell worth more after it leaves your hands than when you first came in touch with it? This is a good test to apply to your own efforts at salesmanship of which advertising is but a form.



It's So Easy

Yes, it is not only easy to learn a foreign language by the I. C. S. system—the easiest and most perfect way in the world—but it is also easy to sell I. C. S. language outfits. It is easy to sell them to people who are tired of their machines as an amusement device and will be glad to turn them into a source of profit. It is easy to sell them to persons going abroad and who otherwise desire to learn a language for the sake of the knowledge of it alone. It is easy to sell it

to men and women who desire to qualify for positions as translators and foreign correspondents. It is easy to sell it to foreigners, in order that they may learn to speak English. In fact there are a great many sound reasons why it is easy to sell the

I.C.S. LANGUAGE SYSTEM

WITH
Thomas A. Edison
PHONOGRAPH

Do you sell I. C. S. Language outfits? If not, why are you thus neglecting such an important and profitable field of your work? Why are you thus absolutely throwing away at least one-third of your business? The Phonograph system of language instruction is now recognized as an educational factor of great importance and the demand for this sort of language instruction is growing by leaps and bounds. The I. C. S. system is undoubtedly the one of the greatest merit obtainable today. Write us a postal now for further particulars.

International Correspondence Schools

Box 918, SCRANTON, PA.

"THE PLEASURE IS DOUBLED AND YOUR COST IS REDUCED"

WHEN YOU BUY

ZON-O-PHONE RECORDS

COMPARE THEM WITH OTHERS AND BE CONVINCED.

The money spending people of the country are being constantly confronted, through the leading magazines, with the foregoing statement. As a result, inquiries as to where Zon-o-phone goods can be bought are pouring in. These are referred to the dealers in that locality. Who's getting them in your town? Are you?

Tapering
Arm
Zon-o-phones

from

\$20.00

to

\$75.00



Zon-o-phone

10 inch

Records

60 cents

Zon-o-phone

12 inch

Records

\$1.00

Are you sure, Mr. Dealer, that you are pushing the best Talking Machine line—not alone best in quality but best for profitable results?

If it isn't the Zon-o-phone, you are deceiving yourself in both cases. May we enlighten you?

Universal Talking Machine Mfg. Co.

Camp and Mulberry Sts., Newark, N. J.

Distributors of Zon-o-phone Goods:

ALABAMA

Mobile.....W. H. Reynolds, 167 Dauphin St.

ARIZONA

Tucson.....George T. Fisher, 7-9 E. Congress St.

CALIFORNIA

Los Angeles...So. California Mus. Co., 332 S. B'way.

San Francisco..Peter Bacigalupi & Sons, 1021 Golden Gate Ave.

San Francisco..Byron Mauzy, 1165-75 O'Farrell St.

San Francisco .Kohler & Chase, 1320 Sutter St.

ILLINOIS

Chicago.....Benj. Allen & Co., 181-141 Wabash Ave.

Chicago.....James I. Lyons, 192 Van Buren St.

MARYLAND

Annapolis.....Globe House Furn. Co.

Baltimore.....C. S. Smith & Co., 641 W. Baltimore St.

Baltimore.....Louis Mazor, 1423 E. Pratt St.

MASSACHUSETTS

Boston.....Pike's Talking Machine Co., 41 Washington St.

MINNESOTA

St. Paul.....W. J. Dyer & Bro., 21-28 W. 5th St.

MICHIGAN

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

MISSOURI

Kansas City...Mrs. J. Dixon, 804 Grand Ave.

Kansas City....Webb-Freysehlag Merc. Co., 7th and Delaware Sts.

Springfield.....Morton Lines, 325 Boonville St.

St. Louis.....Knight Mercantile Co., 211 N. 12th St.

St. Louis.....D. K. Myers, 8839 Finney Ave.

NEW JERSEY

Newark.....Edisonia Co., 67 Halsey St.

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

Paterson.....J. K. O'Dea, 115 Ellison St.

NEW YORK

Astoria (L. I.)..John Rose, 99 Flushing Ave.

Buffalo.....Neal, Clark & Neal Co., 645 Main St.

Brooklyn.....F. W. Rous Co., 435 Fifth Ave.

Brooklyn.....B. G. Warner, 368 Livingston St.

New York City..Zed Company, 77 Chambers St.

NORTH DAKOTA

Fargo.....Stone's Piano Co., 614 First Ave., N.

OHIO

Akron.....Geo. S. Dales Co., 128 S. Main St.

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

Cincinnati.....J. E. Poorman, Jr., 31 West 5th St.

Cincinnati.....Rudolph Wurlitzer Co., 121 E. 4th St.

OHIO

Cleveland.....The Bailey Company, Ontario St. and Prospect Ave.

Columbus.....The Columbus Piano Co., North High St.

OREGON

Portland.....Graves Music Co., Inc., 111 4th St.

PENNSYLVANIA

Allegheny.....H. A. Becker, 601 Ohio St., E.

Philadelphia...Disk Talking Machine Co., 13 N. 9th St.

Pittsburgh.....C. C. Mellor Co., Ltd., 319 Fifth Ave.

SOUTH DAKOTA

Aberdeen.....McArthur Piano Co.

TEXAS

Austin.....Petmecky Company, 411 Main St.

Beaumont.....K. B. Pierce Music Co., 608 Pearl St.

Dallas.....Dallas Talking Machine Co., 151 N. Ervay St.

Houston.....Southwestern Talking Machine Co., 615 Main St.

CANADA

Toronto.....Whaley, Royce & Co., Ltd., 158 Yonge St.

Winnipeg, Man. Whaley, Royce & Co., Ltd.

Yarmouth...Yarmouth Cycle Co.

MILWAUKEE'S BUDGET OF NEWS.

Dealers Pleased With Outlook—Both Retail and Wholesale Trade Show Decided Improvement—Collections Close to Normal—E. K. Courneen a New Victor Agent—W. P. Hope Demonstrates New Edison Amberol Records and Attachments for Dealers—New Columbia Machine Favorably Received—Lawrence McGreal on Executive Committee—Excellent Sales at State Fair.

(Special to The Talking Machine World.)

Milwaukee, Wis., Sept. 7, 1908.

Milwaukee dealers are well pleased with the talking machine outlook at the present time. Trade in both the retail and wholesale field is decidedly on the upward trend, the summer dullness has passed, sales are increasing, and the prospects are all pointing to a fall trade that will be a record breaker. The most activity is found in the wholesale trade, owing to the fact that retailers about the State are laying in fall stocks. Wholesalers say that the dealers are proceeding carefully in restocking, but that this line of the trade is showing healthy improvement. Retail sales in the city are steadily increasing and are showing much more life as compared with a month ago. People are back from the summer resorts, and the general trade is ceasing to be good one week and bad the following, and dealers say that business is displaying a steady growth from week to week. Manufacturing and general industries are nearly at the normal stage in the city, crops of exceptional size are moving to the markets in the country districts, and the natural result is that money has left the cramped stage. Practically every dealer, wholesale and retail, reports that collections are decidedly better. Cases of repossession have ceased to be and cash sales are more frequent.

Emmett K. Courneen, the new Victor representative in Wisconsin territory, with headquarters in Milwaukee, is now busy in the field.

A most interesting demonstration of the new Edison Amberol records and the new Edison attachments was recently given to the Milwaukee dealers at the salesrooms of Lawrence McGreal. The affair was in charge of William P. Hope, Wisconsin and upper Michigan representative of the National Phonograph Co., and dealers and salesmen from all over Milwaukee were in attendance. Mr. Hope at the time had recently returned from Orange, N. J., where he had become familiar with all of the new attachments, including the new Model H reproducer, new gear, etc., and his practical demonstrations were of decided value to the dealers.

Charles Iddings, manager of the talking machine and musical merchandise departments at the Joseph Flanner Music House, is spending a short recreation period at Beaver Lake, Wis. Those in charge of the talking machine lines at this time report a substantial increase in business and in prospects.

The new Columbia symphony upright, the first to appear in Milwaukee, has arrived at the establishment of the Columbia Co. Manager A. D. Herriman says that the handsome machine is attracting wide attention and that prospects are that plenty of sales will be made. He reports improved collections and looks for an exceptional fall business.

Lawrence McGreal, wholesaler and retailer of both the Victor and Edison lines, who was in attendance at the recent meetings of the executive committee of the National Association of Talking Machine Jobbers, expresses himself as well satisfied with the meetings between the committee and the leading manufacturers at Philadelphia, New York and Camden, N. J. The action taken by the manufacturers upon the resolutions passed at the last convention was all that could be asked for, says Mr. McGreal. The changes brought about by the manufacturers in regard to the shipment of records to the jobbers seemed to be especially satisfactory to Mr. McGreal.

W. J. Augustus, retail talking machine dealer at Fond du Lac, Wis., was a recent Milwaukee visitor.

William P. Hope is now in Winnipeg, Can., where he is demonstrating the new Edison Amberol records and attachments. From Winnipeg Mr. Hope will go into the northern Wisconsin territory.

An exceptionally fine window display of the Edison business phonograph, electric pianos, Victrolas, Reginas and both Victor and Edison machines, in the big show windows of the Hoeffler Mfg. Co., is attracting the attention of Milwaukee business men.

H. Grey, of the Rudolph Wurlitzer Co., called upon the local trade last week.

Lawrence McGreal has been elected a member of the executive committee of the Milwaukee Association of Jobbers and Manufacturers. Mr. McGreal has taken an active interest in civic and public affairs of the city, and is one of the leading members of the Merchants and Manufacturers' Association of the city.

Excellent sales were experienced by retailers and wholesalers of Milwaukee during the week of the Wisconsin State Fair, recently passed. Dealers from about the State, especially, took advantage of the low rates to visit the city and replenish their stocks and visit the Milwaukee wholesalers. Lawrence McGreal followed the unique plan of sending out personal letters to dealers in all sections of the State asking them to visit the city during fair week, and offering the inducement of aiding them in paying railroad transportation. Some 100 dealers took advantage of the opportunity and called upon the McGreal establishment while in the city.

The Hoeffler Mfg. Co. had an attractive display of electric pianos and gave regular concerts on the big Pian Orchestral at the Wisconsin State Fair. The crowds were also entertained by selections on both the Victor and Edison machines in charge of the Hoeffler Co. representatives.

The Cameraphone, the latest novelty in projected pictures, those that speak and sing and dance, is making a decided hit at the Lyric Theater in Milwaukee. It seems that there are but seven of the machines in existence, and the last one to be made has been sent to the Milwaukee Theater. The Columbia Twentieth Century talking machine is being used with the Cameraphone.

FIGHTING TUBERCULOSIS.

The use of the talking machine for medicinal purposes has been extended until it has finally been enlisted in the continuous fight against tuberculosis as a means of impressing the public with the dangers of the disease.

At each county fair visited by one of the tuberculosis exhibitions of the New York State Charities Aid Association a large talking machine is to be brought into play. A voice will tell that in this country every day throughout the year more than four hundred lives are yielded up to the white plague, and it will tell that most of these deaths are unnecessary. The voice will explain how the disease spreads. It will warn the inhabitants of the rural districts that to nail the window shut is to drive a nail into their coffin.

1,250,000 TALKING MACHINES

Said to Have Been Sold in the United States—The Effect if Played Simultaneously.

With the population of the United States reckoned at 80,000,000 and with an average of five persons to a family it has been figured that one family in every sixteen possess a talking machine (not the human kind) inasmuch as close to a million and a quarter talking machines having already been put on the market. With all the machines playing the "Merry Widow" waltz at the same time it would make a noise that would bid fair to encircle the globe if sound was inclined to travel parallel with the earth's surface indefinitely.

WHEN THE HOME TEAM IS PLAYING.

A manager of a well known talking machine house not a thousand miles from "Little Old New York," had to fight along with a short office and sales staff for a number of afternoons when the home team was playing at the Polo grounds and as a result the following bulletin was given a conspicuous position near the time clock. Although it hits pretty hard, 'tis good:

"Notice.—All requests for leave of absence, owing to grandmothers' funerals, lame back, house-cleaning, moving, sore throat, turning the wringer, headache, brain storm, cousins' wedding, general indisposition, etc., must be handed to the manager not later than 10 a. m. on the day of the game."

MELLO-TONE CO. IN NEW YORK.

The Mello-Tone Co., of Springfield, Mass., are opening up an office at 92 Beaver street, New York city, to look after their eastern trade. Tupper & Harris, of the same address, will look after their export business, which is steadily growing.



The Allegrophone

Dignifies and Beautifies the Talking Machine.

Is to the Talking Machine what the case is to the Piano.

- ☞ Conceals the running parts and eliminates all the noise except that necessarily transmitted through the horn.
- ☞ Can be adjusted in a minute, remains permanently and loses its identity in that of the machine. Has plate glass in the sliding top through which the operator may watch the progress of the needle.
- ☞ Protects delicate mechanism and records.

Made in Quartered Oak (No. 5) and Mahogany (No. 6) for Victor Talking Machines

To-day the Allegrophone is a new invention. To-morrow you will see it on all Talking Machines. It will prove a boomer.

NATIONAL ALLEGROPHONE COMPANY

178 DEVONSHIRE STREET, BOSTON, MASS.

Mahogany
Listed at \$15.00

Quartered Oak
Listed at \$12.50

Apply to your Jobber

Send for Booklet



FIDDLING LOUIE.

A Recollection of an Old German Talking Machine Salesman and Musician Who Left Behind Him Some Good Advice to the "Talker" Fraternity.

In the issue of February, 1907, the World published a story entitled, "Art and Music Accept the Talker," in which "Fiddling Louie," an old German violinist figured. It told how he played the violin on the street, in the hotel rotundas, and wherever he was allowed to remain long enough to reap a little harvest of nickels and dimes until one day he chanced to enter the office of a talking machine jobber and asked permission to play.

"I blay you nice tune, Mein Herr, if you vill please allow me," he pleaded.

The permission was granted, and resting his chin upon his battered instrument, he rendered Traumeri with such feeling as to both amaze and delight his listener. His services were engaged on the spot, and since then until his death a few days ago he had been an important cog in the business machinery of the establishment. Packing supplies, demonstrating the art of recording, at which time he made beautiful records from his violin, presenting them with a courtly bow and sunny smile to appreciative customers, and in many other ways endearing himself to all who came in contact with his pleasing personality and musical ability.

Yesterday I called upon "Fiddling Louie's" employer and found him very blue. He sat at his desk, a morning paper spread out before him, and a dead cigar in his mouth. He greeted me with a nod instead of his usual cheery Hello! and motioned me to a chair.

"What's the matter?" I asked. "Are stocks on the decline this morning?"

"I don't know," he answered absently. "I hadn't got that far when I saw this." He pushed the paper toward me, and looking at the place he had marked in the death column, I read the following:

"Burnstein.—25th inst., in Philadelphia, Louis, husband of the late Katherine Burnstein, (nee Shutlick) in the 75th year of his age. Interment private."

"I am glad you came in this morning, old man," he continued huskily in answer to my cry of shocked surprise, "for Louie liked you immensely, and now that he is dead I want the readers of The World to know that the hero of the article you wrote more than a year ago was not a myth, and also how much he helped me

and my business. Talking machine dealers in general would do well to take him as a criterion of an ideal salesman, for he certainly was all that—and then some.

"I will never forget the last time I saw him. It was one evening last week just before he was taken ill. I happened to be in the neighborhood of his home, and as I had often promised to call, stopped in to see him. I found him sitting by the fire in his neat little room listening to a phonographic rendition of "Die Lorelei," that grand old German folk song."

"Mein Herr, I'm mooch bleased to see you. It vas kind of you to come. I vas joost tinking of my wife. She died in der old country many years ago, but ven I blay dat tune on my Regina-phon, I see her again vonce joost like she used to be at der piano long ago."

"We spent a very pleasant evening over our steins of Münchner, and little did I think that night how soon I was to lose him."

He stopped and opening a drawer in his desk,



"I SEE HER AGAIN."

drew forth a typewritten sheet which he handed to me.

"This is some material I have compiled with Louie's aid, embodying his ideas regarding the correct method of conducting a talking machine business. I think you will find it worth printing. You will notice that I have arranged it in the form of an acrostic in order that every line may join in singing his praises."

This is what I read:

"Look out for your customers' interests;
Only courteous salesmen get business.
Under no circumstances, know it all;
It is always wise to allow your patrons to state their views also.

Sometimes they are right, too.

Be obliging to everyone; do not show partiality.

Until you do this, you will make enemies instead of friends.

Rather take abuse than give it.

Never neglect your window.

See that your advertising is of the best. Poor advertising is money wasted.

Take a pride in your profession.

Every moment should be spent in bringing to light new ideas for advancement.

In this way your business will constantly increase, and that's what you're in business for.

Nothing succeeds like hard work and horse sense."

"I will be only too glad to use this," I assured him as I finished, "its good stuff."

"Yes," he answered with a quaver in his voice, "it's good stuff, just like Louie, God bless him! Good-bye."

I gripped his hand and went out, closing the door very gently behind me.

—HOWARD TAYLOR MIDDLETON.

AUSTIN MUSIC CO.'S PUBLICITY.

The E. R. Austin Music Co., talking machine jobbers, of Dayton, O., have been doing some very effective circular work during the summer months. We have had the pleasure of going over two letters which they issued recently, and find them veritable trade stimulators. In these communications the strong points of the talking machine business are brought to the attention of the recipients, and they are given every encouragement to push ahead to higher achievements.

As a matter of fact, letters, to be effective, must be well written in order to be read. Too much mail publicity is poorly written and gotten up, with the result that the people who receive it rarely read it. That is where the Austin circulars are exceptional and effective.

HARRY A. SMITH'S INVENTION.

Harry A. Smith, of 1342 Hunter avenue, Columbus, O., has perfected an invention whereby it is possible to play as many cylinder records as desired on phonographs as long as the spring can operate the motor of the machine. The attachment is entirely automatic, taking off one record and substituting another in fourteen seconds at the same time carrying the reproducer back to the starting position. Patents have been applied for to cover the invention.

HELPING RECORD SALES

All dealers have often faced the problem of keeping record sales up to the average. A customer, for some time after having purchased a machine, calls each month to hear the new records and make selections. When the novelty wears off, however, the calls become less frequent, and it is up to the dealer to stimulate renewed interest. According to the Edison Phonograph Monthly, one jobber has partially solved the problem by sending a man around to see if the machines are in good working order. If they are not, he puts them in order. Some of the new records are taken along to play while the phonograph is being adjusted. The customer usually takes a few from hearing them played, and out of appreciation of the service done. The salesman should not suggest a purchase, however, as his business is to fix the phonograph. If he gives the impression that he called simply to sell records, he may not be welcomed another time.

BAN ON STREET PHONOGRAPHS.

(Special to The Talking Machine World.)

Altoona, Pa., Sept. 4, 1908.

Mayor Hoyer has inaugurated an anti-noise crusade. He notified all persons using phonographs publicly for advertising purposes that they must abandon the practice at once.

It is a wise and profitable policy to cultivate the habit of putting yourself in the other man's place. Such an attitude has many advantages and few drawbacks.

WURLITZER

UP-TO-DATE

AUTOMATIC
MUSICAL
INSTRUMENTS
WITH SLOT
ATTACHMENT



WURLITZER MILITARY BAND ORGAN

LARGEST LINE IN
THE
WORLD

SUITABLE
FOR ALL
PUBLIC
PLACES

OUR PERFORATED PAPER ROLL
Military Band Organs

are especially adapted to SKATING RINKS and all outdoor Amusements. We manufacture the largest line of Automatic Musical Instruments in the World.

Catalog upon request

Exclusive Agency to Dealers in Unoccupied Territory

The Rudolph Wurlitzer Co.
CINCINNATI CHICAGO

OPERATED BY PERFORATED PAPER ROLLS

OUR
LARGE CATALOG
SHOWING
COMPLETE
LINE
MAILED
UPON REQUEST

A Few Pointed Facts

about the **FIBRE NEEDLE**, as gleaned from our letter files:

- “ . . . It eliminates the grindstone accompaniment.”
- “ . . . It enables me to obtain a perfect reproduction without extraneous noises.”
- “ . . . It affords one the opportunity of collecting a ‘library of records’ which, under the *metallic regime* was impracticable and expensive.”
- “ . . . I now feel that the monthly expenditure for records becomes a pleasurable and permanent investment.”
- “ . . . I unhesitatingly pronounce your needles the most delightful for home use ever made—besides I can now indulge in some of the high priced records which heretofore I could not afford.”
- “ . . . Your Fibre Needles are, by far, the most important talking machine improvement that has ever been made.”

Mr. Dealer—The above opinions and expressions are but a very few, out of thousands, gathered from our correspondence with owners and users of Talking Machines.

Think this question over seriously, this question of needles. Lay aside your personal opinion and give your customers an opportunity to pass judgment on what is of great interest to them. Remember, that what interests your customers must interest you. Your customers want these needles; they want them badly, so badly that they are writing us, from every city in the union (where we are not represented), and paying us the profit that you are entitled to.

You will need these needles this Fall, this Winter—they will help you sell more and better records—they will revive interest among your indifferent customers and will clinch the sale of many a machine that otherwise would not be effected.

Rest assured, you will never lose a customer through advocating the Fibre Needles, whereas they will bring you many new and enthusiastic ones.

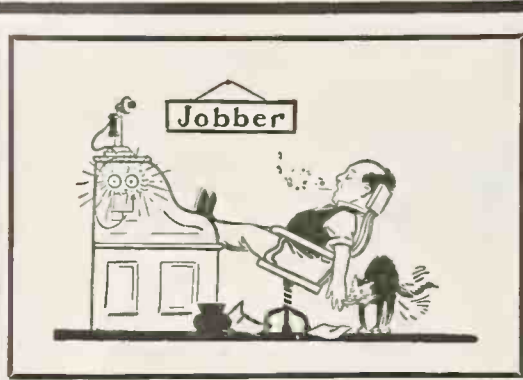
If you don't know—don't understand the Fibre Needle, write to your jobber or to us direct and they, or we, will send you full, comprehensive and detailed instructions.

Write to us for free sample.

“B. & H.” FIBRE MFG. CO.

208 E. KINZIE STREET

CHICAGO, ILL.



Is your jobber on the job?

Does he ship the goods the day he gets your order? Or is he long on excuses and short on service?

If your jobber breaks promises it means trouble all along the line. Your customers find that you don't have things on time; and before you know it, they're somebody else's customers.

We absolutely guarantee the promptness of our service. Our invariable rule is to ship goods the same day the order is received.

You will find that we always have everything in the way of Victor goods right in stock—record cabinets, fibre cases, horns, English needles, and all other accessories.

We don't say in reply to orders "Will ship in a few days," or "as soon as possible." We send you the goods.

If your jobber falls down in promptness, or if he does not keep his stock complete and up to date, then we had better get together.

Our latest catalogue will help you. Write for it to-day.

The Victor Distributing and Export Company

83 Chambers Street, New York



THE TRADE IN INDIANAPOLIS.

Dealers Making Preparations for a Lively Fall—Attractive Display at Columbia Store—Bryan Records Favorably Received—Kipp-Link Co. Arranging for New Edison Lines—Lesley Moves to New Location—An Unique Advertising Scheme—Moving Picture Business Fair—Summer Shows Preparing to Close for Season.

(Special to The Talking Machine World.)
Indianapolis, Ind., September 7, 1908.

The talking machine business in Indianapolis now is fairly good. The trade in records has been good and prospects seem good for the fall season. Dealers now are getting ready for some lively advertising during the State Fair week. None of the companies, it is understood, will have a booth at the Fair. Most of the advertising will be done downtown.

Thomas Devine, manager of the Columbia Co.'s store, had an attractive display window last week. It contained many different styles of the Columbia machines, all arranged after an attractive design. Mr. Devine promises something novel in the way of window display for the State Fair week.

The Indiana Phonograph Co., which handles Edison machines, have received their Bryan records, as also the Kipp-Link Phonograph Co. Both companies report a fair demand for these records with numerous inquiries for the Taft records which are now due.

The Kipp-Link Co., Edison jobbers are very busy getting ready for the fall trade. Mr. Kipp, president of the company, went to New York as soon as the new Edison goods were announced. He remained there five days with the National Phonograph Co., learning all the details concerning the new goods and placed large orders so that his firm will be amply able to take care of the demands this fall. The business of this company has increased rapidly in the last few months.

Frank Lesley, who has been handling Victor and Edison goods on Massachusetts avenue, has moved to a new location to include all kinds of musical instruments. He has a large display room neatly fitted up and has a number of elegant and high-priced talking machines on the floor. He is handling the King piano, being a sub-agent for H. C. Jackson, manager of the King store in the Traction and Terminal building. His new place is at 353 Massachusetts avenue and he reports trade good.

The Oral Advertising Device Co. are showing their new advertising device in a room on Monument Circle. This device has never been pushed in Indianapolis before. One will be placed in the Traction and Terminal building soon. The device consists of a number of placards placed in such a way that they revolve and show each with its advertising in turn. At the top of the machine and concealed within the case is a phonograph which entertains the crowd with music as it watches the advertisements. In demonstrating the device a large Columbia machine has been used. The device is six feet high and is made of quartered oak with a round plate-glass front. In displaying the device two talking machines have been used—a small Edison in addition to the Columbia.

The moving picture business has been only fair. The Kern notification meeting this month brought little business as it was held at the Fair ground four miles from the city and the crowds on the streets were only slightly increased. The moving picture shows which have been operating in the Grand and English opera houses, are now getting ready to close for the theatrical season. They have been very successful, but it is stated by Manager Zepp of the Vaudette, who has made some investigation along this line, that these shows have not perceptibly hurt the five cent theater business and that in the long run they will do it good. The operation of the ten-cent shows in the big opera houses, he believes, has created the habit and will swell the patronage of the five-cent shows during the winter season.

A part of the receipts from the moving picture shows down at the Gayety one week during the month went for the benefit of the News fresh air farm near Oaklandon.

COLUMBIA CO.'S LETTER TO THE TRADE.

Under date of August 20th the Columbia Phonograph Co. sent out the following communication:

"To the Trade.—Especially dealers in cylinder machines and records.—

"Things are moving—have you noticed? We have been saying a good deal recently about Columbia gains—and those gains are as real and plain and definite as the figures in a census.

"A recent ultimatum to cylinder dealers makes it plain that a fat share of these Columbia gains must have been sliced from another manufacturer's sales sheet.

"Now, there's one thing for us to say, and one thing for you to say.

"First.—We say Columbia product—and more Columbia product than ever—is going to be sold in your town at a wide margin of profit to somebody.

"Second.—It is for you to say whether these sales and profits are to accrue to you or whether it will be necessary to establish new dealers.

"We have never been disturbed when competing machines were displayed for sale alongside of Columbia machines—there's nothing we like better. We have been only mildly interested when other cylinder records have been offered for sale alongside of 25c. Columbia records.

"We do not wonder, however, at our competitors' uneasiness, as apparently they have discovered that antiquated types of machines with rubber horn connections, horn cranes, horn stands, etc., cannot be sold alongside of new up-to-date tone-arm cylinder machines and that the public will not pay 35c. for cylinder records when superior records can be purchased for 25c.

"As already stated, some decision must be reached and the decision is yours.

"We presume your decision will be to handle such lines of product as you see fit without dictation from manufacturers. If so, mail promptly to this office the enclosed postal card and we will forward you our new and liberal proposition to dealers handling our goods, explaining how Columbia goods can be handled in larger volume and with more profit than heretofore. Do not let an embarrassing stock of competing goods on hand interfere with mailing the postal, as we may be able to help you dispose of it. Very truly yours,

"George W. Lyle, General Manager."

Auto Run

WATCHUNG MOUNTAINS

Golf Drives

45 Minutes from Broadway and 90 Minutes from Philadelphia.

Truell Hall, PLAINFIELD, N. J.

(Formerly Hotel Netherwood.)

An Ideal Summer Home. Open All Year.
Erected at a Cost of One Half Million Dollars.



3 Minutes from Station.

TEN ACRES OF BEAUTIFUL SHADE, HIGH AND DRY
NOT TOO HOT, NOT TOO COLD, JUST RIGHT. AMIDST JERSEY'S
PICTURE LANDS

Healthful Climate. Excellent Views.

Also Truell Inn and Truell Court.

Send for Booklet and Rates.

IMPROVEMENT IN NEWARK TRADE

With Factories Resuming Operations—Sales Increase Rapidly—Biggest Demand for More Expensive Machines and Records—How Various Houses Regard the Fall Business—Taft and Bryan Records Meet With Ready Sale, Which Will Continue 'Till Election.

(Special to The Talking Machine World.)

Newark, N. J., September 8, 1908.

The talking machine business in this city, which has been anything but satisfactory for some time past, appears to be full of promise for the fall and a decided improvement has been noted since the first of the month, there being a steadily increasing demand for the cheaper machines and records. The talking machine trade, like many others, suffered greatly through the closing down of the many factories in and near this city and as the employes generally invested in medium and low priced machines and records the loss of this trade was directly felt in those lines.

Strange as it may seem, most of the stores kept going through the sale of expensive machines and records which is accounted for from the fact that the well-to-do who could afford such outfits under usual conditions were not so badly hit by the depression.

However, as stated before, hard times appear to be over for good and the dealers are going into the battle with renewed energy, confident that there is a big future for talking machines.

The Bryan and Taft records of both companies have been received by the dealers and although only placed before the public a few days ago there is already a steady and increasing demand for them which is expected to continue until election.

The Manhattan Phonograph Co., 740 Broad street, report excellent prospects for a busy fall with collections close to normal. This concern handle the Victor and Edison lines. Their sales of the former line including Victrolas and red seal records, kept up in excellent shape during the past few months, they drawing a large part of their trade from Montclair, the Oranges and other fine residential sections. They also report a decided picking up in Edison sales which looks well for the fall.

The Oliver Phonograph Co., 16 New street, are among those who predict a busy fall and they are preparing to fill all demands for machines and records.

The New Jersey Phonograph Co., 12 Central avenue, who feature the Victor, have one of the handsomest talking machine stores in the city and are in a very good location. They report a steady and increasing demand for the higher priced machines and red seal records from their trade.

A. O. Petit, of the Edison Co., 57 Halsey street, gave it as his opinion that the fall would bring a record amount of business, as even now the factories are rushed to fill the jobbers' orders on time, even at long dating. He stated that as yet the dealers were a trifle shy in placing heavy orders for the new Amberol records and attachments, though fairly liberal sample orders were the rule. The Edison Co. are quite badly hit by the latest edict of the National Phonograph Co., barring other lines of cylinder records as they had the exclusive agency for a

large portion of New Jersey for the Indestructible records.

Among the other talking machine houses who are members of the "army of optimism" and expect a heavy fall trade, are the Newark Talking Machine Co., 595 Broad street, T. J. Cronin, 528 Broad street, and Sebastian Bischoff.

A "WIRELESS" TALK WITH PARIS

Will Soon be Possible—Station to be Located on Top of the Metropolitan Tower—Opera in Paris and New York to be Heard on the Liners.

Contracts were signed two weeks ago whereby a wireless telephone service is to be established on the tower of the Metropolitan Life building, in which the editorial offices of the Talking Machine World are located. The promoter declares his belief that eventually it will be possible to communicate by speech from the lofty pile in Madison Square to the top of the Eiffel Tower in Paris.

He expects when the apparatus is installed to have wireless telephone communication between New York and Philadelphia, Boston, Montreal, Chicago and Havana.

When the service is installed, the promoter declares, it will be possible actually to talk with incoming steamships on the sea and even to transmit opera as sung in the opera-houses in New York direct to the saloons of approaching liners.

TALKING MACHINE SONGS DENOUNCED.

At the Friends' General Conference, held at Winona Lake, Ind., on September 2, a strong stand was taken against some of the songs given out through talking machines. So pronounced was the sentiment that a committee was appointed to visit talking machine manufacturers, with a view to interesting them in a better class of records. This report was sent broadcast through the Associated Press all over America and was coupled with a talk on indecent postal cards, bill boards, and the like, thus bringing the attention of the public to talking machine records in an unpleasant manner.

As a matter of fact, if the Friends will study the catalogs issued by the great producing houses they will find little in them to offend even the most Puritanical tastes. Indecent songs are not put forth on records in this country. In France a much different condition exists and if some of the Friends should listen to some of the records in "Gay Paree" we are inclined to the belief that they would be willing to make another attack or run.

WOOD DIAPHRAGM FOR DISC MACHINES.

J. W. Norcross, proprietor of the Norcross Phonograph Co., will soon put a wood diaphragm for disc machines on the market. It is built on the same principle as his now famous diaphragm for cylinder machines, and which have come in for especial praise by reason of the splendid tone effects produced. It goes without saying that Mr. Norcross will experience quite a demand for this new diaphragm in view of his previous accomplishments.

INSTALL PHONOGRAPHIC BRANCH.

The Congressional Library at Washington will install a department where phonographic records of speeches of statesmen and distinguished persons will be preserved for the benefit of the future generations. The Government recently received a record containing an address made by the German Emperor, and this led to the suggestion that the utterances of other statesmen might be preserved in the same way.

To-morrow is a poor time to catch to-day's opportunities. Nothing great is ever accomplished without trained enthusiasm, persistent energy and a determination to win.



We connect with all parts of the U. S. A. on this continent and prepay freight.

Do you know, Mr. Dealer, that the ZONOPHONE MACHINE

is the Talking Machine that has the best regulated and simplest motor; that it is better in appearance than any other of similar price; that it has the best tapering arm equipment on the market?

Do you know, Mr. Dealer, that the ZONOPHONE RECORD

excels all other 60-cent or \$1.00 Records in clearness and melodious reproduction?

Do you know, Mr. Dealer, that the ZONOPHONE RECORD

is preferable to others on account of its musical, genuine qualities?

We know, Mr. Dealer, that it will pay you to know these points.

We know, Mr. Dealer, that we have a proposition to make to you, that will pay you to investigate, and

We know, Mr. Dealer, that if you do not know all about

ZONOPHONES,

we will make a **HIT** with you, when you address, at once,

ZED COMPANY

Formerly Zonophone Export and Distributing Co.

77 Chambers St., New York
Phone "Worth 3822"

YOU NEED EXPERT SALESMANSHIP to EXPLOIT your GOODS

Prepare your salesmen to meet competition by providing them with a copy of Walter D. Moody's remarkable book,

"Men Who Sell Things"

Or Recommend Them to Get It.

"Sure to prove helpful to the man who wants to succeed 'by selling things.'"—*Louisville Courier-Journal.*

ONE DOLLAR a Copy, of ANY BOOKSELLER
A. C. McCLURG & CO., Publishers, CHICAGO

PRICE REDUCTION ANNOUNCEMENT

On September 25th

RETAIL PRICES ON STAR RECORDS WILL BE REDUCED

10 inch Star Records from 60c. each or \$7.20 per dozen to

50c. Each \$6.00 Per Dozen

12 inch Star Records from \$1.00 each or \$10.00 per dozen to

80c. Each \$9.60 Per Dozen

Star Records can be procured from our Jobbers to sell at the above prices after September 25th.

Hawthorne & Sheble Mfg. Co.

Howard & Jefferson Sts., PHILADELPHIA, PA.

Send For Our Latest Record Lists

NEWS FROM THE SAINTLY CITY.

A Decided Improvement Noted in St. Louis Trade in August—O. A. Gressing's "Are You Prepared?" Letter—Transporting Talkers for Vacationists—Columbia Taft Records in Demand—What Other Dealers Have to Report—Items of a Personal Nature.

(Special to The Talking Machine World.)

St. Louis, Mo., September 6, 1908.

The talking machine trade for the past month has shown quite an improvement, especially the country business. The city trade has picked up a little and a good fall and winter business is looked for.

Manager O. A. Gressing, of the St. Louis Talking Machine Co., states that they had a splendid business for the last four weeks and that all the earmarks point to a particularly fine fall trade. Mr. Gressing has just mailed to the trade throughout this territory a strong "Are You Prepared?" letter, impressing upon them that they should be ready for the great improvement that is bound to take place in the fall trade. The letter contains very strong features. Under the supervision of Mr. Gressing this company has been packing and shipping free of charge all the machines and records that their customers desired to take with them on their vacations to enliven and enjoy their outings. The kindness was very much appreciated by their trade. The artificially cooled parlors and sound-proof booths at their new local store have proved very attractive to their customers. Edw. L. Bird has succeeded Chas. L. Byars as salesman at the local retail store of the St. Louis Talking Machine Co. L. A. Cummins, traveling salesman for this concern, is home from a ten days' vacation spent at Paw Paw Lake, Mich.

Messrs. Anderson & Reinhardt have formed a talking machine and sheet music partnership and opened for business at Memphis, Tenn., on September 1. Both were formerly connected with the O. K. Houck Piano Co. at that point. Mr. Anderson will look after the talking machine branch and Mr. Reinhardt the sheet music department. They purchased a 40x10 list initial order from the St. Louis Talking Machine Co.

E. B. Walthall, manager of the Columbia Phonograph Co., states that business for August was much better than July and that it is steadily improving, with an excellent demand for records. Their new stock of Taft records have just been placed on the market and he looks for a good demand for them. Mr. Walthall made a short business trip to Chicago recently. L. L. Murphy, assistant manager for this company, recently returned from a two weeks' vacation. Mr. Walthall reports the sale of some very high grade outfits lately, one being sold to the Rev. C. W. Koehler, of Manila, P. I., to be used for missionary purposes.

Wm. Pfisterer, of the Columbia Phonograph Co., Memphis, Tenn., spent his two weeks' vacation in this city.

Marks Silverstone, of the Silverstone Co., reports trade improving and that he is having a nice sale on the Bryan records. Miss Blanche Silverstone has just returned from a two weeks' vacation spent in a trip up the river to St. Paul, Minn.

The Conroy Piano Co. report that their talking machine trade is improving with good prospects.

D. K. Myers, the Zonophone jobber reports that the country trade is improving rapidly with a splendid outlook.

The Thiebes Stierlin Music Co. report a fair trade in their talking machine department, and that it is improving.

The Val Reis Piano Co. report that their talking machine department shows that business is picking up.

Mr. Ellison, of Ellison Bros., Hickman, Ky., was a recent visitor here.

The common council of the city of Rome has ordered the phonographs at the moving picture shows stopped for thirty days. This action was taken so as to give the people a brief rest.

BERLINER'S FLYING MACHINE.

Said to be Working on a Machine That Will Fly Helicoptically.

(Special to The Talking Machine World.)

Washington, D. C., Sept. 7, 1908.

Emil Berliner, patentee of the modern telephone transmitter, and contributor of many valuable contributions toward the improvement of the talking machine and records, is perfecting in this city a new type of helicoptic flying machine from which his scientific friends predict great results. The machine will probably be ready for trial within a short time, when preliminary flights may be made on the Fort Myer parade ground. Mr. Berliner has been at work on the various parts of his machine for a long time, but so far he has succeeded in keeping his efforts quiet.

Mr. Berliner departs from the accepted custom of aeronauts in generating his power from two engines, each with a force of thirty-six horse power. A great advance in the motors is marked by the fact that the engines used by Mr. Berliner weigh only 100 pounds each, while the Baldwin motor, which developed only twenty-five horse-power, weighed 150 pounds.

When confronted with the statements of his friends to-night, Mr. Berliner admitted that he was making a "motor," but said he was not ready to discuss it yet.

PRICE OF RECORDS REDUCED.

Hawthorne, Sheble & Co. Come Out With a Special Announcement.

The announcement of Hawthorne, Sheble & Co., which appears in another portion of this publication, contains matter of more than ordinary interest to jobbers and dealers. It is an announcement of a reduction in price of records. When a great producing house makes a move of this kind it can only have been merely after careful consideration and this new policy must have a trade creating force in every section of the country.

Mr. E. A. Hawthorne, while chatting with "The World" recently remarked that they had made ample preparations in the way of facilities to take care of a large trade and at the present time they are running their factory practically at its normal capacity, which in itself furnishes a strong testimonial to the popularity of the Hawthorne & Sheble products.

NEW OFFICERS LEEDS & CATLIN CO.

At the meeting of the Leeds & Catlin Co., New York, last month, following the sudden and regretted death of E. F. Leeds, the president since the organization of the company, the following elections took place: President, Frank P. Byrne, vice-president of the Peninsular Bank of Detroit, Mich., and a heavy factor in the gas lighting interests of that city; vice-president, J. Allen Sankey, president of the Biglow-Main Co., publishers, New York; treasurer and general manager, Henry Leeds; secretary, Lewis F. Wilson; treasurer and assistant secretary, Fred H. Ridgway. The board of directors, including the forementioned officers, are: Loring L. Leeds, Charles H. Gould, Fred W. Frost and Frank W. Wetherill. James M. Evans, a construction engineer of note, is manager of the works at Middletown, Conn. Loring Leeds, the general sales manager, who left for a selling trip a week or so ago, going through the West, returned on September 10.

EDMUND E. BUEHN MARRIED.

Edmund E. Buehn, of Louis Buehn & Bro., the well known talking machine jobbers of Philadelphia, Pa., was married on September 3 to Miss Isabella McClintic, of Mifflintown, Pa. After the honeymoon trip the couple will reside in Philadelphia. The World extends heartiest congratulations to the happy couple.

The price of sugar does not affect the canning of campaign speeches, says the Mail and Express.



Are You Prepared

to meet the big rush the Talking Machine business will surely experience this Fall?

Don't lose business for want of "preparedness," and now is the time to select for your Distributor the one who will "never disappoint."

"THAT'S US"

By placing your orders with us you insure their prompt attention and thorough and complete execution.

We never disappoint.

With pleasure at your service.

St. Louis Talking Machine Co.

MILLS BUILDING

7th & St. Charles Streets

ST. LOUIS, MO.

Exclusively VICTOR Distributors

Who Will Get the Trade This Fall?

Not the man who is letting his stock run down and has unattractive store environments.

Not the man who draws into his business shell and says, "I will wait until the clouds roll by."

Not the man who has no faith in the talking machine business—its present or its future.

Not the man who is filled with pessimism and refuses to see the splendid business opportunities all about him.

Not the man who does not believe in doing things in a thoroughly up-to-date, progressive and courageous manner.

Not the man whose only preparation for Fall trade consists in removing the moth balls from his heavy Winter garments and sticks his thumbs in the arm-holes of his vest and—waits.

Not the man who does not throw some enthusiasm and ginger into his work, and who does not freshen up his stock in a manner to attract.

Not the man who is over-conservative and is afraid to take a chance.

Does this mean you? I don't know. But remember that there is going to be a good trade this Fall, which will be captured by someone. Are you going to get your share, or have you fallen asleep at the switch?

EDWARD LYMAN BILL.

ASSOCIATION EXECUTIVE COMMITTEE MEETING.

Matters Presented to Manufacturers and Well Received—A Spirit of Co-operation Seems Evident—New Committees Appointed, and Other Business Transacted.

The executive committee of the National Association of Talking Machine Jobbers met at the Bellevue-Stratford Hotel, Philadelphia, Pa., Sunday, August 16th, at 2 P. M., and of which the appended report was made by J. Newcomb Blackman, chairman of the press committee:

J. F. Bowers, President, Chicago, Ill.; W. D. Andrews, Vice-President, Syracuse, N. Y.; Perry B. Whitsit, Secretary, Columbus, O.; Louis Buehn, Treasurer, Philadelphia; Lawrence McGreal, Milwaukee, Wis.; J. Newcomb Blackman, New York city; and W. E. Henry, Pittsburg, Pa., were present. This constituted the entire committee, with the exception of E. H. Uhl, of Chicago, and E. Percy Ashton, Detroit, Mich.

Mr. Ashton tendered his resignation some time previous, explaining that it would be quite impossible for him to give the necessary time and attention that the position required. It was accepted with regret and thereupon Carl H. Droop, of E. H. Droop & Sons Co., Washington, D. C., was elected to fill the vacancy. The work of the committee on Sunday was purely executive, preparing to meet the various manufacturers. President Bowers appointed the following members in accordance with new committees arranged for at the convention: Grievance—W. D. Andrews (chairman), E. H. Uhl and Louis Buehn. Membership—J. Newcomb Blackman (chairman), W. E. Henry and L. E. McGreal.

The grievance committee is to receive any complaint regarding members of the association, or jobbers in general, which interferes with the purpose of the association or the proper maintenance of factory agreements. They will be authorized to obtain necessary evidence and present the matter in such convincing form that the association or manufacturers will have no excuse for not taking suitable action.

The purpose of the executive committee meeting one representing the various manufacturers, was to discuss the resolutions passed at the recent Atlantic City convention and endeavor to obtain favorable action. As copies of the resolutions had previously been sent to the companies this made it possible for the manufacturers and the jobbers to present their views after each had given the subject careful consideration. Monday morning the committee had a conference with Charles K. Haddon, vice-president and treasurer, Albert C. Middleton, secretary, and Louis F. Geissler, general manager of the Victor Talking Machine Co., at their factory in Camden, N. J. Mr. Geissler explained that Eldridge R. Johnson, the president, regretted that he was unable to be present. Mr. Whitsit, secretary of the association, then presented various resolutions, copies of which had been forwarded to the Victor Co. about two weeks previously and explanation was then in order. The following resolution covered the subject of issuing and exchanging records:

Resolved, That the executive committee's action at their Buffalo meeting be indorsed in asking the manufacturers to limit their catalog and issue an even exchange on cut-out records." In view of the fact that the Victor Co. had just complied with the request for an even exchange on cut-out records the committee tendered their thanks for having granted this request."

The discussion then lead to the importance of limiting the number of records in the catalog, and it was finally decided that dealers and jobbers could make a better representation by doing so. It was also agreed that the best plan would be to cut out as many records as were made of any given kind, in order to limit the catalog to a reasonable number of each kind. The Victor Co. explained that the Red Seal catalog would have to be eliminated in this respect, for the reason that artists like Caruso, Melba, Petrazzini, etc., will not be dictated to as to what they must sing, and therefore duplication and a growing catalog in the Red Seal class cannot as easily

be avoided. The duplication of selections in the domestic catalog was discussed and it is the purpose of the Victor Co. to avoid this as much as possible.

The following resolutions were then discussed at length:

Resolved, That in order that the legitimate and representative dealer may receive proper protection, and prices be better maintained the manufacturers are hereby requested to require a larger initial purchase, in order to provide the desired protection and insure proper representation by merchants of standing and ability; and be it further

Resolved, That the establishment of new dealers shall be regulated by the manufacturer through the jobber, so that unlimited competition will be avoided; and be it further

Resolved, That the manufacturer require dealers to measure up to the new conditions and give proper representation, to be continued as dealers."

The purpose of this was so fully discussed in the proceedings of the convention, and particularly in some of the papers read, that very little argument was necessary. The Victor Co. promised to give this their very careful consideration and realized the importance of regulating the method of establishing dealers, so that unnecessary competition with those already in the field would be avoided.

The committee again reminded the Victor officials of former resolutions impressing upon their company the importance of shipping Victor records from the factory suitably protected from injury by the use of an envelope or other covering. While they were not in a position to commit themselves the company explained that they realized the advantage of doing something in this respect, but were not yet prepared to handle the matter in a way that would be satisfactory and would still bear the matter in mind. The objection to the present method of sending Victor records without this protection lies principally in the fact that the jobbers have been forced to take the initiative in this respect, and when a record is received in a slightly scratched or rubbed condition, an envelope provided by the jobber at that time does not overcome the previous damage. The jobbers also objected to the competition which may result in enclosing Vic-

tor records in "gold-plated" envelopes as an inducement to get business.

The committee also explained that when the 7-inch records were discontinued the plan of exchange made it necessary for a large quantity of 8-inch records to be purchased. There was a list of only 100 to select from and considerable overbuying resulted in surplus stocks and jobbers had a number of 8-inch records that they would like to dispose of. The Victor Co. assured the committee that the present exchange was keeping them quite busy, but that the 8-inch record question would also receive consideration. Other matters of importance, which cannot be made public at the present time, except to members of the association, were taken up and are receiving careful consideration. The Victor Co. then invited members of the committee to luncheon, after which most of them attended the ball game.

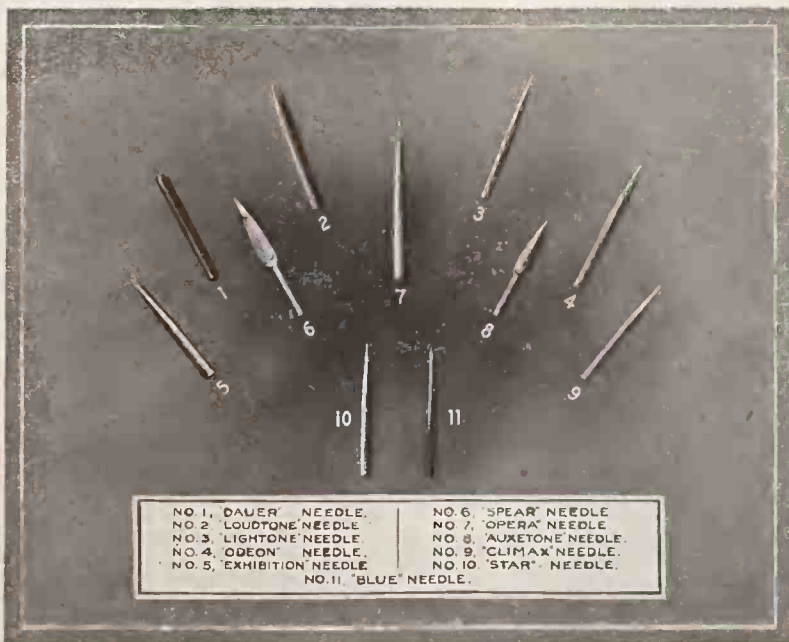
Tuesday morning at 10 a. m. the jobbers met a committee representing the Columbia Phonograph Co., General, at their executive offices in the Tribune building, New York city, and the following officials were present: Geo. W. Lyle, general manager; Harry A. Yerkes, manager wholesale department; E. N. Burns, manager export department, and Geo. P. Metzger, manager advertising department. The committee had intended to take up the resolutions with the Columbia Co. regarding the limitation of the catalog and the establishment of dealers as embodied in the above resolutions presented to the Victor Co.

Mr. Lyle explained that in view of the recent notice from the Edison Co., requiring that their goods should be handled exclusively by dealers and jobbers in the cylinder line, this would somewhat change the situation until the effect was known. He added, however, that his company realized the importance of limiting the catalog and had taken steps to do so by issuing lists quarterly and only such records as were considered hits at other intervals. Mr. Lyle also agreed that it was proper for dealers to receive suitable protection against unlimited competition and that with the "exclusive order" from the Edison Co. this protection was more necessary than ever.

The committee were informed regarding certain changes and improvements which the Columbia Co. contemplates, and while no publication can be given these matters at the present time they can say that the Columbia Co. realize the importance of cooperation between the manufacturer, dealer and jobber and will have that object in view. The conference adjourned about

"NEEDLES"

Our
Needles
are
Imported
and
every
needle
is
warranted
as to
point
and finish



Our
Prices
are
the
lowest
in the
world.
Write
for
samples
and
quotations

THE TALKING MACHINE SUPPLY CO., 400 FIFTH AVENUE
NEW YORK

noon to accept the hospitality of the Columbia Co. for luncheon, which was served at Kalil's.

After luncheon the executive committee visited the New York office of the National Phonograph Co., where they were received by Frank L. Dyer, president; William Pelzer, vice-president; C. H. Wilson, general manager, and Frank K. Dolbeer, general sales manager. Mr. Wilson was on his vacation with his family near Saratoga, but responded to the call and his presence was appreciated by the committee. Carl H. Droop, the newly elected member of the executive committee was on hand at this meeting.

The resolution again taking up the matter of limiting the catalog and issuing an even exchange was responded to by Mr. Dyer, who explained that it was their purpose to limit their catalog to about 1,500 or 1,600 domestic selections and endeavor to cut out enough records each year to accomplish this. Mr. Dyer also explained that Mr. Wilson had stated at Atlantic City that it was the intention of the National Co. to take care of records cut out of the catalog, but as another cut-out list was about to be issued it would not be advisable to offer an exchange on cut-out records until a suitable time had been given the trade to dispose of these records while they were still in the catalog. It is the intention of the National Co. to handle the exchange situation by taking back records cut from the catalog, within a reasonable time and then on an even exchange basis.

In response to the resolution regarding the establishment of new dealers as presented to the Victor Co., Mr. Dyer explained that their company realized the importance of some action being taken to eventually bring about the desired results and he had this in mind for the necessary attention at the earliest possible moment.

The National men agreed with the executive committee that the time had come when quality was more desirable than quantity, as regards the dealer, and the dealer who was a credit to the business should receive proper encouragement by reasonable protection in his territory.

The following resolution was then presented: "Resolved, That the National Phonograph Co. be and is hereby requested to issue a special license for the disposal of second-hand machines at a price that will insure their sale and avoid the present underhand plan of doing so."

This had already been taken up with the National Co. by the executive committee, but as a suitable plan had not been arranged the National Co. preferred to let the matter alone for the present rather than leave any loop-hole for price-cutting. The committee presented this matter, however, in such a convincing light that the company will carefully consider the subject again, and while no plans have been made they feel the Edison Co. will eventually handle this situation in a way that will be satisfactory to all jobbers and dealers.

The recent order of the National Co. requesting that their dealers and jobbers should handle their goods exclusively was discussed, and although some of the members of the executive committee have considerable goods on hand that will be affected by this order, they feel that the dealers and jobbers will be in a better position to co-operate with and receive co-operation from the manufacturers under such a ruling. Mr. Dyer assured the committee that it was the intention of their company to be as fair and liberal as each case will warrant, in order that any dealer who desires to dispose of other goods affected by this order will be able to do so, but that they would not consent to the further purchase of such goods.

As in the case of the Victor and Columbia conferences, many other subjects were taken up and satisfactory response received which cannot be made public, except to members of the association. The meeting adjourned and after some of the jobbers had had an exhibition of the new Edison Amberol records and attachments they were the guests of the National Co. at dinner in Martin's. William E. Gilmore's absence was notably regretted, as the Gilmore friendly spirit has been very much in evidence wherever jobbers got together with the National Co. The

following cablegram was sent to Mr. Gilmore while the executive committee were dining with the National officials: "Dinner at Martin's of Executive Committee Jobbers' Association. Wish you were with us; send best greetings and hope for your safe return."

It can be stated that the "Big 3" recognize the importance of the jobbers' association, the broad and fair manner in which they present matters and the courteous reception which each company accorded the committee is ample evidence of that fact. The discussion of subjects informally gives the manufacturer a chance to present his side of each case and by hearing from the association, represented by the executive committee, the result is reduced to a blending of ideas that should certainly result in great accomplishments.

When other jobbers see the good work the association is doing and the warm manner in which they are received by the manufacturers, it is hard to understand why every jobber is not a member of that association, for they are sharing in the good work and not contributing to the efforts by withholding their membership.

SEELIG OPENS IN DETROIT.

(Special to The Talking Machine World.)
Detroit, Mich., Sept. 9, 1908.

B. F. Seelig, formerly manager of the Schwankovsky phonograph department, has secured an extensive representation of Victor talking machines and all Victor supplies and has opened a department of his own at the W. W. Kimball Co.'s piano store, corner Farmer and Bates streets. He will have all the latest records on hand at all times. Mr. Seelig also has a complete line of musical instruments, sheet music and small goods. The talking machine has three separate rooms where three different parties can hear records without being disturbed by the others. As Mr. Seelig is an experienced all-round talking machine man, having been in the business for a long time, it is a foregone conclusion that he will meet with brilliant success in his new venture.

YOU NEED OUR RECORD-CABINETS

To do the largest amount of business you must select from the largest variety and the largest stock. We have it. Every cabinet is a money-maker. Let them make money for you.



Record Cabinet No. 681



Record Cabinet No. 697



Record Cabinet No. 686

You should write today for our cuts and prices. They will be sent the same day your letter reaches us. Cabinets shipped most as quickly. Get ready for fall trade by getting acquainted with us, and knowing where to buy your record cabinets.

ROCKFORD CABINET CO. 1920-30 18th Ave. Rockford, Ill.

NEWS FROM SAN FRANCISCO.

Steady Improvement in Trade—J. H. Gill Demonstrating New Amberol Records and Edison Attachment—Arthur Geissler a Visitor—"Talkers" Damaged by Fire—Kohler & Chase's Edison Offers—McNeil & Co. in New Quarters—Wiley B. Allen Will Have Large Talker Department in New Building—Sherman, Clay & Co. News.

(Special to The Talking Machine World.)

San Francisco, Cal., Sept. 3, 1908.

The month just passed has been a very satisfactory one for the San Francisco talking machine men, showing quite an improvement over the earlier part of the summer. The reason, perhaps, is that the vacation trade this year was small, and the end of the vacation season brought about an immediate revival of the local demand. A good business is also reported in the wholesale line with out-of-town dealers. The outside retail trade is rapidly increasing, now that the rush of crop movement is over in many sections, and the trade in the smaller towns is sending in rush orders for new machines and up-to-date records.

John H. Gill, of the National Phonograph Co., is on the Coast for the purpose of demonstrating the new Amberol records and combination Edison machines. After spending some time among the San Francisco dealers, he made a visit to Sacramento last week, and has taken some very large orders in both places. The local Edison dealers regard him as one of the most affable and brilliant young talking machine men who have been on the Coast for some time, and say that he is bound to make his mark in the trade.

Peter Bacigalupi & Sons have placed a large order for Edison goods, and are now waiting for the Amberol records and the new attachment for the Edison machine, which they expect to have on the market about Oct. 1. While Mr. Bacigalupi reports business still a little quiet, he considers the dull season about over, and is preparing for a large trade during the fall. He is now on the lookout for a location in the downtown business district, as his present location on Golden Gate avenue is no longer in a favorable part of the city, and the high rates of insurance there have interfered with the carrying of as large a stock as will be desirable in the future. He has not yet found the place he is looking for, however, as the rents asked for desirable stores are still very high. He is having great success with the Edison commercial machine, and says that some of the largest houses in town are having them put in on trial.

Arthur Geissler, manager of the Talking Machine Co., Chicago, is visiting the local trade this week, and he has received a royal welcome.

Mr. McCarthy, treasurer of Sherman, Clay & Co., and manager of the talking machine department, made a flying trip to Los Angeles last week, combining business and pleasure. Sherman, Clay & Co. report a great improvement in the local retail trade, as well as that with outside dealers. The demand for Victrolas still keeps up, and the new arrangement with the Victor Co. in regard to records is giving great satisfaction.

In the recent fire which damaged the rear of the Eilers Music Co.'s Fillmore street establishment, a large number of talking machines were damaged to some extent, and these are now being disposed of at a special sale at the Market street store.

Benj. Curtaz & Son say that their talking machine department is much busier during the last few weeks than it has been earlier in the summer, and they are having a great demand for Red Seal records. They also report considerable inquiry for Victrolas, their stock of which has been limited of late, as the supply on the Coast ran rather low a few weeks ago.

The Columbia Phonograph Co. had the best local retail trade of the year during the latter part of August, and all the outside agencies have also been sending in for goods. A large number of new agencies have recently been established throughout the interior. Mr. Beck is starting for

southern California with the intention of opening up some new territory.

Kohler & Chase have just placed an order for a car of Edison goods. Chas. E. Brown, manager of the talking machine department, believes that they have the most complete talking machine stock that is carried in San Francisco. They now have on hand nine styles of Edison machines, and four more will be added as soon as the new styles come out, making thirteen styles of Edisons. In addition to these there are six styles of Zonophones, ten of Stars, and six of Victors, making thirty-five styles of talking machines carried in the retail salesrooms. They also carry every Edison, Victor, Star and Zonophone record, American and foreign.

L. H. Maxwell has started in the talking machine business in Fruitvale, Cal., carrying Edison, Star and Zonophone goods.

Wall & Forman have opened with a complete line of Edison, Star and Zonophone goods in Hayward, Cal.

The Oakland Graphophone Co., finding business booming at their Eleventh street store in Oakland, have just leased a four-story building at 222 San Pablo avenue, in that city, and will soon occupy their new quarters with a full line of all makes of talking machines and records.

The Southern California Music Co., of Los Angeles are doing a particularly large business in the talking machine department, and reports business in that line booming at several of the branches in other towns of southern California. The San Diego house has made a fine record during the past month, and Santa Barbara has also been a profitable territory.

Ralph Paulin, of the talking machine department of the Brown Music House in Santa Barbara, Cal., made a wagon trip through the northern part of that country about the middle of the

month, giving concerts at all important points. He sold many fine machines on the trip, and found as much interest in the line in the country districts as in the larger towns. He says that the high-class opera records are the ones in most demand, and believes that some steady, high-class customers will be developed in the rural districts.

McNeil & Co., of Stockton, Cal., have moved into a new store, where they are making preparations to push the talking machine department vigorously. The second floor is almost entirely devoted to this side of the business, and there is also a large demonstrating room on the first floor.

The Wiley B. Allen Co. are preparing to open a large talking machine department in connection with the Los Angeles store. Contracts were let for the necessary alterations about a week ago, and the department is expected to be doing business before the end of the month.

The H. Hauschildt Music Co., of Oakland, Cal., are going strongly after the business in Reno, Nev., from which several local houses recently withdrew. A special feature is made of the talking machine department.

THE AMERICAN TALKING MACHINE CO.

The American Talking Machine Co., 586 Fulton street, Brooklyn, N. Y., sole and exclusive distributors of the Indestructible Phonographic Record Co.'s product for that city and Long Island, report they are having great success in handling these goods. The American Co. say the Indestructible record is profitable and convenient to handle, and dealers who have taken on the line find them ready sellers. The American Talking Machine Co. carry a full stock of Indestructibles, and shipments are never delayed.

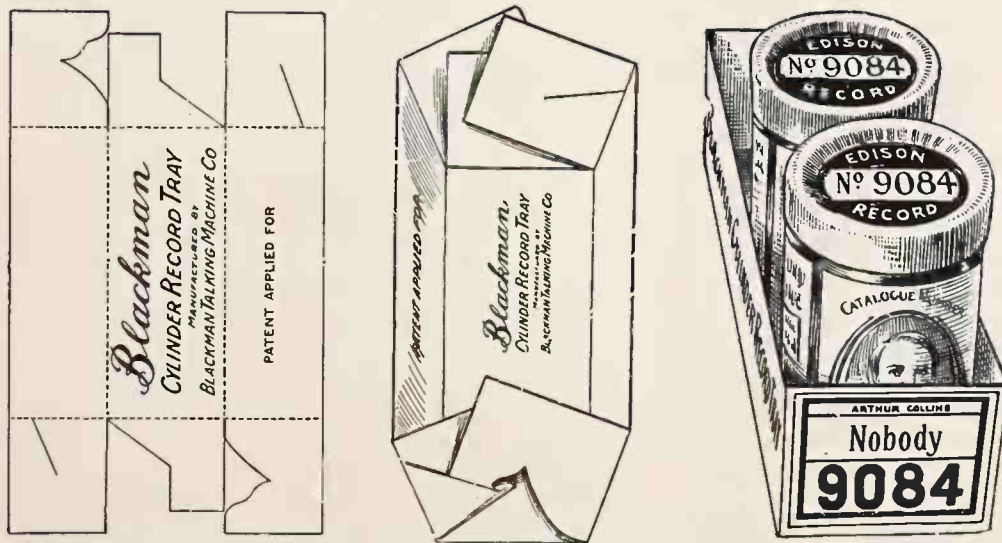
INCREASE YOUR RECORD SALES

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.
No. 2.	2 Records.	\$6.00	60 lbs.
" 3.	3 Records.	7.50	73 "
" 4.	4 Records.	9.00	87 "
" 5.	5 Records.	10.50	105 "
" 6.	6 Records.	12.00	116 "

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

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

NET PRICES RAPKE LABELS

Prices Rapke Labels with Edison numbers and titles, Domestic Selections No. 2 to 9721, which includes December, 1907.....\$3.50 Per month, thereafter (postpaid) payable in advance12 Columbia Labels (Domestic), per set..... 3.50

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, Pres. "THE WHITE BLACKMAN" 97 CHAMBERS STREET, NEW YORK

THE EDISON AMBEROL RECORDS.

The Advance List Consisting of Fifty Selections Just Make Their Appearance—Are Most Satisfactory in Every Respect—Have Been Working on the New Record for Two Years—Interesting Chat With General Sales Manager Dolbeer Regarding the New Records.

The first advance list of Edison Amberol—the new 200-thread—records appeared last week, and consists of 50 selections. Ten will be added each month. Sample Amberol records and the differential gear attachment, whereby all Edison machines, with the exception of the Gem, can be adapted to play both styles, were also placed in the hands of the jobbers by the National Phonograph Co. at the same time. The new model machines will follow later.

F. K. Dolbeer, general sales manager of the National Phonograph Co., in describing the origin and advantages of the Amberol record, said: "We have been working on this new record for nearly two years, and Mr. Edison personally gave it his time, experimenting with and developing what was considered impossible to accomplish. Success, however, crowned his efforts, as it has in so many inventions, and to say he is pleased over the results is to mildly express his feelings. The material employed in the Amberol is harder than in our ordinary record, but it is still brittle, and there is a smoothness of reproduction in the details that is marvelous. I never was so enthusiastic over a product of our company as I am over this. You see the trade are not called upon to abandon any of the stock on hand, either in machines or records. The differential gear attachment simply reduces the speed one-half, so that either the Amberol or the two-minute record may be played optionally, so there is no loss, but a gain in a new article that promises to break all records as a seller. Our first order from one firm was for 1,000 of each number, a total of 50,000. The entire trade are placing orders proportionately. So far as our present catalog is concerned only the best sellers will be reproduced on the Amberol, the others will be new. They will retail for fifty cents each, with distinct marginal advantages for the jobber and dealer.

"No new contract will be issued by the company, but an addenda to the present agreement has been sent out, and is being signed and returned rapidly. This refers to the exclusive sale of Edison cylinder records on and after October 1."

A PAYING SIDE LINE.

Any talking machine dealer looking for a paying side line proposition cannot do better than investigate the advantages derived from handling a line of Hotz harmonicas, advertised elsewhere. As a distinctly business proposition a harmonica line possesses many excellent features, only a small outlay is required, the profits are liberal, the handsome display racks and cases occupy a very small space that is frequently

wasted before, and last but not least, the harmonica is continually gaining in popularity. Sales are easily made, insuring a quick turnover of capital, for the prices are low enough to appeal to the smallest purse. As said before, the harmonica is coming more and more into favor with the public within the last year or two, owing largely to the formation of large harmonica bands of expert players, organized in the East, who have done much to illustrate the value of the harmonica as an instrument capable of producing first-class music.

THE "PROHIBITION" RECORD.

The phonograph sociable is to be popularized as a feature of the Prohibition national campaign.

For one entire day Prof. Aaron S. Watkins, Prohibition nominee for Vice-President; Dan R. Sheen, nominee for governor of Illinois, and Prof. Charles Scanlan, speaking for E. W. Chafin, the Presidential nominee, talked into phonographic receiving records in a Chicago phonograph establishment, making records which are to be sent all over the United States.

Six records were made. Five thousand records of each are to be sent to distributing stores throughout the country, to be bought by temperance societies, church organizations and party leaders.

These records, it is planned, shall be used at church sociables, in country schoolhouse meetings, lawn parties and everywhere that the champions of prohibition can get a crowd in the smaller localities that cannot be visited by the party nominees.

GEO. W. LYLE AGAIN IN HARNESS.

George W. Lyle, general manager of the Columbia Phonograph Co., General, returned to business on Tuesday, having been on a two weeks' vacation, which he enjoyed greatly.

T. K. Henderson, of the wholesale selling force, started on his initial trip Thursday week, making Cincinnati as his first stop. Others of the outside force are preparing to go on the road shortly.

PIANO DEALERS LINE UP FOR FALL.

There may still be some piano firms left that think their business better off without the phonograph as a side line. But as a jobber remarked, "the number is growing beautifully less."

Here are four piano stores that have just added the Edison: "Pendleton & Magness, Shelby, N. C.; E. C. Burkham, Wheeling, W. Va.; Marshall Piano Co., Cedar Rapids, Ia.; and Orange Book and Music Co., Orange, Cal. It will be noticed that they range all the way from Carolina to California.

A NEW JERSEY INCORPORATION.

The Talking Machine Company of New Jersey, East Orange, N. J., have incorporated with a capital of \$50,000. Incorporators: Charles O.

Geyer, Frank E. Ruggles and H. N. Smith. The purpose of the company is to manufacture talking machines, etc.

POINTERS FOR SALESMEN

Furnished by the Man Who Has Been Through the Mill—Straight-from-the-Shoulder Advice Worth Filing Mentally.

An old salesman who knows the ropes furnishes these "tips" to youngsters which are worth noting:

"Never approach a buyer without first accurately learning his name. I once lost a customer named Schmitt by calling him Mr. Smith.

"One order in hand is not always better than two in the bush; that is, if you know how to beat the bushes.

"There was a small office boy who would pass me into the buyer ahead of a half-dozen other fellows. I had once talked to him ten minutes about his pet dog.

"When you are waiting for an audience, never flirt with the stenographer. The boss may be jealous.

"I once sold a new dealer \$400 worth of goods when I knew it should have been only \$200. For years afterward he would only give me orders for \$50 where they should have been for hundreds.

"When a buyer gives you especially intricate instructions as to shipments, etc., get him to write it out personally, and deliver to you. It takes a powerful nerve for a man to dispute you when his own orders are there in cold ink.

"Keep to the water wagon when on your trips. Many a hot drink has made a cold customer. A buyer with a red nose may possibly be the leading Prohibitionist of his county.

"A merchant said to me once: 'My boy, you have the making of a first-class salesman. But you ought to eat more salt on your food.' It was a week before I tumbled to what he meant.

"This is the sort of a man that most houses are looking for: The one who comes in and says: 'Never mind talking about salary; I'm not interested. The one thing I want to know is: What per cent. will you pay me on the goods I sell?'

"There was a salesman who talked for three minutes. At the end of that time he had made his sale. He talked two minutes more. The customer began to change his mind. He talked four minutes more. The sale was off for good—talked to death.

"I know of a traveling salesman who sold a bill of goods to William Jones, whom he had never met before. On that trip he called him 'Mr. Jones,' said an entertaining writer in the Hardware Dealers' Magazine. On the next, he called him 'Jones.' Then 'Jonesy,' 'William,' and finally 'Bill.' On the sixth trip he was not called upon to call him anything at all, as Mr. William Jones had decided to buy of another man."

A little discourtesy is capable of destroying the effect that a hundred advertisements have created.



No Need to Mourn!

INDESTRUCTIBLE STOCK NOT DEAD!

Write to us if you intend giving up this line, stating the amount of Records you have on hand. We will make you a proposition by which you will realize full value. State whether you are a Victor or Edison dealer.

BENJ. SWITKY, 27 East 14th Street, New York

FROM OUR EUROPEAN HEADQUARTERS

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

TRADE HAPPENINGS IN ENGLAND.

Trade Conditions Much Brighter and the Outlook Improved—Effect of the Patent and Designs Act—Important Move of the Edison-Bell Co.—Radiophone Appears—Barnett, Samuels Novelty in Slot Machines—Anent Long Distance Travelers—Pathe Freres at Toronto Exposition—Columbia Improvements—The Talking Machine World Reaches All Parts of the World—Daws Clarke Brings Out His New Needle Tension Attachment—A Clever Device for Correctly Ascertaining the Speed of the Record—Important News from the Provinces.

(Special to The Talking Machine World.)

London, E. C., Sept. 5, 1908.

General trade conditions have been much brighter lately, and August talking machine sales show a promising revival of business which in July was conspicuous only by its absence. Both the record manufacturers and factors generally report that dealers are ordering abundantly. Now that the evenings are getting too chilly to sit about out-doors, the public are looking around for indoor amusement in the shape of good records, etc. This has stimulated the dealer to activity, and he is ready to accept almost any good proposition offered. Now is the time to get in new stuff, and from the multitudinous array of new lines the dealer can cater equally as well for the man who talks quality as for the cheap price individual. And speaking of new goods, what more can anybody expect than the latest creation, consisting of a reliable and artistic disc machine at the price of 25s.; and there's plenty on the English market at that!

A current question here in regard to trading very pertinently affects the factors, for there is a strong tendency to abolish the middleman and deal only direct with the actual distributor to the public. By passing the factor, manufacturers can afford to give dealers a better profit and at the same time have a better control over the sale of their products. This practically eliminates price cutting, and also allows the maker to protect the legitimate dealer from unfair competition of the man who keeps no stock or shop, but trades often from a back room in close proximity to a good talking machine shop. This policy is certain to give a stimulus to the maker's output, but the question is what benefits are derived from the very necessary financial point of view. In the first place it will cost considerably more to get to the dealer, by reason of the fact that a larger clerical staff will be required to cope with and take charge of the many small accounts opened up, which is but one of the several extra items of expense in-

involved. Secondly, there are a few possible results of this change of policy. Will the factors retaliate? The market is already over-competed, especially in disc goods, and some factors already make a strong showing with their own machines. If all the manufacturers were to trade direct it would certainly have the effect of forcing the factors to introduce other lines of their own make, and that means more competition, which is not wanted. Should the direct policy be successful, more than likely it would prove to be its own death warrant. Success is a magnet which invariably draws competitors to imitate. Where should we be, then? A would say to the dealer, "Look here, I will give you another ha'penny." B. says, "I will go one better"; C. can beat that, and so it might go on until competition is just as keen as it is to-day. In the foregoing we have presented a few possibilities only, and while perhaps the advantages are equally as good one side as the other, talking machine traders generally will follow the question with close interest.

The new Patent and Designs act, which came into operation this month, is a definite step in the direction of tariff reform proposed and carried by a free trade government. If a foreign patent has been in existence four years or more and is not manufactured here, it can be revoked by anybody on application. Thirty or more foreign firms have already erected factories here. Germans have been specially active, and several American firms have opened up negotiations for factory sites, among which may be mentioned makers of typewriters, talking machines, cylinder and disc records, safety razors, telephone implements, etc., etc. Any American firm owning British patents who do not desire to manufacture here themselves can still retain the validity of their patent by appointing a British firm as an agent, who will manufacture the goods in England. That is the only alternative, and the matter now brooks of no delay.

Edison Bell Co. Abandon All Factors.

Perhaps the most important item of news this month is that issued by the Edison-Bell Co. in regard to abandoning the factors and trading direct with the dealer with the issue of their new disc records and machines. We understand this applies only to the new goods, and does not affect the cylinder business, which will be conducted through the factors as hitherto. Several circulars have recently been issued which in effect say that the time has come when respectable dealers realize that the profit allowed is not sufficient to enable them to carry on the business with comfort and profit to themselves. We propose to use the factors' profit by giving to him the following advantages: first, reduced prices; second, free exchange of one-quarter of

dealer's stocks left unsold at the end of one season and the commencement of the next, viz.: the end of March and August in each year of continuous trading; third, carriage paid on all parcels value £1 and over; fourth, stock depots will be established in convenient centers throughout the country for the prompt distribution of supplies, and from which our representatives will make frequent calls upon dealers; fifth, protection against price cutting. As the supply to dealers will be in our own control, any dealer cutting prices will be at once stopped from obtaining further goods. We shall also protect dealers by not permitting too much competition from over-crowding, and prevent, as far as possible, "jumpers in" at busy seasons. The Edison-Bell 8½-inch phono cut disc is expected to be on sale at the end of August, and the 11-inch phono disc will follow shortly after.

Cape Government and Importers.

Last month the Cape government introduced further taxation proposals, including graded licenses for importers, and licenses for agents of foreign firms!

The "Radiophone" the Latest.

A new invention here is the "Radiophone," which is best described as a trumpet in a trumpet. Instead of the horn bending round at the elbow, it is fixed straight up, and in order to disperse the sound waves downward and equally all around, a sort of trumpet-shaped soundboard is inserted, allowing about six inches space between. At a recent interview with the inventor, T. K. Barnard, he said: "Since horns or trumpets were first fitted to machines to amplify the sound, it has been customary to use them in a more or less horizontal position, the result being that the sound is driven forward from the mouth of the trumpet in a manner similar to the rays issuing from a searchlight. The sound waves being driven forward in this direct manner, have many disadvantages; they radiate only to a very limited extent, consequently a person standing in front of a trumpet receives the full force of the sound, which is often far too great to be pleasant; while to a person standing at the side or behind the trumpet the result is most indifferent, in consequence of the very unequal dispersion of the sound waves. Machines fitted with the 'Radiophone' can be stood in a corner of a room, or in the center, it matters not which, and the audience will hear perfectly in all parts of the room." The advent of the Radiophone marks a new epoch in the history of talking machines, as being a distinct advantage upon the present method of distributing sound.

The Talker and Out-Door Amusements.

This summer has demonstrated the fact that talking machines figure more largely in outdoor amusements than ever before. Splendid con-

FAVORITE RECORDS



No Stock—(all sold out)—means profitable business.

Not Stocked Yet—(have not tried them yet)—means loss of a good thing.

MAKE MONEY AS LONG AS YOU CAN and AS MUCH AS YOU CAN

DO YOU WANT TO BE LEFT BEHIND?? I HOPE NOT!!!

The chance to pile up big profits is still waiting at your door. Don't let it pass. Go bang ahead and Stock FAVORITE RECORDS and you will find an agreeable surprise when you make up your balance-sheet.



THE INTERNATIONAL FAVORITE RECORD CO., Ltd. (of Great Britain)

45 CITY ROAD, LONDON, E. C.

213 DEANSGATE, MANCHESTER

The Tariff Question Solved

SPECIAL ARRANGEMENTS

Have been made, whereby any American Dealer or Jobber can handle CLARION RECORDS at a good profit, quite irrespective of duty, freight, or any other charges.



**FULL
LENGTH**

**FULL
VALUE**

The "CLARION"
Is a Gold-Moulded Cylinder Record

SEND FOR A SAMPLE SET AND DETAILS OF OUR PROPOSITION

THE PREMIER MANUFACTURING CO., Ltd.

81 City Road, London, England

Sole Agents for Victoria, Australia, Macrow & Sons, Ltd., 274 Little Collins St., Melbourne

certs have been given in the various parks, and in garden parties and outdoor camps. Music as provided by the gramophone or phonograph is growing in popularity. In this regard Captain W. G. Smyth, J.P., D.L., of Elkington Hall, is a veteran enthusiast. Annually the captain gets up a camping party, who have a very enjoyable time altogether, more especially in the evenings, when the chief form of amusement is a fine selection of records on a gramophone.

Russell & Co. New Record List.

Russell & Co. have now issued their first lists of 10 and 12-inch double-sided disc records, embodying band, vocal and instrumental music of classical, sentimental and comic selections. Generally, these records are of good average quality, but I would particularly mention record No. A259, "Take a Pair of Sparkling Eyes" (Sullivan); it is excellently recorded and sung with perfect enunciation by Roland Jackson, whose reputation is enhanced thereby. The violin and pianoforte solos in this list are also good, and they should make quick sales. In all probability Messrs. Russell will introduce a new needle this season.

America and Tariff Reform.

Some Birmingham firms recently received a request from the United States Consul for the city asking for information as to the cost of production, selling price, and export charges to the United States of their manufactures. The consul explained that the information was required by the Committee of Ways and Means, with a view to a revision of American tariffs. The request has been resented by many firms, who describe it as an attempt to obtain trade secrets. The consul, however, has issued a statement repudiating this suggestion. For several years, he says, there has been manifestations of public sentiment in the United States favorable to the reduction of tariff, and, in his opinion, a reduction of duty seemed highly probable. A reduction is sadly needed on the products of this industry, anyway!

Vischer's Needle Line.

A. Vischer, well known here as the London agent of the International Favorite Record Co., and Excelsior machines, advises me that he has now been entrusted with an agency for first-class needles manufactured by Traumuller & Raum. These needles are already known in this market, but in Mr. Vischer's hands they may be expected to reach a much greater demand.

Important Swedish Invention.

A report from Stockholm states that a Swedish engineer named Sven Berglund has constructed an apparatus called the photographone, through which the problem of reproducing the human voice perfectly without the grating or usual sound of the ordinary talking machine, is said

to be solved. The essence of the new invention is that light and photographic means are used, instead of the usual method. The apparatus is particularly adaptable for a combination of speech and cinematograph pictures, as, it is said, both can be photographed simultaneously. I am endeavoring to obtain more detailed particulars for publication in October 15 issue.

Fonotopia Records to Milan Conservatory.

The Fonotopia people report that they have supplied the Milan Conservatoire with several of their records, after having specially obtained permission from the Minister of Education. Not so very long ago we should have thought this recognition somewhat of a concession, but to-day it is different, for the talking machine may be regarded as a useful aid to students, and in the near future perhaps indispensable; who knows?

The Clarion Disc-Phonograph.

The Clarion disc-phonograph cut will shortly appear on the market, and the excellent fare provided should make these records very popular. As reported in our June issue the price is fixed at 2s. 6d.

The New Companies Act.

This act, which came into force in July, has some very interesting clauses of a pertinent nature. The practice of insolvent limited companies issuing debentures on their assets is not unknown. The result plays disastrous havoc with ordinary shareholders, who often have nothing to receive when the company is wound up. The act provides that "where a company is being wound up, a floating charge on the undertaking or property of the company created within three months of the commencement of the winding-up shall, unless it is proved that the company immediately after the creation of the charge was solvent, be invalid, except to the amount of any cash paid to the company at the time of or subsequently to the creation of, and in consideration for, the charge, together with interest on that amount at the rate of 5 per cent. per annum."

To Vacate Their Premises.

The Edison-Bell Co. are shortly vacating their fine premises in Charing Cross Road, London, owing to a new policy recently adopted which necessitates closer centralization of the various departmental work. Euston Buildings will in future house the offices, and for that purpose the whole of these large premises have been taken.

Latest Favorite Records

The September issue of Favorite records, in the matter of faithful reproduction, far outstrip any previous lists issued by this company. Some very fine artistes are prominent in this list, which covers vocal and instrumental records of a classical, sentimental, and comic nature. It is safe to predict that the September "Favorites"

will be favorites on the point of quality alone.

Something New in Slot Machines.

At Barnett, Samuels I was shown something new in slot machines. The one in question is no different in appearance from any ordinary machine. Place the record on the turntable, and the mechanism does the rest by just the act of placing a penny in the slot. The unseen force which works the trick transfixes one with wonder at the marvelous ingenuity of the thing. You see the tone arm bodily descending on the record, and at the finish there is an automatic arrangement which clips up the arm; the penny drops into the back draw, and simultaneously releases the tone arm, which swings back into position ready for another penny. It's what we might call a living talking machine, so natural does it do the work. We shall no doubt meet it often on our travels. Another novelty with this firm is the issue of several loud-tone "Jumbo" records obtained by a special method, which produces sound about three times as loud as the ordinary record. They are called "Triple-tone records," and are meant for concert halls and outdoor entertainments, and having had to undergo the ordeal of listening to some played over in the ordinary showroom, I can heartily indorse all claims in this direction.

Klingsor Products in the North.

Mr. Maurice, of H. Lange's Successors, has just recently returned from a trip around the chief northern centers, where he has found traders eager to push the famous Klingsor products, which are giving such general satisfaction. Mr. Maurice reports good business and fine prospects for the season.

Conditions in Ireland and Scotland.

Some index of things in Ireland and Scotland is furnished by Mr. Lemoine, of the National Co., who recently made an extended tour among Edison traders in those countries. He reports that business has considerably improved, and dealers now show no hesitation in placing substantial orders. The general trade depression in Ireland and Scotland is a thing of the past as far as talkers are concerned, and for the time considered business is very satisfactory, while for the season prospects were never so good. This is a splendid state of things, which there is not the slightest doubt will continue.

Death of Ernest H. Timson.

Our Birmingham correspondent reports the death of Ernest H. Timson, of the firm of Timson Bros., Snow Hill. It appears Mr. Timson was touring the district in his motor car, which skidded, with the result that he was thrown out and instantly killed, while Mrs. Timson and the chauffeur were seriously hurt.

To be Called "The Royal."

The record which we mentioned in our last issue as coming on this market under the name



Odeon

A Complete

Catalogue (40 pp.)

of 10 $\frac{3}{4}$ inch

Odeon DOUBLE SIDED
Records

has just been issued and will be sent to bona-fide dealers on application.

AN INVITATION

The Wholesale Agents of the Odeon and Jumbo Records invite correspondence with Factors and Dealers in the British Colonies and elsewhere with a view to fixing up agencies in their products. Every trader handling talking machines should stock these lines.



ODEON
RECORDS



Odeon

APPLY FOR LISTS OF THE
NEW LOW-PRICED (10-inch)

Jumbo
Records

Wholesale Agency for Fonotopia, Odeon and Jumbo Records

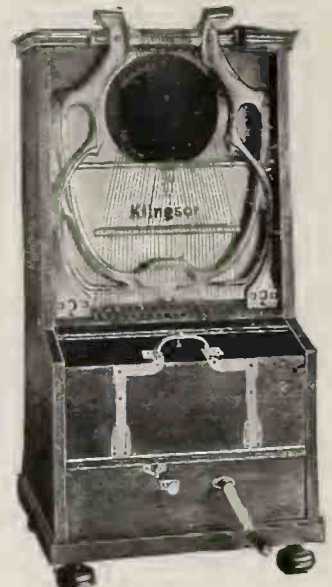
32-6 Worship Street
LONDON, E. C.



No. 90. Open.



No. 135.



THE "GOUNOD"
No. 135. Open.
Without Doors. In Oak, etc.



THE "HAYDN"
No. 165 G.
With Glass Doors.

KLINGSOR

THE new season will soon begin and a wise business man studies the market beforehand and selects the best and most profitable lines.

You cannot, to your own advantage, do better than to apply to us for our new colored illustrated catalogue of our celebrated *Klingsor* Talking Machines and Sundries. We challenge any machine on the market concerning working, tone quality, finish, etc. We do not claim cheapness, as you are well aware that a good machine cannot be cheap, but we are still cheaper than any other machine for what we give you for your money.

All machines are of the best and solid wood, either in oak, mahogany or walnut, British made throughout, specially adapted for export to stand any change in temperature.

The machines are fitted with the best motor in the market "the well known and famous Excelsior Motor."

Catalogue Free On Application.



THE "REGENT"
No. 165 E.L.
Mahogany Inlaid. Glass Doors.



THE "PRESIDENT"
Highly and artistically finished. Mahogany inlaid Cabinet.



No. 165.

H. Lange's Successors,

ESTABLISHED 1854

21 Little Portland Street, Oxford Circus, :: LONDON, W., ENG.

FROM OUR LONDON HEADQUARTERS—(Continued.)

of "Eden," we understand, has now been altered to the "Royal." It is a 10 $\frac{1}{4}$ -inch double-sided needle-cut, and will retail at the popular price of 2s. 6d. The first list, comprising about 100 to 150 titles by popular artistes, is expected to be ready by September 15. The Royal is introduced by the City Manufacturing Co., of City Road.

New Needle Tension Attachment.

Daws Clarke's new needle tension attachment for disc sound boxes is ready. This attachment (which is protected) can be fixed to any box in which a needle screw is used. It holds the needle in a very perfect way, making it practically solid with the needle bar, with the result of a marked increase of volume and detail in reproduction. No alteration of box is needed, and can be detached in a few seconds. The tension will be supplied free to any box sent to be fitted with our diaphragm (this for a short time only). For use with the Fibre needle it is especially good—giving this needle an added rigidity, with much advantage to the reproduction. Kept in stock only for the exhibition box—other styles have to be specially fitted. When the Exhibition box cannot conveniently be forwarded the Tension will be supplied with the Flex at 1s. extra, post free.

Columbia Machine Changes.

Announcement is made by the Columbia Co. of several important alterations and new features which have been introduced in their latest graphophone machines. The principal change is certainly that of putting a motor of a new design and special construction in all the models, one good feature being the ingenious method whereby the springs are coupled together, thus working the full force of all the springs together, instead of each spring singly and in succession. Some of the machines have a new cabinet design, while in others the prices are reduced.

The Ever-Supervising Germans.

The paternal care of the German police for public morals has extended to the increasingly popular cinematograph and talking machine exhibitors. At the Alexander Platz—Berlin's Scotland Yard—a regular theater has been installed for the purpose of permitting the police censors to see and hear everything intended for reproduction in public. Each film and every record has to receive the stamp of official approval.

The Seymour Needle.

The Seymour iridized needle is more in demand than ever, which is only to be expected in view of the claim that it can be used twice, and without unduly wearing the record, either. This is what no other English needle will do, and therefore on this alone it merits the interest of prospective buyers.

Clarion Records for August.

The August list of "Clarion" records to hand includes twelve titles which are well up to the usual good quality provided. The list is a most comprehensive one, and is as follows: "The Contest March" (known as the Mephistopheles), by

the Premier Military Band; the Premier Concert Orchestra gives "Rendezvous Intermezzo" and "A Royal Review" (descriptive); in the latter the drums and bagpipes are most faithfully reproduced, and both records are altogether very fine. There are six songs: "Blowed If I Didn't Wake Up," by A. Marsh; "Make Yourself at Home" and "Come and Have a Drink with Me," both by Woolmer Young; A. Marsh also sings "Put a Bit of Powder on It, Father," and "All Round the World," and Mr. Miller, in "Mandy's Wedding," gives a really excellent record. "Mondaine Waltz" and "Waila Waltz" are two capital selections by the Premier Bijou Orchestra; and the excellent piccolo solo, "Silver Birds Waltz," by G. Barton, is certain to find much praise. Judging by this list "Clarion" records are going to be very much in evidence this season.

Interesting Letter from Mr. Hopkins.

The following letter, dated New York City, August 19, 1908, addressed to your London representative, has been received from Chas. J. Hopkins, in charge of the South American business of the Columbia Phonograph Co., and speaks for itself:

"Dear Sir—I note in your report in The Talking Machine World of August 15, your statement regarding the long tour of S. H. Sheard, that it is perhaps the longest tour ever made in the interests of the talking machine, the journey lasting thirteen months. About the middle of September, 1902, when I was in charge of the wholesale and export business of the Columbia Co. in London, it was decided that I should take a trip around the world in the interests of the company's foreign business. I therefore went to the United States in order to visit the factory and become posted on latest methods, etc., and after a visit of three weeks returned to London with samples of latest product, etc., and in the latter part of October, 1902, left London for South Africa. I landed at Cape Town, and from thence visited Port Elizabeth, Johannesburg, Pretoria, Maritzburg and Durban. I then went up the East Coast of Africa as far as Beira, and then sailed for India. After landing at Colombo I went to Madras, Bombay, Delhi, Lucknow, Cawnpore and other northern India towns to Calcutta. From thence to Rangoon, Madras and return to Colombo. I then sailed for Australia and visited Freemantle, Perth, Adelaide, Melbourne and Sydney. Then to New Zealand, making the cities of Christchurch, Dunedin, Wellington and Auckland, and back to Sydney. I then went up the East Coast of Australia, stopping at Brisbane and Thursday Island, and on to the Philippine Islands. Thence to Hong Kong, Canton and Shanghai, and on to Japan. After finishing Japan, I crossed the Pacific to San Francisco, stopping off at Honolulu. I then crossed the American continent, and sailed from New York and landed in London in December, 1903, thus finishing a continuous trip of sixteen months, and I estimate that I traveled (counting the preliminary trip across the Atlantic and

return) something over 45,000 miles.

"I have not the pleasure of Mr. Sheard's personal acquaintance, though I know of him very well and know that he is something of a 'jumper' himself, but I wonder if his trip was extensive as the one outlined above. I might say that before undertaking this voyage I had very thoroughly traveled through France, Belgium and Holland, and after finishing it went to Russia, where I stayed about eighteen months. Since then I have circumnavigated the South American Continent, and I believe that counting the wide traveling I did in the United States before going to Europe, I have constituted, during the nearly thirteen years I have been in the talking machine business, a world's record, and I should like to know if this is true, so far as you know."

The "Discometer" a Clever Device.

Messrs. Robinson's, of 213 Deansgate, Manchester, have just introduced a clever little device for correctly ascertaining the speed at which the record is revolving. This invention is called the "Discometer," and makes a timely appearance in view of the fact that certain manufacturers now state on their records the number of revolutions necessary per minute. The discometer is made of aluminium, the whole weighing no more than $\frac{1}{4}$ ounce; it easily fits any disc machine, and is altogether so simple to use that a child could fix it. Placed upon the motor spindle, which in revolving creates a certain amount of wind, and thus moves the indicator hand to the number denoting the speed. It registers from 60 to 92 revolutions (in variations of four). The discometer is a self-acting automatic speed indicator, and is indispensable to talking machine men.

Pathe Freres at Toronto Exhibit.

In the interests of Messrs. Pathé Frères, H. J. Hatley sailed from Liverpool August 21 on a visit to the Toronto Exhibition, where Pathé's have several of their latest models exhibited. After two weeks there Mr. Hatley will travel Canada throughout, and he expects to open up extensively in all the principal centers where the Pathé products will be left in responsible hands only. Mr. Hatley has had a large experience in the trade, and it is safe to predict that his journey will end in complete success.

Yes, the World Covers the World.

We take pleasure in printing the unsolicited letter herewith, received from Albert F. Vischer, local representative of the International Favorite Record Co., Ltd., which emphasizes, in addition to other compliments, the value of The Talking Machine World as a business getter:

"Dear Sir—We are very gratified to note the excellent manner in which you have set up our Excelsiorwerk advertisement in your last issue. We consider that the types used and the setting altogether is most effective, and in this regard your service is better than that given by any other trade organ. Inquiries from this advertisement are coming in from all parts of the world,

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

TALKING MACHINES

Records and Supplies

Export a specialty. Shippers are requested to state their requirements.

American Talking Machine Co.
31 Tabernacle St., London, England

F. W. ROBINSON

"The Talkeries," 213 Deansgate,
MANCHESTER, ENGLAND

Direct Importer of all kinds of DISC TALKING MACHINES, RECORDS, PHONOS, CYLINDERS, ETC., and all goods connected with the trade.
WHOLESALE, RETAIL AND EXPORT on cash lines at close market prices.

Correspondence Invited
PROMPT ATTENTION

Always open to consider good lines suitable for the English and Foreign markets. Improvements and Novelties preferred. Send samples and prices.

SEE ADV'T ADJOINING

To Colonial and Foreign Buyers

The peculiarities of these markets have never been more apparent than at the present moment, requiring the greatest care in pricing and buying, with a view to the future. Having had many years' experience, I am prepared to buy for you upon commission, and to keep you posted up with all the latest productions and act as your representative. I buy rock bottom. Instructions to purchase goods must be accompanied with order on Bankers to pay cash against Bill of Lading.

Bankers, London City and Midland Ltd., Manchester. For terms, please write stating requirements, to
F. W. ROBINSON,
213 Deansgate, Manchester, Eng.

FOREIGN AGENCIES

If You Want to Market Your Goods in the United Kingdom, Write to Me.

I can handle profitably Cinematograph Machines, Phonographs, and all Talking Machine Accessories. My connection in the trade is second to none, and my references are first-class. Correspondence invited.

R. PRIEUR

68 Basinghall St., London, E. C., Eng.

FROM OUR LONDON HEADQUARTERS—(Continued.)

which proves that The Talking Machine World penetrates and circulates the world over. Yours sincerely, Albert F. Vischer."

An Enterprising Talking Machine Dealer.

A prominent talking machine dealer in this city has branched out recently in a very enterprising manner. Whenever he saw an announcement of the birth of a child, he immediately despatched a letter to the parents, pointing out the interesting fact that for a small fee he could make a record of the dear baby's prattle.

The Beka Co.'s Handsome Quarters.

The Beka Record Co. have taken fine premises at 77 City Road, E. C., which are now being fitted up to accommodate their ever-increasing business in this country; 77 City Road has not a very good name in the talking machine trade, but we feel sure its association with the Beka people will wreath around it a new character.

Columbia to Sell Through Factors.

The Columbia are steadily carrying out their announced policy of "wholesale only." Report has already been made of the closing of the retail shop at Cardiff. A fortnight ago the Man-

chester depot was closed. The next announcement will have reference to the closing of Glasgow's retail premises. Dealers who have heretofore done business with the Manchester branch have been notified that factors in the Midlands, or any of the factors on the Columbia list, are well equipped to take care of all their orders.

Premises Entirely Remodeled.

Drastic interior alterations have been made at the American Talking Machine Co.'s premises, which will undoubtedly have the effect of greatly facilitating business. On the first floor there is a fine new showroom, and provision has also been made for better accommodation to cope with the advance in counter trade. This is a point that the London factors have not hitherto very specially catered for, but the counter trade branch is now gaining good support from the dealers, which has justified the factors in giving more attention in this direction. A new system of racking has also been introduced by this company, and I may say, its utility serves for what is the chief thing, i. e., large stocks and prompt facilities of despatch.

Dictaphone Being Prominently Used.

Is John Bull losing his conservatism? Whether he is or not, the number of magazines for business men that preach system and method in organization would seem to indicate that the Prince of Wales' advice to the old country to "wake up" is being followed. That may be one reason why the strictly utilitarian use of the talking machine, as a mechanical stenographer in the office, is gaining so rapidly in favor. Firms like Cadbury's, Perrier, Ltd., the Silvertown Rubber Co. and the Palmer Tyre Co. are using the Columbia Dictaphone with great success. It has also been adopted in the offices of the Norwich Union Life Insurance Co., and Pickford's, the carriers, starting with one outfit as an experiment, have extended its use in several ways. Among the public men that rely on its assistance are Mr. Balfour, Earl Cawdor, Lord Hamilton of Dalzell, and two members of the cabinet, Mr. Haldane and Mr. Buxton.

Penny Postage Next Month.

Be it remembered that the new penny per ounce letter rate between England and the States commences on the first of October.

TRADE REPORTS FROM THE PROVINCES

LEEDS NOTES.

Leeds, Sept. 2, 1908.

In Leeds and district the forthcoming season promises to be an exceptionally good one, it being the general opinion of most of the dealers that better-class machines will sell more freely than the cheaper models. The discs, especially, are gaining ground here, although a good cylinder trade will undoubtedly be done for some time to come.

At Messrs. Scott & Co. business was reported as fairly good, with a considerable brightening up during the past few weeks. In conversation

with Mr. Scott he said that the Edison would be his leading line in cylinders. In discs, he is concentrating upon Gramophone, Zouophone and Twin records. He has also arranged for the sole factorship for Leeds of the "Star" disc machines, manufactured by Hawthorne & Sheble, who are well known in the States.

Hilton & Co. say business has increased during the past few weeks. They carry an enormous stock of Edison goods; they will chiefly concentrate upon these in their cylinder department. In discs their leading lines will be Zonophones and Twins; the latter are selling exceptionally well. They are arranging for a large stock of

machines, and will soon publish a wholesale list to the trade. We were glad to see W. J. Ribbons, the popular manager of the wholesale department, in harness again, after his recent indisposition.

H. H. Jenkins, 32 Queen Victoria street, who is the leading agent for Pathe goods in this district, says the sales in Pathe goods have kept up well, and several leading lines of cylinders which he recently purchased in London have also helped to pull up the trade. For the next season, in addition to the Pathe goods, he will handle the Homophone (which he considers has a great future before them) and Columbia records. Mr. Jenkins is very enthusiastic about future prospects.

Trade during the summer has been quiet with Messrs. Hopkinson's, the well-known piano and

EXCELSIOR MACHINES

THE QUALITY OF EXCELSIORS
cannot be excelled.

THE NAME EXCELSIOR has become a Household Word and Stands for PERFECTION and UNEQUALLED WORKMANSHIP.

THERE IS MONEY
IN HANDLING
EXCELSIOR
MACHINES



Model XII.

NO COMPLAINT
OR
TROUBLE
AFTER THE SALE IS
COMPLETED

THE PRODUCT ADVERTISES ITSELF

Write at once for Free Catalogue to

COLOGNE-NIPPES (Germany)
121 Niehler-Kirchweg

Excelsiorwerk, Ltd. London, Eng., 45 City Road

FROM OUR LONDON HEADQUARTERS—(Continued).

musical instrument dealers. They expect a busy autumn and winter with Gramophone and Pathé goods.

At R. J. Appleton & Co., Upper Mill Hill, business is decidedly better, and the indications are for a "boom" season. They will factor wholesale, for the trade only, Edison and Clarion on the cylinder side, and Pathé and Columbia on the disc side. The three special lines of machines that they particularly push are Columbia. The "Regal," which has been reduced from £8 8s. to £7 10s.; the "Crown," at £6 6s., and the "Jewel," at £4 4s., they consider exceptionally fine lines, and are models which they are very successful with, these machines giving every satisfaction to their clients.

We recently had a pleasant conversation with J. Sykes, of 49 Albion street, who, by the way, was practically the first man in Leeds to handle Gramophone goods in 1898, and he has since continued to push them. He has a fine display in his window of the latest models, and concentrates his efforts upon Gramophone goods and Zonophone records in discs and Edison in cylinders. Mr. Sykes spoke very encouragingly of the real help and advantages that the ordinary music dealer derives from handling these goods, and he considers that the industry is at present indispensable to every dealer who desires to make progress in his business. For example, selling a quantity of sheet music, as they do, Messrs. Sykes are often asked questions about the piece or song. Having the records at hand, they can at once put the record upon the machine and prove to the customer the beauties of it. Good music, on the disc records especially, being rendered by celebrated artistes, enables the would-be purchaser of sheet music to hear it rendered in the best possible way; and further, as a time saver, while this is being done, and the customer is listening, Mr. Sykes is enabled to attend to another client who may be also waiting. It therefore not only helps the music dealer in other branches of his business, but saves considerable time in attending to other customers. Mr. Sykes is a go-ahead man, whose trade at present is very large, but which is bound to develop.

Altogether, the trade in Leeds and district promises to be considerably larger than has ever been experienced before. The only cloud in the sky is the disagreements between the operatives in the various industrial undertakings and their masters, but we do not think that there will be anything to worry about, but that the differences will blow over in a very short time.

LIVERPOOL NOTES.

Liverpool, Sept. 4, 1908.

In Liverpool the holiday season is now drawing to a close and agents and dealers are beginning to return, fully recuperated, to make the next season a "boom" one. Business generally has been quiet, but the reports are that a much more favorable business has been done in the North than has been the case in the South. The next season's prospects could not be brighter, the general opinion being that not only will it be a good one, as far as sales are concerned, but that a much better class of trade altogether will be done, the cheaper goods giving place to the better-class articles, both in machines and records.

At J. B. Cramer & Co. extensive alterations have been made to enable a much larger stock to be kept than hitherto, and also in the most convenient way to deal quickly with the customers' requirements. More counter space has been allotted, the goods have been placed in a very

THE Graduated "Flex" Diaphragm

(PROTECTED)

BUILT LIKE A WHEEL

Better than
Glass, Mica or
Wood. Nothing
else so
good.



The loudest and most perfect reproduction yet obtained.

For Edison "C," or Columbia Lyric, 2/ or 50c. with crosshead attached.

A LITTLE MARVEL
For "Exhibition" Sound-box, - 4/ or \$1.00 or other sizes.

EXTRA LOUD AND SWEET.
My new "Needle Tension Attachment" for disc sound-boxes is ready.
(See news columns this issue.)

Post Free with Instructions. Literature and Testimonials from

DAWS CLARKE

Longford Place, Longsight
Manchester, Eng.

N.B.—Dealers and Jobbers ordering samples should remit in full, the trade difference will be refunded. We are open to offers for the American rights in this Diaphragm.

get-at-able position, and every effort will be made to keep right up to date in Gramophone, Zonophone and the Twin Record Co.'s products, the latter which they have recently taken up.

At Messrs. Richardson's they expect the forthcoming season to be an exceptionally good one. Their leading line in cylinders, of course, will be Edison's, of which they carry an enormous reserve stock, so that they are in an exceptional position as regards delivery.

The Reliance Engineering Co., of Manchester street, who factor bicycles and accessories, have recently opened a branch in Paradise street. They are wholesale factors for Edison machines and cylinder goods and Zonophone discs.

Mr. Archer, of Archer & Sons, having just returned from a holiday in the South, is very enthusiastic over the future prospects, and stated that to all appearances there was an exceptional season in view. In a previous issue we mentioned that taking into consideration the enormous quantity of records issued every month by the various manufacturers, some arrangement should be made whereby records that prove unsuitable for the locality should be exchanged for those that are suitable. Mr. Archer said that something of this kind would eventually have to be considered, as it is almost impossible to handle every new record put upon the market each month. We agree with this gentleman that buyers and large dealers, who purchase practically every record as soon as they come out from the various firms they deal with, should have the option of being able, at any time, to return the unsuitable numbers for the more suitable ones, as may be required in their district. As Mr. Archer rightly says, it is to the manufacturers' own interest to do this, and in many cases it would help them, because records that are not salable in Liverpool would probably be salable in the South, or perhaps in the far North. If the unsuitable records were returned to the manufacturers as received, in an absolutely new condition, there is no reason whatever why others should not be supplied in their place, without question of quantities or any difference in prices. It would simply mean that the quantity in stock at the manufacturers would remain the same, but would be constituted of different numbers. There is no question but that this point must receive attention in the near future, and it is said that manufacturers have already agreed to exchange and replace unsuitable stock for other

goods more suitable to the different districts. Thompson, Helsby & Co., who factor Pathé Favorite, Homophone and Beka records, expect a busy season.

Messrs. Dibbs, Ltd., are conducting a clearance sale, owing to the lease of their premises closing at the end of September. They are looking out for new premises, but the location has not yet been decided upon.

Pathé Frères have been showing their new season's goods at Lawrence's Hotel, in Liverpool, during the past week, under the supervision of Jellings Blow and W. P. Thompson. Their new models are exceptionally fine.

MANCHESTER NOTES.

Manchester, Sept. 6, 1908.

In Manchester and district the trade shows decided signs of improvement. Sales are beginning to be more frequent, and would-be buyers are now visiting the various depots, finding out the prices and viewing the different models for the next season's requirements. Unfortunately, the general outlook is gloomy, differences having arisen between the masters and the men in the various departments and mills connected with the cotton industry. Manchester, as is well known, depends upon cotton and woolen goods principally, for its existence; and whenever there is likely to be disturbances between capital and labor it always reflects the outlook upon specialties that are regarded as luxuries by the workman. We hope, however, that the trouble will blow over, and there is every indication that, if it does, trade will be exceptionally good during the forthcoming season.

In pursuance with their already advertised policy, the Columbia Co. closed their retail depot in Manchester on August 15. The reason is that their future policy will be not to do any retail trade whatever, but simply supply the factor, who again distributes to the public.

D. Fraser Watson says that it is his intention to specialize upon Pathe goods during the forthcoming season, and he anticipates a record year.

Burrows & Co., of High street, are now busy completing arrangements for the holding of extra large stocks for the coming season. With the holidays over, business is beginning to brighten up, and the sales are more numerous. Messrs. Burrows have given up all their side lines, such as bicycles and electrical novelties, etc., and have concentrated their efforts upon talking machines, phonos and supplies. Extensions will be made

The ROYAL

LATEST AND BEST EXPANDING



DISC RECORD
ALBUM

The only album constructed on scientific principles—adapts itself to the number of Records.—Full particulars.

THE CITY MANUFACTURING CO.

56 City Road, London, England

PHILIP NEALE, PHONO. EXPERT,

5 Chalk Farm Rd.

LONDON, N. W.

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

FROM OUR LONDON HEADQUARTERS—(Continued.)

in the near future to further augment their now existing showrooms, with a view of being able to serve their clients quicker.

At Messrs. Robinson's, Deansgate, alterations are now in progress to further extend their already large business. Their sales in "Favorite" records during the past season have been exceptionally large (they being the northern factors for these goods), and this season Mr. Robinson anticipates doubling it. They have also taken up Beka records as northern factors, besides which they will handle a full line of Zonophone and Twins. Mr. Robinson also intends to put in a full line of Pathephones and Pathe discs, so that, altogether, there is no pessimistic view in this house.

At C. Duwe's, the well-known factors of High street, business was exceptionally good during the past week or two. The sales of both Zonophone and Twin records for September have been exceptionally large. The sales and delivery in one day alone in the September Zonophones were over 1,600 records. Messrs. Duwe have taken over the whole of the Columbia Co.'s stock, hitherto held at their retail depot in Market street.

Messrs. Richardson, Shudehill, say that business is distinctly above the average. They are wholesale factors for the Twin records, which fact we omitted to mention in our last notes. Taking the state of the trade altogether, Messrs. Richardson anticipate an exceptionally fine season.

A good deal of discussion is now taking place with regard to the new policy of the Edison-Bell Co. We understand they are about to open branches in Manchester and other northern towns, with a view of supplying the dealers direct, dispensing altogether with the services of the wholesale factor. They have issued circulars showing the following advantages: Reduced prices, free exchange, carriage free, prompt supplies, and protection against price cutting, which are all, if properly carried out, advantageous to the dealer. In the new schedule of prices, whereby the 10¼-inch, double-sided, needle-cut discs will cost 1s. 6d. and sell retail at 2s. 6d.; the 8¾-inch phona cut discs will cost 1s. and sell at 1s. 6d., and the 11-inch double-sided phona cut discs will cost 2s. 3d. and sell at 4s. each. Most of the dealers have received the circulars, and no doubt they are fully informed of the future policy of the company. It is, however, a remote question whether the multiplicity of small accounts will not be of considerable trouble to them and more than counterbalance the price as charged to the wholesale factor, as against that charged to the retail dealer. The trade will, however, watch with interest the working of the new scheme, and we certainly wish them every success in the future.

Messrs. Lange's Successors, the manufacturers of the celebrated "Klingsor" machines, are at the present time showing a magnificent range of goods at the Midland Hotel, Manchester. We must congratulate Mr. Maurice upon the very excellent models shown. There is no doubt whatever but that the cabinet machine will be the machine of the future, and with the latest improvements these machines will command an exceedingly large sale. Several of the leading wholesale factors in this country have placed very extensive orders with this firm, and altogether, Messrs. Lange's Successors expect an exceptionally busy season. Beautifully finished, of splendid proportions, fitted with the well-known Excelsior motors, and their patent Zora sound box, we consider these machines splendid value for the money. A good many of the leading Lancashire dealers have taken hold of these goods. We understand that Messrs. Robinson, Deansgate, have taken them up, and the whole of the models will be on show there in the course of a week or two. Dealers are requested to note this, as Messrs. Robinson will be pleased to give the fullest information concerning them.

Noble & Sons, the well-known dealers, of Altrincham, are now making extensive arrangements for next season's supplies. They have

placed a large order with the Pathe Co. for both Pathephones and Pathe records. They are now considering an extensive local advertising campaign to cover the whole of their district.

We would like also to draw the attention of the makers of records to the very unsatisfactory way that some of the orders are fulfilled. A factor, for example, sends a large order in, expecting the whole of it to be filled, instead of which (perhaps owing to some of the goods being out of stock), only a part is sent. When this is the case it should be the rule to say so and cross the balance off the order book, advising the buyer at same time, so that if necessary he can repeat, instead of which part of the order is executed, the balance probably forgotten by the dealer, and who to his surprise receives the balance some months after. All goods not in stock when ordered should be crossed off the order book, so that the dealer when ordering a further supply can repeat if necessary.

BEKA ADVANCE IN ENGLAND.

The Records Made by the Beka Co., of Berlin, in Almost Every Language Becoming Better All the Time—To Occupy Larger Premises Soon in London.

(Special to The Talking Machine World.)

London, Eng., Sept. 4, 1908.

"We have had a special interview with Mr. O. Ruhl, the London agent of the Beka record, and from what he says we gather that the English business is increasing to such an extent as to necessitate the occupation of the very spacious premises in City Road. We are not surprised to hear of this trade increase, which is evident in their sales all over the world. As from the high quality provided it is certain that the Beka records will receive an additional impetus during the coming season. Some splendid issues are in the course of production and of these we shall give further particulars in our next issue."

"THE BEST NEEDLE IS THE CHEAPEST."

A \$7 record can be immediately ruined with a poor quality needle. The best needle is one that gives a perfect reproduction from start to finish.

Needles must be tempered hard enough to preserve the point long enough to follow and fit the grooves on all parts of a record.

A needle should also be properly tapered to

insure a correct combination of volume and tone.

The foregoing represents the opinion of J. Newcomb Blackman, president of the Blackman Talking Machine Co., and attention is called to their advertisement of "Playrite" and "Melotone" needles elsewhere in this issue.

WILL REACH 89,000,000 READERS.

Victor Campaign for Fall and Winter the Greatest on Record—Up to the Dealer to Get Busy and do His Share—Improvement for the Past Two Months Is Recorded.

The Victor Talking Machine Co., of Camden, N. J., have prepared a map which furnishes distributors and dealers with a very effective means of getting an idea of the magnitude of the new advertising campaign which this company have inaugurated for the purpose of promoting the fall and holiday trade of their clients. In this map there appears a complete schedule of advertising in the different States, giving as well all the publications which they have entered.

We note that contracts for advertising have been closed with 49 magazines, men's and women's publications and illustrated weeklies; 42 national agricultural publications; 55 of the greatest newspapers in America, as well as the leading trade papers. It is calculated on a conservative basis, that the Victor advertising will reach 89,000,000 readers the coming fall. In this connection they solicit the assistance of dealers and ask them to make profitable this enormous outlay—which even in times of depression they have undertaken—by inaugurating a local advertising campaign, and take such other steps as will help to stimulate trade. It is also suggested that orders be sent in early and not wait until the rush comes. They report also that the Victor business during the month of July showed an improvement of 25 per cent. over orders received in June.

AMERICAN FOTOFONE CO. INCORPORATED.

The American Fotofone Co. has been incorporated in Delaware for the purpose of dealing in devices of all kinds for synchronizing moving pictures, singing and talking machines. The capital is \$1,000,000. Further particulars as to manufacturing plans are not to hand.

DO YOU MEET THE DEMAND

FOR

VERNIS MARTIN
IMT. ROOKWOOD
DECORATED AND
INLAID DESIGN

CABINETS ?

They help sell expensive machines

BUY THEM FROM

Cadillac Cabinet Co.
DETROIT, MICH.



One of the 41 Record Cabinets shown in our new CATALOG OF MUSIC ROOM FURNITURE

TRADE CONDITIONS IN GERMANY

Business Has Been Quiet—Smaller Concerns Feeling Financial Upheaval to Some Extent—Historic Leipzig Fair Now Opening—The Beka Co.'s Big Foreign Trade—An Important Case in the German Courts—Other News of General Interest.

(Special to The Talking Machine World.)

Berlin, Germany, Sept. 1, 1908.

We are beginning to receive communications from America regarding the steady improvement in business conditions generally, and especially in the talking machine trade, and the bright outlook for autumn and winter trade, but unfortunately manufacturers and dealers in Germany cannot make such an encouraging report.

While some few manufacturers can see the silver lining of the black business cloud by far the majority are of the opinion that the coming autumn and winter will be counted among the worst seasons of recent years. For some years past we have enjoyed, like our confreres in the States, a veritable "boom" in all kinds of business, with the result that many establishments have been founded on uncertain financial footing. These concerns, as well as all undertakings of doubtful solidity which owe their existence to an easily granted credit, will naturally suffer in the present period of liquidation. Regarded from this standpoint, the general depression in trade might well be welcomed were it not for the fact that the just, as well as the unjust, suffer in the "cleaning up" process.

The piano manufacturers, or at least the majority of them having established reputations for producing instruments of high quality have been able to rely on that reputation to pull them through the temporary financial troubles, but such is not the case with the talking machine trade. Here the big profits made by the leading firms have led to such a degree of over-production, and its inevitable consequence of under-price selling, that even without the unexpectedly rapid slump a smash was bound to come. As the facts stand, there are few manufactories now to be found which were not already in existence before the "boom"—all the others have disappeared. This applies naturally only to the manufacturers of machines and supplies, as the manufacturers of disc and cylinder records have a wide and profitable field, and thus suffer less from the crisis.

The trade are now busy preparing for the Leipzig Fair, though the business situation will hold many back and cause even the exhibitors to curtail their spaces and expenditures. While the spring fair was very poorly attended by foreign buyers it is expected that more will visit the autumn fair. There will be many new things shown there of interest to the talking machine trade, as neither inventors or manufacturers have been entirely idle during the year. A number of new loud-toned talking machines will be shown as well as the loud toned disc. A new process of recording will also be demonstrated, while several new and improved motors, and numerous novelties will be on view. A majority of those firms who exhibited at the last fair will be represented though few new exhibitors have been announced. The success of the Leipzig Fair will do much toward reviving general business in all lines as it is a meeting of great commercial importance.

Leipzig's significance as a Fair city dates back more than 400 years. The fair took its origin in the regular meetings of the tradesmen from all the countries of Europe and the Orient in this most central city of Europe, where all lines of traffic from North, South, East and West cross one another. In the course of the passing centuries the Leipzig Fair has passed through many different stages of evolution. Originally the Fair was the scene of direct trading in goods, of buying and selling of wares brought by the various tradespeople; nowadays the Fair is a German and international commercial meeting place for the sale of goods on samples. It is no longer a place for the sale of actual wares brought by the manufacturers and wholesale dealers, but a center for the giving and taking of orders on the samples shown.

Despite the general depression the Beka Record Co., Ltd., are one of the firms who have defied conditions and have forged steadily to the front. The factories of this company have been kept going on full time and continual additions made to the staff of experts and the clerical force. It is claimed and quite safely, that there is no modern language not represented in Beka records, made in the country of origin under natural conditions and not in a German laboratory of linguists.

The foreign trade of the Beka company especially in Asiatic records is enormous, the company having records in six Chinese records alone as well as eight dialects in Hindustanee, and Malayian, Tamil, etc.

Just how much a manufacturer owes to the dealer handling his goods is the basis of a very interesting case now in the German courts. The dealer bought several orchestrons from a manufacturer and sold them to the proprietors of hotels and restaurants. The manufacturer and dealer later had a number of serious disputes and as a result business relations between the two were discontinued. The manufacturer was the only one who made records for the orchestrons and when the purchasers ordered new records through the dealer, the maker refused to supply them, thus putting the dealer in a very delicate position. As a result the dealer has "appealed to the courts to either force the manufacturer to supply the records or take back the orchestrons and refund the amount paid for them." The decision of the court will be awaited with interest in many quarters as setting a precedent.

The Deutsche Sprechmaschine Werke, G. m. b. H. of this city, have increased their capital to M25,000 (\$5,950) and have moved from Ritterstrasse 51 to 49 on the same street, where they will have larger quarters.

A report reaches here that the Austrian Gramophone Co., m. b. H., have opened a shop in Vienna, Konigerstr. 8 as factors of the Gramophone and Zonophone. They will do business in all Austrian provinces not previously controlled by other factors.

Several excellent records of the voice of Queen Carmen Sylva of Roumania have been obtained by the Dacapo Record Co., specimens of which have been forwarded to her majesty.

The International Talking Machine Record Co. m. b. H. have such fine records from Morocco, Egypt and Algeria, that there has been built up a very heavy business in those countries. A member of the Mission from Morocco heard the records on the recent visit of that body and, being a poet, offered to make some new ones. The company accepted the offer and the records are now on the market.

Speaking of new B records, the latest humorous Beka record, entitled "Twelve Hours in the Balloon Zeppelin," is what you Yankees would call a "knockout." The humor is bright and sparkling and appeals to all who hear it.

Among the talking machines that are winning popularity and will no doubt be shown at the Leipzig Fair are those made by Carl Schroeter, Prinzessinnenstr, Berlin, for both disc and cylinder records. The machines are run by most improved motors and are expertly constructed throughout.

It is hoped that I will be able to forward a much more pleasing report upon conditions in this country for the next issue of the Talking

Machine World, as by that time the autumn will be well advanced and business here should then be evident.

BRYAN AND TAFT RECORDS FOR ITO.

Those Records by Both Men Referring to Philippines Sent to Japanese Minister of Foreign Affairs by Victor Dealer in Japan.

An enterprising Victor dealer in Japan recently forwarded to the Marquis Ito, the Japanese Minister of Foreign Affairs, records of Mr. Bryan's and Judge Taft's addresses on the Philippines, according to V. W. Moody, sales manager of the Victor Distributing & Export Co., New York. Transcripts of both speeches were also remitted at the same time, so that the exact views of both these distinguished men would be had.

The salesmen of the V. D. & E. Co. staff started on the road this week. Mr. Moody is certain they will have a good September business. Some interesting experiments were made with the Victor Auxetophone last week that may open an entirely new and profitable line of sales for this instrument.

The Victor Taft records were reproduced in part by the New York Times recently, following the methods employed by the New York Evening World with the Bryan Victor reproductions.

CHAS. J. HOPKINS RESIGNS.

Chas. J. Hopkins, who has represented the Columbia Phonograph Co. for several years in foreign countries, but more recently in South America, has resigned from the talking machine business and has accepted a position with the Oliver Typewriter Co.

RAPKE SYSTEM OF LABELS AND TRAYS.

Talking machine jobbers and dealers all over the country have long ago recognized the value of the Rapke system of labels and trays for Edison records and have installed the system permanently, subscribing for all the new labels as they are issued each month. The greatest feature of the system is simplicity. No special racks or shelving are necessary and no elaborate preparations needed to install it. There are labels for all records in the Edison catalog, both English and foreign, and the labels for the new issues of the months are dispatched at an early date, to be in the hands of the dealer before he receives the records. The trays hold two, three and four and six records, respectively, and may be obtained either folded or built up. One label can be used for any number of records, the various trays following the one bearing the label, on the shelf, until the next label appears. Victor H. Rapke will send a sample of the labels and trays to any dealer or jobber requesting same.

"Doc" O'Neill, now attached to the export department of the Victor Talking Machine Co., Camden, N. J., who has been in China for some time, advised John Macnabb, general manager of the Universal Talking Machine Co., Newark, N. J., under a late date and via a picture postal, that he was in Yokohama, Japan, and was about to leave for Hong Kong, and on closing up his Chinese engagements would sail for "God's country" again.

"Is your new machine a four-cylinder?"

"No; only one cylinder."

"What sort of an automobile is that?"

"Pshaw! I'm talking about my phonograph."

—Birmingham Age-Herald.



SPECIAL-FABRIK

CARL SCHROETER

BERLIN S 42. PRINZESSINENSTR. 21



COLUMBIA



6

You can
complete
Columbia
Disc
about 70
at less than
the investment
before

Full credit
allowed
Record
any machine
particular

WE ARE READY
ESTABLISHING EXCLUSIVE
WITH EXCLUSIVE RIGHTS
REPRESENTED. WRITE FOR

Columbia Double-Disc Records!
All Columbia Disc Records manufactured hereafter will be Double-Faced!

A different selection on each side!

Two records at a single price!

65c. for the 10-inch Double-Disc.

\$1 for the 12-inch Double-Disc.

\$1.50 for the 12-inch Symphony Series Grand Opera Double-Disc.

\$2.50 for the 10¾-inch Fonotopia Series Grand Opera Double-Disc.

\$3.50 for the 12-inch Fonotopia Series Grand Opera Double-Disc.

Regular trade discounts apply.

And when you see our magazine advertisements you will see how we are going to let the people know about it from now on.

The first thing you are going to do is to sit down and figure out: What it means to your customers and what it means to you.

It won't take you long to realize that there is only one answer to it as far as the owner of a talking machine is concerned—it's *double value for his money* plain as daylight, once he hears of it—and we'll take care he does hear of it!

Your end of the deal is better yet. The dealer's biggest burden removed forever; you can carry an *absolutely complete stock* of Columbia Double Disc Records—every record in the catalog, 10-inch, 12-inch, Symphony, Fonotopia and all—at less than one-half the investment heretofore necessary. The entire list consists of about 700 records—giving you about 1,400 specially selected, best-selling selections. Less stock, less loss, less trouble, less freight, less cartage, more profit—and an envelope furnished with every record in your stock.

Now, how about your present stock? No come-back there either! Dealers may send to our Local Offices or Factory any quantity of 10-inch single Columbia, Victor, Zonophone or Star records, and we will create

 COLUMBIA PHONOGRAPH COMPANY

IF YOU HAVEN'T ALREADY RECEIVED A CATALOG

DOUBLE-
DISC

RECORDS

5c

carry a
stock of
Double-
Disc records—
numbers—
one-half
cent here-
required.

will be
every
return—
Ask for

ARRANGE FOR
COLUMBIA DEALERS
WHERE WE ARE NOT NOW
PARTICULARS BY THE NEXT MAIL

6c. each for them. Conditions: Records must reach us unbroken (other than this, condition of records is immaterial); the dealer must pay the freight, and must buy three double records for each record credited. Jobbers' allowance and conditions will be furnished on application.

Think what this means to every single individual among the hundreds of thousands who own disc talking machines—both those who are now buying records every week or so and those who have stopped buying for any cause! And imagine not only the sure increase in your record business, but in your machine business. Columbia Double-Disc Records will make it possible for hundreds in your neighborhood to own a Disc Graphophone who could not heretofore afford it because of the cost of the records. You can now offer Double-Disc records at 65 cents—equal to 32½ cents per selection; cheaper than any single faced disc, or any cylinder record other than Columbia, on the market.



*Two records at
a single price!*

The fact is, this is no sudden experiment. It's a revolution, true enough, but it was bound to come. The Double-Disc has already displaced the single all over Europe and the rest of the world. The Columbia record business in England actually doubled inside of three months after the English Double-Disc Record appeared.

The dealer who ties on to our first announcement of Columbia Double-Disc Records will find it easy to tie a string around the best of all the record business in his locality and lead it over to the Bank. The first dealer in each town to follow our public announcement with one of his own, will surely carve off a huge slice of new business.

Don't wait until the *second* month to take hold of Columbia Double-Disc Records and then find that some other dealer has secured the exclusive handling in your town. It's one plain, distinct, and mighty unusual opportunity—and the first month will have a good deal to do with your future hold on the record business that ought to be yours.

C, Gen'l, Tribune Building, New York 

COLUMBIA DOUBLE-DISC RECORDS, WRITE FOR IT!

IMPORTANT DECISION IN JONES PATENT SUIT.

Details of Judge Hough's Ruling in the Suit of the American Graphophone Co. Against Leeds & Catlin Regarding the Duplication of Disc Records by Electrotyping Process—Bill of Complaint Was Dismissed—Decision Has Been Appealed to Higher Court.

The long awaited decision in the case of the American Graphophone Co. against the Leeds & Catlin Co., was handed down by Judge Hough, Circuit Court of the United States, Southern District of New York, August 24, in which the Jones patent for the duplication of disc records by the electrotyping process is held invalid and the bill of complaint is dismissed. The plaintiffs, the owners of the patent in question, No. 688,739, issued December 10, 1901, had previously maintained its validity in the Circuit Court of Appeals, Second Circuit, the opinion making the final adjudication being filed March 9, 1906. Judge Hough upsets this finding by declaring the Jones process had been anticipated by an English inventor, and therefore it was void. An appeal will be taken. The decision in part is as follows:

"Complainant's case rests upon an adjudication of the patent in suit, made by the Circuit Court of Appeals in American Graphophone Co. against Universal Talking Machine Manufacturing Co. and American Record Co. * * * By stipulation defendant admits that it made, before this suit was brought, what are commonly called 'records' for talking machines, of the disc type, impressed with helical grooves of substantially uniform depth, and characterized by lateral, and not vertical undulations, registering or representing the recorded sound waves."

Such records it admits being made by two processes and the judge finds that the first process was not, and that the second process was, an infringement. The contention of the defense that "their 'gold' records (so-called) do not infringe, even under the widest interpretation of the patent in suit * * * I cannot

think correct," the court giving his reasons therefor at length. The main points of discussion on both sides with comments of Judge Hough interspersed, followed, in which the opinion of the Circuit Court of Appeals mainly figured and was upheld.

The opinion then goes on to say:

"Defendants have, I think, been prepared for this holding, and most of the bulky record, and unnecessarily acrimonious arguments submitted, deals with two main heads of discussion, viz.: The appellate court erred. Naturally the argument is not put in these words, but that is what it means. * * * The questions raised by these criticisms this court cannot resolve, and I decline discussion of them. Accepting then the opinion (Circuit Court of Appeals) as a binding exposition of the patent in suit, what is the scope thereof?"

"Without any aid from testimony in this case it appears that Jones' patent was upheld because it being admitted that sound recording by lateral undulations in a groove of uniform depth was old; that the placing of such a record on a disc was old; that electro metallurgy was very old, and that electro-metallurgical processes as applied to the reproduction of sounds on cylinders whether originally recorded by vertical or lateral undulations were also old; yet novelty, utility and invention inhered in the application of the same old process to the multiplication of discs with laterally undulatory sound records thereon. Anything narrower than this patent I find it difficult to conceive, but such as it is it has been adjudicated, and by the higher court.

"Therefore, new evidence of prior use is to be received with great caution, and I do not think that either LaDow, Kamrath or Hollingshead so clearly show priority as to entitle defendant to a decree, when this court is bound to assume that Jones did have a workable process, known and used by him when he filed his application, and that any person skilled in the art as it then was, could on November 19, 1897, have taken Jones' application and put his process into operation. From considering the anticipations claimed to be found in the Berliner inventions, I think the court is prevented by the Circuit Court of Appeals. If Berliner then testifying could not convince that court, I cannot be lawfully convinced by references to old inventions to which he did not himself refer.

"It does, however, still remain true, that the sole ground I can see in the controlling opinion for upholding Jones' patent is that he first thought of using electro-metallurgy to reproduce on discs the laterally undulatory record of sound. If any one anticipated that thought, this patent is void. If any one assumed to present that thought, he must be presumed to have done so in the light of then existing literature on the subject. If the literature was large, if the general subject was well known, reason the more for assuming a general knowledge of the subject and permitting the person presenting the idea, to speak elliptically—to take many things for granted.

"Electro-metallurgy is and long has been an art to which those remarks apply, it has not been necessary for generations to define or explain the word electrotype. Applying these propositions to the Adams-Randall British Patents 9762 and 9996 of 1888, it is perfectly clear to me that Randall contemplated and disclosed the application of electro-metallurgy to the multiplication of records of the disc and laterally undulatory type.

"The moment he stated that he intended to have more than one permanent record of the same sound, and to procure the same by electrotyping he told the whole story: of cutting, scratching or otherwise marking a receptive substance, 'sultable,' of course, taking a negative

therefrom, and thereby multiplying positives—by the first statement of this story Jones' patent must stand or fall, under the controlling decision. I think it falls, because the story is in a document which as to time cannot be doubted. Bill dismissed."

Statement from American Graphophone Co.

Paul H. Cromelin, a director, speaking for the American Graphophone Co., furnished The World the appended written statement relative to the decision above:

"On August 25, 1908, Judge Hough, of the United States Circuit Court, handed down a carefully considered and clearly written opinion, in which all save one of the defenses presented on behalf of the Leeds & Catlin Co. are one after the other overthrown, and he finds that the Jones patent, if valid, is infringed by the Leeds & Catlin Co. That one defense consists of two British patents granted in 1889 to Adams-Randall. In Judge Hough's opinion Adams-Randall anticipates the Jones patent, and for that reason he orders the Graphophone Co.'s complaint to be dismissed.

"It is contended by the Graphophone Co.: first, that these Adams-Randall British patents do not completely disclose anything; second, that what they do disclose is different from what is claimed by the Jones patent; third, that what they disclose is impractical and inoperative; and, fourth, that the Adams-Randall patents do not disclose any material fact not already considered by the United States Circuit Court of Appeals a year or two ago when it sustained the same Jones patent.

"In the opinion of the Graphophone Co. and its advisers, for each one of these four reasons, Judge Hough erred in thinking the Jones patent anticipated, and the Graphophone Co. has every reason to expect victory in the higher court, to which an appeal will be promptly taken."

Leeds & Catlin's Statement.

Louis Hicks, counsel for the Leeds & Catlin Co., stated their view of Judge Hough's opinion, as subjoined:

"The effect of Judge Hough's decision and decree is to negative everything that has been so persistently asserted by the American Graphophone Co. and its selling agent, the Columbia Phonograph Co. The Jones patent is void and of no effect whatever. I have heretofore pointed out to you that the claims of the invalid Jones patent were process claims only and that the courts have held that any dealer is at liberty to buy the product of a process patent and to sell the same without incurring any liability whatever to the owner of the patent. The decision of the court is that the patent is void, and for that reason it is of no effect against either manufacturers or dealers.

"My attention has been called to certain statements from the American Graphophone Co., to the effect that Judge Hough held the Jones patent invalid upon only one of the defenses urged at the final hearing. The court having found the Jones patent to be invalid because of one of the defenses urged, had no occasion to examine or pass upon the other anticipating patents and publications contained in the record. 'Anything narrower than this (Jones) patent,' said Judge Hough, 'I find it difficult to conceive,' and he held it to be void because the alleged new invention had been disclosed and patented by Charles Adams-Randall in England more than nine years before Jones applied for a patent in the United States. The court having held the patent to be void, it would serve no useful purpose to enumerate the other prior patents and publications upon which the patent would have been held void had the Adams-Randall patents of 1888 not been sufficient for that purpose."

THE HAND NEVER LIES.

The hand never lies. It always obeys without question the orders of its master—the brain. If it is desired to improve the product of the hand, attention must be given to the education of the mind, which has exclusive jurisdiction over the hand.



To Wide-Awake Business Men

Read these few pointers about the Indestructible Records and when you get through, read them again. When you have read the second time, sit down and send us an order. YOU WILL NOT REGRET IT.

No Breakage } This means
No Wear-Out } No Loss

Monthly Exchange } This means
Proposition } No Dead Stock

LOUDER REPRODUCTION
BETTER TONE QUALITY

In conjunction with the Special Spring Weight Reproducer with Special Point (Indestructible Reproducer) this Record produces the finest tone that any Cylinder Record ever gave forth.

WE WANT DEALERS AND AGENTS EVERYWHERE AND ARE PREPARED TO GIVE A MOST LIBERAL PROPOSITION TO RESPONSIBLE PARTIES.

Samples by Mail

RECORDS 35c. each. REPRODUCERS \$3.00 each

American Talking Machine Co.
586 Fulton St., Brooklyn, N. Y.

COLUMBIA CO. SPRING DOUBLE DISC SENSATION

Announce That Hereafter All Columbia Records Will be Double Discs and That Full Credit Will be Allowed on Every Record Sent in of Any Make—A Move That Will Interest Dealers—Exclusive Rights Granted to Columbia Dealers—Announcement That Is Full of Interest to the Talking Machine Trade.

There is plenty of live Columbia news in the advertising columns of The World this month, which should have a peculiar interest for dealers. The announcement that hereafter all Columbia disc records will be double discs is at once a distinct departure from any talking machine announcement which has previously appeared in this country. This enables a purchaser to have a different selection on each side—in other words, two records at a single price.

The Columbia ten-inch double disc records will be sold for 65 cents, \$1.00 for the twelve-inch double discs and \$2.50 for the Fonotopia double discs. There are about 600 numbers from which to make selections, but the double disc announcement is not the only interesting Columbia development this month.

It is followed by the statement that full credit will be allowed for records of any make returned to the Columbia people. The conditions imposed on the return records are that all must reach the Columbia headquarters unbroken. The dealer must pay the freight and must buy three double disc records for each record credited. Such an announcement as this, coming from a

"VICTOR" AN AID TO TEACHERS.

Many teachers of singing all over the country are loud in their praises of the talking machine as an aid in their work. Students frequently progress much more rapidly when a talker is used than when the old style methods of personal instruction are pursued and the Victor Talking Machine Co. are constantly in receipt of letters from well known teachers testifying to the helpfulness of the Victor in their work. One writes:

"With the 'Victor' it is possible to save much of this lost time, as the teacher—if he is an 'up-to-date' one—has the correct record of this aria in question by possibly half a dozen of the greatest singers in existence, which the student can hear over and over again, thus becoming familiar with the professional cuts, the correct pronunciation of the text, phrasing, the tempo, also the cadenza of the various great artists and their rendition of same, which in itself is of incalculable value. Under the right singing master who thoroughly understands the art of sing-

ing from its rudiments to its finish, and with the aid of the 'Victor' it is possible for the pupil to attain the greatest of results and save years of study."

Just an illustration of the high regard in which teachers are beginning to hold the talking machine.

Another point which is especially emphasized in the Columbia announcement is the fact that they desire to establish exclusive Columbia dealers, to whom will be granted exclusive rights, where the company is not at present represented.

Certainly the Columbia people have sprung a genuine sensation this month and one which will set the trade tongues wagging from Maine to California. It would seem as if a move of this kind could have but one result and that is a big augmentation of Columbia business, for dealers will not be slow to appreciate the unusual opportunities which are offered to them in these times.

ing from its rudiments to its finish, and with the aid of the 'Victor' it is possible for the pupil to attain the greatest of results and save years of study."

Just an illustration of the high regard in which teachers are beginning to hold the talking machine.

HOW COREY ILLUSTRATED LECTURE.

As a versatile public entertainer it is safe to say the talking machine is unsurpassed. It appeals to all classes, from those who listen to free concerts in the public parks, to the class who can afford to hire orchestras and world famous singers at their lawn parties or receptions.

No better proof of the power of the talking machine is needed than the statement that at a lecture upon the history of German, French and Italian grand opera, delivered by N. J. Corey, at Chautauqua, N. Y., recently, the Victor Auxetophone and Red Seal records were used to illustrate the operas in question; 5,700 people attended the lecture and were held spellbound by the beauty of the renditions. The entire audience remained throughout the period of the lecture, one and one-half hours, and repeatedly applauded the work of the Auxetophone.

AUXETOPHONE ENTERTAINS DINERS.

(Special to The Talking Machine World.)

Philadelphia, Pa., Sept. 11, 1908.

In appreciation of the fact that Hammerstein's Opera House in this city was completed a month ahead of contract, Arthur Hammerstein, son of the great impresario, who has charge of the work, tendered a banquet to the foremen in charge of the work, a few friends and newspaper men, on the roof of the building one evening last week.

During the banquet the guests were greatly surprised to hear the voices of the stars who will sing in the opera house proceeding from a grouping of shrubbery at one end of the roof. The beautiful tones of Tetrzzini, Bonci, Melba, Labia and others, greeted the ears of the delighted guests, and an investigation revealed the music coming from a Victor Auxetophone. All the banquetters were loud in their praise of the surprise, and it was voted a decided success.

CALLERS AT NATIONAL CO. OFFICES.

Among the callers at the New York offices of the National Phonograph Co. this month were: P. E. Conroy, of the Conroy Piano Co., St. Louis, Mo., accompanied by Mrs. Conroy; C. Owens, of

the Denver (Col.) Dry Goods Co., in company with H. Shields, manager of the talking machine department. After witnessing a demonstration of the Amberol records, Mr. Owens instructed Mr. Shields to double his order.

CLUNE BRANCHING OUT.

(Special to The Talking Machine World.)

Willimantic, Conn., Sept. 8, 1908.

J. F. Clune, dealer in Edison and Victor machines in this city, is now conducting a moving picture theatre in connection with his store, and it is as nice a theater of its kind as there is in the State. He has a very large record trade at the present time; he sold fifty records to one party to-day for the Edison machine.

PLANT-CADDEN CO.'S NEW QUARTERS.

(Special to The Talking Machine World.)

Norwich, Conn., Sept. 9, 1908.

The Plant-Cadden Co., who have a very large talking machine department, are building a very nice five-story brick and granite block building opposite their present store in this city. When it is finished they expect to devote the entire third floor to talking machines and records. It will be one of the very best equipped talking machine rooms in the State. They report a fine trade on machines and records all through the summer.

E. D. EASTON IN FINE FORM.

Monday, in chatting with The World, Edward D. Easton, president of the Columbia Phonograph Co., General, said, after being congratulated on his vigorous appearance: "I never felt better in my life; in fact, am enjoying splendid health. Yes, business with us has improved greatly; in fact, am confident the fall will witness a marked revival in business in which we will all share. The people have been economical long enough, and they get tired of that after a while. It looks to me as if they were about to loosen their purse strings again.

WM. E. GILMORE RETURNS.

William E. Gilmore, former president of the National Phonograph Co., Orange, N. J., who has been in Europe with his family since early in July, returned home September 12, on the "St. Louis," of the American Line. The trip has done him a wonderful amount of good physically, and the rest has been very beneficial.

VALUE OF HOPE.

Hope makes pain easy and labor p'asant. It gives habitual serenity and good humor. Advertising endows the advertiser with an abundance of hope, and it is the man with hope who accomplishes the greater deeds in business.

SALESMEN WANTED

Salesmen wanted for city and out-of-town work. Must have a record and come well recommended. Address: "N. Y. Jobber," care Talking Machine World, 1 Madison avenue, New York.

EXPERIENCED TRAVELER DESIRED

Splendid opportunity for a traveling salesman who can produce evidence of his business getting qualities. A man who has had experience with the Victor line preferred. Address "V. M. E.," care The Talking Machine World, 1 Madison avenue, New York.

CHANCE FOR CLEVER SALESMAN

Splendid opening in Victor Department, large city, for bright, young, hustling salesman of pleasing address, with good recommendations, looking for promotion. Must be conversant with detail and high class salesman. Address "Excelsior," Talking Machine World, 1 Madison avenue, 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

IMPORTANT COLUMBIA NEWS.

Letter Sent to the Trade Announces That the Columbia Disc Records Manufactured Hereafter Will be Double Faced—Marks an Important Move—What the Columbia Co. Have to Say to the General Trade.

The Columbia Phonograph Co., of New York, have issued the following important announcement under date of September 10, 1908:

"Columbia double-disc records!

"All Columbia disc records manufactured hereafter will be double-faced!

"A different selection on each side!

"Two records at a single price!

"65 cents for the 10-inch double-disc.

"\$1 for the 12-inch double-disc.

"\$1.50 for the 12-inch Symphony Series Grand Opera double-disc.

"\$2.50 for the 10 $\frac{3}{4}$ -inch Fonotopia Series Grand Opera double-disc.

"\$3.50 for the 12-inch Fonotopia Series Grand Opera double-disc. *Regular trade discounts apply.*

"The enclosed proofs of magazine advertisements will give you examples of the way we are going to let the people know about it from now on.

"The first thing you are going to do is to sit down and figure out: What it means to your customers and what it means to you.

"It won't take you long to realize that there is only one answer to it as far as the owner of a talking machine is concerned—it's *double value for his money* plain as daylight, once he hears of it—and we'll take care that he *does* hear of it!

"Your end of the deal is better yet. The dealer's biggest burden is removed forever; you can carry an absolutely complete stock of Columbia double-disc records—every record in the catalog, 10-inch, 12-inch, Symphony and Fonotopia—at less than one-half the investment heretofore necessary. The entire list consists of about 700 records—giving about 1,400 specially selected, best selling selections. Less stock, less loss, less trouble, less freight, less cartage, more profit.

"Each record will be enclosed in an envelope, insuring protection from scratch and dust.

"Now, how about your present stock? No come-back there either. Dealers may send to our local offices or factory any quantity of 10-inch single Columbia, Victor, Zonophone or Star records, and we will credit 36c. each for them. Conditions: Records must reach us unbroken (other than this condition of records is immaterial); the dealer must pay the freight, and must buy three double records for each record credited. *Jobbers'* allowance and conditions will be furnished on application.

"Think what it means to every single individual among the hundreds of thousands who own disc talking machines—both those who are now buying records every week or so and those who have stopped buying for any cause! And imagine not only the sure increase in your record business, but in your machine business. Columbia double-disc records will make it possible for hundreds in your neighborhood to own a disc graphophone who could not heretofore afford it because of the cost of the records. You can now offer 10-inch double-disc records at sixty-five cents—thirty-two and a half cents per selection—cheaper than any single-faced disc, or any cylinder record other than Columbia, on the market.

"The fact is, this is no sudden experiment. It's a revolution, true enough, but it was bound to come. The double-disc has already displaced the single all over Europe and the rest of the world. The Columbia record business in England doubled inside of three months after the English double-disc appeared.

RUSH

Most of your orders will be marked this way during the month of October. Unless you are an exception the demand for the new Victor "O" Machine and Amberol Records and the new Attachments and Records will take you by surprise. You will want goods quickly and cannot afford to run the possibility of delay. Quick shipments will be an absolute certainty if you send to

WURLITZER

VICTORS, } Headquarters { Amberol Records
TYPE "O" } and Attachments

Our enormous stock will make prompt shipments an absolute certainty

Send for samples of our
Needles, Envelopes, Record Albums.
We can increase your profits.

THE RUDOLPH WURLITZER CO.

CHICAGO

CINCINNATI

"The dealer who ties onto our first announcement of Columbia double-disc records will find it easy to tie a string around the best of all the record business in this locality and lead it over to the bank. The first dealer in each town to follow our public announcement with one of his own, will surely carve off a huge slice of new business.

"Don't wait until the *second* month to take hold of Columbia double-disc records and then find that some other dealer has secured the exclusive handling of them in your town. It's one plain, distinct and mighty unusual opportunity—and the first month will have a good deal to do with your future hold on the record business that ought to be yours.

"New catalogue of Columbia double-disc records, with order blank, is enclosed herewith. Orders may be placed at once and will be filled as promptly as possible, but as the demand will surely exceed the supply in the beginning, those to get their orders in first will have a big advantage. Records should be placed on sale as soon as received in order to take advantage of the extensive magazine and other advertising already begun.

"Important!—We are ready to arrange for exclusive Columbia dealers with exclusive privileges wherever we are not now represented. Write for full particulars, but do it by next mail.

"COLUMBIA PHONOGRAPH CO., GEN'L.
"George W. Lyle, Gen'l Mgr."

VICTOR CO. ENTERPRISE.

Auxetophone Heard in Concert at Asbury Park
—Victor Bryan Records Featured in Evening World—Speeches Reproduced.

Through the special efforts of the Victor Distributing & Export Co., New York, on September 2, the famous orchestra, under the leadership of Arthur Pryor, introduced the Victor Auxetophone, in a choice program, at the Arcade, Asbury Park, the famous seaside resort of New Jersey. The instrument's magnificent rendition of red seal and popular records were given an ovation.

Another piece of enterprise on the part of the

V. D. & E. Co., is the daily appearance recently, in the New York Evening World, of the entire repertoire of addresses delivered by William Jennings Bryan, the Democratic Presidential candidate, and recorded by the Victor Talking Machine Co. A corps of World editors and stenographers visited the V. D. & E. Co.'s salesroom on August 31st, heard the records, taking down the speeches and subsequently they were published verbatim, the first instalment being widely read. Assistant Manager Moody is highly elated over the wide publicity gained for the Victor records in both instances, and in which the entire Victor constituency share.

NATIONAL PHONOGRAPH CO. NEWS.

Records by Marshall P. Wilder—Toombs and Calder to Handle Edison Line—Edison on Vacation—Shipments of Amberol Records.

The National Phonograph Co. are getting out two Edison records by Marshall P. Wilder, the famous wit and story teller, who is widely known throughout the world. Mr. Wilder is being much sought after as a record artist, as his fame as a lecturer and raconteur extends from coast to coast. He will be heard through the medium of the Edison Amberol four-minute records, and each record is to consist of a batch of his best stories.

Albert E. Toombs, piano dealer of Charlotte-town, P. E. I., is now featuring Edison phonographs and records.

Another piano house handling the Edison phonographs and records is that of Mr. Calder, of Vernal, Utah.

Thomas E. Edison is spending a vacation en route to the Pacific Coast, accompanied by his family. He spent a week on a tour of the Great Lakes, and is proceeding West leisurely, stopping at Yellowstone Park and other points of interest. He will be away about six weeks.

Friday week the first shipment of the new Amberol records, differential gears, etc., was made from Orange, N. J., by the National Phonograph Co., the goods going to the Coast.

BARGAIN

300 FIRST CLASS UTICA CRANES (UNOPENED)

FOR ALL EDISON MACHINES REGULAR DEALER'S PRICE, \$1.00

MAKE US CASH OFFER FOR THE LOT

Address OPPORTUNITY, care of Talking Machine World, 1 Madison Avenue, New York

FROM OUR CHICAGO HEADQUARTERS

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

Interesting Estimate of Amount of Talking Machine Business Done in the Windy City, Which Runs Into Millions—Big Future Looked For—Conditions Much Improved—National Phonograph Co.'s Announcement Causes Much Discussion—What Victor Co. Say Regarding Advisability of Pushing Popular Priced Machines—Rudolph Wurlitzer Co. Give Outing to Employes at Ravinia Park—Big Demand for Fibre Needles—Items of a Personal Nature—Pushing Disc Record Protector—Popularity of Tiz-it Metal Horn Connection—Harger & Blish Open New Jobbing Branch in Des Moines, Ia.—Handsome New Building for Carstensen & Anson Co.

(Special to The Talking Machine World.)
Chicago, Ill., Sept. 7, 1908.

So far as my knowledge goes, there has never been an estimate published of the amount of talking machine business done in Chicago in a year. I am able to give conservative figures this month, and they bear witness to the magnitude of the industry.

Chicago jobbers ship about \$1,600,000 worth of machines each year. This figure, of course, represents the wholesale price to the dealer.

In mail order business Chicago easily leads the world. There are three concerns in Chicago who do a business of \$500,000 each, and the total business can be conservatively placed at \$1,800,000.

Another medium for the distribution of talking machines, particularly those of the cheaper class, is the big premium houses. The annual business done by these houses in talking machines alone is estimated at \$1,000,000.

The strictly retail business of Chicago is also important. The amount of business done direct from stores, both in the downtown and outlying districts is approximately \$500,000 per annum.

In all but the first and third of the above items, those of the regular jobbers and the premium houses, the standard of calculation is, of course, the price to the consumer.

No one can scan the above figures and believe for a moment that the talking machine business shows the slightest signs of decline. On the other hand, judging from the plans being made by sales managers East and West, and by inventive brains both West and East, engaged even now in the origination of new and valuable devices and processes, the talking machine industry, even of the near future, will be established on a firmer and more extensive basis than ever.

Indications point to a good normal fall trade. Dealers everywhere are making noises like orders and stocking up is proceeding merrily on every hand. With the jobbers August was a much better month than July, and September so far is more than keeping pace. Retail business in Chicago is also already showing signs of revival.

Naturally the big topic of discussion of the month is the National Phonograph Co.'s announcement that hereafter dealers cannot handle other makes of cylinder machines and records if they wish to retain the Edison line. Little knots of men are discovered everywhere talking the matter over pro and con.

But the Edison Co. is not responsible for the only revolutionary announcement in this issue, as dealers who do not confine themselves to the cyclonic utterances of the brilliant Chicago correspondent will soon discover. In this connection one is inspired to inquire whether there is necessarily anything unworthy about a two-faced record.

Dealers often question the advisability of pushing popular-priced machines. In this connection something that the Victor Co. has to say in a circular announcing that the Victor O, a splendid substitute for their Z, may be found interesting:

"Our distributors and dealers must recognize the fact that tens of thousands will buy this \$17.50 Victor, and thousands upon thousands of records will be sold if they will go after this popular-priced field. Don't imagine when you sell a \$17.50 Victor that you lose the sale of a \$25 or \$30 style. Our American public are not built that way. You can't keep them from spending \$25 or \$30 for a Victor if they have got it in their pocket by showing them a \$17.50 style, and you can't sell a \$25 or \$50 style to a man that only has \$17.50 to spend. We want our cheaper goods made popular. They are but a stepping stone to a higher-priced style, and we do not feel that we are jeopardizing our business in the slightest by insisting upon your giving the cheaper styles all the prominence that is their due. Remember, one hundred people go to see vaudeville at 25 and 50 cents per seat, where one goes to see grand opera at \$5 per seat."

The Rudolph Wurlitzer Co. gave an outing at Ravinia Park to the employes and their families and sweethearts last Saturday afternoon. The company bore all the expenses, including a special car on the Northwestern to the park and return, and admissions to the park, Thomas concert and the Donald Robertson players. There were 73 in the party, and they certainly had an enjoyable afternoon and evening. There were several special guests, and these were entertained by Mr. Uhl at an informal luncheon at the Casino. The rest took their luncheons with them and banqueted in style on the green sward. The afternoon was crowded with athletic events, but main interest clustered around the ball game between the married and single men. The score was 16 to 12 in favor of the singles. A marked feature was the strong pitching of Ernest Hartman, of the single men's team. A great number of long hits were made on each side, and the fielding of Thomas Clancy at first base stood out prominently. The excellent base running of the married men was especially commented on by the spectators. Fred Siemon, catcher of the married men's team, was so anxious to get a foul that he threw off his glove instead of his mask, with disastrous results. The game was watched with intense interest by hundreds of the elite of Chicago, who were in attendance on account of the Gads Hill benefit. Mention should not be

omitted of the work of Umpire E. H. Uhl, which has been the subject of a great deal of praise. No one questioned his decisions, but whether this was due to their impartial nature or because he was the boss of the ranch and held in the hollow of his hand their workaday jobs deponent knoweth not. The other events of the afternoon, together with the winners of the prizes were as follows:

Men's Running Race—Henry Glass, automatic department, fountain pen.

Ladies' Running Race—Miss Margaret Caldwell, of the office force, gold brooch set with pearls.

Men's Bag Race—Lawrence Schofield, nephew of the great General Schofield, pair gold cuff links.

Ladies' Bag Race—Mrs. Hugh Roberts, of retail force, pair of gold cuff links.

Three-legged Race—Tie. Ernest Hartman and Frank Zarobsky, solid gold scarf pins.

Young Ladies' Running Race—Miss Sara Lesick, a box of handkerchiefs.

Boys' Running Race—Double tie. William Beutelspach and Frank Zarobsky, a box of linen handkerchiefs.

The entire arrangements for the day were under the management of Fred A. Siemon, assistant to Mr. Uhl, and he had an able lieutenant in J. E. Kurtzenknahe.

Arthur D. Geissler, general manager of the Talking Machine Co., is now on a visit to his old stamping ground, the Pacific Coast. He is expected back in a few days.

The Salter Mfg. Co., of this city, will introduce to the trade next month something unique and meritorious in the way of record cabinets.

The B. & H. Fibre Needle Co. are having a most excellent demand for their fiber needles for disc talking machines. They are about to bring out a new fiber needle that will even mark an advance over their excellent product now on the market. The company have simply myriads of letters from users, dealers and jobbers everywhere, all testifying to the excellence of the fiber needle. It has certainly done much to bring the talking machine into its own, artistically speaking.

J. F. Bowers, president of the National Talking Machine Jobbers' Association, has returned from Asbury Park, N. J., accompanied by his

BIGGER

facilities for the handling of Victor and Edison business. We have employed a large force of carpenters, painters, etc., all summer in making our great 5th floor over into the largest

AND

finest salesroom and stockroom in America. How well we have succeeded will be shown by illustrations and data shortly to appear. Meanwhile every dealer should send his orders to us. He will have service that is

BETTER

Lyons & Healy

CHICAGO

family, who have been spending the summer there.

L. Kean Cameron, of the retail force of the Chicago house of Rudolph Wurlitzer, has returned from a ten weeks' vacation spent among the Wisconsin and Michigan lakes.

F. C. Steinmann, manager of the talking machine department of Julius A. J. Frederich, of Grand Rapids, Mich., recently returned from his vacation. He is looking for a good fall trade.

W. C. Fuhri, district manager for the Columbia Phonograph Co., has been in Lincoln, Neb., making a line of Bryan records for the Columbia. They have just announced a fine line of Taft records, and will pay due attention to the "drys." They will soon have a record out by Mr. Watkins, Prohibition candidate for Vice-President, by the Rev. Dr. Eaton, by Mr. Sheen, State candidate for governor, by Professor Thatcher, who sings Prohibition songs, and others.

Albert J. Kunde was in Chicago this week and bought stock for an exclusive Columbia graphophone store which he will open at 1316 Fond du Lac avenue, Milwaukee, Wis.

Frank Dillbahr, proprietor of the Western Talking Machine & Supply Co., reports a fine demand for the Standard needles and also for their extra quality Manila record envelopes. Mr. Dillbahr has also added a very attractive line of exclusive premium goods.

A number of new talking machine specialties have recently been patented by Chicagoans and may be shortly expected to appear on the market.

Mrs. Jessie M. Higley, of Niles, Cal., has been in the city the past month endeavoring to effect arrangements for marketing the talking machine disc protector, which was described in the patent review in the July World. By attaching felt to the back of the record, the face of discs coming in contact with each other, either in piles or in shelves, is protected.

Kreiling & Co., manufacturers of the Tiz-it all-metal horn connection for cylinder talking machines, report a growing demand for their product and look for a booming fall business.

Harger & Blish, the well-known Edison and Victor jobbers of Dubuque, Ia., have just opened a new jobbing Victor branch in the Garver building, Des Moines, Ia., with 4,500 square feet of space, in order to facilitate prompt shipment to the trade that they have developed in the center and southern portion of the State. The stock will be entirely separate from the Dubuque stock and will be run independent of it. The firm

have placed there a complete Victor stock from beginning to end, and from the present outlook expect a good business in that field. It is strictly wholesale and is in charge of George C. Silzer, formerly in charge of the talking machine department at Dubuque.

The Carstensen & Anson Co., of Salt Lake City, Utah, the well-known talking machine jobbers, are at present doing business in temporary quarters at 75-77 West Second street, South, while a magnificent new building is being erected for them at their old location, 74 Main street. When they moved to their temporary quarters they expected to be able to get into the new building not later than November 1, but the way things stand at the present writing it will be probably late in the spring before they enjoy this pleasure. As it is they are doing a good business in their temporary quarters and do not feel that they are going to lose any business during the fall and winter as the result of the change, as their business is so well organized and they have been keeping up a vigorous advertising campaign all the time. The new building will be a beauty in every respect, will give them much greater space than in their old quarters, and will be fitted up in a manner which will compare with anything in the country.

STUMP SPEECHES A LA VOGUE.

Modern Methods of Running Presidential Campaigns Electrify Voters—The Modus Operandi.

The great candidate was listed to speak at Turner's Corners that evening, and the yeomen for ten miles around were hastening to the scene afoot and in carryalls. They allowed that it would be the biggest thing that ever happened, because the candidate was coming on a special train and he would be greeted by his own brass band and he promised to shake hands with all the hornyhanded who stayed out his discourse of two hours and sixteen minutes.

The reception committee, with yards of varicolored ribbon on their Sunday clothes, stood at the platform anxiously awaiting the arrival of the candidate. At last the train thundered up. The committee, doffing its ancient plug hats, hurried to the baggage car and one of them cried:

"Have you got him?"

"Here he is," replied the brakeman, tossing a cylinder to eager hands.

"Where is the rest of him?" demanded a committeeman.

A box with a large horn was produced and the cylinder inserted, whereupon the candidate began to speak as follows:

"My heart is touched at the sight of these school children in white frocks and with lovely flowers in their hands trooping forward to lay the bouquet of innocence on an unwilling head"

"Hold on, Bill," cried an auditor, "that don't fit here an' we had a change of weather, so they quit wearin' white dresses."

"This magnificent welcome by the leading citizens," continued the candidate, squeakily, "convinces me that a profound sentiment is at work in our land b-z-z-z, and I draw a symbolic meaning from the pair of milk white steeds which your generous hospitality"

"They're a pair of mules," murmured a spectator.

"I have considered it a mere duty to brave all perils and fatigues to be with you"

"Give 'em a little music," whispered a committeeman.

Hardly were these words spoken when a metallic sound of cheering issued from the baggage car and the candidate's brass band began to play "Ta-ra-dum-te-ta-ra-ra."

"Candidate," said the chief committeeman, when the music had subsided, reading from a card of instructions, "I thank you and welcome you to Turner's Corners. You will have a better chance to see our beautiful village on the way to the hotel, where we trust that a hot meal and a wash-up will fortify you for the ordeal of handshaking and speechifying to-night."

The brass band struck up a patriotic air as the Mayor of Turner's Corners put the candidate respectfully under his arm and stepped into the mule drawn buckboard. The brakeman of the special called out that the committee would be held responsible if it injured the candidate in any way, such as setting fire to him, and that he must be returned to continue his tour on schedule time, 11:35 p.m.

"I am in the hands of my friends," said the candidate, laughing and with all the patness of a flesh-and-blood politician. He made other natural remarks on the way, jesting with the committeemen, asking about the local situation, promising them good jobs in the future administration, and for the present offering them Havana cigars.

"Thanks, candidate," said a committeeman, dryly, "I guess we'll blow you to the same kind of a dinner as your cigars is."

"The brakeman has the box of cigars," resumed the candidate.

"Oh, excuse my insinuation, candidate. We'll interview the grafter. Has he got anything else—er—for the boys?"

The candidate replied with a vague buzzing, and though the committee searched his person eagerly, they found no governmental works of art on green paper. It was a grievous disappointment to find that current slanders were untrue. However, all hands recovered during the sumptuous repast at the hotel, which had been paid for in advance, and the candidate was in his best humor, declaring that he enjoyed simple fare, replying aptly to toasts and inviting all to crack another bottle with him.

After dinner a long procession of natives passed in to shake hands with the candidate. Each one was heartily gripped by a mechanical hand of rubber (warmed to blood heat by an internal device), while he gazed on a smiling counterfeit of the candidate on a screen and heard such expressions as "Very happy, indeed," "I shall remember your face," "We shall win by pulling together," "I am a farmer, myself," "Thank you, thank you." The rubber hand patted babies on the head. When young women came by, a melancholy voice remarked, "I wish I could salute those cherry lips." A white whiskered agriculturist was surprised to hear, "Madam, your position as governor of the nursery surpasses my hopes." It was probably likewise a mistake when a clergyman heard, "I have a tender feeling for mixed drinks," and a succeeding tavern keeper, "Ruin is indeed a curse."

"His hand is getting cold," said a committeeman at this juncture, "and I guess he's tired out, anyhow. Better quit, because we don't want him to break down so early in the campaign."

The town hall was crowded with natives that night and the cylindrical Demostheus spoke with all the passionate abandon that characterizes an electric motor. His voice was sometimes drowned in the thunders of applause and feet stampings inscribed six mouths previously on a sheet of gelatine in a talking machine laboratory. The freshness of the voices, which had been preserved without the use of deleterious substances, was marvellous. The brass band boomed and brayed patriotic airs in the pauses of oratory and applause.

"I stand before you to-night as a representative of freedom," declaimed the candidate, gesturing wildly on the screen. "You cannot get rid of me because I am simultaneous and omnipresent. At this moment I am standing and talking in Turner's Corners and Nunda and East Hayville and Oswego, making a heart-to-heart appeal which you cannot resist. I do not impose a frigid personality upon you like other candidates, but I pursue you in a mystic and spiritual way"

"This here thing is a swindle," exclaimed a farmer. "I come to hear an' see a man instid of a machine."

"Ask me a question," retorted the candidate quickly.

"Well, what are you going to do about them crooked legislators up to Albany?"

Manilla Record Envelopes

SIZES

8 1-4 x 8 1-4 for 8-inch Records
10 1-4 x 10 1-4 for 10-inch Records
12 1-4 x 12 1-4 for 12-inch Records
Hole in Center Without Flap

Standard Needles

MADE IN FOLLOWING SIZES

Extra Loud Tone	Medium Tone
Loud Tone	Soft Tone
Medium Loud Tone	Peerless or Musical Tone

WE POSITIVELY QUOTE LOWEST
FACTORY PRICES F.O.B. Chicago

Western Talking Machine & Supply Co.
No. 6 East Madison Street CHICAGO

"I expect to abolish the State Legislature," said the candidate in his sharp metallic voice, "and introduce a phonographic body which cannot be bought, but which may be easily shut off from useless debate by pressing an electric button."

The audience roared with laughter, the farmer gaped (he had been coached beforehand), and the band struck up "Little Willie Knows His Business."

At the end of the speech the rubber hand was called into service, a can opener was used to produce words of thanks and farewell, and at 11:35 p.m. the candidate was returned to the baggage car of the special, to resume his tour, amid the pealings of his own brass band.

"ECONOMY" RACK FOR DISC RECORDS.

(Special to The Talking Machine World.)

Chicago, Ill., Sept. 5, 1908.

To anyone desiring a neat, clean, portable, practicable and yet inexpensive way of caring for his disc talking machine records, the "Economy Record Rack" is to be recommended. The rack, illustrations of which are given elsewhere in this issue, is beautifully finished in golden oak, weathered oak and mahogany. It is covered with dark green billiard cloth. It is light and graceful, and an ornament to any room. The cloth cover fits snugly over the records, fully protecting them from dust and dirt. It is easily removed for the purpose of cleaning. The rack is light and easily carried from place to place. When not in use it may be set on any convenient shelf or in an out-of-the-way corner.

The rack holds fifty 10-inch or 12-inch records. It may be hung on the wall or set on a shelf or table. When one rack is full others may be added after the manner of sectional bookcases. Each record fits firmly in a place of its own, thus preventing breakage. Each record is numbered and indexed, thus easily found and replaced. The Economy racks are made by R. H. Jones, 1-17 Bryan place, Chicago.

THE TALKING MACHINE.

(Written for Talking Machine World by Eugene Geary.)

I.
The great prima donna receives her encore
'Mid bouquets from the shining front row,
That wonderful voice they would hear more and more,
For the seats are five dollars a throw.
But here's where her song-spray is sweetly diffused,
Tho' her diamond tiara's not seen;
And her notes, worth some thousands a night, are
produced
True to life in the talking machine.

II.
Campanini, Caruso and Bonci—big stars,
Tetrazzini and Melba and Eames,
They sang thro' the last season's musical wars
Till the audience floated on dreams.
The power of music we all understand,
Tho' far from the gay, brilliant scene—
But these were a few 'mong whose voices were canned
For the wonderful talking machine.

III.
We shall soon, in the midst of a trying campaign,
Hear the orators rake fore and aft
Old questions of tariff and things once again,
And the virtues of Bryan and Taft.
These leaders are speaking just now East and West,
But your own pleasant fireside, I ween,
Is the place where their voices sound really best
Thro' the horn of the talking machine.

IV.
The sermon is canned while the preacher can see
His people admire more and more;
And they're thinking of canning, between you and me,
That loud congregational snore.
A noise like an order is registered, too,
Then the salesman grows suddenly keen;
In fact there is nothing on earth it can't do—
This wonderful talking machine.

—Eugene Geary.

A FEW ADVERTISING "DON'TS."

A few advertising "don'ts" written by a merchant from knowledge gained through personal experience:

Don't make your advertisement the same as everybody else's in your line.

Don't run the same advertisement week after week and month after month.

Don't fill your advertisement with a whole lot of words that do not mean anything.

Don't advertise what you cannot perform absolutely and fully.

Don't suppose for a moment that other people are going to be as much interested in what you say as you are yourself.

Don't be disappointed or discouraged if you do not have immediate results.

SOLBERG APPOINTED DELEGATE

To the International Conference on Copyright Where Many Matters of Interest Will, of Course, Come Up for Consideration.

(Special to The Talking Machine World.)

Washington, D. C., August 27, 1908.

Thorvald Solberg, register of copyrights, in the office of the Librarian of Congress, has been appointed the delegate to represent the United States at the International Conference on Copyright that convenes in Berlin, Germany, October 14. This is a continuation of the famous Berne convention. Several European countries have declined to appoint representatives for various reasons. The principal question that will be considered is the mechanical reproduction of copyright musical works.

Advices have reached here that while argument has been heard by the Court of Cassation of Italy, the tribunal of last resort in that country, in the case on appeal of Ricordi & Co., music publishers of Milan, against the Gramophone & Typewriters, Ltd., London, Eng., decision has been postponed indefinitely at the request of the Italian music publishers. The complainants have been sustained in the two lower courts in this suit, and it is believed that the deferment is sought until after the Berlin convention has passed upon the issue involved.

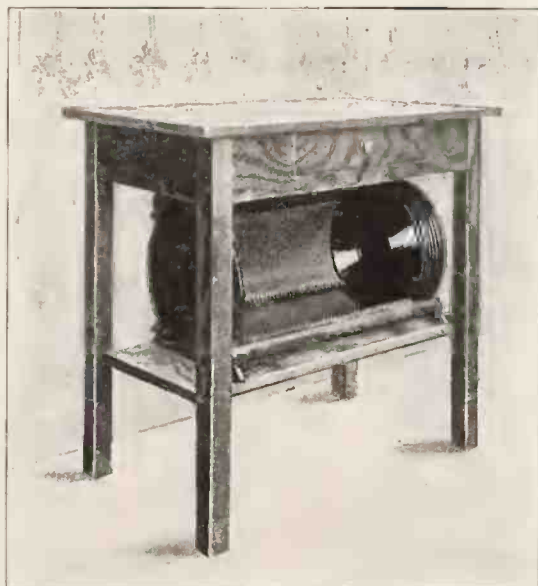
Recent correspondence from Russia states the composers of the empire have brought suit against one of the leading talking machine companies operating there to test the copyright question as applied to the reproduction of music on automatic instruments.



**THE ECONOMY
RECORD RACK**

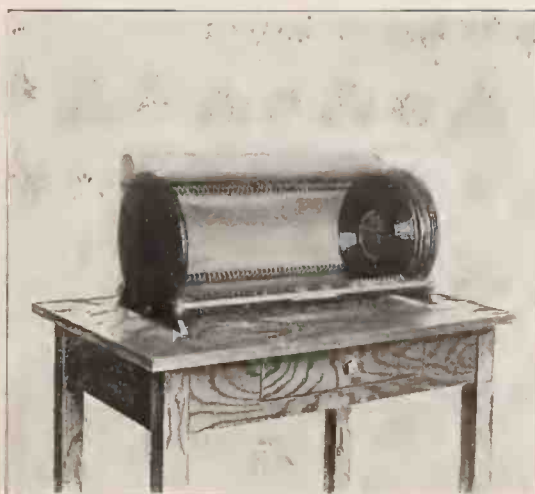
**FOR HOME USE
A Radical Departure**

*Marks a Revolution in Home
Record Storage*



Can be either placed on under shelf of table or suspended from picture moulding; or is adapted by special fixtures for insertion in existing cabinets.

Lyon & Healy are already jobbers for Economy Record Racks. Get in line.



R. H. JONES

Patentee and Sole
Manufacturer

1-17 Bryan Place, CHICAGO, ILL.

RETAIL PRICES

- Rack for 10-inch Records . . \$3.50
- Rack for 12-inch Records . . 3.75
- Rack for Insertion in Cabinet . 1.50

TO MAKE INDESTRUCTIBLE RECORDS.

The Cleveland Phonograph Record Co. Have Been Incorporated With a Capital of \$300,000—Business in Cleveland Steadily Improving—Gaumont Chronophone Co. Move to New Quarters—Bailey Co.'s Big Zonophone Business—Louis Devineau Places the Ideal Horn With All the Principal Jobbers in Canada—Moving Picture People Must be More Careful.

(Special to The Talking Machine World.)

Cleveland, O., Sept. 8, 1908.

Business in the talking machine line in this city is improving. There is no boom, but there is a steady, gradual betterment. Factories which have been idle are renewing operations, others are increasing their forces, and new ones are starting. Traffic figures show Cleveland railroads are now handling more freight than they have at any time since the financial flurry of last winter.

Talking machine dealers have felt the brunt of business depression as much, or more, than in any other line of trade. The mechanic and workman was compelled to dispense with luxuries and reluctantly pretermit the weekly purchase of records. But now they are gradually renewing their purchases, and many old customers are renewing acquaintance with the dealers.

The Bryan and Taft records have made a big hit and are among the best sellers. Customers seem to be impartial, and it would be difficult to predict results from their selections.

The Gaumont Chronophone Co. have been placed in the hands of Manager Arthur B. Colnon. The office and plant have been moved from High street to the corner of Broadway and Harvard, into a larger and more suitable building for the business. The company are now going ahead with increased facilities and an enlarged plant in the manufacture of machines, and in addition, their own films, which heretofore have been the foreign product. The company have adopted the Twentieth Century Graphophone in connection with the Gaumont machine in place of a disc air machine. They own the exclusive rights to the Gaumont Chronophone for the United States, and for which a large sum was paid. The company are engaged exclusively in manufacturing machines and films, and will establish distributing agencies in various sections of the country. The business

will be pushed and large results are expected to follow the change.

The Cleveland Phonograph Record Co., an Ohio corporation, is a recent incorporation, with a capital of \$300,000. The stockholders include some of the most substantial business men of the city. A gentleman identified with the company said: "While the company's capital is \$300,000, the personal resources of the stockholders being at least \$10,000,000, will enable the company to take a position in the front rank of the record business of the country. The company have made arrangements to manufacture indestructible phonograph records for cylinder machines. These records are virtually everlasting in wearing quality and absolutely non-shrinkable, with a tone quality equal to the best records now on the market." The temporary office of the company is at No. 812, Society for Savings building, Cleveland, O.

Louis Devineau has just returned from a vacation spent in Canada. His especial purpose on the trip was to complete arrangements for establishing jobbers for the Ideal horn, in which he was eminently successful. He visited Montreal, Quebec, Toronto and other principal cities in the Provinces, securing jobbers and negotiating sales of a large number of horns. He says all the talking machine dealers with whom he came in contact pronounced it truly an ideal horn—the finest and most nearly perfect of any they had ever seen, and expressed themselves glad of the opportunity to give him an order. Mr. Devineau says that in the next issue of The World he will furnish a complete and accurate list of all Ideal horn distributors.

W. J. Roberts, Jr., is having a good run of trade in both machines and records. He said perceptible improvement in business was noticeable, and record sales were constantly increasing. With the usual demand for the lighter music, he stated that the call for Red Seal records was constant and growing to large proportions. The Taft and Bryan records were mentioned as especially popular and finding ready sales.

The Eclipse Musical Co. report business good and improving, the volume of business being much larger in August than July. Mr. Towell stated they were booking a large number of orders for the new Edison combination type machine, to play their new four-minute Amberol, or the present two-minute records. He said demand was improving for all kinds of talking machine goods, and that the future looked very promising.

The Bailey Co. have a good demand for machines and records. They are exclusive distributors for the Zonophone, and the manager stated they were making large sales, and that the machine was very popular. The day previous to Saturday, August 29, the company advertised to give a package of 100 needles to all who brought in the name and number of their machine on that date. The store was crowded all day, hundreds coming for the coveted prize, and the experiment resulted in the sale of several machines and a large number of records.

"Business is moving along steadily and gradually improving," said Eudna Rankin, of the Witt Music Co. "The demand for machines is fair and very good for records, especially for Taft and Bryan, who are apparently equally popular. Business in the automatic department is picking up nicely."

"We did a fairly good business in August," said Mr. Buescher, of Buescher & Son, "and September is starting out encouragingly. Demand indicates improvement in business generally, and I think we will all be in the prosperly swim soon. Sales of records are fine, and Bryan and Taft are in constant demand."

Hugh Gulley reports improvement in trade and

good sales of machines and records. He stated his August business showed an increase over July. His record trade, especially for Red Seal and Gold Molded, he said, was fine. From the constant demand for Taft and Bryan records, he feels quite sure that "one or the other will be elected."

Robbins & Emerson, the popular Arcade dealers, are having a fine trade in both machines and records, as well as other musical instruments. Mr. Robbins says their business is increasing and conditions generally improving.

"Things are moving along very satisfactorily," said Phil Dorn, manager of the talking machine department of Collister & Sayle. "Demand is increasing slowly but surely all along the line. Old customers, some of whom haven't been in for months, are coming back, which is an indication of renewed prosperity. Sales of machines are as yet slow, but more interest is being manifested and we have quite a number in view. Record sales are fine, especially for the September lists, which seem to meet the approbation of everybody. There are manifest signs of an excellent fall trade."

Flesheim & Smith stated they were doing a fair business in the talking machine department, and that trade was improving. A good demand for records was reported, and a fine fall trade predicted.

Brown Bros. stated they were doing but little in the line of talking machines. Their energies are especially devoted to the furniture trade.

"While I didn't have very good luck fishing on my vacation," said Mr. Probeck, manager of the Columbia Phonograph Co., "I had a most enjoyable time." He has returned to business much tanned and with renewed vigor. "Trade is moving along very satisfactorily," he said, "and I look forward to quite an increase the coming fall. The sale of records is extremely good, our customers being very appreciative of our recent lists. Among the best sellers is a waltz song, entitled 'Take Me Out to the Ball Game.'"

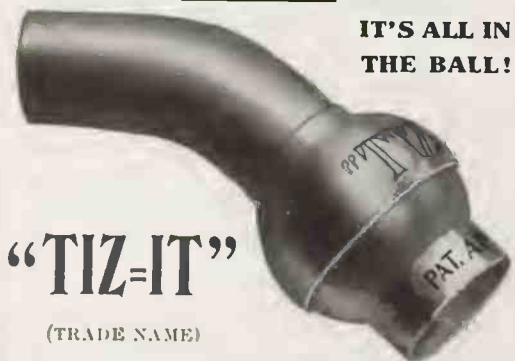
The May Co. are having a fairly good trade in the talking machine department, presided over by H. B. McNulty. He stated that their August business was exceptionally good, and that this month gave promise of continued improvement. He said there was increasing demand for records, especially for Bryan and Taft, which were moving nicely.

A. R. Schade, representative of the Ball-Fintze Co., Newark, O., was a visitor to the

TWO MISSING LINKS



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



IT'S ALL IN THE BALL!

"TIZ-IT"

(TRADE NAME)

This New All-Metal Ball-Joint Horn Connection is **BEYOND A DOUBT** the Missing Link between the Phonograph and Horn. "There's **MORE** than a reason."

Mr. Dealer—If your jobber does not handle this connection yet send us 30c. in stamps for sample. Address

Kreiling & Company
Inventors and Sole Manufacturers
North 40th Ave. and Le Moyne St.
CHICAGO, U. S. A.

Edison Jobber Zonophone Distributor



Carrying
Cases

Wire
Record
Racks

**INDESTRUCTIBLE RECORDS
RECORD CABINETS**

SPRINGS for all makes and sizes

QUILL NEEDLES

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

JAMES I. LYONS
265 Fifth Avenue
CHICAGO

talking machine dealers recently. He reported business good and improving.

There are seventy-three moving picture theaters in Cleveland. The building inspector is compelling the proprietors to comply with the safety regulations regarding fire. As a matter of fact, the modern moving picture showmen take the greatest precautions for the safety of their patrons.

THE TRADE IN CINCINNATI.

Wurlitzer Co. Carrying on Vigorous Advertising Campaign—Political Records Being Pushed—What Manager Dietrich Has to Say—Concerts Given Before Political Clubs—Columbia Co. Make Good Report for August—Milner Music Co. Enthusiastic Over New Edison Amberol Records—Ilsen Music Co. Stock Being Closed Out—Other News of Interest.

(Special to The Talking Machine World.)
Cincinnati, O., Sept. 7, 1908.

The Wurlitzer Co. have taken the initiative during the past month in keeping the public interested in talking machines and records, with a number of timely window trims and several good advertisements of records. The political campaign records of Taft and Bryan are being put forward vigorously. The call continues stronger for the Bryan records. Whether this may be considered as a straw which indicates the way the wind is blowing cannot yet be determined, say the dealers. But it looks suspicious to them. The past month was only fair in results. The demand for records and for talking machines was not what the dealer would like to have seen. The present month is expected to give a better account of itself, and is confidently looked to as a gauge of what the fall season will produce in the way of trade.

Manager Dietrich, of the Wurlitzer talking machine department, had the following to say of trade: "There are two new features that stir up activity in this city. The new Edison machine and records and the new \$17 Victor machine. This latter machine places within the reach of all a popular-priced machine, the total cost of which, along with the records, does not go over \$20. This will make for active trade along the line. A big trade is predicted by the local dealers, who are enthusiastic about the new Edison goods. All the local dealers signed the new contract which allows the dealer to sell Edison goods only. One dealer who had been established by another cylinder machine distributor, and who took on the Edison goods as a side line, signed the contract, which prohibits him selling the other line. The new Victor O machines, which are now on sale in this city, will undoubtedly increase the large Victor business that now exists. Instalment sales are quite heavy. Dealers are satisfied with the outlook. The record trade is light, and this is hard to explain, as the recent cool nights have driven people indoors."

Mr. Hanna, of the National Phonograph Co., was a Wurlitzer visitor for several days. He was here in the interest of the Commercial phonograph. Wurlitzer is the local dealer in this line and displayed a fine line of these instruments in the show window last week, for demonstration purposes. The window has been turned into a modern office, equipped with the commercial phonograph on the one side and the typewriter, which it seeks to supplant, on the other side of the window. Daily demonstrations are given each day from 11 a.m. to 2 p.m., and the demonstration never fails to attract a large crowd. Dictating and transcribing is done in the window, the purpose, of course, being to show that the phonograph doesn't ever have to stop to ask just what word you used, or to sharpen a pencil, as the stenographer so often does; that the dictator can answer his letters at once, and if he is called upon by a visitor he doesn't have to keep a stenographer waiting. In short, the machine is a great labor saver.

The Wurlitzer Co. have had a fine display of Bryan records, and changed the trim from "The Great Commoner" display of two weeks ago to

the present rich display of new Taft records. A big sign, "Ohio's Favorite Son," takes the place of the "Great Commoner." A fine photograph of Mr. Taft placed under an arch, which is draped with the national colors with a semi-circle of red electric lights, makes the trim a very attractive one, and a splendid "silent salesman." Two big Victor machines occupy each side of the window, and a number of records are shown with the title of same appended.

As indicated above, the demand for the Bryan records have the first call. Why this is so is not yet apparent, but a paragraph which appeared in one of the local papers, the Enquirer, creates some interest. Mr. Bryan, in summarizing wherein he and Mr. Taft and the President agree, goes on to say regarding the phonograph: "But I have reason to rejoice over the fact that some of the things I have done are now viewed in a more favorable light. When I secured some phonograph records in order that I might discuss political questions before more people, the Republican papers ridiculed me and called it undignified, but Mr. Taft has lifted the phonograph to an eminence by talking into it himself."

Several concerts have been given by the Wurlitzer Co. before the several political clubs of the city. In each case the company stipulate that the club shall furnish them with a complete list of the names and addresses of the club members, which are used for further reference for prospects.

The Columbia Phonograph Co. report trade for the month of August but slightly less than the same month of last year, less than \$100, which is considered very good in the light of conditions. Good results are expected in the next thirty days, which will come from the campaign outlined by the executive officers of the company. Wholesale business is a little quiet and the reason for this is not understood, unless it be that the up-State trade is hesitating about buying until conditions become more settled. The acting manager, R. H. Whelen, states that the new Taft records are on the way, and he believes they will enjoy a good sale. The Twentieth Century Columbia machine is said to give great volume to these records, and is in demand now by the political parties who want the candidates' speeches reproduced. The Columbia Phonograph Co. are offering to reproduce these speeches free of charge. The outlook for the present month is good, and will demonstrate the outcome of the season's trade.

Manager S. H. Nicholls is spending a two weeks' vacation in the East, taking in Atlantic City, and making a call at headquarters.

The Milner Music Co. report Edison trade very

good. Manager Strief believes that the new Amberol records, the four-minute record, will be the greatest thing on the market, when they arrive Oct. 1. Collections for the past month were not up to the standard. In this regard Manager Strief bears out the reports had from other dealers. The outlook as a whole is good.

W. H. Hug, of the National Phonograph Co., was a Milner Co. visitor last week.

The Ilsen Music Co., which have been in the hands of a receiver for some time, had another bout with the receiver last week, and are now being closed up as fast as the stock can be sold. While the advertisement states that bids would be received up to Saturday, August 29, George Ilsen says the company are still open to bids. It is generally understood that it will be difficult to sell the stock as an entirety. Mr. Ilsen is anxious to clean up the stock and get away from the worry and care attendant upon such sales. He leased his wife's house to Prof. Romeo Gorno, at 1041 Welsey avenue, which the professor will turn into a music studio this week. Mr. Ilsen has arranged to go to Bat Cave, N. C., there to rest indefinitely—for a month or a year, as fancy dictates. He will reside at Esmeralda Inn. He expresses himself as glad of the opportunity of a rest from the long years of business cares.

LIGHT PRODUCES SOUND.

Some Scientific Experiments of Interest to Talking Machine Men.

One of the most wonderful discoveries in science that has been made within a year or two is the discovery that a beam of light produces sound. A beam of sunlight is thrown through a lens on a glass vessel that contains lampblack, colored silk or worsted or other substances. A disc having slits or openings cut in it is made to revolve swiftly in this beam of light so as to cut it up, thus making alternate flashes of light and shadow. On putting the ear to the glass vessel strange sounds are heard so long as the flashing beam is falling on the vessel. Recently a more wonderful discovery has been made: A beam of sunlight is caused to pass through a prism, so as to produce what is called the solar spectrum, or rainbow. The disc is turned, and the colored light of the rainbow is made to break through it. Place the ear to the vessel containing the silk, wool or other material. As the colored lights of the spectrum fall upon it, sounds will be given by different parts of the spectrum, and there will be silence in other parts.

LOOK AT THE MAP

and the

Field We Work In

IOWA
ILLINOIS
MINNESOTA
WISCONSIN
MISSOURI



During the past month we have opened at Des Moines one of the most complete jobbing Victor stocks to be found anywhere. Everything fresh and new from stem to stern. We have over 4,500 square feet of floor space in our new location filled with nothing but Talking Machines and Supplies. Every Record is enveloped the moment it is received and goes out the same day. We are distributors also of the Herzog line of cabinets and carry a most complete line.

The attention of the trade is called particularly to the fact that we are **EXCLUSIVELY WHOLESALE AND DO NO RETAIL BUSINESS WHATEVER.**

Any retail order or inquiry received is immediately referred to our dealer in that location for attention. We **INVITE A TRIAL OF OUR SERVICE ESPECIALLY IN OUR DES MOINES FIELD.**

HARGER & BLISH

Victor Jobbers

Garver Building, DES MOINES, IOWA

Edison Victor Jobbers

Security Building, DUBUQUE, IOWA

TIMELY TALKS ON TIMELY TOPICS

As a material in aiding records to become active instead of dormant, a selected list of the best sellers has been found to be an excellent stimulus when issued by the jobbers to their dealers. Wherever jobbers have taken the trouble to issue such a bulletin it has justified whatever time and expense that may be involved, and is welcomed by the dealer who may lack familiarity with any given catalog or initiative to undertake the task. Its value as first aid to record sales cannot be denied.

Last month, or to be more specific, on August 24, another decision was rendered affecting the status of the so called Jones patent for the duplication of disc records by means of the electrotying method. In this instance the patent was invalidated, while in the opinion formulated by the United States Circuit Court of Appeals on January 19, 1907, the same patent was sustained, being a reversal of Judge Hazel, who on February 19, 1906, dismissed the bill. The same complainants, namely, the American Graphophone Co., who sued in the first instance, also figure in the most recent case, being the owners of the invention, the Leeds & Catlin Co. defending. Judge Hough, of the United States Circuit Court, southern district of New York, wrote an exhaustive opinion in the last trial, and his conclusion that Jones was anticipated by a British inventor is regarded by the laity as an interesting, if somewhat confusing, attitude for the learned federal jurists to assume. However, the plaintiffs will not accept Judge Hough's dicta as final, and have already taken steps to have the decision reviewed by the upper court. Fuller particulars of the latest step in this celebrated litigation appears elsewhere in *The World*.

The copyright question is to come up again shortly, that is, before the American Congress goes into session. On October 14 an International Copyright Conference is to be held at Berlin, Germany, and the principal subject to be debated and disposed of is the reproduction of copyright music on talking machine records and other mechanical devices. As stated in *advice* from Washington, on another page of *The World*, delegates have been appointed by the President to attend this meeting, gentlemen who are well versed in copyright matters from long familiarity with its many-sided contentions, and who are sufficiently broad in their views as to be regarded as experts whose opinion and action should carry weight. The growth of the talking machine trade, the wide influence exerted in an educational way by the sound-reproducing devices originated, developed and constantly being improved by the inventive geniuses attached to this important industry, is conceded by the statesmen of the world as of such recent date as to have been entirely overlooked in framing laws dealing with copyright property. It is generally conceded that the scope of existing statutes in a number of the leading countries, including the United States and Great Britain, specifically—briefly, the English-speaking world—do not adequately recognize the great factor in the spread of musical intelligence that is exerted by the talking machine record. Steps to place the trade on an unassailable basis in respect to future copyright interpretation are now being taken, and the Berlin conference may be regarded as composed of such progressive delegates that their deliberations will be marked with a high regard for the emulative, not to mention the vested, rights of a vast industry that has added to and is continuing to increase the sum of the world's happiness and pleasure. In this spirit the conclusions of this international body of scholars and men intimate with public affairs will doubtless be formal and decided. The prominent music publishers, or "editors," as they are called on the Continent, will make every effort to befriend the situation in their own business interests; but as their contentions, often absurd, have been thoroughly thrashed out, their menacing attitude

will not carry the weight they imagine. In short, it has been reduced to a minimum already by a number of recent court decisions entirely favorable to the talking machine trade.

A pleasant rumor has been spread by the local papers that George W. Pound, Buffalo, N. Y., had been selected as legal counsel, resident in Washington, D. C., for "a number of large corporations which control the phonograph and phonograph record business in America," at a snug salary of \$10,000 per annum. As is usual with daily newspaper reports they are sadly mixed, to express it mildly, and nine times out of ten grossly in error when they "make a fist" at stating the most ordinary facts. This is just another example of their inexplicable tendency, for according to eminent concerns in the trade who speak by authority, Mr. Pound, while conceded to be a "splendid fellow and a good lawyer," has not been retained to represent any record or phonograph manufacturers in Washington or any other place. The "learned counsel" in this instance is not inclined to indulge in such iridescent fancies, but the reporter was the victim of the wildest imagination, known in professional parlance as "a pipe dream."

Word has been received that the authorities at Leipzig, Germany, have enacted an ordinance prohibiting the playing of talking machines or mechanically operated pianos in a dwelling unless the windows are closed. This sounds queer as coming from a place where semi-yearly fairs have been held for centuries in which musical instruments of all kinds are a predominating feature! Of course, there is such a condition in which even the best of things become monotonous, and it may be in a spirit of surfeit that led up to this qualified restraining order. This action of the Leipzig authorities is peculiar, to say the least, and is reported as not being altogether disinterested.

A case now in the hands of the United States Circuit Court, Western District of Michigan, namely, the Victor Talking Machine Co., Camden, N. J., against the Duplex Phonograph Co., Kalamazoo, Mich., once again deals with the famous Berliner patent. Argument was heard in June, and the elaborate briefs and voluminous record makes a formidable presentation of a suit involving many intricate points vastly interest-

ing to those who have followed the litigation in which this basic invention has been attacked. A decision was looked for early last month, and now it may be expected any day.

Concluding its praise of a so-termed new sound box, which a foreign contemporary says "now stands in unassailable perfection before an astonished world," it remarks, "even discs that are impossibly bad when tried with other sound boxes are quite satisfactory when tried with this new device." It must be a wonder, truly!

The box in question is described as follows: "Not a single screw is to be found in the whole thing; the whole is held together by a consistently arranged system of springs, even the needle-holder is kept in its place on a stretched convex membrane by means of such pressure." Perhaps our sound box sharps may perk up a bit after reading the foregoing.

With the death of Ira D. Sankey, the singing evangelist, associated for many years with D. L. Moody, his co-laborer in the same field, and which occurred in Brooklyn, N. Y., last month, it will be recalled that at one time he was a stockholder in the Leeds & Catlin Co., New York, and for whom he made a number of records of his most famous religious songs. Being confined to his home by sickness during the last two years of his life, and Mr. Sankey's voice failing, the work of reproducing had to be suspended; but nevertheless the company's repertoire commanded a large sale at one time, and still sell in no small quantity. J. Allen Sankey, the vice-president of the company, is the son of the celebrated evangelist whose musical compositions have circled the world, and are esteemed in the homes as well as when sung from the public platform. For congregational singing these often simple themes had few equals, and the records were equally popular.

While much fault is found by the foreign trade with the clumsily constructed and unattractive appearance of European-made record cabinets and carrying cases, especially those emanating from German factories, the American articles are praised and admired for their practicability, compactness, handiness, finish and general neatness. The cabinets are especially handsome, the designs being furnished by artists, and no little ingenuity being displayed for the purpose for which they are intended. The record-carrying cases can be also commended as splendid examples of what nearly everything bearing the American brand stands for the world over.

Who Will Be Our Next President?

The Issues Are These

- First**—Conduct your business in a profitable manner.
- Second**—Display your goods well and with as little expense as possible.
- Third**—Keep your stock of Records up-to-date.
- Fourth**—Add the new Edison Amberol Records.
- Fifth**—Order at once sufficient **RAPKE LABELS AND TRAYS** to accommodate them.

*If you comply with these suggestions you are entitled to a vote.
(Dead men cannot vote)*

VICTOR H. RAPKE, 1661 Second Avenue, New York

The Rapke Tray No. 40 is just what the small dealer needs. Ask about it.

NEWS BUDGET FROM "THE HUB."

Edison Changes and New Victor Machine Please Trade—Eastern Talking Machine Co. Featuring Victors—What H. L. Royer, Victor Traveler, Has to Say—Enlarged Quarters Help Ditson Business—Columbia Music Captivates Policeman—Boston Climate Puzzles Manager Pease.

(Special to The Talking Machine World.)

Boston, Mass., Sept. 14, 1908.

The prospective new attachments for the Edison machine changes on the Victor to give the public a cheaper-priced instrument, the near approach to the date for getting new records, and the general increase of good feeling among the talking machine trade indicates that the fall business is to be much better than was feared a month ago.

At the Eastern Talking Machine Co., Wholesale Manager Chamberlain has just returned from his vacation at Newfound Lake, N. H. He finds the outlook on his return very bright. Mr. Chamberlain is anxiously awaiting the new attachment for the larger records on the Edison machines. "The public is ripe for something new," he says, "and this ought to please them." The window display this month on the Victor side of the house is given over to the Victrola and the grand opera records. Photographs of the stars are very tastefully added to the window display.

H. L. Royer, the Victor ambassador, who was here this week, declares that the public has only just begun to awake to the fact that money is easier, and he predicts a rapid increase in the volume of business. Mr. Royer has just returned from his vacation.

At the Oliver Ditson Co., Manager Winkelmann reports himself as awaiting patiently the arrival of the new \$17.50 Victor machine, equipped with the flower horn. Meanwhile business on the Victrola and the other high-grade machines is seasonable. The Ditson talking machine department is experiencing good results from the enlarged shipping and sales rooms. General Manager Chas. Bobzin is expected home from Europe in a few weeks.

A big crowd stood in front of the Columbia Phonograph Co.'s door one day this week listening to one of the latest marches on a band record. A patrolman came along and began to make those on the outskirts move on, but he became interested in the music, and by the time the selection was over he was near the door. He waited for the next one and the next one, then walked away with a smile. "Sure, I wish I had one in me house," he said, and a clerk who overheard him immediately got his number and will get after him. Manager Junge is doing quite a little in the way of advertising lately, and his window displays attract much attention.

Manager Pease, of the Massachusetts Indestructible Record Co., declares that he cannot get used to Boston's "lovely" changes of climate. He went automobiling with Mr. Gateley, of the sales force, and experienced a drop of 18 degrees

in temperature during the ride. Friends of Mr. Gateley claim that his new auto went so slow that the winter caught up with him, but he laid it on to poor gasoline and prickly heat. Both Mr. Pease and Mr. Gateley report business seasonable.

GET AFTER THE FARMER.

Victor Co. Urge Dealers to Seek Their Trade—Exhibiting at County Fairs Offers Opportunity to Get in Touch—With Good Crops Sold, Grangers Have Money to Spend.

With reports of immense crops and consequent prosperity for the farmers, many dealers have already awakened to the value of the farmer's trade and are striving hard to get it. For the benefit of those who have not realized the opportunities that lie in cultivating that trade, the following good advice was published in "The Voice of the Victor" for September:

"The farmer is a good customer if you only reach him. You can if you will!

"The splendid Victor advertising in the agricultural papers throughout the country has created a big interest in the Victor among the farming classes. But something more than mere interest is needed. It's up to the dealer to fan this interest into the flame of enthusiasm that culminates in actual sales.

"Thousands of farmers are going to buy the Victor just as soon as they fully comprehend what a great musical instrument the Victor is—and the only way for them to realize this is to hear the Victor.

"If the farmer won't come to hear the Victor, take the Victor to him. Play the Victor for him, in his own home, during the afternoons and evenings. Get the whole family around the Victor—under the trees or on the porch. Play some of the fine old-time ballads—and band music and operatic music, with a Caruso record or two, above all. There is no surer way to get people worked up to a high pitch of enthusiasm than to play the Victor for them. It is simply irresistible, and sales are almost always bound to follow.

"Another good way to push the Victor in the agricultural districts is to exhibit it at the country fairs.

"The Price Phonograph Co., Newark, who have several retail branches, report excellent results from this plan. Their display of Victors at the Poughkeepsie Fair drew large crowds. Concerts were given in the daytime; and in the evening elaborate dance programs were provided. Several newspapers gave them liberal notices, referring to the display as the "Victor Exhibit." The Price Company also stimulates the interest of the agricultural class by circularizing broadcast.

"Don't imagine the farmer isn't a good customer just because he doesn't come to your store. His opportunities for going to town are somewhat limited. It is easy to interest him in almost anything that has merit; or if you catch him in the right mood, in his own home, and let him hear the Victor, the odds are greatly in your favor for making a sale.

"Go after the farmer. You will find it pays."

THE NEW VICTOR "O" READY.

The Victor Talking Machine Co. recently announced that they will be able to supply the trade with their new Victor style "O" early this month. In this connection they say: "This instrument is the result of a great deal of thought, combined with our determination to put on the market a Victor tapering arm machine, so attractive in general appearance, so proportionately correct as regards size of horn and cabinet, so effective in coloring, so well placed on price and such a magnificent substitute for the 'Z' that we expect it to jump into popularity at a bound."

The new style "O" will be retailed at \$17.50, and affords a splendid medium for the dealer to appeal to a medium-priced trade, and will be the means of creating interest in the high-priced Victor creations.



A Straight Tip

It's not a side line of knick-knacks that we want to "put you next" to.

Musical Merchandise needn't play second fiddle to your main line; they're really a vital part of it.

Don't continue to waste your time and opportunities with petty side line customers.

It doesn't require a bit more gray matter to put through good violin, mandolin, guitar or accordeon sales.

There's more profit in one of these sales than a hundred of the other kind.

And buyers of musical instruments and supplies are just as numerous as post-card or cigar-band buyers.

Besides, isn't it a musician who is most likely to become interested in a really good talking machine?

The demand this Fall for our

MODERN
MUSICAL
MERCHANDISE

is bound to be a record-breaker. And if you'll put in a judicious assortment right now, you'll be in line to share in the handsome profits around holiday time.

We would be pleased to lend you a hand to success. We'll select your goods for you if you wish, and explain how to win the trade of musicians.

We have a catalog that will interest you. It's yours for the asking.

Buegeleisen & Jacobson

113-115 University Place
NEW YORK

THE 1010 SPECIAL
150-Peg Cylinder
RECORD CABINET

IS A TRADE-WINNER

Write for Special List. Positively the best value ever offered at special price to talking machine dealers

H. A. WEYMANN & SON, Inc.

Edison Phonograph Jobbers. Victor Distributors, Cabinets and Supplies. Manufacturers of the KEYSTONE STATE Musical Instruments. Publishers of Sheet Music.

Weymann Bldg., 1010 Chestnut St., Philadelphia, Pa.

NYOIL

FOR

Talking Machines,
Typewriters, Phonographs,
Adding Machines, Cash Registers,
Guns and Tools,
and on all Polished Instruments.

It Absolutely Prevents Rust.

NYOIL
Sales Quadrupled in 1907

1866 1907

WILLIAM F. NYE
NEW BEDFORD, MASS.



URGES DEALERS' ASSOCIATION.

A Circular Communication Addressed to Talking Machine Dealers to Get Together.

In a circular letter addressed to the talking machine dealers of this country, under date of Sept. 3, Joseph W. Foley, an attorney of Boston, sets forth the necessity of concerted effort and urges the retail talking machine trade to organize a national association. The Foley communication is a strong one and among the objects sought by the proposed association the following are named in the circular:

"A voice in determining how the business shall be conducted.

"Some agreement or guarantee from the manufacturers binding them. At present you are bound to everything and they to nothing.

"More reasonable restrictions in the number of selling agents. At present there is no limit to the number who can enter the business.

"More favorable terms for the return of old goods, especially when the sale of them is prevented by the manufacturers bringing out improvements.

"Two prices for outfits, one cash and one instalment, as is the case in all other kinds of instalment business.

"A quick outlet for stock in case a dealer wishes to go out of business. This is the only business in which there is no such outlet.

"Free legal advice regarding contracts, etc., and the making of test cases when necessary.

"Mutual assistance in tracing stolen goods."

It is said that Mr. Foley has received a great many favorable communications from dealers who have received his letter and were willing to contribute toward the formation of a new talking machine association, which shall include the dealers throughout the country.

UNITED TALKING MACHINE CO.'S DEBUT.

Since the infancy of the talking machine business there has been a great demand for a good machine to retail at a very low price. Jobbers and dealers did their best to get an article which would wear and give good service. Manufacturers and other users of premiums have always been on the outlook for anything in this line, and even went so far in some cases as to try and have a satisfactory one, made up especially for themselves. Hitherto the Germans were about the only ones in this special field, and a great deal of their stuff was a disgrace to the trade. Knowing the above conditions, the United Talking Machine Co., of New York, started in to solve the problem, which they have at last succeeded in doing. Their first model, now ready, is shown in their advertisement, which appears elsewhere in this issue. This model is made in two styles, one like the cut in the ad., the other

a slightly better machine encased in a handsome cabinet. Owing to some delays they could not obtain a cut of this latter in time for this number. The "Echo-phone," as it is called, will be found to be a simple and compact little machine with many new improvements incorporated in it. That the machine will stand the wear and tear to which they are bound to be subjected is assured the trade by its manufacturers, who guarantee it for one year. Their proposition is a most liberal one and should interest all members of the trade.

AN ENTHUSIASTIC "TALKER" MAN.

(Special to The Talking Machine World.)

Los Angeles, Cal., September 4, 1908.

The accompanying snap-shot is that of Chas. S. Ruggles, manager of Sherman Clay & Co.'s Los Angeles store, and was taken on the beach at Santa Monica by J. H. Andrews of the Geo. J. Birkel Co.'s talking machine department. It is clearly apparent that Mr. Ruggles is so attached to the talking machine that he cannot be without it even when piscatorially inclined. Fishing is his regular sport and when not casting his line for Victor bits he spends his



Sundays on the seashore still in company of the Victor.

He has a great reputation as an "angler" and has distinguished himself in fishing from the beach through the breakers with 150 feet of line pulling in surf fish weighing from two to five pounds each, landing them on the sand. This way of fishing will doubtlessly seem a queer one to eastern fishermen and will be found to be one of the many original Southern California attractions.

ROCKFORD CO.'S NEW LINE OF CABINETS.

The increased use of talking machine records has unquestionably opened up a large demand for cabinets, with the result that many new and novel ideas have been utilized in connection with their storage. For some time past the Rockford Cabinet Co., at Rockford, Ill., have been giving especial attention to this record cabinet question, and are now placing some very effective examples of their work on the market. Among their most recent contributions is a handsome circular cabinet having circular shelves hung on a pivot at the left of the door. Each shelf swings out independently, so that all records are easily accessible. This interior will accommodate on each shelf thirty-seven records, or a total of 195. In this same cabinet the shelves can be furnished as trays with a supporting strip around the

edges, so that the records can be set on the tray in their original cartons. This arrangement will accommodate about 200 records.

In talking with a member of the Rockford Cabinet Co., recently, he said: "It is the prediction of many dealers that the system of storing cylinder records removed from the cartons will be succeeded in time by the tray interior, as described above, inasmuch as the record can be well preserved in a softly lined carton and therefore give better service. We have anticipated this, and are prepared to furnish cabinets with this interior, which is not confined to the round cabinet, but can be furnished also in all square cabinets in our line."

The Rockford Cabinet Co. occupy immense factories at Rockford, having a floor space of over 150,000 square feet, every floor of which is used in turning out high-grade cabinets of all kinds. Their line embraces some very artistic creations designed by a specialist who has given his life time to the creations of artistic parlor furniture, and who realizes that a cabinet must be well within artistic lines at all times to prove a seller.

"THE IMPORTANCE OF RECORD SYSTEM."

Dealers should realize the importance of a suitable system for carrying a stock of records, for price restriction makes it necessary that the best service be given to encourage patronage.

The dealer who cannot at once lay his hands on any record called for, or know that it is not in stock, shows a lack of system.

Would you give your business to a dealer who needed ten minutes to look for a record and then said "not in stock"?

It is not likely you would continue to patronize such a dealer when there are many who carry a complete stock and use a system that enables both the customer, as well as the dealer, to see at a glance whether the record called for is in stock.

The Blackman Talking Machine Co., 97 Chambers street, New York, are furnishing dealers with such a system, and the trade should refer to their advertisement on page 23 in this issue.

"TALKERS" FOR MILAN CONSERVATORY.

The high regard in which talking machines are held by European musical authorities is well illustrated in the acceptance by the Milan Conservatory (with the permission of the Minister of Education) of a number of machines and records for use in the classes. It is expected that various other conservatories will also adopt the innovation. The machines and records were made by the Fonotopia Co.

A COMPLIMENT TO THE VICTOR.

In the rotunda of John Wanamaker's Philadelphia store the great pipe organ is used to accompany the voices of the great operatic singers as reproduced on a Victor talking machine.

The inventor of the phonometer, Wm. H. Penu, the New York song writer, has originated another specialty that he says will cut something of a figure in talking machine improvements.

The Diaphragm is King

Everybody indorses our

WOOD DIAPHRAGM

for Cylinder Reproducers

PRICE, including Cross Head and Link, \$1 EACH.

NORCROSS PHONOGRAPH COMPANY

New Lang Building, 662 Sixth Avenue

NEW YORK CITY

INDESTRUCTIBLE CO.'S ANSWER.

Issue Circular Relating to the Recent Edison Edict—Will Have Agents Throughout the Country.

The Indestructible Phonographic Record Co., Albany, N. Y., have issued a circular letter, addressed "To the friends of the Indestructible Phonographic Records."

In this letter it is stated that the circular sent forth by the National Phonograph Co., forbidding Edison talking machine dealers to handle any kind of a cylinder record but the Edison, was a blow aimed directly at them by the Edison people.

The circular, however, states that while some dealers will be compelled to obey the Edison dictation, and purchasers, therefore, will be unable to buy Indestructible records in various towns, in a short time they will perfect an organization which will put an Indestructible agent in every town throughout the country.

MR. OWENS IS AN OPTIMIST.

Speaks Enthusiastically of Trade in Colorado and New Amberol Records—His Business Growing.

In an interesting chat on the trade in his section, C. Owens, of the Denver (Col.) Dry Goods Co., said to The World. "It may seem strange to the trade East, but our talking machine business has increased over last year in the most substantial manner, and we certainly expect a brisk fall business. Of course, handling the Edison product exclusively, one of my main objects in my regular semi-annual trips was to ascertain the value of the new Amberol record. I am satisfied it is the 'hit' of the year, and I have instructed our Mr. Shields, the manager of the talking machine department, to double his orders. It seems to me this is just the article desired.

"Of our section of the country there is no question of its basic prosperity. Colorado is ex-

panding in a most wonderful way. Denver is a splendid city, hustling and progressive, with a population of 200,000. Mind you, the building permits are a million a week, mostly dwellings, and that means a whole lot. During the recent financial flurry we were not hit so hard, and our banks stood up under the strain in the most admirable way. I have been coming to New York as a buyer for the last 30 years—February and August—and therefore I am inclined to believe I know something of general conditions.

THE TRADE IN BALTIMORE.

Fall Activity Apparent in "Talker" Business in Monumental City—Dealers Declare Bad Times Are Over—Columbia Co. in New and Larger Store—Good Reports from Various Houses Regarding the General Outlook.

(Special to The Talking Machine World.)

Baltimore, Md., Sept. 7, 1908.

The first glimpse of what seems to be the long-looked-for fall activity has been apparent during the past week, according to the statements in regard to business conditions given out by the various dealers. While the entire month of August has shown fair sales, there has been a decided jump in the number of sales of machines and records during the last week. This has made the dealers decidedly happy and they are making all sorts of predictions as to what the coming season will bring forth. All of them are of the opinion that the bad times are over and that business will be on the go right along.

Manager Joseph A. Grottendick, of E. F. Droop & Sons Co., has just returned from his vacation. He announces that since his return business has shown a decided improvement and he feels confident that the fall trade will be good. Both the Edison and Victor records of all descriptions have been in great demand the latter part of August and the present week.

The Columbia Phonograph Co. are now occupying their new store, 204 West Lexington street.

The change from 222 West Lexington street was made during last month. Manager Lyle announces that the firm have more room to handle the increasing trade in the new store, and already there has been a noticeable improvement in business. This is particularly the case with the wholesale trade, the announcement being made that an increased number of mail orders have been received recently from the South. The retail trade has also been picking up lately, and the prospects for a big fall business are very bright.

Another one of the local dealers who is enthusiastic over the better conditions of business the past two weeks and the propects for the fall trade is Manager Ansell, of Cohen & Hughes' Baltimore street store. He states that the sales the latter part of August and the first part of the present month have been very encouraging. This particularly refers to the Victor machines. The Bryan records have also been in great demand. It seems likely that the records of Taft's speeches will be bought up with the same rapidity as those of Bryan.

Fred Scheller, the genial representative of the Star Phonograph & Record Co., whose headquarters are at 642 West Baltimore street, says that business is booming right along and that he is simply delighted with the fall prospects. Last month, especially the last two weeks, and the present week of September have been the banner periods in the way of sales of the Star machines. A number of good sales have been made and the demand for sentimental, comic and operatic records continues to be heavy.

Similar reports as to business conditions are made by Sanders & Stayman, who handle the Victor and Columbia machines; the Kranz-Smith Piano Co., and H. R. Eisenbrandt's Sons, who are agents for the Victor.

"How's the campaign getting in your section?"

"Very exciting," answered the sarcastic citizen. "Next week we're to have a joint debate between a phonograph and a graphophone."



Study This Illustration

and figure if you cannot handle such a product! It is a music box and a talking machine combined, but it is not a creation of ordinary quality. The Regina is the queen of music boxes, and in the Reginaphone is incorporated a motor mechanism which is unsurpassed in any talking machine yet put forth.

The price at which the Reginaphone may be sold places it at once within the reach of the people of moderate means. Hence, it has money-making possibilities for the dealer which are not to be overlooked. Dealers who have placed a sample order have found a ready demand for this specialty. The Reginaphone should be in every talking machine store in the country, and it will be found to be a business-getter of large proportions.

THE **REGINA** CO.

Manufacturers of Regina Music Boxes, Reginaphones, Reginapianos, Regina Chime Clocks, Sublima Pianos, Automatic Talking Machines and Coin Operated Instruments, Distributors of Victor Talking Machines and Edison Phonographs and Records.

Main Office and Factory, RAHWAY, N. J.

Broadway and 17th Street, New York

259 Wabash Avenue, Chicago

THE INTERNATIONAL COPYRIGHT CONFERENCE.

Interest in Talking Machine Circles Now Centers in the Kaiser's Capital—Remarkable Testimonial Presented by the German Talking Machine Men—Some Powerful Arguments Showing the Talking Machine as a Musical Educator and Business Developer—Interesting Topics Handled at Length—The Result of the Conference May Have Direct Bearing Upon the Record Industry in Many Countries.

Much interest is manifested in talking machine circles throughout the world over the International Conference on Copyright, which convenes in Berlin, Germany, on October 14. This is a continuation of the famous Berne Convention, and it is believed that the result of this meeting will have a far-reaching effect upon talking machine interests in all of the countries participating. There are some European countries, notably Austria-Hungary, which will not be represented, also some South American nations. The United States will have as its representative Thorvald Solberg, Register of Copyrights in the office of the Librarian of Congress, who will be

the single delegate representing this country.

The principal question to be considered will be the mechanical reproduction of copyright musical works. Upon this subject the talking machine men of Germany have prepared a voluminous memorial, which has been addressed "to the Secretary of State for the Interior," in which many splendid arguments are presented covering a variety of topics which will be probably taken up at the conference.

This memorial is one of the most remarkable documents ever presented by any body of men representing a special industry. It includes nearly 40,000 words and is issued in the name of "The Union of the German Talking Machine Industry." It begins by stating that it is "quite natural that the composers should desire an equivalent for the use of their works. It is not, however, in the interests of the composers themselves to hinder the talking machine industry in its present state of development through a tax on records. The composers would profit more by continuing to take advantage of the benefits accruing from the strong and successful efforts of the talking machine industry to render good music, and the appreciation of good music, widely popular, as they (the composers) have done in the last few years. These benefits are caused by the increased sale of printed music, due to the introduction and constant perfecting of talking machines, profiting both themselves and their publishers." However, it is stated that "it is desirable that the whole question of copyrights as affecting records should be simultaneously regulated in all civilized countries on a similar basis." In the memorial the union have submitted arguments on the following subjects:

"The Service which the Talking Machine Industry Renders to Composers."

"Knowledge of Music as the Result Produced by the Talking Machine."

"The Dangers of Monopolies Created by an Unrestricted Prohibitory Right Granted to Composers."

"Legal Provisions for the Prevention of Monopolies in Patent Laws and an Outline for an Analogous Restriction of the Rights of Composers Regarding Records."

"The Original Rights of Artists."

"Legal Relations of Composers, Artists, Performers, Manufacturers of Records to One Another and to Third Parties."

"Protection of Records Against Mechanical Reproductions."

"The Necessity of Equal Legal Copyright Protection in the Various Civilized Countries."

"Misrepresentations of Fact in the Petition of the Union of German Composers (Genossenschaft Deutscher Tonsetzer)."

"The Necessity of Restricting Copyrights which May be Granted to Composers of Those Works that at the Time of Publication of the Law had not been Published."

"Public Entertainment by Means of Records."

In the first argument it shows that the production of disc and cylinder records in Germany amounts to about 15,000,000 pieces annually, and gives employment to thousands of workmen and clerks, and that further development of this business will be hindered by the new legislation proposed by the music publishers. It is admitted that the talking machine trade utilizes the work of composers for a great part of its productions, but it is also claimed that the manufacturers render the composers great services, so that one clearly balances the other.

Under the first caption, "Services Rendered by the Talking Machine Trade to Composers," the memorial states:

Under the present laws, which exempt records from the copyrights of composers, the talking machine industry in Germany, as in some other industrial states,

has been very satisfactorily developed. In spite of the short period of the existence of this industry, the production of discs and cylinders in Germany amounts to about 15,000,000 pieces yearly. It already gives employment to thousands of workmen and clerks. Previous observations point with certainty to the further growth of the industry. Whatever the reason for the exemption of records from the claims of composers, the result has been a free development of the industry, and through strenuous competition between individual firms, and their efforts to improvement in quality and performance. The industry has good grounds for the supposition that any further development—desirable and highly satisfactory in the general interest—in quality and quantity, would be very much hindered by the new legislation proposed by the music publishers.

It must be admitted, that the talking machine trade utilizes the works of composers for a great part of its productions. It would certainly be unequitable, if composers were not compensated for the use of their works by the manufacturers of records. On consideration of the facts, however, it is found that the manufacturers of records render the composers great services, which are decidedly useful in advancing their interests, so that these two factors may be said to balance themselves, as a matter of fact, leaving a good balance in favor of the manufacturers. The service rendered by the manufacturers—mostly at great expense to themselves—consist essentially of the appreciation of music, and capacity for the enjoyment of music, which they have so widely diffused. This has tended to raise the standard of culture among large sections of the population, who were heretofore indifferent to music. It increases the demand for (sheet) music, which the composers or their deputies, the publishers, sell, to a considerable extent. On the other hand, records are also advertising mediums for the newest and best works of composers, and are just as suitable for increasing the returns from compositions as any other advertising mediums the composers or their publishers employ.

It cannot be denied that any utilization of a copyright belonging to a composer, or any other proprietor, acts as an advertisement as well, if the performance takes place in public. If this advertisement were regarded as a payable debt, that could be used to balance the composer's expenditure of talent, it could not compensate the composer in a manner that could be expressed in actual figures. Observation confirms the fact, however, that the services thus rendered to the composer, without compensation, by the record, are unusually valuable.

Experienced observers are unanimously of opinion that the talking machine industry in Germany has already greatly extended appreciation of music, and interest in musical performances among the masses, and that its influence will unquestionably increase in the future, with the greater average perfection of phonographic performances. That must directly increase the profits of composers through greater demand for sheet music. There is also the fact that manufacturers are obliged to incur enormous capital expenditure to produce salable records. In this respect, the services of our industry may be compared to those of any one who might, in the interest of a composer, produce his works publicly at an increase of expenditure and without raising the prices of admission.

The production of a record requires many years of experimental work to overcome the difficulties that present themselves in the manufacture of a really good record. The most capable artists must be employed to perform the compositions, in recording them in the receiving apparatus. It is generally known that first-rate artists demand—and get—high payment for these services. Also, the manufacturer is obliged to incur considerable expenditure to make his products known. It is the custom, for this purpose, to announce the newest things in music by the usual means of publicity. It is indisputably evident that the composers' latest productions are advertised for them by this means and without expense to themselves.

All this proves that the services the industry renders composers are for the present, and will be indefinitely, of considerable value. They completely outweigh the claims to compensation advanced by the composers—which need not be regarded as important. For these reasons, although the services of composers should certainly be recognized, there is no ground for legislation in the near future, giving composers rights that would have as a result a tax on records.

In these circumstances, the wish to establish composers' copyrights would, even in the general interest, serve no purpose. General interest could only be endangered if it could be proved that by not granting the demands of the composers, diminution of salable value would lead to the decay of the composer's art. In fact, on the contrary, the record industry helps the composer, even without a copyright, to find a better market for his works, therefore there is no ground whatever for giving the composer a copyright in the general interest.

In view of the fact that every tax on the talking machine industry in favor of the composer would hamper the development of this industry, it leads to the conclusion that considerations of justice (equity) cannot, in the present stage of the development of the talking machine industry, permit of an extension of the rights of composers, and that any legislation to that effect would have to be deferred to a later date.

Under the heading of "The Danger of Creating Monopolies Through an Unrestricted Right" (Continued on page 50.)

On Guard



DON'T carry your Records in a haphazard manner. The right system of carrying and displaying them means a big profit to you.

"The Heise System" of
Wire Record Racks
solves the proper handling and selling of every kind of records.

Our new catalog shows a wide variety of styles and sizes carried in stock ready for immediate shipment.

Are you making your share of the profits selling the 100 and 150 space racks for home use?

Take up the matter with your Jobber **TO-DAY**. He can supply you.

Syracuse Wire Works
Syracuse, New York, U. S. A.

Canadian Representatives
The R. S. WILLIAMS & SONS CO.
TORONTO AND WINNIPEG



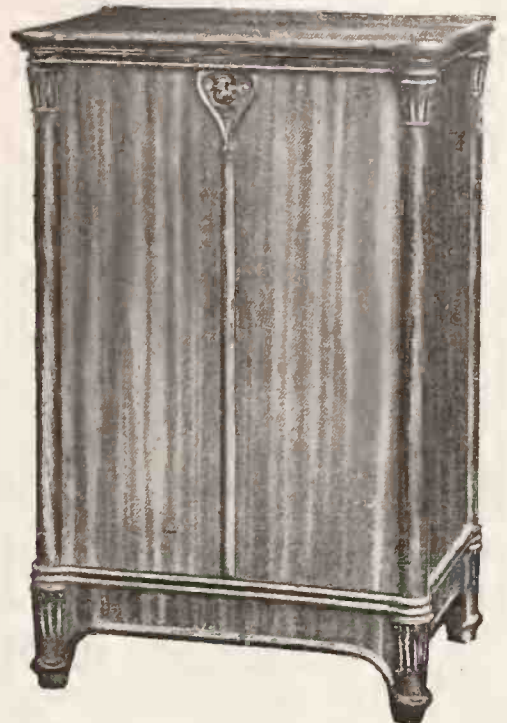
No. 835 Concealed-Horn Cabinet

HERZOG

Cabinets

Reign

Supreme



No. 829—Answers the Purpose

DON'T BE BACKWARD

But come forward, and place your
Fall Order *Now*, to insure
prompt delivery



No. 729. The Latest Design

HERZOG

Art

Furniture

Co.

SAGINAW, W. S.

MICHIGAN



CYLO-PHONE No. 742 "THE" Cabinet

of Prohibition Vested in the Composer," the memorial contains the following:

According to the drafting of almost all the copyright regulations in force in all countries at present the legal privileges granted to originators (authors) do not consist of a right to monetary compensation for the use of their property. The law gives them the right to forbid the use of their productions, the law leaves it to the title-holders to turn this (in itself fruitless) right of prohibition to their advantage by renouncing their right of prohibition in favor of one or many persons, on agreement or license. The reason why, up to the present, copyrights have always taken the form of a right of prohibition, and not a right to payment on license royalty is to be found in the difficulty of legally fixing the value of a license. The only instance in which, as far as it is known, a right of royalty takes the place of a right of prohibition is in the case of the Italian law. This defines two periods after the death of the composer: in the first period the right of prohibition exists, in the second only a right to a payment (royalty) on license—5 per cent. of value—is granted.

If composers received an unrestricted right of prohibition, the progress of the talking machine industry—so valuable in the general interest—would not only be very much hindered, but to such an extent that it would actually come to a dead stop; as a result, a retrograde movement would commence. This statement is not a doubt or supposition, but an actual fact that can be proved. In itself every copyright—because it is a right of prohibition—gives an opportunity for the creation of monopolies—that is, the exclusion of competition in favor of an individual business, be it a single industry or ring of industries. This exclusion of competition acts favorably in favor of the individual business by increasing its earning capacity, but, like all other cases of this nature, it also stops progress. As it is natural that any one who wants to outclass his competitors, by improving the quality of his products and so increasing his turn-over, must burden himself with the expenditure attendant upon the creation of improvements, so also every one who has no competition to fear will save the cost of improvements and at the same time increase his profits by screwing up his prices.

That the copyright of composers will lead to the monopolization of record products is indisputable. The number of record factories is small; in Germany, not including small manufacturers, there are less than ten. In one of these the well-known firm of music publishers in Milan, Ricordi's, has an interest. This firm has secured the copyrights of nearly all new Italian composers of any importance, and is in close touch with those German music publishers who control the greater part of the musical literature in Germany.

Some time ago a judgment was pronounced on the basis of the present laws, acknowledging the right of composers over records. This has created the monopoly of manufacture (as regards records) that is dependent upon Ricordi's. The judgment has not resulted in that, that Ricordi's demand a royalty from other manufacturers of records, but they actually prohibit the sale of any records not made by themselves. The other manufacturers must, therefore, only use those composers that are not controlled by Ricordi's. As the latter, however, include all the best, and those most in demand, it is evident that the copyright in this case gives Ricordi's a business advantage so great that it will in time lead to the suppression of all other manufacturers.

The development, if the composers receive rights of prohibition, would undoubtedly be as follows: If the factory controlled by Ricordi's succeeds in buying up all copyrights, then the other factories have to resort to composers who have been dead fifty years or more, which spells ruin to their standing; or, otherwise, one or two of Ricordi's competitors may also succeed in securing the services of a number of composers, that would result in the exclusion of all other competitors—only two or three would be left. The interests of these firms naturally point to the advantage of unification and a monopoly—the trust—is formed. The result of this exclusion of competition, namely, lack of interest, in further progress, is directly opposed to the public interest. But even the composer is not benefited by such a monopoly, for progress acts also in the interest of the composer. The maintenance of exorbitant prices brought about by a monopoly decreased demand and also the interest taken (in these matters) by the public. In addition to that a firm possessing a monopoly would not have that interest in securing new works (compositions) and thus increasing its expenditure, as it would have in the case of free competition. Only those people are interested in bringing the newest musical productions on the market, who are induced to it through competition.

In America some manufacturers are endeavoring to create monopolies and have already bought composers' copyrights (compare *Phonographische Zeitschrift* No. 51, 1906) in advance, while an alteration of the laws regarding protection of copyright is being considered by Congress.

In Hungary also copyrights have been purchased for monopoly purposes and in a lawsuit that has not yet been definitely decided, competitors' records have already been sequestered.

Then follows copies of a letter from the Ricordi Co., in which the dealers are warned to refrain from selling records which are the property of that company, a communication from the Gramophone Co., in which they state that they are compelled to withdraw from the market former records which they are unable to supply, according to the decision given by the Court of Milan, the loss of which they feel keenly; also copy of letter from the Italian representative of the Columbia Phonograph Co., in which it is stated that as a result of the decision of the Milan court in the Ricordi case they have decided to stop the sale of the Ricordi records and take them back before the conclusion of the case, and that they will not accept responsibility for further sales by their customers.

The following argument is made showing "The Necessity of Similar Copyright Regulations in the Different Civilized Countries":

The "sales-territory" of the records produced in Germany is not Germany (the interior) alone; the greater part of the manufacturers are sent out of the country through the efforts of capable merchants belonging to our industry. The connections of German record (disc) manufacturers practically encircle the globe, and the "sales-territory" of the industry included every civilized country. The laws of the different countries are, however, unusually dissimilar, even in those countries which, by international agreement, have accepted the relative definitions of the Berne convention. Other me-

chanical musical instruments have suffered great loss, owing to the advance of the talking machine, and the mechanical musical instrument trade is dominated by the phonograph and gramophone. The laws of the different countries accept the standpoint that the Berne convention is not applicable to records, and the subsequent definite decisions in different countries have created quite unaccountable and different circumstances. In France it has been decided that records containing instrumental performances correspond to the definitions of the Berne convention. For vocal performances by record a right of license or a right of prohibition has been fixed. In Austria-Hungary the circumstances are also undecided. Whereas, the Austrian courts free records from the claims of composers, it has been decided in Hungary that composers have a right of prohibition. The same has happened in Italy. In other countries the whole question is still unsettled and there is a great insecurity as to rights, which interferes with trade in a high degree. The field of activity (selling possibilities) of German manufactures is greatly restricted by this. It must be considered that the opening of a foreign trade is not by any means as simple as with other goods. The person who wants to deliver discs or rolls to a certain country must fit up a whole expedition, which must journey to the country in question to make records by the well-known artists of the country, on the spot. Not considering the enormous cost which such an expedition with attendant mechanical working arrangements and plant necessitates. Foreign artists have made it a custom to take full advantage of this favorable opportunity offered by the high honoraria for unusual enrichment, and, even if, in the uninterrupted course of business, the capital used has been profitably invested, every legal uncertainty as regards copyrights can any day cause the loss of this capital. The capital invested in foreign records can be reckoned in millions. The expeditions of the German record industry have been in all countries to secure the necessary ground work for an extended export trade. This proves the vital interest of the record industry in an equal international definition of this matter.

The fourth topic, "Legal Provision to Prevent Monopolistic Tendencies in Patent Laws, and Plan for Analogous Restriction of Composers' Copyrights as Regards Records," states:

In a law regarding the rights of authors as to their works, as affecting talking machines and other mechanical musical instruments, the following regulation should be adopted:

"The author's right has this effect, that the author is exclusively entitled to grant permission for the use of his works for reproduction by talking machines, mechanical musical instruments, etc. This permission may not be refused on offer of suitable compensation and sufficient security. (The law might lay down certain general definitions according to which the question of sufficient compensation could be judged.) Agreements concluded in contravention of these regulations are void."

Each one of the subjects included in the list which we have indicated has been ably handled by experts, and on the whole the memorial may be considered a remarkable document, embodying great argumentative force.

Just what result the conference will have upon international copyrights is, to a certain extent, problematical, in so far as it affects the interests directly in this country. It is believed, however, that the nations which have participated in this conference will effect the adoption of copyright laws for the record industry which have been agreed upon at this conference. The fact that the United States has sent Mr. Solberg as its representative shows its interest in this international meeting, and it may be that Congress will be guided somewhat in its future action as affecting copyright by the action taken at Berlin.

W. V. YOUMANS A NEW YORK VISITOR.

W. V. Youmans, with C. B. Haynes & Co., the prominent talking machine jobbers of Richmond, Va., was in New York last week while on his vacation and called upon various members of the trade. Mr. Youmans stated that prospects for a good fall trade are very bright through the South.

Since W. J. Bryan was nominated for the presidency, jobbers' repeat orders for the Bryan records have been received by the National Phonograph Co. almost as fast as when they were first announced. One jobber has ordered five times, eleven have ordered four times, nineteen have in their third order, and forty-seven have ordered twice. Those who have ordered only once, almost without exception, are jobbers who put in very heavy orders at the start.

Looking for Business

Are you one of the trade hunters? Then we can help you very materially. We are exclusive talking machine jobbers and manufacturers of specialties and if you desire anything in the talking machine line, you can rest assured that we can meet your wants and have the goods to you in the shortest possible time. Our energies are concentrated upon jobbing and manufacturing and the steady development of our business shows that we know the game. Just try us.

The Boston Cycle and Sundry Co.

48 Hanover Street Boston, Mass.

RECORD BULLETINS FOR OCTOBER, 1908

ZON-O-PHONE 10-INCH RECORDS.

- ZON-O-PHONE CONCERT BAND. 1162 Artful Artie—March and Two-Step (Pryor)...

FIRST ADVANCE LIST OF EDISON AMBEROL RECORDS (TO BE ISSUED OCT. 1, 1908).

- 1 William Tell Overture.....Edison Concert Band

NEW EDISON GOLD MOULDED RECORDS.

- 9948 Old Daddy Peg Leg Two-Step (Whitney)...

LATEST INDESTRUCTIBLE RECORDS.

- 858 Grand Opera, March (containing two airs from "Carmen" and "Faust")...

- 865 Nearer, My God, to Thee (Paraphrase). Para-phrase by Otto Langey on Dr. Mason's

NEW VICTOR RECORDS

- ARTHUR PRYOR'S BAND. No. 5549 Ye Ancients March..... (Reeves) 10



YOU

want the best Cabinets at the best prices.

WE

make the best Cabinets at the best prices.

A catalog illustrating our Cabinets for Disc and Cylinder Records will be sent you with prices if you will send your name to

No. 426. Disc Record Cabinet, Open Golden Quartered Oak Mahogany Holds 170 12-inch Disc Records

THE UDELL WORKS

INDIANAPOLIS, IND., U. S. A.

WE FILL ORDERS PROMPTLY. TRY US.

MAKERS OF THE KIND OF CABINETS THE WISE DEALERS BUY

HENDERSON WITH COLUMBIA CO.

T. K. Henderson, formerly treasurer and general sales manager of the General Music Supply Co., has entered the service of the Columbia Phonograph Co., General, New York, on the staff of Harry A. Yerkes, of the wholesale department. He will make his first call on the Columbia jobbers and dealers the coming week.

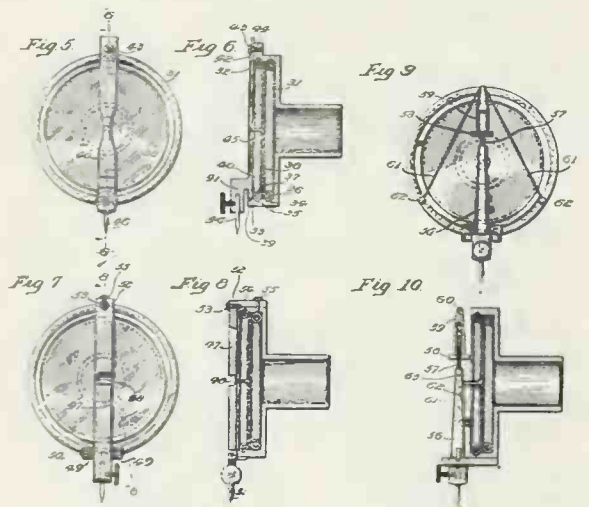
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

(Specially prepared for The Talking Machine World, Washington, D. C., Sept. 8, 1908.

SOUND BOX. Edward D. Gleason, Moores, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 896,006.

The main objects of this invention are to simplify the construction of the sound box and to provide an improved stylus bar and stylus bar mounting.

In the accompanying drawings: Figure 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a longitudinal section on line 2-2 of Fig. 1; Fig. 3 a front elevation of a modified form of this invention; Fig. 4 a longitudinal section on line 4-4 of Fig. 3; Fig. 5 a front elevation of a second modification of this invention; Fig. 6 a longitudinal section on line 6-6 of Fig. 5; Fig. 7 a front elevation of a third modification of this invention; Fig. 8 a longitudinal section on line 8-8 of Fig. 7; Fig. 9 a front elevation of a



fourth modification of this invention; and Fig. 10 is a longitudinal central section of Fig. 9.

SOUND BOX FOR TALKING MACHINES. Edward D. Gleason, Moores, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 896,007.

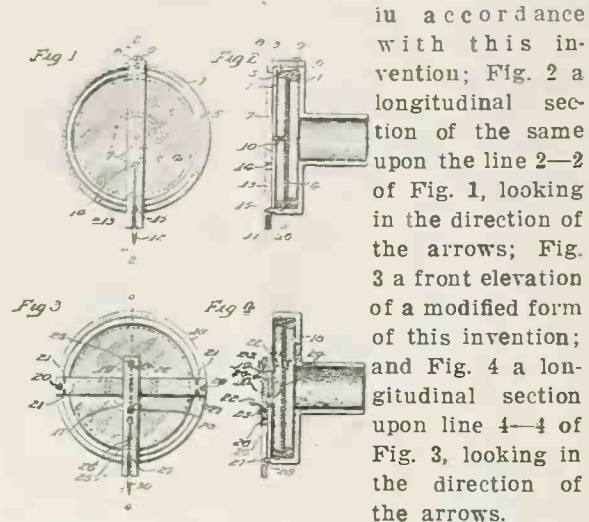
This invention relates to improvements in sound boxes for talking machines, and has for its main object to provide a box having an improved stylus mounting whereby a weight may be used to counterbalance the stylus.

Figure 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a longitudinal section of the same on line 2-2 of Fig. 1; Fig. 3 a front elevation of a modified form of this invention, and Fig. 4 a longitudinal section on line 4-4 of Fig. 3.

SOUND BOX FOR TALKING MACHINES. Edward D. Gleason, Moores, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 896,009.

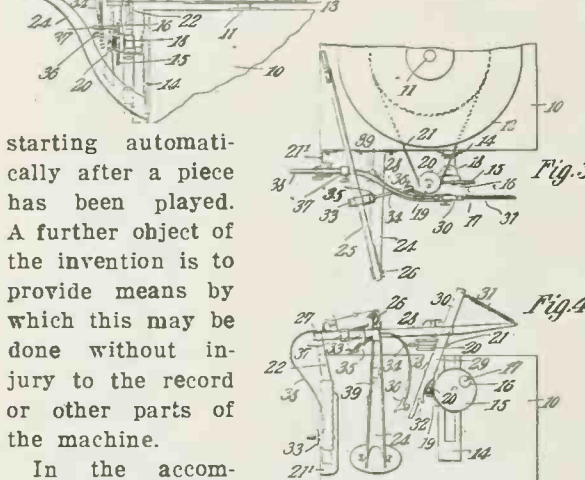
The main objects of this invention are to provide in a sound box an improved stylus bar and mounting, and an improved means of connecting the stylus bar to the diaphragm.

In the accompanying drawings: Figure 1 is a front elevation of a sound box constructed in accordance with this invention; Fig. 2 a longitudinal section of the same upon the line 2-2 of Fig. 1, looking in the direction of the arrows; Fig. 3 a front elevation of a modified form of this invention; and Fig. 4 a longitudinal section upon line 4-4 of Fig. 3, looking in the direction of the arrows.



REPEATING MECHANISM FOR SOUND-REPRODUCING MACHINES. James H. Stinson, Cooke, Mont. Patent No. 896,950.

This invention relates to machines for the production of sound commonly known as phonographs or graphophones, and its object is to provide an improved means whereby the needle commonly used in the reproducer will be caused to return to the point of



starting automatically after a piece has been played. A further object of the invention is to provide means by which this may be done without injury to the record or other parts of the machine.

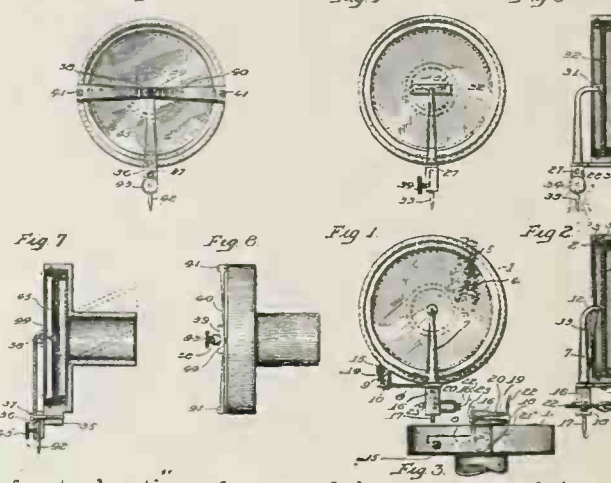
In the accom-

panying drawings: Figure 1 is a front elevation of the machine constructed in accordance with this invention, the parts being in position for the return of the needle. Fig. 2 is a side elevation of the same. Fig. 3 is a plan view thereof. Fig. 4 is a front elevation showing the parts in the position assumed when the needle has been returned and is ready to repeat the piece. Fig. 5 is a detail of one of the stops used in this device.

SOUND BOX. Edward D. Gleason, Moores, Pa., assignor to the Victor Talking Machine Co., Camden, N. J. Patent No. 896,008.

The main object of this invention is to provide an improved stylus and mounting.

In the accompanying drawings, Figure 1 is a



front elevation of a sound box constructed in accordance with this invention; Fig. 2 a longitudinal section, and Fig. 3 a top plan view of the same partly in section; Figs. 4 and 5 are a front elevation and a longitudinal section, respectively, of modified forms of this invention; and Figs. 6, 7 and 8 are a front elevation, a longitudinal section and a top plan view, respectively, of a further modification in the form of this invention.

ATTACHMENT FOR PHONOGRAPHIC MACHINES. Franklin Hardinge, Chicago, Ill. Patent No. 895,456.

This invention relates to that class of phonographic machines in which the sound waves are recorded upon wax or composition fashioned into a cylindrical or slightly conical shape. As is well known to those familiar with the art, the majority of these machines are constructed to accommodate what is known as the standard record. Other machines are constructed which accommodate what is known as the intermediate record, a record of larger diameter; and there are also machines manufactured which accom-

MIRAPHONE



Combination Music Box and Talking Machine

In every respect a superior instrument Musically and Mechanically. Giving you and your customers splendid value.

Write for Catalogue, Terms and Prices

Jacot Music Box Co.
No. 39 Union Square, New York

moderate what is known as concert records, a record of still larger diameter. It is well known that talking machines at the present time are constructed to accommodate but one of these sizes, and it is the object of this invention to provide improved means whereby any of these three records of different sizes may be accommodated, in a single machine.

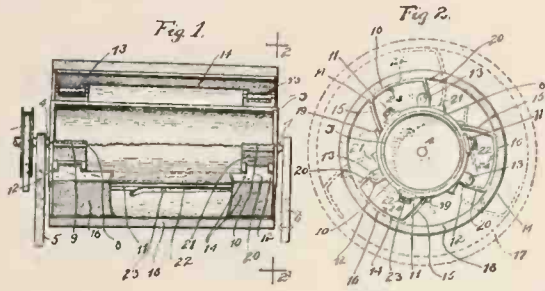


Figure 1 is an elevation view of the invention, parts being broken away to more clearly illustrate the same; Fig. 2 is a section taken on line 2-2 of Fig. 1.

SOUND AMPLIFIER FOR PHONOGRAPHS AND TALKING MACHINES. John H. J. Haines, New York. Patent No. 895,853.

This invention relates to talking machines, and has special reference to a type of device for amplifying the reproduction of sound from a record cylinder or plate, comprising a friction roll and shoe introduced between the stylus bar and the diaphragm, whereby the vibrations of the stylus are reproduced in the diaphragm in an amplified degree. The object of the invention is to provide a construction of amplifier which will increase the loudness of the reproduction very considerably without loss of definition or articulation. A further object is to provide means whereby the degree of loudness of the reproduction can be varied at will and by simple mechanism and manipulation.

In carrying out the invention a form of shoe is utilized on the friction roll, which encompasses more than one-half of the circumference thereof, and the inventor then connects one end of this shoe with the stylus lever in such a way that the outward thrusts of the stylus created by the vertical undulations in the record groove drive the shoe into intimate contact with the roll, while the friction roll and shoe are caused to bodily follow the stylus in its inward strokes, permitted by the depressions in the record groove. The undulations in the record groove are made up of crests and depressions of varying depth and shape, and it is found that by so organizing the lever system that the crests of

the record groove will act directly to increase the friction of the shoe, the sharpest and clearest reproduction is obtained. At the same time the arrangement must be such that when the stylus enters a depression in the groove, the friction shoe and roll will follow it, so that the shoe

will receive the full effect of the thrust caused by the next succeeding crest. This following-up action of the roll and shoe therefore increases the loudness, but it also retains the purity or definition because it overcomes any tendency of the shoe to rattle or loosen from the roll during the recessions or inward strokes of the stylus.

The friction roll is carried at the end of a swinging shaft as usual, and its weight is supplemented by a weighted nut applied to the end of the shaft in the usual manner, the total weight at the end of the shaft being predetermined in proportion to the coefficient of friction between the roll and shoe, so that when the machine is in operation, the vibratory system will be floating in stable equilibrium at a certain elevation or distance from the record tablet where the stylus will be in operative relation to

the record, and the vibrations due to the rubbing of the shoe upon the roll will be at a certain constant rate suitable to co-operate with and augment the vibrations which are to be superposed thereon by the reproducing stylus. Under this floating condition, there will be no effective force applied to the stylus to compel it to follow the undulations of the record groove, and the inventor therefore adds to the vibratory system a supplemental weight or spring so applied as to create a tendency of the roll and shoe to press the stylus against the record surface, thus compelling the stylus to follow the undulations of the record groove and to react upon the friction shoe. This extra weight or spring, therefore, supplies the means for causing the friction roll and shoe to bodily follow the movements of the stylus bar. But it must be and is so associated with the vibratory system that the vibrations of the stylus are not absorbed thereby, but on the contrary are devoted entirely to varying the grip of the shoe upon the roll.

Figure 1 is an end elevation of a portion of a talking machine and the improved amplifying attachment, some parts being broken away. Fig. 2 is a plan of the mechanism at the end of the swinging shaft. Fig. 3 illustrates a modification of the stylus bar.

RECORD FOR TALKING MACHINES. Eldridge R. Johnson, Merion, Pa., assignor to Victor Talking Machine Co., Camden, N. J. Patent No. 895,059.

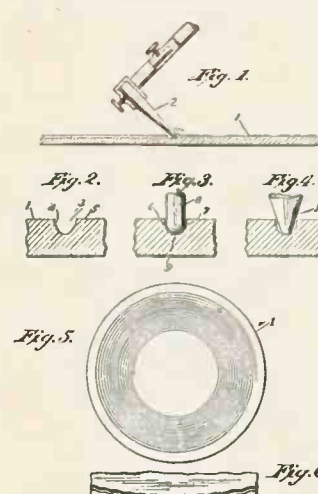
This invention relates to improvements in sound records of either the cylindrical or disc type, and has for its object to provide an improved record such that the walls of the grooves shall be so formed as to reproduce the sounds of the record in tones more clear and distinct than has heretofore been possible from records of prior construction.

In forming records upon sound recording machines for use in talking machines, such as the gramophone, where the sound waves are recorded in the form of a groove of even depth having lateral undulations as distinguished from an undulatory groove of varying depth, as in the type of machines of which the phonograph is an illustration, it is essential, in order to produce a clear record, that the material be neatly and cleanly cut from the grooves in the process of recording so that smooth, well-defined surfaces be formed in the walls of a well-defined groove.

In the art of making sound records, comparatively little attention has been paid to the finishing and the forming of the surfaces of the walls of the record groove. The vertical groove has heretofore been cut by a recording tool, which, owing to the character of the groove and the

shape of the tool, has not only had a tendency to tear the material of the record, or distort the same, so as to form roughnesses which, in the reproduction of the record or its duplicate, cause disagreeable sounds, owing to the harsh vibrations of the diaphragm caused thereby, but also, among other things, in the vertical type of record, the resistance on the cutting stylus in gouging out the material increases in proportion to the depth, which objection is overcome in the cut laterally undulating record groove, where the resistance to the force exerted by the cutting stylus is uniform and even.

Mr. Johnson has discovered by careful experiments that the best results are obtained in a cut out laterally undulatory groove of substantially constant depth in a record tablet, preferably of wax or other suitable material, and furthermore, when the walls of the groove diverge from the bottom of the same to the surface of the record, or, more superficially, when the walls of the groove are formed by surfaces which in cross section give the lines of a segment of an



ellipse, the groove being widest at its mouth, and gradually diminishing in its width toward the bottom. By this construction, the material is neatly and accurately cut out, and forms a groove having smooth and well-defined walls; the recording needle has greater freedom of oscillation, and by reason of the relative contour of the walls of the groove with

the outline of the needle, this construction prevents any binding effect and secures a maximum ease of movement of the needle with a minimum of wear upon the record.

Figure 1 is a sectional view of a record showing a recording tool in operation in connection therewith, parts of said recording tool being shown in section; Fig. 2 is a large cross-sectional view of the record showing the shape of the groove as formed therein; Fig. 3 is a sectional view showing a form of groove having perpendicular walls in connection with a needle with an outline substantially like that of the end of the record groove; Fig. 4 shows a groove of substantially the same character as that shown in Fig. 3, with the stylus point of the

My Dear Sir:

¶ We desire to impress as emphatically as we can the dealers of Michigan, Northern Ohio and Northern Indiana with the important fact:

¶ That our lines of Phonographs, Talking Machines, Records, and all Accessories have never been so thoroughly full and complete as they are now. The demands of the trade justify our carrying very large stocks.

¶ Then our Shipping Department is in readiness at all times to promptly fill orders and ship the goods without a minute's delay. We always have in stock what the dealer wants, and we solicit orders—"hurry" orders, by wire or long-distance 'phone, because we can ship the goods the same day.

¶ Have you tried the **Indestructible Records**? If not, you'll find it profitable to do so. We can supply all orders.

¶ We earnestly and respectfully solicit your business in the confidence that the results will be mutually profitable.

AMERICAN PHONOGRAPH COMPANY
DETROIT, MICH.

ordinary construction in place therein: Fig. 5 is a plan view of the record disc showing the grooves spirally arranged in the surface thereof; Fig. 6 illustrates a part of the record showing a single record groove greatly magnified and disclosing the undulatory form of the sound waves.

PHONOGRAPH. Hermanu Schroeder, New York. Patent No. 895,900.

This invention comprehends certain new and useful improvements in phonographs and relates particularly to a casing or sound amplifying means which aims to enhance the character of the sound.

Figure 1 is a longitudinal sectional view of a phonograph embodying the improvements of the invention; Fig. 2 is a horizontal sectional view thereof; and Fig. 3 is a detail sectional view illustrating a deflector that is employed.

PHONOGRAPHY. Isidore Kitsee, Philadelphia, Pa. Patent No. 896,302.

This invention relates to an improvement in phonography. Its object is to produce a phonographic record with the aid of which sounds may be reproduced.

In the drawing, Figures 1 and 2 are plan views of records at different stages, and Fig. 3 is a sectional view of the finished record.

To produce the final record in accordance with this invention, it is first necessary to produce the recording lines, due to the sound waves, in a manner so as to be able to photograph the same; and in the drawing, Figure 1 illustrates this step of the invention; and in this figure, 1 is the material on which the lines of record are marked, and 2 are the lines of record. The material 1 should be transparent, and the lines 2 opaque to the rays of light. It is found that tracing cloth is well adapted for the purpose and a very expedient way of producing the lines of record is by simply drawing, with the aid of a colored fluid, the lines on said cloth; the means to draw said lines being operatively related to the phonographic diaphragm. This plate or record is used as a positive to produce photographically a negative therefrom.

The process of producing a photographic negative is well understood and does not need to be enlarged upon here. It suffices to say that those places which are in the positive opaque to the rays of light will be produced in the negative in a manner so as to be transparent to the rays of light and vice versa; the places transparent to the rays of light on the positive will be opaque to the rays of light on the negative, provided that the negative is made and washed in accordance with the usual process, and Fig. 2 represents such a negative; in this figure, 3 designates the part opaque to the rays of light and 2 the lines of record now transparent to the rays of light.

To produce a record plate, with the aid of which sounds may be reproduced, recourse is made to the following arrangement: The inventor covers a suitable base, such for instance as a metallic plate, with a comparatively thick layer of gelatin, in which a chrome, such for instance as a bi-chromate of potassium, is dissolved. This plate is carefully screened from the rays of light. After the plate has dried, that is, ripened, it is subjected to the rays of light with the interposition of the negative. The rays of light will, therefore, only strike those parts of the gelatin coating which are not protected by the opaque material of the negative. In other words, only such parts of the gelatin coating

will be exposed to the light as correspond to the transparent lines of record on the negative; all other parts of the gelatin coating being screened from the rays of light by the opaque parts of said negative. After the necessary exposure, the gelatin plate is removed from the source of light. When a gelatin, intermixed with a bi-chromate of potassium, is exposed to the rays of light, those parts on which the rays of light fall will become hard and dry, whereas, such parts which are screened from the rays of light will remain in their pliable state. When now a gelatin so prepared is moistened with luke-warm water, those parts, formerly exposed to the rays, will remain unaltered, but the parts screened from the rays will take up part of the water and will thereby swell up. The plate so manipulated will present a surface comprising raised and depressed parts. The raised parts are due to the swelling up of the gelatin formerly screened from the light, and the depressed parts represent the gelatin not raised through the action of the water. It has been necessary to thus make clear the action of light on gelatin having intermixed therein a bi-chromate of potassium, so that the production of the final record should be well understood by persons versed in the art.

As stated above, the plate of gelatin is, after due exposure to the light, removed from this source. To produce the necessary change in this gelatin plate, so as to be able to use the lines of record for the reproduction of sound, it is necessary to depress these lines, or what is the same—to raise the parts intervening, and for this purpose the plate is subjected to the action of moisture. Fig. 3 represents such final record, and in this record, 5 is the support plate; 4 the prepared gelatin, and 2 are the lines of record, here shown in intaglio.

HORN. Leonard L. Terhune, Newark, N. J. Patent No. 896,672.

The object of this invention is to produce a horn for use in amplifying the vibrations produced by the sound box of a phonograph or like instrument, of such a size that it shall possess greater strength for a given weight of material used and at the same time improve the carrying and amplifying qualities of such an instrument.

Hitherto, in the manufacture and shipment of horns, great difficulty has been experienced in producing a horn of the requisite strength to stand the wear and tear of rough usage from the thin material which it is necessary to use in such manufacture. It has been found that, by making up the horn of elements which have short curvature, the inventor is able to produce

a horn from relatively light material which shall have, not only the requisite strength, but improved sound-carrying and amplifying qualities.

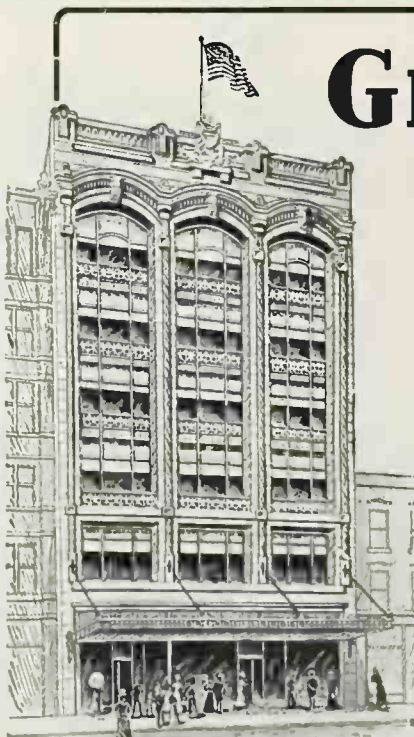
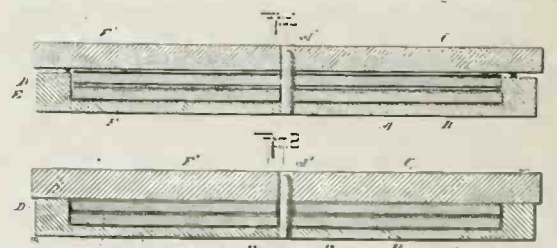
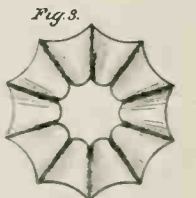
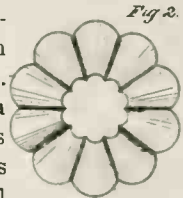
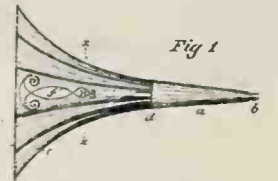
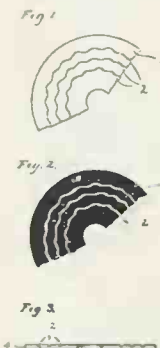
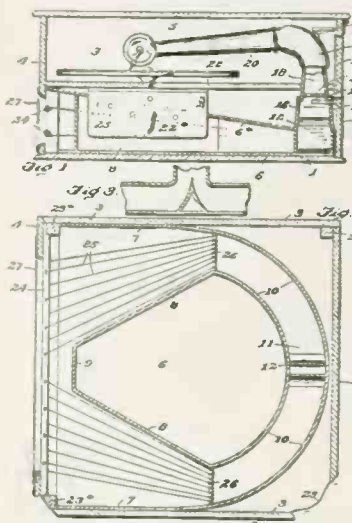
The configuration of the bell and body of the horn lends itself admirably to the manufacture of the structure from other materials than sheet metal, as for example, papier mache or glass, and in case either of the latter named materials is used, the whole horn, i. e., body and bell mouth, may be pressed to shape in suitable molds or dies, thereby forming horns of a single integral piece of material, and the resulting horns will be found to possess greater strength and better sound-carrying qualities than if made up of separate parts from those materials. In some cases a conical body is made of metal as usual and the bell of glass, papier mache or other suitable material. In any case, the petal sections are both longitudinally and laterally arc-shaped.

In the accompanying drawings, forming a part of this specification, Figure 1 is a side view of a complete horn, embodying these improvements. Fig. 2 is a cross-section on line x—x of Fig. 1, and Fig. 3 is a similar cross-section of a modified form.

METHOD OF MAKING SOUND RECORDS. William H. Hoyt, Wyoming, N. J. Patent No. 897,254.

This invention relates to methods of making sound records, particularly of the flat or disc type, and has for its object to provide a method for producing a light, strong and durable record of this character which will be practically unbreakable and which will not be affected by

changes of temperature or moisture. To this end the record is made of a suitable body, such as cardboard, and provided with a facing of celluloid or like material, which is connected



Grinnell Bros.

— DETROIT, MICH. —

Largest Michigan Jobbers of the complete

EDISON and VICTOR

Lines, including Records and Accessories

We have everything in SUNDRIES, including: AUTOMATIC STOPS, REPEATING ATTACHMENTS, HORN CONNECTIONS, CRANES, TONE MODIFIERS, BRUSHES, ETC.

No annoying delays if you order from us. All orders filled same day received.

We carry every Record listed by the Edison and Victor Co.'s. Not one of each, but dozens, yes, hundreds each of the more popular numbers.

An extensive line of RECORD CABINETS at prices that are RIGHT.

If you are a Victor or an Edison Dealer in our territory communicate with us and learn of something very much to your advantage and profit. Address:—

The New \$200,000

Grinnell Building

Conceded to be the most beautiful and best equipped Music House in the U. S.

GRINNELL BROS., Grinnell Building
DETROIT, MICH.

with the cardboard by means of an intermediate layer or a binder, such as shellac, which also prevents warping of the record.

An apparatus of any suitable construction may be employed in carrying out this method for forming or molding the records, the accompanying drawing illustrating an ordinary form of such apparatus.

Figure 1 shows the parts in position before molding, and Fig. 2 represents them in the position they occupy during molding.

MECHANISM FOR DRIVING THE DIAPHRAGMS OF DISC PHONOGRAPHS. Elise C. Boulanger and Jean Baptiste Delaye, Paris, France, assignors by mesne assignments to Societe Arthur Cerf Et Cie, same place. Patent No. 897,053.

The invention has for its object to produce the displacement of the sound box of disc phonographs in an automatic manner, while dispensing with the costly parts (which are also difficult to regulate) such as are ordinarily employed. The displacement is ordinarily effected

by means of a screw carriage with which there are engaged at will the jaws of a nut fixed to the fitting for the trumpet and serving to displace it. This disengagement of the sound box from the disc is effected in the mechanism described, in a special manner; in

addition, an arrangement described permits of recording or reproducing phonographic post cards.

Figure 1 is a side elevation of the apparatus as a whole. Fig. 2 is a plan view of the apparatus shown in Fig. 1. Fig. 3 represents a front elevation of the regulating mechanism. Fig. 4 is a front elevation of the sound box lifting mechanism.

PHONOGRAM. Brian F. Philpot, of Slingerlands, and Frederick W. Matthews, of New York, N. Y., assignors to Indestructible Phonographic Record Co., West Virginia. Patent No. 892,301.

This invention relates to improvements in cylindrical phonograms or sound records for talking machines and the principal objects are to cheaply produce such devices having the sound record on a shell of hard or "indestructible" material like celluloid, backed by a suitable material and provided with bearing rings of relatively low coefficient of expansion on the ends to engage the machine mandrel.

Figure 1 is a view of one of the bearing rings; Fig. 2 a view of the other bearing ring; Fig. 3 a sectional view of the improved backing with the rings inserted but without the record shell; Fig. 4 a like view with the rings secured to the backing which has been surfaced to receive the shell; and Fig. 5 a view, partly in section of a complete phonogram on a machine mandrel.

Any suitable backing material, such as paper or cardboard, is formed into tubes of proper length and forms the foundation of the phonogram.

TO HANDLE THE EDISON LINE.

Gibson Bros., a large music house of Rochester, N. Y., are among the latest firms to take on Edison phonographs and records, stocking a full line of records by the Presidential candidates on the first order.

LUBRICATE A LITTLE.

It Will Pay Talking Machine Men as Well as Every One Else.

One of the nicest ways to put an engine or a dynamo out of commission is to put sand or emery powder in the oil cups.

Friction will do the rest.

If it wasn't for the lubricant you couldn't run an engine five minutes.

And you can't run a business without it either.

About half the businesses in the country would be a lot better off if more attention were paid to the grease-cups. Sometimes it is the internal mechanism that needs the oil and lots oftener it is the part that the public sees.

Right here it might be well to elucidate. By lubricant we mean tact.

Day after day in the shops and stores of the country there are arising situations that menace the welfare of the institution and which might have been avoided.

An ill-natured reprimand, an unexplained promotion, a summary dismissal—all these put emery powder in the grease-cups, says the Hardware Dealers' Magazine.

It's just as easy to say "No" with a smile as with a curse. There are some men who can say "No" in response to a request for more salary and say it in such a way that it sounds better than "Yes."

But there are a great many more who cannot.

The best business captains and generals don't say "Go"—they say "Come on, boys." You can't drive men as easily as you can lead them.

Many a sale has been lost and many a customer turned into an enemy by the lack of tact on the part of an employee.

Keep sand out of the grease-cups.

The fellow who doesn't believe in advertising is blood brother to the farmer who doesn't believe in using fertilizer.

VACATIONS WITH UNIVERSAL CO.

The office force of the Universal Talking Machine Mfg. Co., Newark, N. J., have finished up their vacations and are at their respective posts of duty getting together on the fall trade, which they expect to be very satisfactory. B. G. Royal, the president, came over from Philadelphia, Tuesday, staying at the factory until Friday, his regular routine. J. A. Macnabb, vice-president, general manager and superintendent, who had been visiting friends in New Haven, Conn., for the past two weeks, was on hand August 31. Gus Vielage, treasurer and office manager, came in a

week ago. At the recording laboratory in New York, Henry J. Hagen, the manager, and his office assistant, Miss Burke, who had been at Lake Hopatcong, N. J., for a fortnight, resumed work August 31. During their absence recording operations were suspended. Mr. Hagen anticipates a busy fall.

TAFT RECORDS IN INDIANAPOLIS.

Demonstration Before the Columbia Club, Under Auspices of Koehring & Bro.—Victor Auxetophone Used.

(Special to The Talking Machine World.)

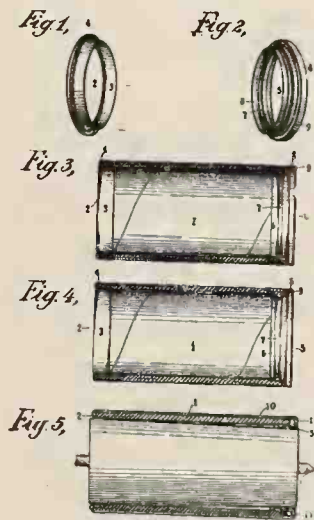
Indianapolis, Ind., September 6, 1908.

The Taft phonographic record has finally come into public use in Indianapolis. The demonstration was given before the members of the Columbia Club, the principal Republican organization of the state and was given in the roof garden of the Columbia Club. Half a dozen or more speeches from the lips of the candidate were given to the audience by means of a Victor auxetophone—which was lent to the club by C. Koehring and Bro., talking machine dealers on Virginia avenue. Almost as many women as men gathered on the roof and the women who were elaborately gowned cheered lustily. Morning newspapers gave notice of the meeting on their first pages and paid high tribute to the clear tones of the talking machine.

COMMERCIAL TRAVELERS IN CHILE.

Commercial travelers are admitted to Chile without any restrictions, and may travel and do business without special permission or license. Such travelers on entering Cuba are treated in the same manner as ordinary travelers, and at present are not required to pay a license fee in any of the provinces. There is no special law in Ecuador respecting travelers. No license is required, and samples are admitted free of duty, provided a written guaranty, signed by some responsible firm of the port of entry, is presented to the collector of customs to the effect that the samples will be reshipped within a specified time, either three, six, nine, or twelve months from date of entry.

Max Landay, of Landay Bros. and the Zed Co., New York, in company with B. Feinberg, the popular dealer of Chicago, were in the Catskill Mountains, N. Y., for a couple of weeks having the time of their lives. Mr. Landay returned to his Fifth avenue headquarters August 31. On the 15th of the month he will start on a selling trip.



No. 123. Holds 150 Records

"It Pays to Think"

REASONS why you should connect yourself with us are too numerous to mention. We will say, however, that if you want the best service you have ever enjoyed in the prompt and complete filling of orders use us. We are representative jobbers of the

VICTOR and EDISON

product and carry a separate and distinct stock of both for wholesale purposes only, insuring absolutely new and fresh goods.

SPECIAL! The illustration shows our 150 Peg Cylinder Cabinet. The best value for the money in the country. Write for prices and catalogue.

LOUIS BUEHN & BRO.

45 North 9th Street,

PHILADELPHIA, PA.

Leading Jobbers of Talking Machines in America

OLIVER DITSON COMPANY

Are the largest Eastern Distributors of

Victor Talking Machines and Records

Orders from Dealers are filled more promptly, are packed better, are delivered in better condition, and filled more completely by this house than any other house in the Talking Machine business, so our customers tell us.

150 Tremont St., BOSTON, MASS.



TRADE-MARK

BROADWAY and 17th ST., NEW YORK

Factory: Rahway, N. J. Western Branch: 259 Wabash Ave., Chicago

WHOLESALE AND RETAIL

REGINA MUSIC BOXES REGINAPIANOS
REGINAPHONES SUBLIMA PIANOS

DISTRIBUTORS IN NEW YORK FOR

Victor Talking Machines and Edison Phonographs
Complete Stock. Prompt Deliveries.

Peter Bacigalupi & Sons

SAN FRANCISCO, CAL.

WHOLESALE 1021-23 Golden Gate Ave. RETAIL 1113-15 Fillmore St.

JOBBERS Edison, Zonophone

DEALER Victor

All Kinds of Automatic Musical Instruments and Slot Machines.

Chas. H. Ditson & Co.

Have the most completely appointed and best equipped

VICTOR TALKING MACHINE Department

IN NEW YORK CITY

to-day, and solicit orders from dealers, with the assurance that they will be filled more promptly, and delivered in better condition than they can be from any other source.

Nos. 8-10-12 East 31th St., NEW YORK CITY

HARGER & BLSH

JOBBERS

VICTOR EDISON

It's worth while knowing, we never substitute a record.

If it's in the catalog we've got it.

VICTOR JOBBERS Des Moines, Iowa. Garver Bldg. EDISON VICTOR JOBBERS Dubuque, Iowa.

BABSON BROS.

19th St. and Marshall Boulevard
CHICAGO, ILL.

Special attention given DEALERS only, by G. M. NISBETT, Manager, Wholesale Department.

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

UP-TO-DATE JOBBERS OF, BOTH

EDISON VICTOR

STANDARD TALKING MACHINE CO.
435-7 Wood St., PITTSBURG, PA.

TRY A JOBBER WHO WILL FILL YOUR ORDERS COMPLETE AND SHIP THEM THE DAY RECEIVED.

E. T. WILTON & COMPANY

HOUSTON, TEX.

Wholesale Distributors "Star" Talking Machines, Records, Horns, Cranes, Etc.

We have everything you need, also JEWELRY and WATCHES

Southern California Music Co.

EVERYTHING FOR TALKING MACHINES

Edison and Zon-o-Phone Jobbers

LOS ANGELES, CAL.

COLUMBIA JOBBERS

N. W. IOWA, NEBRASKA and SOUTH DAKOTA

Write to-day for terms necessary to become dealers

W. A. DEAN COMPANY 315 FOURTH STREET SIOUX CITY

Exclusive Columbia Jobbers

Our stock of Columbia Graphophones and Records is very complete and covers the full line. We receive all the records as fast as they are issued. We are in a position to fill orders promptly. Dealers purchasing from us get the benefit of our central location and effect a large saving in time and money.

Nashville is so centrally located that there is a great saving of time.

PHILLIPS & BUTTORFF MFG. CO.
NASHVILLE, TENN.

You Can Get Goods Here
EDISON VICTOR
JOBBER DISTRIBUTORS
Our wholesale depot is a mile from our retail store. Records are not mauled over for retail customers and then shipped out to dealers. Dealers bring from us get brand new goods just as they come from the factory.
LAWRENCE McGREAL, Milwaukee, Wis.

F. M. ATWOOD

123 MONROE AVENUE

MEMPHIS, TENN.

EDISON JOBBER

PACIFIC COAST DISTRIBUTORS OF

Victor Talking Machines and RECORDS

STEINWAY PIANOS—LYON & HEALY
"OWN MAKE" BAND INSTRUMENTS

Sherman, Clay & Co. San Francisco Oakland Portland Los Angeles

NEW ENGLAND JOBBING HEADQUARTERS EDISON AND VICTOR

Machines, Records and Supplies.

THE EASTERN TALKING MACHINE CO.
177 Tremont Street BOSTON, MASS.

E. F. DROOP & SONS CO.

925 Pa. Avenue WASHINGTON, D. C. 1231 No. Howard St. BALTIMORE, MD.

Wholesale and Retail Distributors

Edison Phonographs
Victor Talking Machines

Southern Representatives for

Topham's Carrying Cases; Herzog's Record Cabinets; Searchlight, H. & S. Tea Tray and Standard Metal Co.'s Horns and Supplies.

Jones Bros. & Co., Inc.

RICHMOND, VA.

We job COLUMBIA Graphophones and Records exclusively because we have found by actual experience that they are the best in all points. We carry one of the most complete stocks of both machines and records in the South.

All orders given prompt attention.

JOHN F. ELLIS & CO.

WASHINGTON, D. C.

Distributor

VICTOR Talking Machines and RECORDS Wholesale and Retail
Largest Stock in the South

PRICE PHONOGRAPH CO.

54-56 Clinton Street, NEWARK, N. J.

Victor Distributors Talking Machines Records

Send us your Order, you get the Goods

We don't retail. We take care of the Dealer. Large Stock - Quick Service

PERRY B. WHITSIT L. M. WELLER
PERRY B. WHITSIT CO.,
213 South High Street, Columbus, Ohio.
Edison Phonographs and Records JOBBERS Victor Talking Machines and Records

BUFFALO - N. Y.

NEAL, CLARK & NEAL CO.

Jobbers of

EDISON VICTOR COLUMBIA

IF YOU'RE IN WESTERN MICHIGAN it will be money in your pocket to order
Victor Machines and Records
... of ...
JULIUS A. J. FRIEDRICH
30-32 Canal Street, Grand Rapids, Michigan
Our Motto: Quick Service and a Saving in Transportation Charges

Every Jobber in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

Leading Jobbers of Talking Machines in America

Paste This Where You Can Always See It!

MR. DEALER:

We refer all Talking Machine inquiries coming from towns where we are represented by dealers to the dealer or dealers in that town.



CHICAGO

VICTOR and EDISON JOBBERS

Exclusive Columbia Jobbers

ORDER WHAT YOU WANT
WHEN YOU WANT IT

WE CAN DELIVER THE
GOODS :: :: :: ::

KRAEMER & GOSORN
NORFOLK, VA.

Columbia Jobbers

We carry at all times a complete line of Columbia Graphophones and Columbia Disc and Cylinder Records. We give all orders prompt and careful attention. Dealers can be assured of our cooperation at all times.

SCHEUBER DRUG COMPANY
LIVINGSTON, MONT.

D. K. MYERS

3839 Finney Avenue ST. LOUIS, MO.

Only Exclusive Jobber in U. S. of

Zon-o-phone Machines and Records

We Fill Orders Complete Give us a Trial

J. K. SAVAGE

The New Indestructible Cylinder Records
Star Disc Machines and Records

At Wholesale. Complete Stocks.

921 Franklin Avenue, ST. LOUIS, MO.

Mr. Dealer

We are

Columbia Jobbers

We are in a position to put you on the right course to successfully handle these universally used instruments and records. If interested, "pop the question." Catalogues, prices, and complete information upon request.

HOLLENBERG MUSIC CO.
LITTLE ROCK, ARK.

COLUMBIA JOBBER

JOHN S. LENG'S SON & CO.

33 Murray St., New York City

(ESTABLISHED 1852)

Job COLUMBIA Graphophones Exclusively
COLUMBIA Disc and Cylinder Records
COLUMBIA—Fonotopia Grand Opera Records

JOBBERS OF BICYCLES, GUNS, ETC.

Baltimore Zonophone Jobber
THE NEW TWENTIETH CENTURY TALKING MACHINE CO.

L. MAZOR, Proprietor

Talking Machines and Records. The Biggest Assortment of Hebrew Records.

1423-25 E. Pratt Street, BALTIMORE, MD.

ZIMMERMAN MUSIC CO.

VAN WERT, OHIO

Columbia Jobbers

We carry a complete stock of Columbia Graphophones and Records. Dealers' orders filled promptly and delivered in the best possible condition. We are personally interested in the success of every dealer on our books. And this interest is shown in the exceptional service we give.

EXCLUSIVELY JOBBER

FRESH STOCK of PROMPT DELIVERY
ZONO-O-PHONES

BYRON MAUZY
SAN FRANCISCO CALIFORNIA

C. B. HAYNES W. V. YOUNG

C. B. HAYNES & CO.

WHOLESALE DISTRIBUTORS

EDISON PHONOGRAPHS AND RECORDS

ALL SUPPLIES

603 East Main St., Richmond, Va.

DEALERS, NOTICE!

We are COLUMBIA Jobbers. Our stock of Columbia Graphophones and Records is always complete; no waiting, no delay.

MAZER PHONOGRAPH CO.

45 Michigan Ave., DETROIT, MICHIGAN

COLUMBIA JOBBERS

POWERS & HENRY CO.

339 Second Avenue
PITTSBURG, PA.

FINCH & HAHN,

Albany, Troy, Schenectady.

Jobbers of Edison, Victor and Columbia
Machines and Records

300,000 Records

Complete Stock Quick Service

Jacot Music Box Co.,

39 Union Sq., New York.

Mira and Stella Music Boxes.

Edison and Victor Machines
and Records.

KLEIN & HEFFELMAN CO.

Canton, OHIO.

Edison & Victor

MACHINES, RECORDS AND SUPPLIES

Quickest service and most complete stock in Ohio

EVERY JOBBER in this country should be represented in this department. The cost is slight and the advantage is great. Be sure and have your firm in the October list.

VICTOR AMBASSADORS MEET

In Philadelphia and Are Entertained at Banquet at St. James Hotel.

(Special to The Talking Machine World.)

Philadelphia, Pa., August 31, 1908.

The traveling staff of the Victor Talking Machine Co., Camden, N. J., who were gathered in this city for their semi-annual meeting, were entertained at a banquet Wednesday of last week at the St. James Hotel. Plates were laid for twenty. George H. Ornstein, traveling sales manager, acted as toastmaster, and also gave an interesting talk on various business matters. Among others who spoke were J. H. Wales, assistant traveling sales manager; E. O. Neumiger,

of Iowa; Daniel D. O'Neil, of eastern Pennsylvania, and W. Linton. Chas. Ferree Lightner, who travels the Spanish-American countries for the company's export department, also made a few remarks apropos of his experience. Louis F. Geissler, general manager, likewise made a short speech. The corps, who expect to book a heavy business this fall, had a most enjoyable time. They separated for their respective territories last week.

CHANGES IN BAHAMA ISLANDS TARIFF.

Strings for musical instruments are on the free list under the latest tariff act of the Bahama Islands, effective since June. Talking machines and records are also entered free of duty.

THE AUXETOPHONE IN POLITICS.

The District of Columbia Democratic Association, Washington, D. C., recently purchased a Victor Auxetophone for use in reproducing Bryan's speeches at campaign rallies. The machine was used for the first time, amid much enthusiasm at a recent meeting in Washington attended by several hundred men, and will also be used at various meetings in Maryland, Virginia, Delaware and West Virginia.

The Smith & Nixon Piano Co., of Cincinnati, O., who gave up their talking machine department last year, have re-opened it, handling the Victor line of machines and records, as well as supplies.

SIDE LINES FOR THE TALKING MACHINE TRADE

Some of the Many Specialties which will Interest Talking Machine Men are Treated of in this Department

From reports which have reached this office from all parts of the country it seems that August made a far better showing than was expected, and September is living well up to its reputation as the month when fall business starts to come in fast. That the outlook for trade for the coming season is exceptionally promising is conceded by all. Crops are in a flourishing condition, which in due time will add its weight toward pushing things along at a lively pace, and that "bug bear," the Presidential election, will soon be over, and things once again will settle down for a four years' stretch.

Talking machine men should not waste any more time if they are contemplating putting in side lines, especially if the lines they have in mind are standard, such as sporting goods, etc., for every day that is lost now lessens their chances for a big fall and winter trade, and if the matter is too long delayed they will have to wait until spring for results. Then, too, at this time of year manufacturers in every line are rushed, and one cannot hope or expect his order to receive the same prompt attention as when things are dull, for it's but natural and right that each should await his turn.

How to get the best results out of a given line is certainly a problem, but one which is well worth using all one's available gray matter on, as its solution means success. Marshall Field, when asked one time the secret of commercial success, said: "First find out what your customer's needs are, then set out to supply them at the least amount of expense possible without sacrificing quality." If you have the line, then all you have to worry about is to let the people who want such things know about them, and this can be done in but one way, namely, advertising. The word "advertising" covers an immense field and stands for everything that comes under the head of publicity. But there are only three branches of vital interest to the retailer. They are, first, a well-equipped stock handled in an up-to-date, intelligent manner; second, an attractive window display; third, a judicious amount of space used in the local papers. As to the stock: It should be of the best quality obtainable at the price at which it is bought, and in buying it is safer to pay more than one expected rather than take on inferior goods. It should be arranged tastefully, with an eye toward facility of handling. Clerks should be employed who know the line, and the importance of courtesy to customers pounded into them everlastingly.

Value of Publicity.

The importance of an attractive window is lost to many retailers, when, in fact, it is one of their most valuable assets if handled rightly. Care should be taken in dressing a window to feature strongly one article at a time. Only

too often the novice dumps in a little of everything and not much of anything, tagging here and there promiscuously, the effect, if anything, being bewildering. Don't shoot off all your powder at one time. Keep some in reserve. Signs should be printed plainly. Fancy cards look cheap. Your talk should be straight from the shoulder and directed personally to the reader. Anything will do that carries conviction with it and arouses a state of curiosity which, to satisfy, the passer-by must come inside, which is just what you are trying to effect. The secret of successful newspaper advertising is attractive copy plus persistency. The human mind is affected by repetition. Repeat often enough that you sell good goods, and live up to your story and the people will soon be believing it, and when they want anything in your line, will come to you for it.

Persistency in advertising costs money; therefore you must be sure you lose no chance to make good. "Copy" (the right kind) is something of a job to draw up, and especially if you do much advertising. Ad. writing is a profession in the strictest sense of the word, and one that the outsider cannot hope to shine in without giving the matter a great deal of study. If one cannot afford the services of an advertising man, it would be well to take advantage of whatever facilities local papers may offer. For instance, in most cities or towns advertising solicitors are numerous, with all kinds of schemes. A good way to handle them is to say, "What new idea have you got that will help me to sell more of such and such goods, and can you draw up copy for same?" If the solicitor has anything in him, get it out, it will pay.

One of the best ways to turn the favorable consideration of your local town toward your store is through newspaper advertising. But to do it your daily talks must be alive. They must attract attention, interest, and create desire. Talk in the language of the people; use the simplest words. Take almost any article in your stock and write about it just the way you would talk. But take only one article. One of the most expensive parts of advertising is gradually being lifted from the retailer's shoulders by the manufacturer, namely, that of cuts for illustrating; these the dealer can obtain for the asking at no cost to himself.

Then, too, the handsome circulars and catalogs issued by most factories, and bearing your name, come in very handy not only in the store but by enclosing them in all correspondence, one derives an immense amount of publicity at little or no extra expense. No matter what your customer may buy, if you at the same time send along a circular or leaflet printed or stamped with your name, that circular in the majority receives some attention; it is just one more shot

home in the mind of your customer, one more thought conveyed that the goods you sell are high quality goods.

Fortunate, indeed, is the dealer who can establish in the collective mind of the community this conviction of a high-grade store. Advertising will do it, but your store and stock must live up to the impression your publicity has created, or else you are wasting your money telling about it.

Home Moving Picture Machine.

The World is especially glad to note the fast increasing popularity of the home moving picture machines and films in this trade. This is due to several reasons. In the first place, talking machine men are becoming better acquainted with the proposition on the whole, and in proportion the antipathy for it held by many at the start is dying out. In fact, a large number who would not even consider the matter at first have been led into doing so by the ever-growing public demand for such devices, which has been brought about by the persistent advertising being carried on in the magazines and dailies by the manufacturers. Again these manufacturers have shown that they are working for the trade's interests, and by adopting some of the suggestions made them have greatly perfected their line and better adapted it for retailing by talking machine men. At a very early date several new machines will be placed on the market which, we understand, will be sold at prices that will suit all purses. Western firms are doing the same thing, and everywhere is evidenced an unusual activity, which condensed means simply prosperity for those getting in and pushing this line. There is one thing, too, Mr. Talking Machine Man, that you should bear in mind: These manufacturers are doing you a big favor in granting you the first opportunity of marketing their products; it is not as if they were compelled to do so. In fact, the camera and photo supply people have all along been after their goods, being only too ready to push them as they deserve, and it was more through the efforts of The World, which is ever in the field for the interest of its subscribers than to any particular love for this trade, that threw over the balance wheel in your favor. It therefore behooves those who have lacked the initiative necessary to make a success out of this line to wake up, unless they desire to see the matter taken completely out of their hands and the opportunity ripen in the basket of their next door neighbor.

Illustrated Post Cards.

There is every indication that this fall's business in post cards and albums will break all records, for instead of the dropping off predicted by many skeptical persons there has been a decided increase in the demand for these little remembrances. Especially has this been true of the high grade lines, the cheap, shoddy products published by the many "fly by night" firms that sprang into existence early in the craze giving place to the more substantial products of the reputable houses. We have been asked by a number of men in this trade what were the "salient" points necessary to the successful merchandizing of this line? We believe them to be as follows: Quality of cards, quantity or variety of stock, aided by energetic push and a liberal amount of publicity. While the above covers everything, in order to make it a little more comprehensive to the unsophisticated, we will go more into detail. As to quality, a buyer must take into consideration three things: the card board or stock used, the printing or lithographing on same, and the subject represented; too often a new buyer becomes careless, especially when purchasing the very cheap grades, or what are known as penny cards, blinding himself with the belief that anything is good enough for a

The VIASCOPE SPECIAL NOW READY

After years of study we have perfected a moving picture machine void of all vibration and absolutely flickerless. All working parts of mechanism encased in a highly polished nickel-plated steel case. Its construction is so simple that it can withstand the hardest usage without getting out of order.

Write for Catalogue.

VIASCOPE MFG. CO. - CHICAGO
Department A, 112 East Randolph Street



“New Process” GILLETTE Blades

Information to GILLETTE Dealers

Beginning with Sept. 1, 1908, only “New Process” GILLETTE blades will be distributed.

They differ in price, quality, appearance and style of package from the previous kind, and the public is being notified of the change by full-page advertisements in all the leading magazines.

More than two million GILLETTE users will now accept only “New Process” GILLETTE blades. If you have them in stock before other dealers in your locality you will get the business, and at the new price your profit is a very liberal one.



“New Process” blades are manufactured by newly-invented machines and processes, making them superior in appearance, operation and endurance to any blades ever produced by anyone.

These machines are automatically regulated, and grind, hone and sharpen each blade individually with the utmost precision.

Every cutting edge is perfect, and possesses a degree of keenness not produced by any other process.

“New Process” blades are finished with a high polish that renders them

easy to clean. Since dust and moisture do not cling readily to a polished surface, these blades are practically immune from rust.

“New Process” blades are packed in a handsome nickel-plated box which seals itself hermetically every time it is closed. This shuts out all dampness and effectively protects the blades from rust in any climate, land or sea. When empty, the box forms an attractive waterproof match safe.

The set now contains 12 blades.

The Retail Price is \$1.00 per set.
Twelve sets are packed in a carton.



To those who are not handling the GILLETTE, we suggest “Get Busy.” Get the sales resulting from our huge advertising campaign—the increased business and profits that the co-operation of our Sales Department will bring you.

YOUR customers are continually seeing GILLETTE advertisements and they want the razor. Eventually they buy it somewhere.

WHY NOT OF YOU?



Write us for catalog and liberal discounts to dealers.

GILLETTE SALES COMPANY

BOSTON
702 Kimball Building

NEW YORK
702 Times Building

CHICAGO
702 Stock Exchange Building

cent, and while this practice might have been all very well some two years ago when this business was in its infancy, it does not hold to-day, when on every street corner, and in drug and stationery stores can be found a more or less enterprising competitor. While, as we have said, the trend of the public demand is gradually verging toward the higher-priced cards, there will always be a more or less call for the cheap product, especially as long as what are known as "comics" are printed in this grade. Up to the present time the comic card has undoubtedly been the biggest seller, and it is natural, therefore, that more manufacturers are turning out these goods than of any other class. Consequently, it follows that in purchasing them it is somewhat of an arduous task to pick the wheat from the chaff, and, as is usually the case, it is of vital importance to the success of the department that the choice should be a wise one. As to the variety of the cards, we are scarcely in a position to give advice to the trade as a whole, inasmuch as locality, class of patronage, seasons of the year, all have a bearing on the choice of stock; but a few things hold true in all cases. One should test the wants of his trade, and then to the best of his ability fill them, carrying as comprehensive a line as is compatible with good judgment, always bearing in mind that one satisfied customer is worth ten who have been "stung." "Views" are always good sellers, and unlike "comics," are a substantial line, and we do not mean by this simply local views, although these, of course, should have a place in every dealer's stock, but those of leading places both in this country and abroad. Of these, one of the most unique sets that it has been our pleasure to see is that of the capitol buildings of every State in the Union, with condensed reading matter and State seals, which not only make them a valuable addition to any collection from an artistic standpoint, but are educational as well. We only speak of the above as an example of the view cards that all dealers should handle. As to the "Push," this needs but little treatment at our hands, as every live talking machine man

realizes the importance of properly training his salesmen. Publicity in this department lies in two directions—store decorations and newspaper space; each are important. As to your store, attractive windows are perhaps of most value, and the least taken advantage of. Inside, stock should be kept neatly in counter or wall-racks, which are easily accessible, and albums to suit all purses should be attractively displayed. A very good night display can be made by the use of a post card projecting machine and a sheet stretched taut across the window. These machines can also be sold to the public with much profit.

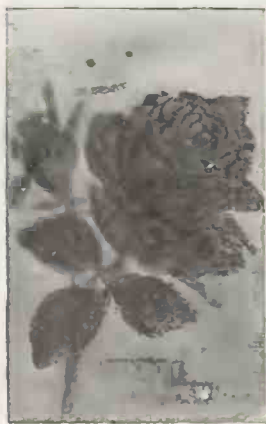
Sporting and Athletic Goods.

Sporting goods, when handled in an intelligent manner, yield such satisfactory profits that dealers in all lines of trade should consider this line, and especially the talking machine man. Note the success which such firms as W. D. Andrews, Iver Johnson, Schmeltzer Arms Co., Elmira Arms Co., Clarke Horrochs, S. B. Davega, etc., etc., have met with in this field. In the first place this is a developing business. Every year sees a large addition to the sporting community. More time than ever is spent in the indulgence of sport not only active but in a passive way, while money follows freely in its train. Sportsmen invariably place quality above every other consideration, looking on cheap goods as not only an insult to their own intelligence, but to the sport to which they are devoted. In whatever other way he may deny himself the lover of sport will brook no interference with his favorite pastime. It is this total ignorance to economy and the fact that on account of the wear and tear to which all articles are submitted, thereby necessitating constant replenishing, that the dealers in this business to-day owe their great prosperity. There is one thing, however, that this business demands to a great degree of the man who would build up for himself a large trade, that is a thorough knowledge of not only the business, but the idiosyncrasies of each sport as reflected by his customers. We have laid stress on this a

number of times in previous issues and therefore quote the following from an outside authority so as to give it added strength: "Several instances of late have brought out the fact very plainly that the sporting goods dealer who makes a specialty of certain lines may be a thorough business man, but that alone will not carry him through to financial success. He must possess a practical and thorough knowledge of the uses to which his goods are put before he can pose as a local authority and command the respect of veteran anglers and shooters. In order to do this he must be an angler and shooter himself, and can best make friends by joining his customers now and then on their little excursions to stream or field. He need not neglect his business; in fact, the accumulation of experience and knowledge for future use can not be regarded as a waste of time, for the sporting goods dealer whose knowledge is gained in his own shop alone through contact with his wares and reading catalogues can command the respect of no man who is familiar with guns and rods and field pastimes. Little errors committed through lack of precise knowledge may be forgiven between anglers, but let the dealer be found guilty and his best customers will lose confidence in him."

The above applies to every branch of this business whether it be hunting or golf, fishing or skating. This fact, however, should not in any way discourage the prospective dealer, for all have to make a beginning, and the very obstacles that one has to meet in order to succeed are the ones that keep the upper ranks from over-crowding, insuring those who had the perseverance to attain the top—a safe and lucrative business not to be wrested from them by the first newcomer in the field.

J. A. Schubert has opened the Buffalo Film Exchange, at 13 East Genesee street, and has on display an extensive line of talking machines and records, moving picture machines, films, and all accessories. Mr. Schubert reports a great demand for the Bryan records for the phonograph.



This Advertisement

only for dealers who are interested
in Three Rare Combinations
of Flower Post Cards



ASSORTMENT No. 200/31

100 New Flower Post Cards, Richly Embossed in Colors by Mail 8c. Extra

100 Designs only \$1.00

ASSORTMENT No. 200/32

150 New Richly Emb. Flower Cards	-	-	-	100 Designs
25 " " " Pebbled Board Cards	-	-	-	14 "
25 " " " Air Brush Cards	-	-	-	12 "
25 " " " Silk Cards	-	-	-	10 "

This Special Assortment
225 Flower Post Cards

Only \$2.50

Total 225

Retail Price of this Assortment \$7.50

ASSORTMENT No. 200/33

300 New Richly Emb. Flower Cards	-	-	-	100 Designs
50 " " " Pebble Board Cards	-	-	-	14 "
45 " " " Air Brush Cards	-	-	-	12 "
25 " " " Silk Cards	-	-	-	10 "
10 " " " Plush Cards	-	-	-	10 "
10 " Hand Made Ribbon Cards	-	-	-	10 "
10 " Metal Double Board Cards	-	-	-	10 "

This Special Assortment
450 Flower Post Cards

\$6.00

Total 450

Retail Price of this Assortment \$14.00

THE AMERICAN NEWS COMPANY

DESK R
NEW YORK CITY
Post Card Department

MOCO LINE

OF

BUSINESS BOOMERS

Peerless Vacuum Cleaners

Peerless Mission Lamps

Peerless Talking Machines

Vitak Home Moving Picture Machines

Scare-a-way Burglar Alarms

Electric and Interior Player Pianos

Direct Current Electric Motors—1-20 H.P. to 1 H.P. for Automatic Instruments

☞ It will pay you to secure our prices and special agency proposition on any of the above lines. They blend perfectly with the talking machine line and will materially increase the dealer's net income. Write to-day!

Manufacturers Outlet Company

WALTER L. ECKHARDT, President

J. B. FURBER, Secretary-Treasurer

Importers and Distributors

271 BROADWAY

NEW YORK

OUR MONTHLY REVIEW.

[We solicit inquiries from our subscribers who are desirous of any information in regard to paying side lines which can be handled in connection with the Talking Machine. We put you in direct touch with the leading manufacturers. When in doubt, write us, care the Side Line Department.]

Another new post card projecting machine, called the "Reflectograph," has just been brought out by an up-state man. This machine is said to be a wonderful improvement over all preceding makes since it shows the entire post card, bringing out all the features and all the colors in a most pleasing way. It throws a picture 26x42 inches and has several improvements in the manner of adjusting and interchanging pictures.

A very attractive line of stationery at a low figure is that which bears the trademark "Elonoid," consisting of desk sets, pen, inkstand and letter holders, grandfather desk clocks, mucilage pots, etc., retailing at from 25c. to \$5, with good profit to dealers.

The American News Co., of this city, have some corking good things in brand new post cards. This company represent many of the leading factories in the world and dealers who want to be kept in touch with live numbers should place themselves immediately on their mailing list. Just now on account of their proposed removal to larger quarters they are making some exceptional offerings which may be seen from their advertisement appearing in this issue.

Photographs of Taft, Bryan and of both candidates on a humorous card, and lithographed photographs in sepia tones, equal to the best bromides are among the new post cards and are already selling well.

It is now about time for the dealer to think about buying his Thanksgiving and even his Christmas and New Year cards. There is nothing like getting on the ground early—and this year's assortment is especially fine.

The A. J. Reach Co., of Philadelphia, Pa., are out with their 1908 catalog, showing a complete line of goods for use in fall and winter sports. A most excellent line is shown throughout the book and dealers should send for a copy of this catalog before deciding on their stock of sporting goods for the coming season.

Two things have materially aided this general popularity of roller skating, the first one being the scientifically perfect skate which the manufacturers are turning out, and the second factor

has been the era of asphalt streets and pavements. Formerly roller skates had boxwood wheels, fastened to a strong steel shaft with a key, says the Sporting Goods Dealer. But now the skates are made with steel and aluminum rollers, many of the higher-grade numbers having perfect ball bearings and running "like a watch." Other models have but two rollers, and are as difficult to master for the beginner as ice skates. Still other models have rubber tires or solid, hard rubber rollers, and may be used on wood, tile or asphalt. Skates with aluminum and steel rollers are used in most of the rinks.

The Bicycle, Skate & Manufacturing Co., Kansas City, Mo., have been incorporated with \$100,000 capital stock. The incorporators are J. H. Hunter, P. H. Hurbut, L. J. Wolf, W. A. Grandy and R. P. Eubank.

The Sporting Spyglass Co. has been incorporated in Cincinnati, O., for \$10,000 to manufacture sporting spyglasses. The incorporators are Arthur N. Smallwood, R. D. Newhall, J. W. Maneleil and R. A. Smallwood.

The A. J. Reach Co. have applied in the Circuit Court in St. Louis for an injunction to restrain the Simmons Hardware Co., of that city, from using the trademark "Official American League" on baseballs. The Reach Co. state that they have an agreement with the American League to manufacture the balls used in the games played by members of that league, also to stamp its balls "Official American League Ball."

The Reflectoscope is selling well wherever shown and is living up to all claims made for it by its manufacturers.

A line which has much merit is what might be called alcohol utilities. These consist of stoves, lamps, coffee and tea pots, irons, etc., using denatured alcohol as fuel, and are daily becoming more popular as they combine cleanliness with economy—and offer the dealer a good big margin of profit besides.

The Shrp Shavr Razor Co. are meeting with pronounced success in this field, there seeming to be an unusually large demand for a good cheap safety razor. Their offer to dealers is a liberal one.

When a prospective customer comes in to look at your bicycles, and tells you that he has made up his mind to order a mail order wheel, the most convincing argument that you can give him against it is to solicit his repair work. Tell him in all kindness that when he gets his wheel you

would like to have his repair work, says an exchange. Tell him that your repair department is complete, that you have a good line of sundries and are desirous of having his work. Convince him of the fact that if he gets something for nothing he will never cease paying for it. Then you will have no trouble in selling the wheel.

The new model Vitaks which are being sold by the Manufacturers' Outlet Co., of this city, are meeting with great success; men everywhere who had given up the home moving picture machine as "another good idea gone to the dogs because it was impracticable" have changed their minds suddenly and are now more enthusiastic than ever. The Outlet Co. have a number of other live lines and jobbers and dealers should write them.

The E. S. Pease Co. are still very much in evidence and their side lines for the talking machine trade are greatly in demand.

MOVING PICTURES IN POLICE WORK.

French Officials Endeavor to Force Confession from Murderer by Enacting the Crime Before the Machine and Reproducing the Pictures Before the Prisoner—An Adjunct to the Well-Known Third Degree.

The cinematograph was recently adopted in Paris, as an adjunct to the usual police "third degree" in an effort to punish the murderers of the Banker Reme. Courtois, one of the banker's servants, confessed to his participating in the crime, stating that he and the butler, Renard, entered the banker's room and stabbed him to death.

Renard denied this, and the examining magistrate has been unable to wring a confession from him. With a view to frightening Renard into confession by enacting his crime before him, the murder was recostituted in the Palais de Justice to-day before a cinematograph. The room was arranged as much like the banker's bedroom as possible. Courtois stripped and a detective also stripped and impersonated Renard. A second detective in the bed impersonated the unfortunate banker.

The two men fell upon the "banker" with such savagery that his body was thrown on the ground and rolled into the position in which it was found after the murder. The cinematograph will reproduce the murder very realistically. It is intended to give a special performance of the crime as it appears upon the film before Renard and the examining magistrate in the hope that the surprise and horror of it will make the wretched man confess.

The Best Value for Your Customer with Big Profits for You

FR. HOTZ HARMONICAS

To Retail From 10 Cents Each to \$1.00

THE FR. HOTZ HARMONICAS were originally produced 80 years ago and have always been looked upon as being the first Harmonicas manufactured. During this long term of years the strictest attention has been paid to the perfect construction of the instruments, so that to-day the purchaser is assured of an excellence in Harmonica manufacture which time only can acquire. We offer the best quality in our goods for the money and allow the dealer a big profit—no more, no less. Our 10-cent and 15-cent styles are in a class by themselves, they cannot be equaled.

ASK YOUR JOBBER

If he cannot supply you, we will refer you to one who can.

A handsome catalogue with full prices and descriptions is at your disposal.

Send for One

FR. HOTZ, 475 Broadway, New York

Canadian Office: 76 York Street, Toronto

Factory: Knittlingen, Germany



No. 02



No. 05

PEASE
RODUCTS
LEASE
URCHASERS
AY
ROFITS

PEASE
PREMIUMS
LEASE
PEOPLE
PRODUCE
ROFITS



It Will Pay You to Investigate

OUR

SIDE LINES

AND

PREMIUMS

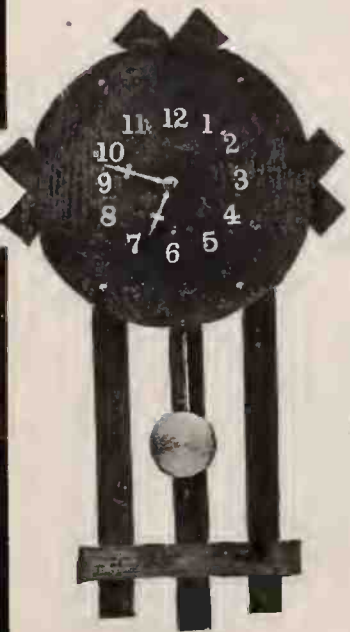
People Buy Necessities

When They

Won't Buy Luxuries

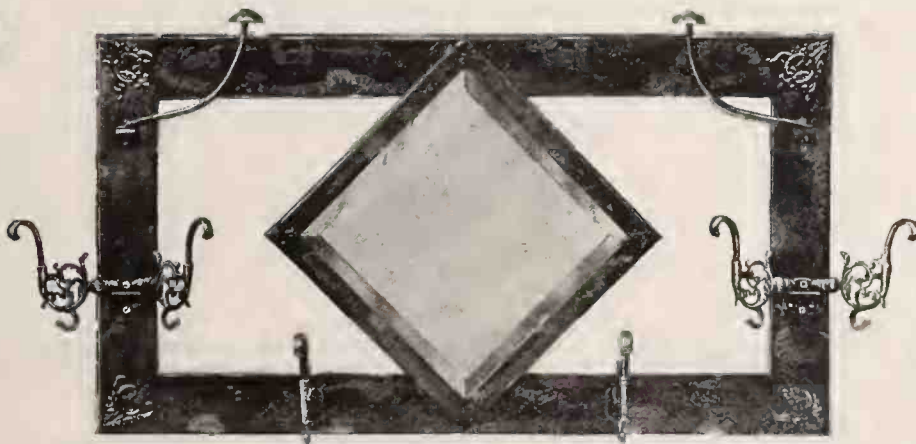
**SAN REMO
MISSION GAS, OIL OR ELECTRIC LAMP**

New design—hand wrought metal Stand and Frame, riveted throughout. Shade fitted with rich Cathedral Art Glass in beautiful blendings of Green or Ruby and Green. Height, 23½ inches. Shade, 13 inches, with 2-inch skirt and 3-inch beaded fringe to match. Base, 7 inches square. Manufactured and sold exclusively by us.



SAN REMO

The Finest Mission Clock ever placed on the market at the price.



THE "DIAMOND" WALL RACK

A necessity in the home, office or store. It appeals to everyone. Its artistic design and beautiful finish make it a favorite with all who see it.



FRENCH GOLD CLOCK

A BIG SELLER AND A LIVE PREMIUM

Write Immediately for New Descriptive Matter on
CROWN TALKING MACHINES AND TELEPHONES

E. S. PEASE CO., SUITE 1871 HUDSON TERMINAL BLDG. NEW YORK CITY, N. Y.



An Absolutely New Field for Safety Razor Sales

And the only way to reach it is by selling the **SHRP-SHAVR 25c** SAFETY RAZOR

The high-priced Safety Razor appeals to *only one class of buyers*—those who can afford. The SHRP-SHAVR, selling at 25 cents, brings you a new and bigger following. It attracts to your store, not a certain class, but *the mass of buyers*, because everybody who uses a razor can afford to buy it.

There's big money for you in selling the SHRP-SHAVR. A greater margin of profit on the razor itself than you get on any other—and a continuous sale of SHRP-SHAVR blades and shaving accessories.

Look for our advertisements in the Saturday Evening Post and Associated Sunday Magazines in which we tell 5,000,000 readers—5,000,000 shavers and buyers—about the SHRP-SHAVR. There will be a bigger demand this Fall for the SHRP-SHAVR than for all other Safety Razors combined.

The SHRP-SHAVR is the most effective business-puller in your store. You should get in on this at once—without a day's delay. This is an opportunity you can't afford to neglect.

Shrp-Shavr Razor, with one blade, per doz., \$2.00

Shrp-Shavr Blades, 5 in pkge., per doz. pkges, \$2.10

Shrp-Shavr Stoppers, per doz., .75

SHRP-SHAVR RAZOR CO.

108 Duane Street

NEW YORK

POST CARDS PRESCRIBED

By Medical Practitioners for Summer Vacationists—Fulfills Humanitarian Mission.

The much abused picture postal card has at last found its humanitarian mission. This summer it forms part of the rest cure prescribed for the high-strung summer vacationist.

"Take no stationery with you. Write no letters. Stick to postals and write just your name or a brief greeting on each of these. Forget your friends—and rest."

These are the orders of many up-to-date physicians who are trying to combat the national nerve evil, high tension and overwork. The average woman off on a vacation once spent several hours a day writing voluminous descriptions of vacation joys to stay-at-homes. The nervous strain of writing a clever, telling letter is tremendous and so doctors prescribe the postal card, not as an amusement but as a remedy.

At all the resorts immediately surrounding New York the sale of postal cards of a refined, artistic character has trebled this season. In the residential districts of the city, where stay-at-homes congregate, the postmen report that the postal card mail from vacationists far surpasses that of letters.

In one resort of 1,000 souls a supply of 25,000 postals, picturing the charms of the neighborhood, was exhausted by July 15 and no more local views could be secured for the summer trade. In other resorts, like Ocean Grove, N. J., Atlantic City, etc., hundreds of thousands of postal cards are mailed out daily, and at hotels where the fortnight-vacation trade is heaviest the postal card mail is three times as heavy as the letter mail.

On outgoing steamers, such as the Fall River line, Metropolitan and Great Lake boats, which stop at many ports, the waiting line outside the writing room is truly diverted, for each traveler has a handful of postal cards picturing the steamship to send back to home folks.

The up-to-date postal card patron scorns irrelevant or comic postals. She also prefers black and white or sepia to color work, and to her special friends she sends actual photographs, not lithographs, showing her summer abode, her favorite nook or boat, each of which costs from two to four times the price of the ordinary lithographed view. Unquestionably the much abused postal card habit has been reformed. "Comics" are for the indiscriminating, but the smartest of

travelers and the most weary of tourists alike patronize the better grade of shops where artistic postals can be found.

SPORTING GOODS DEALERS MEET

In Chicago to Form National Association—Attendance Large and Bright Future Is Predicted for New Organization.

A meeting of the retail sporting goods dealers and jobbers of the country was held in Chicago on September 1 at the Auditorium Annex, the object of the meeting being to form a national association along the lines of other trade organizations. While the details have not yet come to hand, we understand that the attendance was large and there is every hope that the association will progress rapidly and be a power for good in this trade.

COLLAR BUTTON SLOT MACHINE.

You Drop a Nickel in the Slot and Out Pops a Button of Any Sort You Want.

The collar button slot machine does not have a clumsy, angular, towering superstructure, like that of the chewing gum or chocolate outfit. No, the collar buttons are set under a protecting cylindrical glass shield in vertical rows on the face of a metal cylinder perhaps eight inches in height and four inches in diameter, standing on end on a pedestal that supports the machine.

In those vertical lines of collar buttons appearing at regular intervals all around the face of the cylinder there are all sorts of collar buttons; the buttons in each column are all alike; but there are numerous columns, each different from the others.

Here may be found buttons with long shanks and buttons with short shanks; buttons with big or with little bases, and buttons with big or little heads; and buttons with solid tops and buttons with hinged tops; all sorts of collar buttons. A little inscription on the front of the machine tells you to turn the cylinder until you have brought the buttons of the style you want to the front.

Appropriately, the handle on top of the machine, by which you turn it, is a knob in the shape of a magnified collar button, and, turning that, you can revolve the cylinder so as to bring every column of buttons on it into view. And then, when you have turned the cylinder so as to bring the buttons you want to the front and in

line with the machine's delivery opening at the base you drop a nickel in the slot at the top, and, click! the lowest button on that column is detached, to drop into the little tray in front of the opening, where it can be reached by the purchaser.

STATIONERS' ANNUAL CONVENTION

Held in Boston Recently—Much Accomplished for the Good of the Trade—Organization Gaining Strength—Officers and Directors Elected.

The fourth annual convention of the National Association of Stationers in Boston, July 20-23, proved to be the most successful gathering from the point of accomplishment as well as numbers ever held in this trade; in a word, this meeting may be said to have established the association on a solid and substantial foundation from which it should rapidly increase in usefulness and strength.

The new officers elected are as follows:

President, Theodore L. C. Gerry, of Gerry & Murray, New York.

First vice-president, J. B. Irving, Irving-Pitt Mfg. Co., Kansas City.

Second vice-president, Frank Wright Bailey, of Thorp & Martin Co., Boston.

Third vice-president, George M. Courts, Clark & Courts, Galveston.

Secretary, H. W. Rogers, Wilbur & Hastings, New York.

Treasurer, Charles A. Stevens, Stevens, Maloney & Co., Chicago.

Auditor, D. S. Sperry, Brown, Treacy & Sperry Co., St. Paul.

Directors from Stationers: Abner K. Pratt, J. L. Fairbanks & Co., Boston; Charles H. Mann, William Mann Co., Philadelphia; William J. Kennedy, Kennedy Printing & Stationery Co., St. Louis; John A. Schlener, John A. Schlener Stationery Co., Minneapolis; J. Herbert White, Adams & White, Buffalo; Theo. A. Steinmueller, Lucas Brothers, Baltimore; James E. O'Donnell Brothers, New Orleans; Walter Brown, Brown Book & Stationery Co., Kansas City; Charles F. Backus, the Richmond & Backus Co., Detroit; John Brewer, H. K. Brewer & Co., New York.

Directors from Manufacturers: J. S. A. Wittke, J. G. Shaw Blank Book Co., New York city; Charles K. Wadham, Z. & W. M. Crane, Dalton; W. H. Hopkins, Globe-Wernicke Co., Cincinnati; J. F. Talbot, Dennison Mfg. Co., Chicago; Charles B. Gordon, Carter's Ink Co., Boston; George T. Smith, Joseph Dixon Crucible Co., Jersey City; James Dawson, Sieber & Trussell Mfg. Co., St. Louis; M. D. Heise, Langfeld Brothers & Co., Philadelphia; Gus Meyer, Meyer & Wenthe, Chicago; Frank A. Weeks, A. A. Weeks-Hoskins Co., New York.

In advertising follow the line of least resistance. Push hardest where competition is weakest until you are as strong as your competitor.

CAMPAIGN AUTOMATIC ROSEBUD

LARGE PROFIT FOR DEALERS

Plain Rosebud when closed; shows photo of Presidential Candidate when opened.

Send 10 cents for sample and proposition.

—DOOLITTLE & KULLING, 1004 ARCH STREET, PHILADELPHIA, PA.—

TEACHING BY MOVING PICTURES.**Surgical Operations and Nervous Diseases Before the Camera.**

One of the new uses to which moving pictures are put is teaching, and at least one house dealing in films publishes a list of some hundreds intended for class room use. Most peculiar of all are the pictures of operations intended for display in hospitals and medical colleges. In fact, it is explicitly stated that medical and surgical films are restricted to exhibition before such institutions and cannot be leased except under strict guarantees that their use will be so limited.

Perhaps, however, the general public would not care to sit through a vaudeville show and at the end as the house was darkened read in letters of light upon the screen: "Removal of a myxomatous tumor of the thigh," or "Extirpation of a bilateral exophthalmic goitre."

The catalogue, which describes these films and which promises many more than are contained in the issues for this year, describes them in great detail. One series consists of half a dozen operations all of the same general nature, the "Extirpation of encapsulated tumors," and in all more than one-fifth of a mile of film is needed.

Surgery is not alone in being thus illustrated. Medicine has its pictures, more particularly to illustrate the diseases in which there is a characteristic walk. Various forms of paralysis where the diagnosis is dependent on the gait are shown in detail. The pictures of such a disease as paralysis agitans show the characteristic rigidity of the body when the sufferer is walking and of the face muscles when talking.

An unusual series illustrates the effect of beri-beri on the natives of Borneo.

Moving pictures also have their use in solving problems of agriculture and public health. The dealers in films announce that by a process which they describe as micro-kinematography they can show the typhoid bacilli magnified 850

diameters in all stages of growth and movement. Similarly the circulation of blood in the web of a frog's foot is shown, and the movement of the chlorophyll or green coloring bodies in the leaf.

The possibility of teaching geography in this way is easily understood, and the motion picture camera has invaded most parts of the civilized world. Even the religious field is not neglected and the attention of Sunday schools and missionary societies is called to such subjects as "Open air Bible classes in India," conducted by native evangelists, or "Outcasts of India; Procession of men, women and children who have embraced the Christian religion."

Zoology offers a list of subjects that ought to charm any child into forgetting that he is learning. The subjects range from polar bear fishing to camels crossing the desert. Very many of these pictures have been made in the famous wild animal park of Carl Hagenbeck near Hamburg.

Of the microscopic picture some 600 feet is devoted to the one subject of "Life in a water butt," with a cheerful collection of views of such creatures as megatherium bacilli and paramcium, or a swarm of water fleas.

FAIR PLAY FOR NICKEL THEATRES.

While Supervision Is Necessary in the Public Interest It Should Not Descend to Persecution --The Honest Arcade Man Should be Given a Chance to Succeed.

Although the smaller moving picture shows suffer considerably through the close supervision of various municipal authorities, especially the fire department, and though such supervision frequently amounts almost to persecution, so strong has become their hold on the public that at the present time they are not only held responsible for such features in the construction of their theaters as affect public safety. It was not so very long ago that moving picture shows

had to submit to a strict censor by the police, who used their discretion as to whether or not the pictures were fit for public exhibition. Under such a ruling a Chicago police lieutenant barred "Hamlet" as depicting too violent scenes and because the word "damned" was used. Yet at the time there were a number of "ten, twenty and thirty" shows playing in the cheaper theaters of that city, on the order of "Bloody Pete's Revenge," wherein murder was done every ten minutes in full view of the audience and the villains were in true villainous style. The honest moving picture man does not object to the provisions of the fire and health laws when they are enforced with fairness, nor to suitable police censoring, but overdoing the latter has led to better days for the moving picture shows.

F. & H. LEVY CO. INCORPORATES.

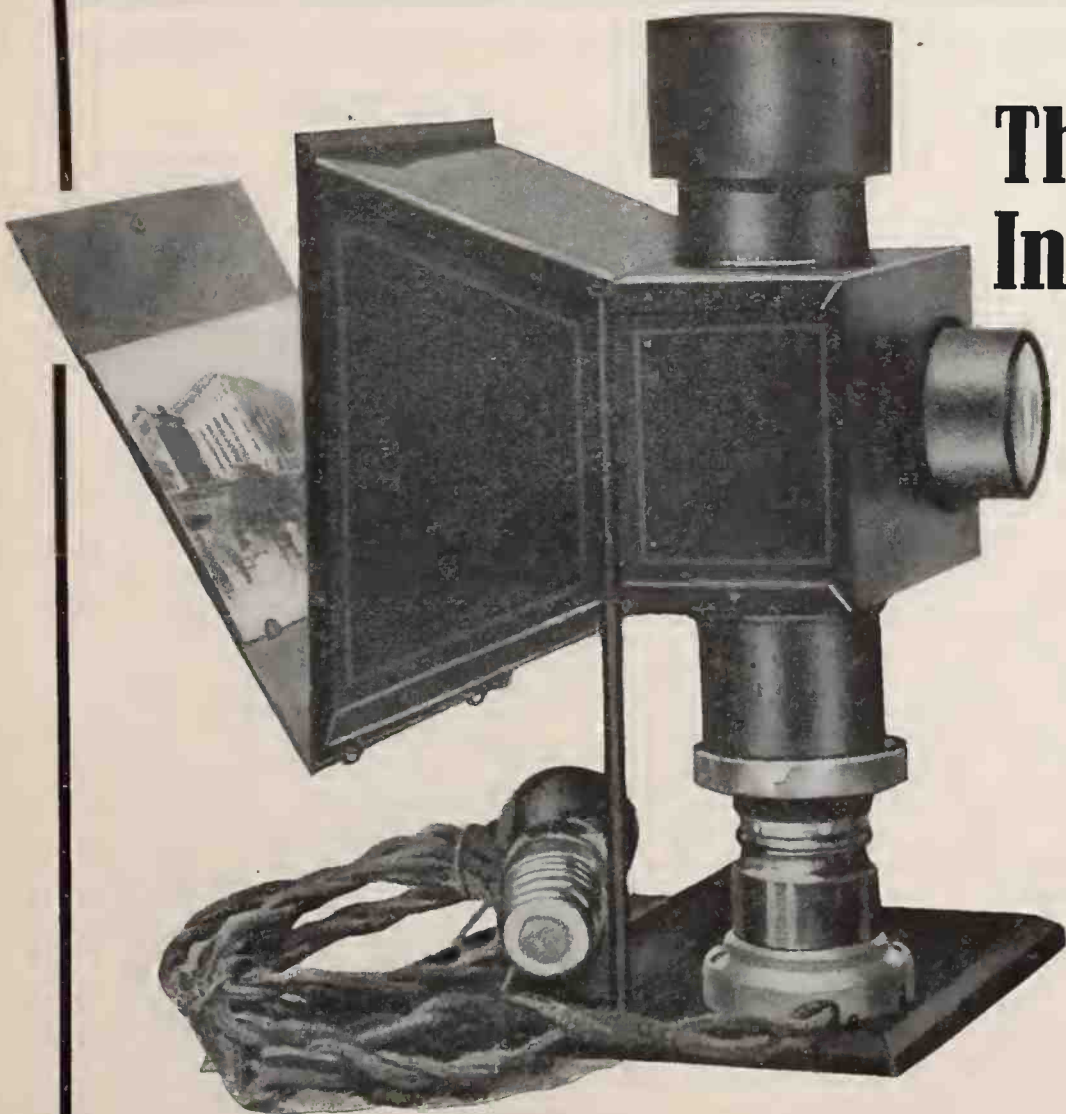
The F. & H. Levy Manufacturing Co., of New York (novelties), with a capital of \$25,000, was incorporated recently with the secretary of the State of New York. Directors: Fred Knowlton, 638 East 139th street; Felix Levy, 111 East Fourteenth street; R. Hyman, 116 West 115th street, New York.

HOW TO BECOME A MILLIONAIRE.

Chatting with a talking machine man the other day who was somewhat disgruntled because business was quiet, he said: "I feel like becoming a millionaire."

"An admirable idea," The World retorted. "What have you struck this time, an inside deal in stocks or a gold mine?"

"Oh, no! Nothing of that kind, it is a simple mathematical proposition. For instance, just save a cent a day, two cents to-morrow, four cents the next day, and continue through the month, doubling each day the savings of the preceding day. At the month's end you would be a multimillionaire. Try it on paper. Any other way is impractical, of course, and the way most people get rich is on paper."



Write for Details.

Your Boy Will Tell You The Sales Possibilities In The Reflectoscope

Send for our booklet and let him look it over. He will prove the demand for this machine and consequently profit in handling it by keeping right after you to get a Reflectoscope for him. For no normal boy or girl can see or read about this machine without wanting one. It appeals to that instinctive love of pictures found, not only in all children, but in all "grownups" as well, as the astonishing popularity of illustrated post cards amply demonstrates.

THE REFLECTOSCOPE**The Post Card Magic Lantern**

throws upon a screen a brilliant 6 to 10 ft. reproduction of any post card, photograph or clipping in all the exact coloring of the original. It occupies the same relation to the Magic Lantern as the Modern Phonograph to the old six-tune Music Box, and, like the phonograph, it never grows old.

The Reflectoscope is the *only* Post Card Reflector that is built on scientific lines—that is, constructed largely of aluminum, making it light in weight and highly efficient—that has five reflecting surfaces, getting every particle of efficiency out of the light generated—that is equipped with double lenses—that attracts attention by its design and finish—in short, the only machine which is a trade getter in both looks and results. It costs twice as much as others to make; sells at the same price.

Retail price for gas, electric or denatured alcohol, mounted ready for use and beautifully japanned in black and red, \$5.00 complete.

SELLING AGENTS

GEO. BORGFELDT & CO., 48-50 West 4th Street, New York City
THE STROBEL & WILKEN CO., 591 Broadway, New York City

ALCO-GAS APPLIANCES DEPT., 159-161 West 24th St., New York

THE VIASCOPE SPECIAL IN DEMAND.

(Special to The Talking Machine World.)
Chicago, Ill., Sept. 6, 1908.

The Viascope Mfg. Co., of 112 East Randolph street, this city, are having a remarkable demand for their "viascope special" moving picture machine, recently introduced. The new machine is simple in construction, rigid, artistic and durable. The working parts of the viascope special are enclosed in a handsomely nickel-plated steel case, so that they are absolutely protected from all dust and foreign matter. It is constructed throughout of the best materials obtainable. All of the shafts are made of the finest grade of tool steel; the movement, also, is made of the best grade of tool steel, hardened to prevent wear. All of the bearings are so arranged that they can be replaced by any one, at any time. All parts of the machine are interchangeable. It is oiled by a series of oil tubes extending from the outside frame to the bearings inside of the machine.

The main points of the viascope special are its steadiness and its lack of flicker. If the film is perfect it shows a picture that is perfectly steady. There is absolutely no vibration to the machine itself. The film is moved by a single cam, which, having a connection on all four sides at once, is always in contact with the film-carrying mechanism. The machine is as nearly flickerless as it is possible for a machine to be, the shutter being very small and at the same time covering the picture during the entire movement of the film. Now, in framing a picture on the viascope you never get away from the shutter as in other machines, for the shutter is so constructed that it always remains in the same position with the framer and lens. It is possible to frame two pictures with this machine and still keep the shutter in the same position with the framer. The viascope special is absolutely fireproof.

It is also fool-proof, as all parts are so made that anyone taking the machine apart can get the various parts in the right place, for it is impossible to get it together any other way.

All of the work on the machine is done by skilled mechanics, each an expert in his own line. The work is under the personal supervision of J. J. Pink, the president of the company. Mr. Pink has had long experience in the manufacturing and repairing of all kinds of moving picture machines, and is himself an inventor and practical mechanic.

AN ATTRACTIVE LINE OF POST CARDS.

The accompanying illustration shows one of the attractive "invitation" post cards issued by the Simplicity Co., Chicago. There are a large number of subjects, adapting the card for use for many purposes, each with a distinctive de-



sign. In many sections of the country these invitation cards have created a perfect furor, and no society woman feels she is quite in style unless she gives her invitations via the new route. Elsewhere in this page will be found a special offer made to dealers on an attractive series of picture post cards.

PROFIT IN A LINE OF STATIONERY.

What a Canvass of the Trade Reveals—Lesson Taught in Lax Method of Keeping Accounts—A Subject of Interest to Talking Machine Dealers Handling Side Lines—Some Interesting Figures Compiled by Those Who Know.

Many talking machine firms in looking around for good side lines to go with the phonograph have undoubtedly had their attention drawn to the stationery trade. We believe therefore that a few extracts from an article headed "Figuring Profits on Stationery," which appeared recently in a well known journal in this field, will be read with interest. It seems that a certain stationery manufacturer decided to find out if possible just what gross and net profits were made by a manufacturer, a jobber, or dealer, in that business; also how much was lost from bad debts, depreciation of stock and fixtures, etc. He therefore got up circulars and blanks to be returned and sent them to all the members of the different stationers' associations throughout the country, asking them to supply the date and send it in unsigned.

Here are some extracts from the replies received:

"I am at a loss to figure the gross profits on my sales and shall be glad to have you show me how to do it."

"Expense account kept, but never added."

"Actual profits on investment 7 $\frac{3}{4}$ per cent."

"All expenses not charged to stationery department that rightly belong to it."

"Made gross profit of 53 per cent. on sales of one year. The year before 57 per cent., but does not take stock nor keep an expense account."

"Two meals a day."

One of the largest dealers in the country writes: "Our method of inventorying our stocks is about as follows: We inventory at \$1 stock that costs \$1. that is new, fresh and salable, and has not been in stock over a previous inventory. If on hand at second yearly inventory and still fresh and salable it is taken at 25 per cent. discount, at third inventory 50 per cent. discount, at fourth 75 per cent., and at fifth nothing. In this way the 'shop-keepers' get down to a low inventory valuation whatever may be the actual selling values. This latter determined according to the items and its salability."

The division of classes is as follows: As to returns received we have divided them into (1)

retailers, (2) wholesale and retail, (3) wholesale, (4) manufacturers. (M) annual sales less than \$25,000. Other classification up to \$150,000 or over we have omitted as we have not the space to devote to it.

Class M	Per cent. on sales.		
	Gross profit.	Expense.	Net.*
No. 1	.33 $\frac{1}{2}$.23	.09
" 2	.40	.30	.10
" 3	.30	.22	.05
" 4	.33 $\frac{1}{2}$.26 $\frac{1}{2}$.04 $\frac{1}{2}$
Average	.34 $\frac{1}{4}$.25 $\frac{1}{2}$.07

*After deducting all bad debts and depreciation for fixtures, merchandise, machinery, etc.

It is assumed that in the above figures all parties included in their expense account a fair salary for themselves and partners, if any, or if a corporation salaries for their officers.

It is to be remembered also that in the net results above no interest on capital was included. It would be interesting to know what was left of the profits if this should be done. Is the stationer always getting in addition to his living 6 per cent. on his capital? If so, how much?

MOVING PICTURES OF MARATHON.

Used by Hayes, Winner of Race, in Illustrating His Lecture in Vaudeville.

"Johnny" Hayes, winner of the great Marathon race is to go into vaudeville to tell of his great run and how he felt at different stages of the race. The growing importance of the moving picture machine is proven in that connection as such pictures will be used in conjunction with his talk to show just how the race looked and how he crossed the finish line. While the Marathon race dates back to the time when Greece was one of the ruling nations of Europe, never before has a race been reproduced in actual motion pictures for the benefit of a people thousands of miles away, for Athens with her wonderful marble stadium had no moving picture machines.

Dorando, who got to the stadium first but collapsed and was helped across the line, is also to appear in vaudeville as soon as the leg he broke bicycling is mended. Probably the moving-picture machine in his case will show him being shoved across the line; but as he knows no language but Italian some one else will have to do his monologuing "stunt."

Lamps placed along the lower edge is one of the latest improvements in show window lighting. To be effective, they should be screened from view by either a permanent fixture or a shade which can be raised slightly above the line of the lamps.

SPECIAL TO THE TRADE!

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

"Every One Is In Slumberland But You and Me"
"Twinkling Star"
"Sweethearts May Come and Sweethearts May Go"
"Where The Jessamine Is Blooming, Far Away"
Instrumental—Paula Valse Caprice

It will pay you to keep in touch with us.
Write to-day!

THIEBES-STIERLIN MUSIC CO.
ST. LOUIS, MO.

SPECIAL OFFER

500 POST CARDS—No two alike; all retail at 2 for 5 cents and 5 cents each, **\$2.50.**
Cash with order; prepaid.

SIMPLICITY CO., Chicago, Ill.

THE PIANOVA COMPANY,

Manufacturers of

44 AND 65 NOTE ELECTRIC PLAYERS

with or without nickel in the slot attachment

SECURE THE AGENCY NOW.

117-125 Cypress Avenue,

New York.

60 YEARS' EXPERIENCE

PATENTS

TRADE MARKS
DESIGNS
COPYRIGHTS & C.

Anyone sending a sketch and description may quickly ascertain our opinion free whether an invention is probably patentable. Communications strictly confidential. HANDBOOK on Patents sent free. Oldest agency for securing patents. Patents taken through Munn & Co. receive special notice, without charge, in the

Scientific American.

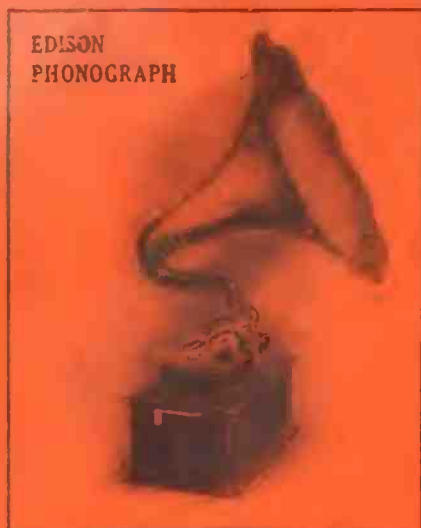
A handsomely illustrated weekly. Largest circulation of any scientific journal. Terms, \$3 a year; four months, \$1. Sold by all newsdealers. **MUNN & Co., 361 Broadway, New York**
Branch Office, 625 F St., Washington, D. C.



The **GREAT WHITE WAY**
EXTENDS ITS APPROVAL TO THE
PEERLESS COIN-OPERATED **PIANO**
AS EVIDENCED BY ITS WONDERFUL
POPULARITY AMONG
CAFES, CLUBS *and* RATHSKELLERS

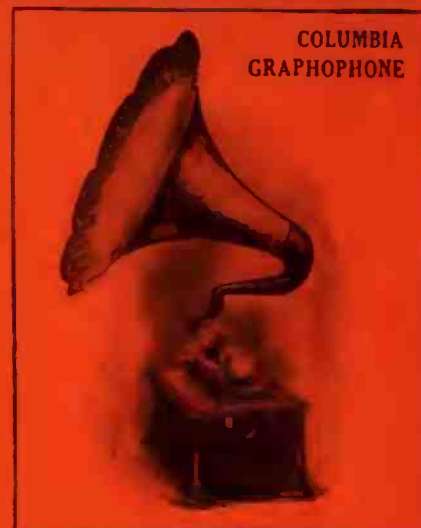
PEERLESS PIANO PLAYER CO.
F. ENGELHARDT & SONS PROPRIETORS

OFFICES
WINDSOR ARCADE
FIFTH AVE NEW YORK.
FACTORIES
ST JOHNSVILLE, N.Y.



A Revolution in the Phonograph Horn!

No Supports No Crane
No Standard
No Special Attachment



A Revolution Indeed!



Since the advent of the Phonograph, back in the eighties, it may safely be affirmed that no real progress has been made in the Phonograph horn; its size has been gradually increased, thus merely accentuating the defects of the reproduction. At last, the "IDEAL" horn has come! A scientific device aiming at a pure, melodious reproduction of the sound, be it either a great soprano's song, the endearment of a string instrument solo, or the rendering of a Sousa's march. Besides, it eliminates all the bad points of the previous horns—NO SUPPORTS, NO CRANE, NO STANDARD, NO SPECIAL ATTACHMENT are needed with the "IDEAL;" all that is required is simply the turning of a small thumb screw to fasten securely the "IDEAL" horn to the neck of the reproducer of any cylinder machine, either Edison or Columbia, or to a Devineau Biophone.

The bell of the "IDEAL," made of pure aluminum, is nearly six feet in circumference, assuring the maximum of sound.

The elbow is made of the highest grade of ebonite, which in combination with aluminum, completely eliminates that tin sound so strongly objectionable. In the middle part of the elbow a swivel allows the sound to be thrown in any direction WHILE PLAYING A RECORD.

The "IDEAL" flower horn is handsomely finished and weighs but a few ounces. With the "IDEAL" horn you get "IDEAL" music.

Federal Manufacturing Company

2095 East 36th Street

==

==

==

Cleveland, Ohio